



## LAKE GENEVA TOURISM COMMISSION AGENDA

Monday, July 14, 2025 - 4:00 PM

Lake Geneva City Hall; Council Chambers

### Members:

Chairperson - Brian Waspi; Members - Shelley Rowell, Troy Migut, Zakia Pirzada, Alderperson Fesenmaier and Alderperson Frame; Ex-Officio Members - Mayor Todd Krause, Comptroller Laura Pisarcik and VISIT Lake Geneva President Stephanie Klett

1. Call to Order
2. Roll Call
3. Comments from the public limited to 5 minutes, limited to items on this agenda
4. Approval of the minutes from June 9, 2025
5. Update from Heather Jones (Independent Contractor for Tourism Commission) Meet at the Lake Promotional Activity
6. Update from Tourism Entity (VISIT Lake Geneva) on Promotional Activity, Calendar, and Hotel performance
7. Update from Lake Geneva Business Improvement District (events and mission)
8. Written financial update regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements, list of outstanding (unpaid) tourism grants awarded
9. Discussion/Action on Tourism Promotional Grant Program and Requests: **Maximum ten (10) minute presentation per request:**
  - a. Gala Days & Nights: Musique of the Night; Geneva Lake Women's Association (GLWA) *(continued from June meeting)*
  - b. Sylph, A Contemporary Ballet; Dawn Springer Dance Projects *(continued from June meeting)*
  - c. Ventian Festival; Lake Geneva Jaycees (amendment to grant previously awarded in May 2025)
  - d. Fieldwork at Veterans Park; Geneva Lakes Family YMCA (amendment to grant previously awarded in November 2024)
10. Final Event Evaluations from organizations receiving Tourism Grants

- a. Rediscover Wonder; Geneva Lake Children's Museum
  - b. Wee Whiskey Fest; Geneva Lakes Whiskey Club
  - c. Winterfest Ice Sculpture Walk 2025; VISIT Lake Geneva (*continued from May and June meetings*)
  - d. The Balloon Adventure; 531 Fund (formerly Santa Cause Inc) (*continued from May and June meetings*)
  - e. Field Work at Vets Park, Geneva Lakes Family YMCA (*continued from June meeting*)
  - f. Wisconsin Cheese Festival; Adams PG & Lake Geneva House of Music
- 11.** Tourism Commission related forms, paperwork, and grant procedures review
- a. Criteria/Guidelines for awarding grants to be included on the grant application (*continued from May and June meetings*)
  - b. Updated Complimentary Riviea Ballroom Event Request Form
- 12.** Discussion/Possible Action regarding Promoting the Tourism Commission's website listing City hotels (*continued from May meeting*)
- 13.** Discussion regarding the Knowles-Nelson Grant and Matching Funds
- 14.** Future Agenda Items
- 15.** Next Meeting Date and Time: Monday, August 11, 2025, at 4:00 pm
- 16.** Adjournment

*A quorum of the Council may be present; however, no official Council action will be taken.  
Requests from persons with disabilities who need assistance to participate in this meeting should be made to the City Clerk's  
office in advance so that the appropriate accommodations can be made.*

TOURISM COMMISSION MINUTES  
Monday, June 9, 2025  
COUNCIL CHAMBERS, CITY HALL

Meeting was called to order by Chair Waspi at 4:01 p.m.

**Roll Call**

**Present:** Chair Brian Waspi, Vice Chair Zakia Pirzada, Alderman Fesenmaier, Alderman Frame, Troy Migut, Shelley Rowell; Mayor Krause (Ex-Off), Stephanie Klett (Ex-Off)

**Absent:** Comptroller Laura Pisarcik (Ex-Off).

*Motion by Fesenmaier, second by Pirzada, to move Item #12, Riviera Complimentary Request Form, directly after Item #5, the Tourism Entity Update. Unanimously carried.*

**Comments from the Public limited to 5 minutes, limited to items on the agenda:**

None

**Approval of Tourism Commission minutes from May 12, 2025**

*Motion by Waspi, second by Pirzada, to approve the minutes from May 12, 2025. Unanimously carried.*

**Heather Jones, Independent Contractor for Tourism Commission, Meet at the Lake Promotional Activity**

Heather Jones gave her Marketing Update with 106 active inquiries from the website; only sixty-four recorded May last year. Site sessions on the Tourism website site, [www.lakegenevahotels.org](http://www.lakegenevahotels.org) listing only City hotels, continue to increase. The report also included a Sales Update and revenue from the Riviera.

**Riviera Ballroom Complimentary Request Form, Heather Jones** (continued from May meeting and moved up from place in original agenda) – Alderman Fesenmaier asked if Heather could revise the Complimentary Request Form to include the line item costs to the City. Jones was agreeable and will bring a revised form to the July or August meeting.

**Update from Tourism Entity – Visit Lake Geneva**

Deanna Goodwin reminded the Commission that the free Concerts in the Park series begin this month on June 26 and runs through August 7. Goodwin gave a detailed recap of the Marketing Metrics and Hotel Activity data.

The **2024** Tourism Economic Impact Report is being re-released on June 10. Commissioners will receive copies by email.

Included in May 2025 Earned Media Highlights:

Geneva Lake Museum <https://www.worldatlas.com/landmarks/12-best-museums-in-wisconsin.html>

Riviera Beach <https://www.thetravel.com/riviera-of-the-midwest-is-underrated-beach-destination-whole-family-will-love/>

City of Lake Geneva <https://www.worldatlas.com/cities/13-coolest-wisconsin-towns-for-a-summer-vacation-in-2025.html>

### **Update from Lake Geneva Business Improvement District (BID) –**

Alexandra Binanti gave detailed information regarding Website and Social Media data.

Binanti documented Placer.AI results for the 2023 Christmas Parade, 2024 Winterfest, and Abominable Snow Race showing user locations for these events.

Banners in downtown are typically hung for two weeks between events. City ordinance is not specific regarding other specifics for hanging banners. *Needs to be reviewed for changes.*

Changes to the 2025 late summer Lemonade Crawl will include expanded hours from 4 to 8 p.m. and a picnic in Flat Iron Park with five food trucks and children's games. Proceeds will go to the Mural project.

Another Art Installation (i.e. mural) will be placed on the large wall at 605 W. Main Street (facing the museum).

Binanti Met with a local accessibility advocate about forming coalition for all abilities programming in consideration of the beach, sports activity programming, and walk around town with Public Works.

### **Update from the YMCA work at Veteran's Park Ballfield**

No information was made available in the packet. The fields have been renovated. Total grant award amount was not needed. The amount will need to be revised by the Commission at the July meeting.

### **Written financial update provided by City Comptroller**

Balance Sheet from April 30, 2025

Total Assets \$996,006.84

Restricted Fund Balance - \$1,075,073.65

### **Tourism Promotional Grant Program and Requests**

#### **Jazz By the Lake, Midwest Young Artists – Fred Gahl**

Fred Gahl explained the musical event scheduled for Saturday, July 19, at Flat Iron Park to include a live jazz concert and free ice cream. Commissioners focused discussion on the date (i.e. on a popular weekend) and the grant budget for \$9800 which included LOCAL marketing.

*Motion by Frame, second by Rowell, to award \$9800.* Discussion continued about trying to follow the state statute which speaks to overnight stays for the event. *Motion to amend by Waspi, second by Pirzada, to fund \$5950 of the marketing list: Instagram, Facebook, regional newsletter blasts, flyers, posters, website banners, website design and promotion, and Evite (from the list in the packet).* There was the reminder to remove any LOCAL ad buys and to include the QR Code for City Hotels on marketing materials. *Amendment unanimously carried. Main motion as amended also unanimously carried.*

**Women’s Weekend 2025, The Adventure Begins Here – Geneva Lake Women’s Association**

It was clarified that this is a fresh marketing proposal combining several events. Unfortunately, the Commissioners did not have the correct application from the packet. *By consensus, this item is continued to the July meeting.*

**Sylph, A Contemporary Ballet – Dawn Spring Dance Projects**

Due to time limitation, *by consensus, this item is continued to the July meeting.*

**Final Grant Evaluations from organizations receiving Tourism Grant  
Winterfest Ice Sculpture Walk 2025, VISIT Lake Geneva –**

By consensus, continued to July meeting due to time.

**The Balloon Adventure, 531 Fund –**

Continued to July meeting.

**Field Work at Vets Park, Geneva Lakes YMCA –**

Continued to July meeting.

**Tourism Commission related forms, paperwork, and grant procedures review  
Riviera Ballroom Complimentary Request Form (moved to beginning of agenda)  
Criteria/Guidelines for awarding grants, to be included on the grant application**

By consensus, continued to July meeting due to time.

**Promoting the Tourism Commission’s website listing City hotels (continued from May meeting)**

Continued to July meeting.

**Knowles-Nelson Grant and Matching Funds**

Continued to July meeting.

**Future meeting agenda items and next meeting date –  
Monday, July 14 at 4:00 PM**

- Note: all items listed above that were continued.
- Budget – add line items for municipal development projects including maintenance; City limits entrance signs and wayfinding kiosks
- Criteria for grant awards (see above)
- Switch Riviera Contractor individual grant requests to line items in the City budget
- Note: Include Future Meeting Date on the agenda

*Motion by Waspi, second by Pirzada, to adjourn at 6:01 p.m. Carried.*

Respectfully submitted,  
Alderman Fesenmaier, Secretary

## Riviera Ballroom/MATL Update- Tourism Commission Meeting July 2025

### Marketing Update

- Website Analytics Update: Past 30 Days:
  - Site Sessions: 2,485 (+42%)
    - Site Sessions by traffic source
      1. Google (983)
      2. Direct 705)
      3. Social Media Ads (328)
      4. City of Lake Geneva (144)
      5. Bing (43)
  - Active Inquiries: 114, 106 recorded for June 2024
  - Avg. Session Duration: 2m 48s (-9%)
  - Site Bounce Rate: 61% (+13%)
  
- WeddingWire & TheKnot: June Stats
  - 313 Visitors
  - 27 Link Clicks
  - 26 Saves
  - 30 leads
  
- Hotels & Lodging Analytics Update Past 30 days:
  - 91 Page Views (+11 from last month)
  - Avg. time spent on page: 3min 47sec (-42s)

*\*Reports generated on July 8th*
  
- [www.lakegenevahotels.org](http://www.lakegenevahotels.org) Analytics
  - 41 Site Sessions (-80%)
    - (23) Direct
    - (7) BID
    - (6) Facebook

### Sales Update

	2019	2020	2021	2022	2023	2024	2025	2026	2027
<b>Weddings</b>	28	9	54	55	52	43	44	29	1
<b>Social</b>	1	0	1	5	4	5	3	3	
<b>Corporate</b>	2	1	1	2	3	1	3		
<b>Non-Profit</b>	10	0	3	1	5	4	5	1	
<b>Event Total</b>	<b>41</b>	<b>10</b>	<b>60</b>	<b>62</b>	<b>64</b>	<b>54</b>	<b>55</b>	<b>33</b>	<b>1</b>
<b>Cancellation Total</b>	0	40	11		3	2	4	1	
<b>Rescheduled</b>	0	20	4		1	1	1		
<b>Comp</b>		5	2	5	6	6	9		
<b>Pending Comp Req</b>									

- Sales by year May 2025:
  - 2025 Events- One corporate contract returned. One wedding contract and one holiday party out for signature.
  - 2026 – Two wedding contracts returned. Two wedding contracts, ne non-profit and one corporate contract out for signature.
  - 2027- One Wedding contract returned
- Last Year- Reported on July 5th; 53 events booked for 2024 and 22 events booked for 2025.

**ACTUAL RIVIERA BALLROOM REVENUE BY YEAR**

**CITY OF LAKE GENEVA RIVIERA REVENUE (NET REVENUE AFTER TAX)**

<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025 YTD</b>
\$99,792.62	\$29,095.71	\$162,926.92	\$286,754.23	\$308,151.03	\$260,375.56	\$286,496.47
<b>CATERING REVENUE</b>						
\$14,688.76	\$4,337.68	\$32,970.09	\$46,691.72	\$48,795.80	\$47,914.74	\$12,1798.54



**Lake Geneva Tourism Commission  
JULY 14, 2025  
VISIT Lake Geneva Update**

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**Partner Events**

- Monthly Partner Meeting – July 15, 8-9am at Hawk’s View Golf Club

**Public Events**

- 2025 Concerts in the Park – Thursdays, June 26 – August 7
  - Music lineup [online](#)
- 2025 Electric Christmas Parade – December 6
- Winterfest 2026 – January 28 - February 1

**Earned Media Highlights – JUNE 2025**

- Travel and Tour World | [US Tourism Boom at IPW 2025 | Lake Geneva, Wi Makes a Prominent Debut](#)
- Travel Trade Journal | [USA Broadens its Tourism Appeal at IPW 2025; India Emerges as a Strategic Focus](#)
- Milwaukee Journal Sentinel | [Here are some of Wisconsin’s top attractions. How many have you visited?](#)
- World Atlas | [These 10 Towns in the United States Feel Like Home](#)
- WNA - Wisconsin Newspaper Assoc. | [You, too, can create amazing dishes](#)
- WI Proud.com | [Three Wisconsin gems ranked among top U.S. spots for ‘Micro-Retirement](#)
- World Atlas | [8 Most Hospitable Towns in the Northern United States](#)
- World Atlas | [11 Serene Wisconsin Towns for a Weekend Retreat](#)
- Women’s World | [6 Things to Do in Lake Geneva, Wisconsin—From Sunset Cruises to History Museums](#)
- Milwaukee Journal Sentinel | [These are 7 of the most treasured views in Wisconsin. Here's how to find them](#)
- Milwaukee Journal Sentinel | [Take a photo tour of one of the best scenic views in the U.S. Experience Lake Geneva](#)
- Travel + Leisure Magazine | [The 15 Best Lake Towns in America](#)
- AOL.com | [Midwest Adventures Start Here: Best Road Trips from Chicago](#)
- Forbes | [Father’s Day Gift Guide 2025: Best Winery, Distillery and Brewery Trips for Dads](#)
- Travel + Leisure Asia | [Visiting the USA in June? Add These Best Places to Your List](#)

**MARKETING METRICS – JUNE 2025**

**WEBSITE – VisitLakeGeneva.com**

- Visitor Sessions – 159,086 (-2.1%) | YTD 878,789 (+6.0%)
- Pageviews – 460,661 (-16.4%) | YTD 2,352,537 (-7.0%)
- Users – 118,451 (-4.1%) | YTD 649,023 (+2.3%)
- Online Guide Visits – 5,000 | YTD 17,018

- **Top Pages**

1. Events	87,749 Pageviews
2. Things to Do	30,203
3. Home	24,658
4. Stay   Hotels & Resorts	15,793
5. Food & Drink	15,138
6. Stay	13,705
7. Events   Events This Week	12,700
8. Things to Do   Shopping	11,769
9. Things to Do   Shore Path	10,337
10. Things to Do   Family Fun	10,238
  
- **Top Cities**

1. Chicago	19,965 Users
2. (not set)	6,587
3. Milwaukee	3,477
4. Lake Geneva	1,914
5. Minneapolis	1,145
6. Madison	1,023
7. Rockford	792
8. Wheaton	703
9. New York	641
10. Aurora	624

**SOCIAL MEDIA**

- Facebook – 77,818 Followers (+851 MoM) | 1,576,588 Monthly Views
- Instagram – 19,028 Followers (+489 MoM) | 212,749 Monthly Views
- X – 3,563 Followers (+13 MoM) | 956 Monthly Impressions
- LinkedIn – 1,934 Followers (+49 MoM) | 7,703 Monthly Impressions
- TikTok – 3,700 Followers (+302 MoM) | 111,885 Monthly Views

**EMAIL SUBSCRIBERS**

- Subscribers – 53,008 (+263)
- Open Rate – 31.4%

**VISITOR CENTER ACTIVITY**

- Phone Calls – 263 (-15) | YTD 1,338 (-339)
- Walk-ins – 1,594 (-328) | YTD 6,217 (-706)
- Emails – 1,473 (+177) | YTD 5,920 (+364)
- Visitors Guides Fulfilled – 1,355 (+163) | YTD 5,547 (+324)

**HOTEL ACTIVITY – MAY 2025**

- Occupancy – 53.7% (+8.9%) | YTD 48.2% (+10.7%)
- ADR - \$184.80 (+11.6%) | YTD \$179.12 (+12.6%)
- RevPar - \$99.23 (+21.5%) | YTD \$86.31 (+24.7%)

## MEETINGS & EVENTS RFP ACTIVITY – JUNE 2024

RFP #	Total Attendees	Total Room Nights	Type	Event Date	Properties Sourced
1515	225	300	SMERF	NOV 2026	Abbey, Grand Geneva
1516	250	350	Corporate	OCT 2025	Abbey, Grand Geneva, Lake Lawn
1517	20	28	Association	AUG 2025	Abbey, Grand Geneva, Maxwell Mansion, <a href="#">The Cove</a> , <a href="#">Harbor Shores</a> , Geneva Inn
1518	75	150	Government	DEC 2025	<a href="#">The Cove</a> , <a href="#">Harbor Shores</a> , Lake Lawn, Grand Geneva, The Abbey
1519	250	1040	Sports	JUNE 2026/27/28	Grand Geneva
1520	25	75	Social	JUL 2025	Abbey, Grand Geneva, Lake Lawn
1521	100	343	Corporate	NOV 2025	Abbey, Grand Geneva, Lake Lawn
1522	20	25	Medical	AUG 2025	Geneva Inn, <a href="#">Bella Vista</a> , <a href="#">Harbor Shores</a>
1523	60	212	Education	SEP 2026	Abbey, Grand Geneva, Lake Lawn, <a href="#">The Cove</a>
1524	20	32	Government	AUG 2025	Abbey, Grand Geneva, Lake Lawn
<b>10</b>	<b>1045</b>	<b>2555</b>	<b>June 2025 Totals</b>		

### Year-to-Date

- RFPs Distributed – 73 | RFP Room Nights – 17,464 | RFP Attendees – 11,650

### Other

- 2024 Tourism Economic Impact Reports released in June
- IPW Convention recap
- Media Visit Recap + Upcoming
  - WGN Radio Your Hometown feature
  - Bill on the Road
- 2025 Impact Awards – Nominations now being accepted [online](#) through August 31



626 Geneva Street, Lake Geneva WI 53147 | 262.716.9529 | [www.downtownlakegeneva.org](http://www.downtownlakegeneva.org)

**Executive Director’s Report**  
June 2025 Recap

**Website & Social:**

In June, we saw 11% increase in site sessions from previous month with top visited pages being /homepage, /lemonadecrawl and /shop.

Top traffic sources were google, then direct, and then boosted facebook. Organic facebook as traffic source decreased by 31%

New store openings had most organic reach on social media, and starting to redevelop murals microsite as more installations come into town this year. Upcoming page updates for Lemonade Crawl and Maxwell Street Days in June.

	JAN	FEB	MAR	APR	MAY	JUN	AUG	SEP	OCT	NOV	DEC (24)
Mobile	546	630	630	1407	2010	2180					643
Desktop	327	385	385	510	630	806					263
Tablet	15	12	12	48	50	47					9
Pageviews	1821	2100	2100	3543	4580	4374					1697
Users	888	857	857	1864	2690	3034					915
New Visitors	803	790	790	1617	2258	2098					815
Avg Time on site	4m1s	5m31s	5m31s	3m8s	3m59s	3m16s					2m41s
	JAN	FEB	MAR	APR	MAY	JUN	AUG	SEP	OCT	NOV	DEC (24)
FACEBOOK											

Followers	17890	17507	17507	17587	17625	17722					17611
MoM Change	279	94	94	80	38	97					-121
Reach	38,886	42,346	42,346	34724	33626	19,800					34671
Views	111,637	89,536	89,536	90,029	83,464	54,3654					
Post Engagement	6,551	5766	5766	5687	7,727	5764					2715
INSTAGRAM											
Followers	3409	3493	3493	3544	3619	3641					3373
MoM Change	36	84	84	51	75	66					17
Reach	6,214	5758	5,758	5077	6330	4116					3528
Engagement	522	322	322	349	407	702					234

**Events & Promotions:**

**Listed Events for the year:**

Indoor Sidewalk Sale – January 10-12<sup>th</sup>

Annual Meeting – March 12<sup>th</sup>

Spring Wine Walk – May 18<sup>th</sup>

Lemonade Day Crawl – August 20<sup>th</sup>

Maxwell Street Days - August 22-24<sup>th</sup>

Oktoberfest – October 11-12<sup>th</sup>

Fall Wine Walk – November 2<sup>nd</sup>

Light Up Lake Geneva Tree Lighting Shop Small Weekend – November 28-30<sup>th</sup>

Visits with Santa – Thursdays in December

**Promotions Committee:**

General promotions committee met June 23rd. Proposed some adjustments to Lemonade Crawl and representatives from Gallery 223 and from Gallery Lake Geneva attended to pitch an Art Crawl Plein Air and Gallery Walk. Developing idea for fall.

- i. Oktoberfest Planning –Permits being submitted, adding a carved pumpkin crawl to the event. Also shared correspondence with City departments regarding concerns of moving the event to Flat Iron Park. Working with beer vendors and equipment rental. Sponsorships to become available in June.

- ii. Mural Committee –
  - a. Art Selection Made for one large mural installation at 605 W Main Street’s East facing wall. Going to Plan Commission in July. Art to be installed in August
  - b. Wall secured for 4 seasons mural, contracts and permit application in process
  - c. Wall secured for family friendly interactive mural at the Library to go to site plan review in July.
  - d. Proposed fundraiser for continued art projects to be held May 2026 in partnership with the Broadway Academy of Dance

- iii. Benches – RFP live

**Economic Vitality:**

- i. Mayor Task Force March Meeting Did not meet in
- ii. BID expansion data map being created with proposed property expansion to be completed in June. Request for a committee review of property details in BID to take place in June. Marketing to be launched for July public hearing item at City Hall.

**Business Communications & Organization:**

BRV: 11 site visits (47 to date)

- i. Developing a business resource guide with WCEDA for staff training workshops
- ii. Working on Financial planning policies and procedures for executive committee
- iii. Interviewing individuals for administrative coordinator position

**CITY OF LAKE GENEVA  
ROOM TAX COMPARISONS  
2024 AND 2025**

**2024**

	Room Tax Regular	Room Tax Marketplace	Totals
January	46,345.11	15.52	46,360.63
February	66,449.53	43.29	66,492.82
March	84,536.65	172,059.59	256,596.24
April	63,357.72	20.09	63,377.81
May	106,782.84	118.54	106,901.38
June	225,867.09	189,668.55	415,535.64
July	278,306.46	169.25	278,475.71
August	249,111.16	178.73	249,289.89
September	201,656.62	229,206.50	430,863.12
October	121,703.75	75.05	121,778.80
November	66,614.28	19.20	66,633.48
December	67,256.48	125,153.36	192,409.84
	<u>1,577,987.69</u>	<u>716,727.67</u>	<u>2,294,715.36</u>

**2025**

	Room Tax Regular	Room Tax Marketplace	Additions Room Tax- Reg Since last Reported	Additions Room Tax- Marketplace Since last Reported	Net Totals	Amount Issued to LG Visit	Check Issue Date
January	24,826.04	0.60	27,292.54	-	52,119.18	-	
February	387.96	63.60	52,944.32	-	53,395.88	-	
March	1,074.49	188,602.36	80,199.12	-	269,875.97	-	
April	48,026.62	65.58	13,772.76	-	61,864.96	-	
May	96,255.42	160.61	-	-	96,416.03	29,919.77	6/6/2025
June	4,208.36	-	-	-	4,208.36	59,586.95	7/11/2025
July					-		
August					-		
September					-		
October					-		
November					-		
December					-		
	<u>174,778.89</u>	<u>188,892.75</u>	<u>174,208.74</u>	<u>-</u>	<u>537,880.38</u>	<u>89,506.72</u>	

Note: Marketplace Providers now pay on a quarterly basis

**CITY OF LAKE GENEVA**  
**BALANCE SHEET**  
**MAY 31, 2025**

**FUND 47 - TOURISM**

<u>ASSETS</u>			
47-00-00-11111	FUND CASH	999,149.67	
	TOTAL ASSETS		999,149.67
<u>LIABILITIES AND EQUITY</u>			
<u>LIABILITIES</u>			
47-00-00-21100	ACCOUNTS PAYABLE	103,550.00	
	TOTAL LIABILITIES		103,550.00
<u>FUND EQUITY</u>			
47-00-00-34800	RESTRICTED FUND BALANCE	1,075,073.65	
	REVENUES OVER EXPENDITURES - YTD	( 179,473.98)	
	TOTAL FUND EQUITY		895,599.67
	TOTAL LIABILITIES & EQUITY		999,149.67

**2024/2025 Tourism Grant Commitments**

Meetings	Events	Amount committed	Vendor	Date of Event	Paid to Date	Remaining Balance	PAID
<b>2024-Meetings</b>							
November	Avian Committee	4,000.00	Avian Committee (Bird Backpacks)	Ongoing-April 2025	1,298.61 \$	2,701.39	6/20/2025
	Winter Bridal Expo	15,000.00	Celebration Management	January 18, 2025	\$	15,000.00	
	Baseball/Softball Travel Tournaments	300,000.00	YMCA	Spring/Summer 2025	103,550.00 \$	196,450.00	5/23/2025
	Rediscover Wonder	32,000.00	Lake Geneva Childrens Museum	March 15, 2025	26,607.93 \$	5,392.07	6/13/2025
	Women's Weekend 2025	20,500.00	Geneva Lake Women's Association	April 25-27, 2025	19,033.48 \$	1,466.52	6/27/2025
December	Downtown Ice Sculpture Walk	17,560.00	VISIT Lake Geneva	Jan 30-Feb 2, 2025	10,369.80 \$	7,190.20	4/15/2025
<b>2025-Meetings</b>							
January	Fall 2025 and Winter 2026 Promo	TBD	Riviera -Heather Jones	Various	1,450.00		5/16/2025
February	Art in the Park	22,280.00	Geneva Lake Arts Foundation, Inc.	August 9-10, 2025	-	22,280.00	
	Wisconsin Cheese Festival	10,000.00	LG house of Music and Adams Publishing Group	May 16-18, 2025	10,000.00	-	6/27/2025
	Taco Fest	10,000.00	LG house of Music and Adams Publishing Group	September 12-14, 2025	-	10,000.00	
March	Wee Whiskey Fest	20,000.00	Geneva Lakes Whiskey Club	April 25-27, 2025	20,000.00	-	6/13/2025
April	None						
May	Corporate Meetings and Events	7,500.00	The Riviera Ballroom	June-September, 2025	-	7,500.00	
	Das Fest Wisconsin	15,000.00	Prost! Das Fest Wisconsin	July 18-20, 2025	-	15,000.00	
	Venetian Festival	27,500.00	Lake Geneva Jaycees	August 13-17, 2025	-	27,500.00	
June	Jazz by the Lake	9,800.00	Midwest Young Artists Concert	19-Jul-25	-	9,800.00	

Account Number	Account Title	2025-25 Period Actual	2025-25 Current year Actual	Current year Budget	Variance Current year	% of Budget
<b>TOURISM</b>						
<b>TOURISM</b>						
47-00-00-41210	ROOM TAX	58,666.22	58,666.22	1,400,000.00	1,224,496.62	12.54
47-00-00-46100	TOURISM MISC REVENUE	.00	.00	.00	.00	.00
47-00-00-48110	INTEREST INCOME	3,370.92	16,699.02	10,000.00	6,699.02-	166.99
47-00-00-49350	TRANSFER FROM GENERAL FUND	.00	.00	.00	.00	.00
Total TOURISM:		62,037.14	75,365.24	1,410,000.00	1,217,797.60	13.63
47-00-00-57100	HOTEL/MOTEL ASSN-CHAM OF COM	.00	.00	680,000.00	650,080.23	4.40
47-00-00-57210	EVENTS COORDINATOR	.00	.00	.00	.00	.00
47-00-00-57212	RIVIERA MARKETING COORDINATOR	5,833.34	29,166.70	70,000.00	34,999.96	50.00
47-70-00-57150	PROMOTIONAL GRANT	146,000.00	217,555.51	200,402.00	93,093.53-	146.45
47-70-00-57155	TOURISM MUNICIPAL DEVELOPMENT	180.42	8,117.01	221,425.00	212,923.57	3.84
47-70-00-59500	TRANSFER TO LAKEFRONT FUND	.00	.00	.00	.00	.00
47-70-00-59600	TRANSFER TO DEBT SERVICE FUND	.00	.00	238,173.00	238,173.00	.00
TOURISM Expenditure Total:		152,013.76	254,839.22	1,410,000.00	1,043,083.23	26.02
Net Total TOURISM:		89,976.62-	179,473.98-	.00	174,714.37	.00
Net Grand Totals:		89,976.62-	179,473.98-	.00	174,714.37	.00

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
<b>47-00-00-11111 FUND CASH</b>					
		04/30/2025 (04/25) Balance	.00 *	.00 *	996,006.84
CA	14	Cash Allocation - Created: 06/05/25 4:46 PM		58,666.22-	
CA	3	Cash Allocation - Created: 06/03/25 3:04 PM	58,666.22		
CA	23	Cash Allocation - Created: 07/08/25 11:45 AM		119.99-	
CA-CDA	5	CDA Fund Allocation - Created: 05/02/25 2:09 PM		60.75-	
CA-CDA	17	CDA Fund Allocation - Created: 05/07/25 11:07 A		10,369.80-	
CA-CDA	47	CDA Fund Allocation - Created: 05/20/25 4:52 PM		42,450.00-	
CA-CDA	77	CDA Fund Allocation - Created: 05/29/25 12:04 P		5,893.77-	
CA-JE	16	JE Fund Allocation - Created: 06/05/25 4:46 PM	58,666.22		
CA-JE	23	JE Fund Allocation - Created: 06/18/25 11:13 AM	3,370.92		
		05/31/2025 (05/25) Period Totals and Balance	120,703.36 *	117,560.53- *	999,149.67
<b>47-00-00-13920 ACCTS RECEIVABLE</b>					
		04/30/2025 (04/25) Balance	.00 *	.00 *	.00
		05/31/2025 (05/25) Period Totals and Balance	.00 *	.00 *	.00
<b>47-00-00-21100 ACCOUNTS PAYABLE</b>					
		04/30/2025 (04/25) Balance	.00 *	.00 *	10,430.55-
AP	174	Summary Transactions from AP System		42,450.00-	
AP	698	Summary Transactions from AP System		103,550.00-	
AP	911	Summary Transactions from AP System		5,893.77-	
CDA	88726	US CELLULAR	60.75		
CDA	88792	VISIT LAKE GENEVA	10,369.80		
CDA	88902	CITY OF LAKE GENEVA	1,450.00		
CDA	88940	SANTA CAUSE	40,000.00		
CDA	88943	SMALE SALGADO, JESSICA ALETHEA	1,000.00		
CDA	88987	JONES, HEATHER	5,833.34		
CDA	88993	US CELLULAR	60.43		
		05/31/2025 (05/25) Period Totals and Balance	58,774.32 *	151,893.77- *	103,550.00-
<b>47-00-00-21900 ACCRUED EXPENSES</b>					
		04/30/2025 (04/25) Balance	.00 *	.00 *	.00
		05/31/2025 (05/25) Period Totals and Balance	.00 *	.00 *	.00
<b>47-00-00-34800 RESTRICTED FUND BALANCE</b>					
		04/30/2025 (04/25) Balance	.00 *	.00 *	1,075,073.65-
		05/31/2025 (05/25) Period Totals and Balance	.00 *	.00 *	1,075,073.65-
<b>47-00-00-41210 ROOM TAX</b>					
		04/30/2025 (04/25) Balance	.00 *	.00 *	.00

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance	
<b>47-00-00-41210 ROOM TAX (continued)</b>						
JE	18	TRANSFER ROOM TAX		48,311.50-		
JE	18	TRANSFER ROOM TAX		10,354.72-		
		05/31/2025 (05/25) Period Totals and Balance	.00 *	58,666.22- *	58,666.22-	
YTD Encumbrance	.00	YTD Actual	58,666.22- Total	58,666.22- YTD Budget	1,400,000.00- Unearned	1,341,333.78
<b>47-00-00-46100 TOURISM MISC REVENUE</b>						
		04/30/2025 (04/25) Balance	.00 *	.00 *	.00	
		05/31/2025 (05/25) Period Totals and Balance	.00 *	.00 *	.00	
YTD Encumbrance	.00	YTD Actual	.00 Total	.00 YTD Budget	.00 Unearned	.00
<b>47-00-00-48110 INTEREST INCOME</b>						
		04/30/2025 (04/25) Balance	.00 *	.00 *	13,328.10-	
JE	27	REC MAY LGIP ACTIVITY		3,370.92-		
		05/31/2025 (05/25) Period Totals and Balance	.00 *	3,370.92- *	16,699.02-	
YTD Encumbrance	.00	YTD Actual	16,699.02- Total	16,699.02- YTD Budget	10,000.00- Unearned	6,699.02-
<b>47-00-00-49100 APPL. PRIOR YR APPROPRIATIONS</b>						
		04/30/2025 (04/25) Balance	.00 *	.00 *	.00	
		05/31/2025 (05/25) Period Totals and Balance	.00 *	.00 *	.00	
YTD Encumbrance	.00	YTD Actual	.00 Total	.00 YTD Budget	.00 Unearned	.00
<b>47-00-00-49350 TRANSFER FROM GENERAL FUND</b>						
		04/30/2025 (04/25) Balance	.00 *	.00 *	.00	
		05/31/2025 (05/25) Period Totals and Balance	.00 *	.00 *	.00	
YTD Encumbrance	.00	YTD Actual	.00 Total	.00 YTD Budget	.00 Unearned	.00
<b>47-00-00-57100 HOTEL/MOTEL ASSN-CHAM OF COMM</b>						
		04/30/2025 (04/25) Balance	.00 *	.00 *	.00	
		05/31/2025 (05/25) Period Totals and Balance	.00 *	.00 *	.00	
YTD Encumbrance	.00	YTD Actual	.00 Total	.00 YTD Budget	680,000.00 Unexpended	680,000.00
<b>47-00-00-57210 EVENTS COORDINATOR</b>						
		04/30/2025 (04/25) Balance	.00 *	.00 *	.00	

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
<b>47-00-00-57210 EVENTS COORDINATOR (continued)</b>					
		05/31/2025 (05/25) Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual .00 Total	.00	YTD Budget .00	Unexpended .00
<b>47-00-00-57212 RIVIERA MARKETING COORDINATOR</b>					
		04/30/2025 (04/25) Balance	.00 *	.00 *	23,333.36
AP	902	JONES, HEATHER	5,833.34		
		**Desc: RIVIERA EVENTS COORDINATOR-JUN 2025			
		05/31/2025 (05/25) Period Totals and Balance	5,833.34 *	.00 *	29,166.70
YTD Encumbrance	.00	YTD Actual 29,166.70 Total	29,166.70	YTD Budget 70,000.00	Unexpended 40,833.30
<b>47-00-11-15900 DUE TO/FROM GENERAL FUND</b>					
		04/30/2025 (04/25) Balance	.00 *	.00 *	.00
		05/31/2025 (05/25) Period Totals and Balance	.00 *	.00 *	.00
<b>47-00-40-15900 DUE TO/FROM LAKEFRONT FUND</b>					
		04/30/2025 (04/25) Balance	.00 *	.00 *	.00
		05/31/2025 (05/25) Period Totals and Balance	.00 *	.00 *	.00
<b>47-70-00-57150 PROMOTIONAL GRANT</b>					
		04/30/2025 (04/25) Balance	.00 *	.00 *	71,555.51
AP	102	CITY OF LAKE GENEVA	1,450.00		
		**Desc: FALL/WINTER PROMO			
AP	136	SANTA CAUSE	40,000.00		
		**Desc: BALLOON ADV. 2025			
AP	164	SMALE SALGADO, JESSICA ALETHEA	1,000.00		
		**Desc: AVIAN BACKPACKS			
AP	498	YMCA	103,550.00		
		**Desc: REIMB-ATHLETIC FIELD MAINT			
		05/31/2025 (05/25) Period Totals and Balance	146,000.00 *	.00 *	217,555.51
YTD Encumbrance	.00	YTD Actual 217,555.51 Total	217,555.51	YTD Budget 200,402.00	Unexpended 17,153.51-
<b>47-70-00-57155 TOURISM MUNICIPAL DEVELOPMENT</b>					
		04/30/2025 (04/25) Balance	.00 *	.00 *	7,936.59
AP	841	US CELLULAR	60.43		
		**Desc: RIVIERA CELL-HEATHER			
JE	33	RECLASS TO CORRECT ACCT.	119.99		

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
<b>47-70-00-57155 TOURISM MUNICIPAL DEVELOPMENT (continued)</b>					
	05/31/2025 (05/25)	Period Totals and Balance	180.42 *	.00 *	8,117.01
YTD Encumbrance	.00	YTD Actual	8,117.01	Total	8,117.01
			YTD Budget	221,425.00	Unexpended
					213,307.99
<b>47-70-00-59400 TRANSFER TO CAPITAL PROJECTS</b>					
	04/30/2025 (04/25)	Balance	.00 *	.00 *	.00
	05/31/2025 (05/25)	Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual	.00	Total	.00
			YTD Budget	.00	Unexpended
					.00
<b>47-70-00-59500 TRANSFER TO LAKEFRONT FUND</b>					
	04/30/2025 (04/25)	Balance	.00 *	.00 *	.00
	05/31/2025 (05/25)	Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual	.00	Total	.00
			YTD Budget	.00	Unexpended
					.00
<b>47-70-00-59600 TRANSFER TO DEBT SERVICE FUND</b>					
	04/30/2025 (04/25)	Balance	.00 *	.00 *	.00
	05/31/2025 (05/25)	Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual	.00	Total	.00
			YTD Budget	238,173.00	Unexpended
					238,173.00
Number of transactions: 29			Number of accounts: 20		
			Debit	Credit	Proof
Grand Totals:			331,491.44	331,491.44-	.00

Report Criteria:  
 Actual amounts  
 All accounts  
 Account.Account number = "47000011111"-47700059600"

**Section 1-Submit for Approval**  
**City of Lake Geneva Tourism Commission**  
**Tourism Promotion Grant Application**

Revised December 2024

Date Submitted: 07/07/2025 July 7, 2025

Organization: Geneva Lake Women's Association (GLWA)

Contact Person: Pam Wene, President, GLWA

Phone Number: 630-723-8026

Street Address: PO Box 671

City, State, Zip: Lake Geneva, WI 53147

Email Address: info@glwa.net

Name of Event: Gala Days & Nights: Musique of the Night

Date(s) of Event: Oct. 24-26, 2025

Deadline for receipt submittal to the City (45 days after event ending): Dec. 10, 2025

Location of Event: Downtown Lake Geneva (various locations) + Grand Geneva Resort

Type of Event: Weekend getaway event centered around gala fundraiser  
(Festival, Cultural, Convention, Tour, Sporting, Other)

Estimated Number of Attendees: 300

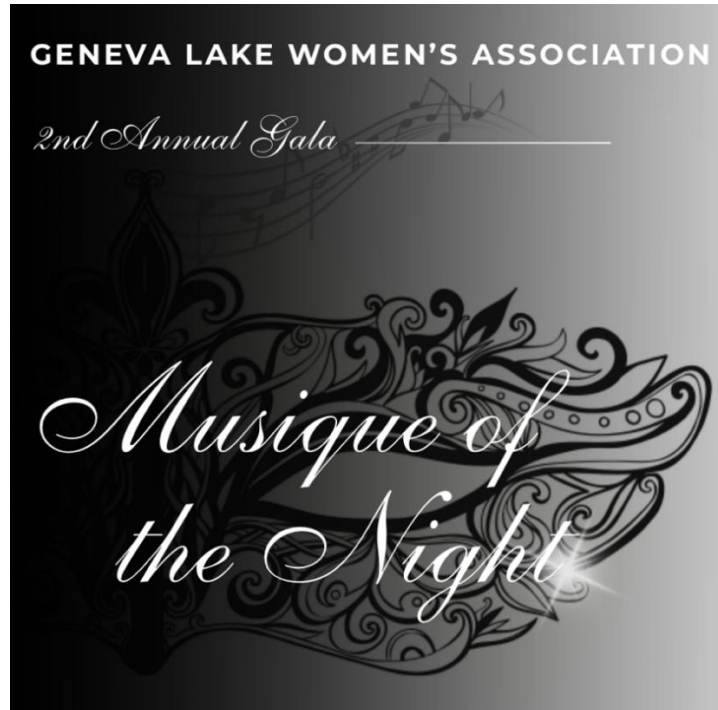
Have you Applied Before? Yes or No; Explain: Not for this event.

Where is this event physically located? (street address and governmental jurisdiction):  
Various locations in downtown Lake Geneva, plus Grand Geneva Resort  
7036 Grand Geneva Way

What other governmental bodies have been approached for support and what amount has been received? no other govt bodies have been approached.

# Geneva Lake Women's Association Gala Days and Nights: "Musique of the Night" Overview and Marketing Plan

Presented July 2025



## EVENT OVERVIEW

**When is a gala more than a gala?** When it's a gala weekend! That's the concept behind the Geneva Lake Women's Association upcoming fundraising event, Gala Days & Nights, planned for this fall, Oct. 24-26, 2025. With a premier Saturday night gala event as the cornerstone, the weekend getaway package will include a glamorous Friday night pre-party, and menu of activities for Saturday and Sunday.

Coming off an award-winning anniversary year and proudly recognized with a Visit Lake Geneva Community Impact Award, Geneva Lake Women's Association (GLWA) is well-known for offering stellar, community-focused events, all to raise money for charitable organizations benefiting Walworth County. GLWA is well positioned to build and expand this new concept for the Gala Days & Nights fall getaway experience.

**Musique of the Night:** As one of three annual fundraising events, the GLWA fall gala, scheduled for Saturday, Oct. 25, at Grand Geneva Resort & Spa, offers attendees a special night of glamour and glitz, all to raise funds for local charities. This year's theme, *Musique*

of the Night, offers an exquisite concept of mystical art and music, offering a unique and memorable evening for guests.

**Gala Days & Nights:** GLWA Marketing will entice visitors to enjoy a Fall Getaway on the last weekend in October, with rich colors and spooky Halloween vibes. Adding to the exciting weekend agenda will be a Friday night pre-party at The Baker House featuring music, fine dining and more. On Saturday morning and afternoon, a menu of pampering services from participating Geneva Lake area spas, along with special deals on golf, ziplining, history walks and other activities around town will keep guests engaged with local businesses throughout the day. Sunday morning brunch options will round out the weekend.

GLWA will work with local hotels to present guests with hotel discounts for the weekend stay. Local businesses and retailers will be featured in auction packages at the pre-party and gala. Messaging will reference the beauty of the fall season in Lake Geneva to entice the weekend long stay.

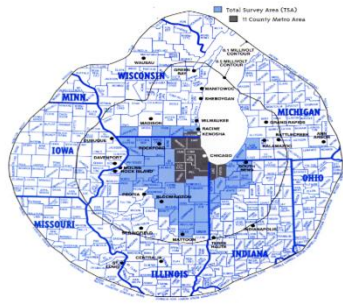
**Cross-promotion of annual events:** In the spirit of ongoing promotion of all three annual fundraising events, the Marketing Plan presented below incorporates a year-long schedule to cross-promote Ladies Day Luncheon (September 2025); Fall Gala (October 2025) and Women's Weekend (April 2026). The plan offers a blend of traditional and new media, reaching local and out-of-town residents of Greater Chicago, Milwaukee and Madison.

## MARKETING PLAN

- **Multiple media channels including direct mail, social, web, targeted digital.**
- **Target based on location (within 2 hours) and propensity for Lake Geneva visits.**
- **Leverage local networks including membership.**
- **Align purpose and activities to garner local business and hotel support.**
- **Goals are to:**
  - **Raise awareness of GLWA and its charitable work**
  - **Call to action for Gala attendance with weekend stays**
  - **Encourage engagement with local businesses during event weekend**
  - **Position Lake Geneva as a place for new, exciting experiences**
  - **Encourage future visits to Lake Geneva**
  - **Cross-promote GLWA events throughout the year**

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**Multi-channel** – Includes a combination of radio broadcast, digital and SEM, email, Web and social media.



**Reach** – The plan harnesses the power of WGN Radio, which reaches nearly 400,000 Adults in the Chicago DMA each week, WGN’s 50,000-watt signal can also be heard across the Midwest in Indiana, Iowa, Michigan, Minnesota, Missouri, Ohio and Wisconsin and across the world on all streaming platforms and devices. The WGN plan will be combined with targeted digital and social media campaigns to expand and

deepen reach to targeted markets.

**Demographic** – Affluent, residing 2 hours to Lake Geneva, male and female, age 29 to 70.

**Creative** – Compelling creative sets the tone for a premier event and weekend, and supports the GLWA brand

Timing	Summer 2025	Fall 2025	Spring 2026
<b>Tactics</b>	<p>WGN Radio, commercials (\$3,000)</p> <p>Web and social media</p> <p>Earned media</p>	<p>WGN radio (\$18,000) includes on-air segments, sweepstakes</p> <p>WLKG radio, includes on-air segment, social (\$1,000)</p> <p>Print, email, digital, SEM, OTT and social media, targeted to key markets (\$7,000)</p> <p>Print invitations and email program (\$1,000)</p> <p>Earned media</p>	<p>WGN Radio (\$9,000)</p> <p>TV broadcast (\$1,500)</p> <p>Digital, email, SEM and OTT, Web and social media (\$5,000)</p> <p>Promotional printed materials (\$2,000)</p> <p>Event marketing – bridal fairs, wine walks (\$2,500)</p> <p>Earned media</p>
<b>TOTAL</b>	\$3,000	\$27,000	\$20,000
<b>Content themes</b>	Ladies Day Luncheon Gala Weekend	Gala Days and Nights, Musique of the Night Fall Getaway Weekend	Women’s Weekend

## MARKETING CHANNELS AND MEDIA OUTLETS

**Broadcast:** WGN (Greater Chicago), includes commercials to run across WGN Radio, live on-air segment/Interviews, online contest, and digital options that include home page takeover, social display campaign, email blast

WLKG (Walworth County) includes on-air segments and social posts.

WTMJ-TV (Greater Milwaukee) includes Morning Blend

**Digital:** Targeted digital campaigns in Chicago, Rockford, Milwaukee, Madison and Walworth County. Includes ongoing SEM (key words adjusted for seasonality) and OTT (streaming video) campaigns. Targeted to top performing zip codes based on last year's Gala. (APG Marketing)

**Websites:** GLWA, Visit Lake Geneva, WGN, other partners

**Direct email:** GLWA, Visit Lake Geneva, WGN

**Point of Sale:** Promotional flyers, distributed locally

**Social Media:** [Facebook](#), Instagram and YouTube

**Event Marketing:** Cross promotion at GLWA events, bridal fairs and wine walks

## CROSS-MARKETING STRATEGY

While the primary focus of the campaign will be to introduce and promote and encourage call to action to participate in the Gala Days and Nights, with the Musique of the Night as the cornerstone event for a fall getaway to Lake Geneva, the WGN package will include pulsed on and off campaigns supporting the other two major events for GLWA, the Ladies Day Luncheon in September and Women's Weekend in April 2026. With this strategy, GLWA events and Lake Geneva will have a sustained presence in key Chicago markets throughout the year. GLWA will work with VLG and the LG BID to ensure alignment to ongoing tourism efforts.

## OUR MISSION

Our Mission: The Geneva Lake Women's Association, through fundraising and volunteerism, dedicates itself to the future of our community We shall accomplish this by supporting a wide range organizations including but not limited to those that benefit people with disabilities, underserved citizens, Veterans, animal welfare, as well as those organizations that support educational and cultural efforts.

**Raising Hopes...Raising Funds...Raising Spirits**

## Projected Budget for Marketing Expenses

<b>Websites:</b>	\$0	
<b>Social:</b>	\$1500	Targeted paid ads
<b>Direct email:</b>	\$1500	Visit Lake Geneva
<b>Print advertising:</b>	\$4500	At the Lake Magazine
<b>Digital/SEM</b>	\$10,000	APG, Milwaukee and Madison
<b>Broadcast (+digital):</b>	\$31000	WGN Radio, Greater Chicago \$30,000 WLKG Radio, Walworth County \$1,000
<b>POS/printing</b>	\$1500	Promotional flyers/save the date/banners
<b>Earned media:</b>	\$0	PR placements
<b>Total Request</b>	<b>\$50,000</b>	

## Lake Geneva Tourism Commission Grant Application (revised)

**Applicant:** Dawn Springer Dance Projects

**Project Title:** *Sylph*, A Contemporary Ballet Performance

**Performance Venue:** Ferro Pavilion, Former George Williams Campus

**Event Dates:** Wednesday, August 27th + Thursday, August 28th

**Estimated Attendees:** 250-300 over two nights

**Previous Applications:** No

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### 1) Event Overview/Description

*Sylph* is an evening-length, critically acclaimed contemporary ballet choreographed by Dawn Springer. This summer, it will be performed August 27th and 28th at the Ferro Pavilion on the former George Williams College campus. *Sylph* will bring a cast of five internationally accomplished professional dancers from the U.S., Venezuela, Canada, and Japan with music by percussionist and composer Jon Mueller to the shores of Geneva Lake.

This site-responsive dance work was praised by the Milwaukee Shepherd Express as "a stellar example of choreography and music" in October of 2024. Mueller, named an Avant Album of the Year artist by Rolling Stone Magazine, collaborated with musicians Aiden Baker and Faith Coloccia on the score. The production offers an immersive experience of recorded sound and professional ballet in an intimate and natural setting, attracting both dance and experimental music audiences.

Performances will take place on Wednesday and Thursday of the final week of August and encourage overnight stays in the area. Additionally, we will host a beginners adult ballet workshop that will be open to the public and include members of the Milwaukee dance community on Thursday morning to expand audience engagement and travel..

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### 2) Event Budget for Marketing

Requested Amount: \$7,948

We are requesting funds from the Tourism Commission to support the creation and distribution of marketing and promotional materials and press (radio, online, posters, postcards) to aid ticket sales and therefore encourage travel to Lake Geneva for the performance.

- Video and Photography (generate, edit and usage for promotion): \$1,035
  - Music Rights (for online promotion and video distribution): \$600
  - Marketing and PR Firm Fee, Glowland Group: \$3,000
  - Flyering (Labor for poster, postcard, and print material distribution) \$500
  - Graphic Design Fee \$500
  - Poster Printing: \$543
  - Digital Advertising and Social Media Marketing: \$1650
  - QR Codes: \$120
-

### 3) Mock-Up of Marketing Material

**SYLPH**  
A CONTEMPORARY BALLET

August 27th + 28th  
Ferro Pavilion  
8pm

Ticket information



#### 4) Marketing Plan for the Event

Marketing will be led by Glowland Group, a public relations and marketing firm with experience in performing arts promotion and regional cultural events, including Sylph's October premier and The World's Tallest Glass Tree. The campaign includes:

- **Digital:** Geo-targeted social media ads across Milwaukee, Chicago, Madison, and Kenosha, particularly performance and arts pages and groups
  - **Radio:** Spots and artist interviews on Milwaukee radio and other regional outlets
  - **Print:** Posters and flyers placed in high-traffic areas and businesses in and around Milwaukee, Kenosha, and Northern Chicago suburbs
  - **Email Campaigns:** Emails to regional arts organizations, dance studios and past patrons
  - **Press Releases:** Distributed to local, regional, and national arts and tourism publications
  - **Partnerships:** Collaborations with local lodging providers for potential event packages, including a Ballet on the Lake group rate at the Harbor Shores for adult ballet workshop participants, and a potential masterclass in partnership with Broadway Academy of Arts and Dance
- 

#### 5) How This Grant Will Generate Overnight Stays

Marketing for the event will target performing arts attendees from beyond the local area, with anticipated visitors from Chicago, Milwaukee, Madison. Most professional dance companies in major metropolises are off during the summer. By bringing the performance to Lake Geneva mid-week, it will encourage weekday stays leading up to Labor Day weekend. Dancers and technical crew will be housed in Lake Geneva lodging, and invited performing arts presenters will generate hotel stays as well. We have also began arrangements for a small retreat package for a "Ballet at the Lake" experience, which will include a workshop and a ticket to the event.

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#### 6) Estimated Overnight Stay Calculation

With a projected attendance of 250-300 across two nights, we estimate between 23-40 room stays generated:

- 10-20% of attendees will require overnight lodging
- That equates to 25-60 overnight guests
- Assuming double occupancy: 12-30 room bookings
- Plus 7-8 rooms for dancer and crew accommodations
- 3-4 additional rooms for invited regional presenters and performing arts curators

These estimates are based on past ticket sales for Sylph, research from previous Lake Geneva Tourism Commission Grant Awardee data and similar events in our performing history.

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## 7) Additional Helpful Information

Sylph's Milwaukee premiere was a box office success, selling out both evenings of performances, with a matinee performance at 75% occupancy.

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**Contact:**

Dawn Springer Dance Projects

Dawn Springer

917-701-3113

[dawn.springer@gmail.com](mailto:dawn.springer@gmail.com)

[www.dawnspringer.com](http://www.dawnspringer.com)

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**Thank you for your time and consideration.**



- **TMJ4**, “[We have an all-star cast': World-renowned dancers come together to uplift and inspire](#),” by Andrea Williams, October 4th, 2024.
- **Lake Geneva News**, “[Lake Geneva native presents dance production in Milwaukee](#),” by Dennis Hines, October 10th, 2024.
- **UWM Post**, “[Q&A with Director of Sylph: A Contemporary Dance Premiere](#),” by Piper Harried, October 8th, 2024.
- **Milwaukee Record**, “[Ballet in-the-round: Dawn Springer Dance Projects brings 'Sylph' to Milwaukee](#),” by Annie Raab, October 2nd, 2024.
- **UWM Website**, “[Dance faculty’s latest work featured on Milwaukee Record](#),” October 7th, 2024.
- **Urban Milwaukee**, “[The Premiere of Contemporary Ballet, Sylph, to Feature Globally Celebrated Dancers with Intimate, In-The-Round Performance](#),” September 11th, 2024.
- **Milwaukee Journal Sentinel**, “['Sylph' performances feature former stars of Milwaukee Ballet](#),” by Jim Higgins, October 8th, 2024.

- **Y!Entertainment**, “[‘Sylph’ performances feature former stars of Milwaukee Ballet,](#)” by Jim Higgins, October 8th, 2024.
- **Milwaukee Business Journal**, “[Ballet premiere at Jan Serr Studio this weekend seeks revolution in arts business model,](#)” by Drew Dawson, October 11th, 2024.
- **Milwaukee Magazine**, “[15 Things to Do in Milwaukee This Weekend: Oct. 11-13,](#)” by Liliana Fannin, October 9th, 2024.
- **Milwaukee Magazine**, “[This Contemporary Ballet Explores Femininity in the Dance Form,](#)” by Jonathan Joseph, October 10th, 2024.
- **Shepherd Express**, “[Souls of Women in Ballet,](#)” by John Schneider, October 4th, 2024.
- **Visit Milwaukee**, “[Sylph - A Contemporary Ballet Premiere.](#)”
- **WMSE Tom Wanderer Show**, October 3rd, 2024.
- **WMSE**, “[DAWN SPRINGER’S SYLPH – A CONTEMPORARY BALLET,](#)” posted by Jeff Redmon.
- **The Dance Edit**, “[Choreographer Dawn Springer talks about Dawn Springer Dance Project's 'Sylph,' which reexamines women's roles in ballet,](#)” October 11th.
- **Radio Milwaukee Instagram Post**, October 8th, 2024.
- **Shepherd Express** review, “[Reality Undisguised in Dawn Springer Dance Projects’ ‘Sylph,’](#)” by John Schneider, October 18, 2024.



# Social Media and Influencer Outreach

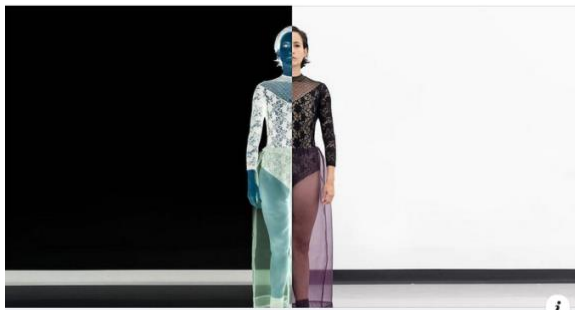
Facebook Groups	Description	Reach	Moderator	
<a href="#">Milwaukee Area Music Scene</a>	for mke music st	11.3K	Allan Barth III	Posted
<a href="#">Wisconsin Artists</a>		3.6K	Dustin Brick	Posted
<a href="#">Milwaukee Performing Arts Events</a>		1.8K	Amanda Schlich	Posted
<a href="#">Wisconsin Music, Arts &amp; Entertainment Associati</a>		2.8K	Mykel Z. Alekzar	Posted
<a href="#">Feminist Consciousness Raising G</a>	Meet up to talk a	83 members	Tarah Fedenia	Posted
<a href="#">The F-Word (Alverno Feminist Dis</a>	alverno college f	289 members		Posted
<a href="#">MKE Community Events</a>		6.1K	Jessica Hope	Posted
<a href="#">Milwaukee &amp; Surrounding Area Events</a>		14.7K	Lady Theresa Sc	Posted
<a href="#">r/milwaukee</a>		116K		Posted

**East Side Neighborhood-Milwaukee**  
 Andy Nelson · October 2 at 11:48 AM · 🌐

Go see this show at Jan Serr next weekend!! 🙌🏻 This is a show you don't often see in Milwaukee, and I want to make sure the East Side supports it so we can see more like it.

This is an in-the-round contemporary ballet with world-renowned ballerinas featuring Jon Mueller's music called Sylph, October 11-12 at Jan Serr Studio. I recently got a sneak peek, and I'm blown away.

Beyond this show, Dawn's vision is to create a sustainable freelance platform in Milwaukee for top-tier ... [See more](#)



MILWAUKEERECORD.COM  
**Ballet in-the-round: Dawn Springer Dance Projects brings 'Sylph' to Milwaukee**  
 "Part of my process is to open up a non-hierarchical way of being in a dance studio."

**Alverno Presents**  
 October 2 at 11:53 AM · 🌐

GO SEE THIS SHOW!!!! 🙌🏻 The one and only David Ravel introduced us to choreographer Dawn Springer and asked to help spread the word about the biggest show of her life, one four years in the making, an in-the-round contemporary ballet with world-renowned ballerinas featuring Jon Mueller's music called Sylph, October 11-12 at Jan Serr Studio. We recently got a sneak peek, and we're blown away. This is a show you don't often see in Milwaukee, and we want to make sure it's succe... [See more](#)



MILWAUKEERECORD.COM  
**Ballet in-the-round: Dawn Springer Dance Projects brings 'Sylph' to Milwaukee**  
 "Part of my process is to open up a non-hierarchical way of being in a dance studio."

## A Milwaukee-made "FEMINIST BALLET???"

I just heard about this. I always thought feminism and ballet were opposite each other but this concept honestly looks... pretty cool. Choreographed by a WOMAN, not some bossy man who wants to bend dancers into crazy painful contortions. Who knew Milwaukee could have that??? <https://uwmpost.com/arts-and-culture/qa-with-director-of-sylph-a-contemporary-dance-premiere>

👍 0 📄 3 🗣️ 👤 ➦ Share

### Post Insights

Only the post author and moderators can see this

3.7K

Total Views

6%

Upvote Rate

3

Comments

7

Total Shares

**City of Lake Geneva Tourism Commission**

**Tourism Promotion Grant Application**

Revised December 2024

Date Submitted: 7/7/25

Organization: Lake Geneva Jaycees

Contact Person: Keith Felt

Phone Number: 262-215-1164

Street Address: 906 Badger Lane

City, State, Zip: Lake Geneva, WI 53147

Email Address: kfelt.lgjc@gmail.com

Name of Event: Venetian Festival

Date(s) of Event: August 13th through 17th

Deadline for receipt submittal to the City (45 days after event ending): October 1st

Location of Event: Flat Iron, Library, and Seminary Parks

Type of Event: Festival

(Festival, Cultural, Convention, Tour, Sporting, Other)

Estimated Number of Attendees: 20,000+

Have you Applied Before? Yes or No; Explain: Yes, for advertising in 2022, 23, & 24

Where is this event physically located? (street address and governmental jurisdiction):

Flat Iron Park, Library Park, & Seminary Park

What other governmental bodies have been approached for support and what amount has been received? City of L.G. has provided \$10k for fireworks

Has the City of Lake Geneva Common Council approved this event taking place? (All proposed events must be approved *prior* to applying for a tourism grant). Yes / No Yes

Estimated Number of Overnight Stays: **With this grant we are aim to fill hotels for all 5 nights of the festival**

**Note:** Please explain above how you estimated the number of overnight stays.

Annual Event (Yes/No): **Yes**

**Note:** In addition, if chosen, the applicant agrees to include the Tourism Commission logo and its website (link or QR Code) on marketing event/initiative materials including printer materials, banners, event websites and all other social media and will be required to provide paid receipts, and an evaluation of the results of this promotional effort within 45 days of its completion, which is to include approximate number of room nights retained in City of Lake Geneva hotels.

Grant Amount Requested: **\$30,150 (Appeal to amend previously granted \$27,500)**

**Provide as attachment the following:**

- 1) Event Overview/Description
- 2) Event Budget (Include how grant funds will be used)
- 3) Mock-up of all Marketing Material to include the Tourism Commission Logo
- 4) Marketing plan for the event
- 5) How will this grant generate overnight stays within the City of Lake Geneva?
- 6) How did you or your organization calculate the estimated number of overnight stays to be generated by your event?
- 7) Any other helpful information

*\*Please be aware that the applicant is required to notify the City Administrator or Tourism Commission Chair prior to making changes to the event as proposed in this grant application regarding event location, events planned, etc. Failure to provide notice and receive approval by the City Administrator or the Tourism Commission Chair may invalidate the grant approval.*

**Please send the completed application with required additional information, one week prior to meeting, to [cityadmin@cityoflakegeneva.gov](mailto:cityadmin@cityoflakegeneva.gov)**

# Appendix I

## Event Overview & Description:

### Venetian Festival

Venetian Festival is a long-standing annual community event organized and operated by the Lake Geneva Jaycees, a nonprofit civic organization composed of local young professionals. The festival takes place each August in Flat Iron, Seminary, & Library Parks along the Geneva Lake lakefront in downtown Lake Geneva, Wisconsin.

Now in its 63<sup>rd</sup> year, the festival spans five days, drawing thousands of residents and visitors from across the Midwest and beyond. It features a wide range of public programming, including live music, a full carnival midway, an 80+ vendor craft fair, local food and beverage offerings, and two hallmark events: the Lighted Boat Parade and a large-scale fireworks display over Geneva Lake.

The purpose of Venetian Festival is twofold:

1. To provide an inclusive, family-friendly summer event that enhances the cultural and social vibrancy of the Lake Geneva area
2. To generate funds that are reinvested into the community through the Lake Geneva Jaycees' donation request program, which supports local organizations, civic initiatives, scholarships, and individuals in need

The event serves as a major seasonal attraction and contributes significantly to local tourism, hospitality, and retail activity. Visitors commonly travel from Milwaukee, Madison, Chicago, and other surrounding areas, generating increased hotel occupancy and foot traffic during a critical point in the summer tourism season.

Venetian Festival is organized entirely by volunteers, and proceeds from food and beverage sales, carnival ticket sales, and sponsorships are used to cover event costs and fund charitable contributions throughout the year.

## Appendix II

### **\*Amendment: Digital Billboard and 1 Month of US99 / Audacy Radio quote**

We are requesting an amendment to our previously approved tourism grant to include two additional marketing initiatives aimed at further enhancing our reach and overnight visitation to the area.

1. **Digital Billboard Advertising** – An added investment of **\$450** to cover placement on a high-visibility digital billboard which was originally part of the “Printed Materials” section of our request. The billboard, located on HWY 12 is viewed by thousands of drivers daily and will help drive awareness of Venetian Festival for 1 month prior to its start.
2. **Country Radio Advertising** – An additional **\$2,200** for a targeted campaign on **US99 (99.5 FM Chicago)** through Audacy Radio. This strategic buy specifically targets country music listeners—an essential audience for promoting our **Friday night Country performance by a Nashville-based artist**. The campaign is scheduled to begin in **late July**, aligning with our initiative to drive hotel bookings and increase out-of-market attendance.

### **Use of Funds – Venetian Festival Tourism Grant Application**

The funds awarded through this tourism grant will be used to support two primary areas that directly impact visitor attendance and overnight stays in Lake Geneva:

1. *Promotional & Advertising Costs:*  
A portion of the funding will be allocated to promote Venetian Festival through targeted advertising campaigns designed to reach out-of-town audiences traveling greater than an hour to Lake Geneva. This includes digital marketing, printed materials, billboard and potential radio and TV spots to increase visibility and encourage travel to Lake Geneva during the festival week.

By reducing the financial burden on these essential components, this funding will enable the Jaycees to continue delivering a high-impact festival experience that supports local businesses, increases hotel occupancy, & reinforces Lake Geneva’s reputation as a top-tier regional tourism destination.

**Promotional & Printed Materials: \$30,150**

**Digital Marketing: \$16,800**

- **Online & Social Media Marketing**
- **Spectrum Wisconsin Digital ads, retargeting, streaming**
- **Alpha Media Display targeting for Illinois, including YouTube**
- **Website**

**Radio & TV Advertising: \$12,900**

- **Spectrum Brewers game coverage and local Wisconsin TV coverage**
- **Alpha Media Local Star 105.5 Radio & Illinois TV coverage**
- **Audacity & US 99 Radio advertising**

**Billboard: \$450**

- **Highway 12 Digital Billboard**

**Appendix III (attached in email)**

## Appendix IV

### Marketing Plan

Drive attendance and maximize regional awareness of Venetian Festival 2025 while increasing overnight stays in Lake Geneva through high-impact advertising, strategic partnerships, and multichannel outreach.

#### Primary Goals

- Attract overnight tourists from Chicago, Milwaukee, Madison, and regional markets to begin planning their stay with local hotels
- Increase presale carnival ticket purchases
- Boost attendance for nightly entertainment and specialty events (e.g., Wristband Night, Baggo Tournament, Craft Fair, Boat Parade, and Fireworks)
- Reinforce the Jaycees' community impact and charitable mission

#### Target Audience

- Families, couples, and groups from within 60–120 miles of Lake Geneva (Chicago suburbs, Milwaukee North/West, Madison DMA – Designated Market Area)
- Individuals interested in live music, lakeside festivals, carnivals, and community events
- Small business vendors, local artists, and craft fair sellers / attendees
- Repeat attendees + first-time Lake Geneva summer tourists

#### Marketing Channels & Tactics

##### 1. Digital Display & Retargeting

- 187,500 targeted impressions via geofencing, behavioral data, and interest targeting
- Keyword targeting tied to event attractions and music lineup (to be finalized)
- Retargeting based on website visits, abandoned cart behavior, and social engagement

##### 2. Digital Audio

- 75,000 impressions served via music streaming platforms (e.g., Spotify, Pandora, iHeart)
- Behavioral targeting tied to interests like summer travel, parenting, local events, and outdoor recreation
- Optimized for reach during morning commutes and weekend listening

### 3. YouTube TrueView Ads

- 4,500+ views on 15–30 second skippable in-stream video ads
- Targets interest groups like “family vacation planners,” “festival-goers,” “live music fans,” and “summer travel”
- Geo-targeted to Chicago metro, Madison DMA, and northern Illinois

### 4. CTV (Connected TV) Advertising

- 70,000 impressions on Alpha’s “Moms & Families” and other niche networks
- Transparent channel-level reporting and placements with lifestyle-focused content
- Ideal for reaching family decision-makers planning summer getaways

### 5. Radio Advertising (WZSR-FM / Star 105.5)

- 2-week on-air and streaming campaign (8/1 – 8/14)
- 80 total :60 second commercials per week across all dayparts
- Heavy frequency in morning and evening drive times for maximum exposure
- Station format: Adult Contemporary, age 25–54, 60% female audience

### 6. Social Media Marketing

- Platform Focus: Facebook, Instagram, Reels, Stories
- Weekly campaigns tied to psychological hooks (FOMO, scarcity, value)
- Boosted posts & event campaigns targeting top feeder markets
- User-generated content, countdowns, and early ticket promotions
- Video-driven storytelling (Reels featuring past highlights, band teasers, and vendor previews)

### 7. Public Relations

- Press releases distributed to top regional outlets (Milwaukee, Madison, Chicago)
- Local TV and radio appearance opportunities
- Media pass availability for behind-the-scenes and live event coverage
- Emphasis on charitable impact and long-standing community tradition

### 8. Grassroots & Local Outreach

- Poster and flyer distribution to partner businesses and vendors
- Event cross-promotion at Jaycees-hosted events (e.g., Easter Egg Hunt, Summer Kickoff)

- On-site signage, QR codes for presale ticket access, and cross-mentions with local sponsors

### **Geographic Focus**

As per the proposal:

- Milwaukee (north & west zones)
- Entire Madison DMA
- Northern Illinois suburbs (e.g., Schaumburg, Arlington Heights, Waukegan, Zion, Elgin)

### **Timeline Summary**

- January–May: Launch vendor registration, presale tickets, and grassroots campaign
- June–July: Begin paid media rollout, ramp up social + video content
- August: Final push across all channels, daily social content, and influencer/event coverage

## Appendix VI

### Estimated Fully Booked Lodging – 4 Nights

The projected number of overnight stays generated by Venetian Festival is calculated based on both the **length of the event** and **the nature of the programming that encourages late-evening attendance**.

The festival spans **five days**, with the majority of tourism-related activity concentrated between **Wednesday and Saturday evenings**. Our estimate specifically excludes Sunday, as most visitors typically depart after the Fireworks display.

Each night from Wednesday through Saturday features **live musical entertainment at the main entertainment stage**, with headlining acts scheduled to perform until approximately **11:45 PM**. These performances are one of the festival's key draws and attract both local attendees and out-of-town visitors.

Because entertainment concludes late in the evening, it is **unlikely that attendees traveling from outside the local area will return home the same night**, especially those coming from **Milwaukee, Madison, Chicago**, and other regional cities. Instead, many opt to **book lodging in or around Lake Geneva** to stay overnight and fully enjoy the festival experience without needing to leave early or commute late at night.

The estimated number of overnight stays was determined by evaluating:

- **The average number of out-of-town visitors** based on ticket presales, historic attendance patterns, and travel trends
- **Hotel availability and partner feedback** from past years indicating high occupancy during the festival window
- **The nature of programming**, with events concluding close to midnight and incentivizing guests to remain in town
- **Visitor behavior**, where many attendees come for multiple days (especially Friday–Saturday) and often book weekend packages

This combination of factors supports the conclusion that **Venetian Festival serves as a significant driver of overnight tourism**, contributing directly to increased hotel stays and related economic impact in the Lake Geneva area during a key summer window.

**City of Lake Geneva Tourism Commission**  
**Tourism Promotion Grant Application**

Revised June 23

**Date Submitted:** Monday, November 4, 2024  
**Organization:** Geneva Lakes Family YMCA  
**Contact Person:** Mike Coolidge, Sports Operations Director  
**Phone Number:** 262.248.6211 x30  
**Street Address:** 203 S. Wells Street  
**City, State, Zip:** Lake Geneva, WI 53147  
**Email Address:** [mike.coolidge@glymca.org](mailto:mike.coolidge@glymca.org)  
**Name of Event:** Baseball/Softball Travel Tournaments  
**Date of Event:** Spring/Summer 2025  
**Deadline for Receipt Submittal to City (45 days after event ending):** 08/1/25  
**Location of Event:** Veterans Park, 901 Townline Road, Lake Geneva, WI  
**Type of Event:** Sports Field Maintenance Work

**Estimated Number of Attendees:**

The tournaments are expected to have an excess of 12,375 attendees at Veterans Park for baseball/softball tournaments throughout spring/summer 2025 (April-September).

*See page seven for calculation.*

**Have you applied before?**

Yes, we have applied for this grant in 2024 to protect the integrity and field investment for six baseball/softball fields to continue to attract tournament play throughout the Midwest. This was for annual field maintenance that included, but was not limited to: edging, weeding, top soil dressing, clay needs on pitching mounds and repair minor washout in warning tracks.

**Where is this event physically located? (street address and governmental jurisdiction):**

Veterans Park, 901 Townline Road Lake Geneva, WI

**What other governmental bodies have been approached for support and what amount has been received?**

The City of Lake Geneva and the City of Lake Geneva Park Board have been approached. No financial support has been provided for this request.

**Has the City of Lake Geneva Common Council approved this event taking place? (All proposed events must be approved prior to applying for Tourism grant.)**

Due to the Geneva Lakes Family YMCA partnership with the City of Lake Geneva, the Common Council is aware of these events. The City of Lake Geneva has requested that the Geneva Lakes Family YMCA handles the scheduling of all events and tournaments at Veterans Park.

**Estimated Number of Overnight Stays:**

*(Note: explain above how you estimated the number of overnight stays.)*

At a minimum 6,188 overnight weekend stays are estimated for the Lake Geneva area (Friday-Sunday) during the 2025 summer baseball/softball season, which primarily falls in the months of April-September.

*Please see page seven for calculation.*

**Annual Event (Yes/No):**

Yes, these tournaments are an annual event.

*Note: In addition, if chosen, the applicant agrees to include the City of Lake Geneva logo on all marketing materials including print banners, websites and social media and will be required to provide paid receipts and an evaluation of the results of this promotional effort within 45 days of its completion, which is to include approximate number of room nights retained in City of Lake Geneva hotels.*

*regard to event location, events planned, etc. Failure to provide notice and receive approval by the City Administrator or the Tourism Commission Chair may invalidate the grant approval.*

**Please send the completed application with required additional information, one week prior to the meeting to [cityadmin@cityoflakegeneva.gov](mailto:cityadmin@cityoflakegeneva.gov).**

## **REQUIRED ATTACHMENTS**

### **1) Event Overview/Description**

#### **Overview**

The Geneva Lakes Family YMCA has brought an exceptional opportunity to increase the revenue base of the City of Lake Geneva shops, restaurants, attractions, and hotels by creating and hosting 11 baseball/softball tournaments currently scheduled during spring/summer 2025 at Veterans Park.

The YMCA markets the fields at Veterans Park for competitive play and offers additional tournament space for travel baseball/softball programs that compete throughout the Midwest. All of these teams come from a distance that would require overnight stays in the area due to the double-elimination structure of the tournaments. This means that all teams need to lose twice in order to be eliminated from the tournament. This approach requires all families to stay at least one night (if not two) based on team performance and placement.

In order to attract travel teams to schedule their tournaments at Veterans Park, Lake Geneva, these fields must be professionally maintained and manicured. This means that baseball/softball fields must have the grass edged around the field, pitching mound and batting boxes be free from holes/divots, proper draining is maintained, additional seeding mix be added for grass, removal of weeds from fields and any additional field maintenance.

They send out this information to all travel teams throughout the Midwest to schedule their tournament space. However, the YMCA does create a “Data & Deals” page on their website that is communicated to all travel teams when they register for tournament play at Veterans Park.

“Data & Deals” was created to provide tournament families with DATA about the Lake Geneva area including lodging, food and drink, family friendly attractions, event calendar and more. This was built in conjunction with the YMCA’s relationship with Visit Lake Geneva.

There is also a DEALS section on this page that gives area businesses the opportunity (at no cost) to post any coupons or specials they are extending for that weekend to the visiting families.

The page will be updated for the 2025 season and can be found at:

[www.GenevaLakesYMCA.org/dataanddeals](http://www.GenevaLakesYMCA.org/dataanddeals)

The YMCA would add the City of Lake Geneva Tourism logo on this website page if grant is approved.

#### **4. Marketing Plan for the Event.**

“Maintain it and they will come.” All marketing is done by Baseball 365, Inc, CTW Softball and the American Legion Post 24 for tournament play. Provided we offer a professional space for tournament play, we will continue to be marketed to travel baseball/softball teams.

#### **5. How will this grant generate overnight stays within the City of Lake Geneva?**

As explained above, if our fields are maintained for competitive travel play over 11 tournaments can be offered throughout the spring/summer. This in turn brings in over 25 teams per tournament throughout the months of April-September. This will require a minimum of one overnight stay and for some teams two nights.

#### **6. How did your organization calculate the estimated number of overnight stays to be generated by your event?**

Please see page seven for calculation.

## Calculation | Estimated Number of Overnight Stays

This number has been estimated as follows:

A total of 11 weekend tournaments will be hosted at Veterans Park during the summer of 2025 (Friday –Sunday).

Each tournament brings in a total of 25 teams. There is approximately 15 players and coaches on each team which represents 15 families per team with an average of 3 individuals per family unit.

Based on that conservative number a total of 12,375 attendees would be present at Veterans Park during the Spring/Summer 2025 for baseball/softball tournaments. (25 teams X 15 players per team=375 team players X 3 (average size of family/guests accompanying player)=1,125 X 11 tournaments=12,375 attendees.

Given the distance these teams are coming to play in the tournament and the length of tournament play (double elimination), it is guaranteed that they will all stay a MINIMUM of one night.

If there are 15 families per team and there are 25 teams that participate in ONE tournament there is approximately 375 families (15 families X 25 teams) that will need overnight accommodations for at LEAST ONE NIGHT, FOR ONE TOURNAMENT. That would equate to 375 overnight stays.

Since there are 11 tournaments scheduled throughout the 2025 summer baseball/softball season, we would need to take 375 overnight stays for one tournament and multiply that by 11 to get a total of 4,125 overnight stays during the summer of 2025. This is for ONE night only.

To be conservative, we will then say that at LEAST HALF of these teams will need to stay one additional night which would equate to an additional 2,063 overnight stays (4125/2).

We then need to take 4,125 stays for one night and add the additional 2,063 stays for those families needing to spend a second night in Lake Geneva for tournament play on Sunday. That total then equals 6,188 overnight weekend stays for 11 weeks throughout the 2025 Baseball/Softball Tournament play.

Proposed Amendment to the current Tourism Promotion Grant already awarded to the Geneva Lakes Family YMCA in November 2024. This amendment is in conjunction with the improvement of the baseball/softball fields at Veterans Park.

To date the Tourism Council has allocated \$103,550 as part of the \$300,000 grant. Work involving possible drainage tiles in 5 fields totaling \$164,000 has not been completed. After reviewing the current fields, we might not need to install these tiles in the Fall. The work that was done initially to the fields appears to be the solution at this point.

To further improve the fields, the quality of the diamonds and also to provide safety to the players and coaches, I am asking if we could redirect some of the funds to better enhance the batting boxes and catchers boxes. The work would be to install artificial turf mats in the areas so that the batters/catcher/umpires can not constantly dig holes in the home plate area while playing. This would allow the batters to safely get their batting stance in, catchers to get their stance in as well as umpires without having holes dug in that they might step into while playing and possibly twist an ankle. We, my staff, are filling these holes after every game to ensure safety. Usually after every game the holes gets bigger despite our efforts. This turf would be under the dirt so the player can still slide into home if needed without any interference in play by the turf. The turf works as the hole stopper.

Cost for this is \$9,300 for all 6 fields ( see attached proposal)

**Midwest Athletic Fields LLC**

323 William St P.O. Box 76  
Watertown, WI 53094  
lana@midwestaf.com  
www.midwestaf.com



**Proposal**

ADDRESS  
Geneva Lakes Family YMCA  
Attn: Mike Coolidge  
203 S. Wells St.  
Lake Geneva, WI 53147

PROPOSAL 1750  
DATE 05/29/2025  
EXPIRATION DATE 06/29/2025

PROJECT SALES REP  
Turf Batter's Box Installation JJV

ACTIVITY	QTY	RATE	AMOUNT
Baseball Field Molitor Field: -Install 4x6 long fiber turf in the right- and left-hand batter's boxes, and a 4x4 long fiber turf in the catcher's box. -Fill the fibers to the top with infield mix.	1	1,650.00	1,650.00
Baseball Field Molitor Jr. Field: -Install 4x6 long fiber turf in the right- and left-hand batter's boxes, and a 4x4 long fiber turf in the catcher's box. -Fill the fibers to the top with infield mix.	1	1,650.00	1,650.00
Baseball Field Fields 1, 2, 3, 4: -Install 3x6 long fiber turf in the right- and left-hand batter's boxes, and a 3x3 long fiber turf in the catcher's box. -Fill the fibers to the top with infield mix.	4	1,500.00	6,000.00
<b>TOTAL</b>			<b>\$9,300.00</b>

Accepted By

Accepted Date

We authorized Midwest Athletic Fields LLC to do the work as specified.

Note: Customer must provide a place on site to dispose of waste material. Hauling off site will incur additional costs. Watering of sod is customer's responsibility once project is complete, unless otherwise stated.

All credit card payments will have a 3% fee added.



## GRANT EVALUATION

**Submitted by Geneva Lake Children's Museum  
May 13, 2025**

Rediscover Wonder took place on Friday, April 4, 2025, at the Riviera Ballroom. It featured interactive stations that brought to life the types of exhibits one might find in a children's museum, from STEM-related activities to agriculture, nature and art. Guests experienced the joy of learning through play and awakened their inner child with hands-on activities designed to engage, entertain and inspire. Approximately 200 guests attended the event and learned more about the plan to build a children's museum in Lake Geneva and how to get involved, through time, talent or financial donation.

**#1: Final Media Synopsis:**

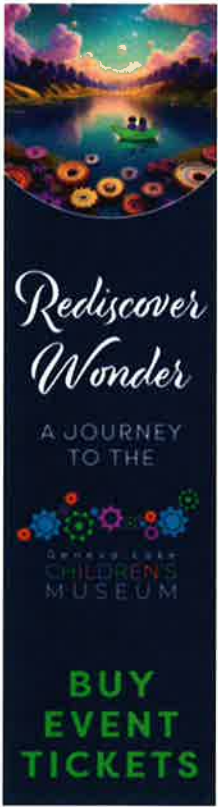
**Number of customer responses, media used, target markets.**

**Website Development**

Our website, [www.genevalakechildrensmuseum.com](http://www.genevalakechildrensmuseum.com), was used to inform the public about the event, and linked to the Eventbrite page where people could purchase tickets or make a donation.

**Targeted Display Advertising**

200,000 impressions were served from February to April 4, targeted to devices in Walworth County as well as Lake, Cook and McHenry counties in Illinois, to households with income of \$150,000 or more, with all ages of children present. We achieved a total click through rate of .17%, above industry standards (.08%), with 337 clicks to the website.



**Paid Social Media**

184,000 impressions were served from February through April 4, targeted to devices in Walworth County as well as Lake, Cook and McHenry counties in Illinois, to people with high income and an interest in philanthropy. We achieved a total reach of 93,633 devices with a click through rate of 5.39% to the website.



**Dedicated eblast – Visit Lake Geneva eblast partnership**

A dedicated Eblast was sent on Thursday, March 18 to 52,112 consumer contacts. Total opens were 5,101, for a 9.8% open rate. There were 421 total clicks to the ticket link.

**Press release**

A press release was sent in March to nearly 50 media contacts, ranging from hometown Lake Geneva media to Chicago and Milwaukee.

**Print materials**

More than 50 posters were distributed around the Geneva Lakes area and northern Illinois, beginning in February. 5,000 postcards were printed and mailed in early February through Every Door Direct to households in the Walworth County area. 500 additional postcards were printed and distributed around southeastern Wisconsin and northern Illinois.

*Rediscover Wonder*

A JOURNEY TO THE

Geneva Lake  
**CHILDREN'S**  
MUSEUM

We are a 501(c)3 organization, formed by local individuals united in the dream of a museum where children can engage in exploration, play and creativity.

We invite you to attend our inaugural event where we will share our vision and outline the resources needed to build a place for all to discover their own sense of wonder.

APRIL 4, 2025 | RIVIERA BALLROOM | LAKE GENEVA

THANK YOU TO OUR EVENT SPONSORS:

At The Lake *Daniels Foods* EGERT LAW, S.C. FORM  
LAKESIDE ASSOCIATES

LAKE GENEVA M3 Construction Solutions MAGGIE'S MAXWELL premio



Tickets on sale at  
[GenevaLakeChildrensMuseum.com](http://GenevaLakeChildrensMuseum.com)

**At the Lake Magazine Spring Issue – 2/3 page ad**

25,000 copies were distributed all over southeastern Wisconsin and northern Illinois beginning in late February, and mailed to approximately 100 subscribers in Wisconsin and Illinois.

*Rediscover Wonder*

A JOURNEY TO THE

Geneva Lake  
**CHILDREN'S**  
MUSEUM

We are a 501(c)3 organization, formed by local individuals united in the dream of a museum where children can engage in exploration, play and creativity.

We cordially invite you to attend our inaugural event where we will share our vision and outline the resources needed to build a place for all to experience their own sense of wonder.

APRIL 4, 2025 | RIVIERA BALLROOM | LAKE GENEVA

THANK YOU TO OUR EVENT SPONSORS:

MAXWELL MANSION LAKE GENEVA

Buy Tickets at [GenevaLakeChildrensMuseum.com](http://GenevaLakeChildrensMuseum.com)

**AttheLakeMagazine.com – Digital Sponsorship monthly package.**

Digital ads ran on [atthelakemagazine.com](http://atthelakemagazine.com) in March and April. The digital ads had a total of 8,077 impressions and 13 clicks. The email had a 45.91% open rate (2,923 total) and 62 total clicks.

## Architectural Renderings

A set of three interior conceptual drawings plus one updated exterior drawing was added to the website and also displayed at the event. They were also used on social media prior to the event to draw attention to the Rediscover Wonder event, and will continue to be utilized for marketing purposes.

*Interior, possible multi-purpose meeting space:*



*Exterior entrance view:*



*Interior play space concepts:*



## Video Production

A promotional video was produced by a local videographer, using local voice talent, to promote the concept of the museum. It was used on the website and in social media and will continue to be used for marketing purposes.



The video can be viewed here:

<https://youtu.be/2U4QgMlkOV0>

## #2: Actual results – number of attendees.

190 tickets were sold in advance through Eventbrite, a ticketing app, at \$100 each to cover the cost of food, beverage and the venue. As a brand new initiative, we weren't sure what to expect regarding the geography of our guests. About 20% of our attendees were from more than an hour's drive from Lake Geneva.

Our goal for attendance was 200 to 250 attendees, and we had about 200 in attendance, so we were pleased with the outcome.

We also received monetary or in-kind sponsorships from nearly two dozen companies. We promoted these sponsors on our website, social media, on posters, in eblasts and at the event. Two lodging properties sponsored our event, Maxwell Mansion and Grand Geneva Resort. They support this initiative and believe the museum, when built, will generate more visitors and overnight stays in Lake Geneva.

# Thank You to our Sponsors

## Explorer's Circle



## Discovery Partners



## Creative Champions



## Dream Makers



## Adventure Allies



**#3: Estimate of overnight stays and how that was obtained.**

Our original estimate was based on 20-30% of our attendees at our event, which would equal 25 to 40 room nights. Since 38 people were from more than an hour’s drive away, we can estimate that we generated 10 to 19 room nights in Lake Geneva as a result of our event.

**We directed people to lglodging.org with a direct link from our website, and also via a QR code that was printed on our posters and other print materials.**

The Geneva Lake Children’s Museum is an ongoing, long-term project for Lake Geneva. Raising awareness through the utilization of tourism grant funding may have generated a small number of overnight stays in the short term. But the support of the Tourism Commission gave us the opportunity to share our vision with the community, begin raising funds, and take the next steps toward building the museum.

In the long term, the museum will generate hundreds of overnight stays on an annual basis. If you compare Riviera Beach visits alone, in 2023, 80,805 people visited the beach from Memorial Day to Labor Day. 60% of those people were visitors, or 48,480. Since the museum is a year-round destination, we can expect up to 200,000 visitors annually from out of town, who may elect to stay the night in Lake Geneva.

**#4: Income and expense statement, paid receipts (itemized and attached).**

**Income:**

Sponsorships:	\$32,200.00
Ticket sales:	\$12,150.00
Silent Auction and General Donations:	\$8,455.00
Tourism Commission Grant (\$32,000 approved):	\$26,607.93
<i>(Did not use all of the planned funds)</i>	
<b>Total Income:</b>	<b>\$79,412.93</b>

**Expenses:**

Venue Rental, Security	\$1,000.00
Additional Insurance	\$643.00
Food and Beverage	\$13,840.00
DJ	\$1,500.00
Entertainment	\$7,037.00
Marketing (Grant Funds)	\$26,607.93
Targeted Display Advertising	\$1,800
Social Media – paid social	\$2,400
Print Materials – Postcards	\$968.49
Print Materials – Mailing	\$1,089.44
Dedicated Eblast	\$350
Architectural Renderings	\$9,000
Video Production	\$11,000
<b>Total Expenses:</b>	<b>\$50,627.93</b>

## **#5: Additional Information**

We did not use our entire approved marketing budget. We did substitute an eblast through Visit Lake Geneva for streaming video. We sincerely appreciate the support of the Tourism Commission in funding the marketing efforts for this 100% volunteer-led initiative.

Submitted by:

Barbara Krause

Geneva Lake Children's Museum

E-mail: [hello@genevalakechildrensmuseum.com](mailto:hello@genevalakechildrensmuseum.com)

Phone: 262-215-5344

May 14, 2025

## Section 2-Submit For Reimbursement/Final Evaluation

### City of Lake Geneva Tourism Commission Reimbursement Form

Name: Barb Krause

Organization Name: Geneva Lake Children's Museum

Payment made Payable to: Geneva Lake Children's Museum

Remittance Address: PO Box 815

Contact Phone #: 262-215-5344 Email: hello@genevalakechildrensmuseum.com

- **Please use the table below to list invoices for reimbursement; remember to attach copies of paid invoices for verification. Reimbursement forms need to include the Grant Evaluation Form before grant funds will be released.**

Invoice Date	Invoice #	Vendor Name	Purchase Description	Purchase Amount	Date Paid
5/12	241178	Nel-Turner	Targeted Digital Display	1800.00	5/12/25
5/12	241179	Nel-Turner	Paid Social media	2400.00	5/12/25
2/6	342980	Copies+Prints Plus	5000 + 500 postcards	968.49	3/11/25
2/6	51493	ABT mailcom	EDDM of 4,000 postcards	1089.44	3/11/25
4/7	7212	Visit Lake Geneva	Dedicated eblast	350.00	4/12/25
3/11	01	Ascent Design Studio	Architectural Concept Drawings	9000.00	4/15/25
5/14	GLCM-051425	Premio media	Promotional video	11000.00	5/14/25

26,607.93

Nei-Turner Media Group, Inc.  
400 Broad Street Unit D  
Lake Geneva, WI 53147

**At The Lake**  
GENEVA LAKE AREA MAGAZINE

**INVOICE # 241178**

Geneva Lake Children's Museum  
PO Box 808  
Lake Geneva, WI 53147

**Invoice Date:** May 12, 2025  
**Payment Due:** Jun 11, 2025  
**Advertiser:** Geneva Lake Children's Museum  
**Contract #** 63017  
**Sales Rep:** Barb Krause

<b>Product</b>	<b>Sub Total</b>	<b>Total</b>
#114060 - <b>Targeted Display</b> - Digital Display Ads: Feb 01, 2025 - Apr 04, 2025	\$1,800.00	\$1,800.00

**Total:** \$1,800.00

**Payments:** \$1,800.00

**Balance Due:** \$0.00

Nei-Turner Media Group, Inc.  
400 Broad Street Unit D  
Lake Geneva, WI 53147

At The Lake  
GENEVA LAKE AREA MAGAZINE

**INVOICE # 241179**

Geneva Lake Children's Museum  
PO Box 808  
Lake Geneva, WI 53147

**Invoice Date:** May 12, 2025  
**Payment Due:** Jun 11, 2025  
**Advertiser:** Geneva Lake Children's Museum  
**Contract #** 63016  
**Sales Rep:** Barb Krause

<b>Product</b>	<b>Sub Total</b>	<b>Total</b>
#114058 - <b>Paid Social</b> - Traffic 400-700 Clicks: Mar 01, 2025 - Mar 31, 2025	\$1,200.00	\$1,200.00
#114059 - <b>Paid Social</b> - Traffic 400-700 Clicks: Feb 01, 2025 - Feb 28, 2025	\$1,200.00	\$1,200.00

**Total:** \$2,400.00

**Payments:** \$2,400.00

**Balance Due:** \$0.00

PAY WITH ACH DEBIT/CC

**A 3% surcharge will be added to all credit card payments.** To pay by free bank draft (ACH), please enter bank account information when paying your invoice online. Your information is secure and encrypted when saved. Or, call Nadine at 262-729-4471, ext. 101 to give your information over the phone. And as always, we are happy to accept payment by check.



906 S Wells Street  
 Lake Geneva, WI 53147  
 orders@copiesandprintsplus.com

262-248-2545

Date	Invoice #
2/6/2025	342980

Bill To
Nei-Turner Media Group 400 Broad Street Unit D Lake Geneva, WI 53147

**PAID**  
 02-11-2025

P.O. Number	Job Name
	Save The dates

Quantity	Item Code	Description	Price Each	Amount
1	Postcards	500 Qty 4x6 Postcards	139.00	139.00T
1	Postcards	5000 Qty 6.5x9 Postcards	779.00	779.00T

Thank you for your business.

<b>Subtotal</b>	\$918.00
<b>Sales Tax (5.5%)</b>	\$50.49
<b>Total</b>	<b>\$968.49</b>

# INVOICE

ABT MAILCOM  
N1977 Schaitel Rd Ste 400  
Lake Geneva, WI 53147

outsourcing@abt-corp.com  
+2622489590



**Bill to**  
Barbara Krause  
Nei-Turner Media Group  
400 Broad Street Unit D  
Lake Geneva, WI 53147

**Shipping info**  
Ship via: USPS  
Ship date: 02/06/2025

**Invoice details**  
Invoice no.: 51493  
Terms: Due on receipt  
Invoice date: 02/06/2025  
Due date: 02/06/2025

INVOICE #: 51493

#	Date	Product or service	Description	Qty	Rate	Amount
1.			Geneva Lake Children's Museum EDDM			
2.		<b>4011.2 Processing - File Work</b>	File Work/Setup- 2 Zip Codes	1	\$100.00	\$100.00
3.		<b>4011.4 Prepare to USPS Standards</b>	Tray and Bundle; Prepare to USPS Standards	3797	\$0.035	\$132.90
4.		<b>4012-Fees-Delivery Charge</b>	Drop Ship Delivery to Fontana	1	\$25.00	\$25.00
5.		<b>4021.2 - Postage - Standard</b>	Postage - Standard	3797	\$0.219	\$831.54

## Ways to pay



If payment is made by Credit or Debit Cards a 3% processing fee will be added to the bill. No additional processing fees if paying by ACH or Check.

Thank you for your continued business. Please contact us at 262-248-9590 with any

<b>Total</b>	<b>\$1,089.44</b>
Payment	-\$1,089.44
<b>Balance due</b>	<b>\$0.00</b>

**Paid in Full**

## Note to customer

Remit To:  
ABT MAILCOM  
or American Business Technologies, Inc.  
N1977 Schaitel Road, Suite 400  
Lake Geneva, WI 53147  
262-248-9590

**INVOICE**

Visit Lake Geneva  
527 CENTER STREET  
LAKE GENEVA, WI 53147-2004

shell@visitlakegeneva.com  
+1 (262) 248-1349  
www.visitlakegeneva.com



**Bill to**  
Barb Krause  
Geneva Lake Children's Museum  
PO Box 815  
Lake Geneva, WI 53147

**Ship to**  
Barb Krause  
Geneva Lake Children's Museum  
PO Box 815  
Lake Geneva, WI 53147

**Invoice details**

Invoice no.: 7212  
Terms: Net 30  
Invoice date: 04/07/2025  
Due date: 05/07/2025

#	Date	Product or service	Description	Qty	Rate	Amount
1.		<b>Exclusive E-Mail</b>	Exclusive Email - 3/18/25	1	\$350.00	\$350.00

**Ways to pay**



<b>Total</b>	<b>\$350.00</b>
Payment	-\$350.00
<b>Balance due</b>	<b>\$0.00</b>

**Paid in Full**

# ASCENT DESIGN STUDIO

Ascent Design Studio, LLC.  
Tim Shouder  
725 S. Ridgeland Ave  
Oak Park, IL 60304  
tshouder@ascentdesign-studio.com

03/11/2025

## INVOICE #01

**Bill to:**

Geneva Lake Children's Museum  
Attn: Adam St. Marie  
adam@studiosaintmarie.design  
& Barb Krause  
bak@ntmediagroup.com

**Date of Issue:**

03/11/2025

**Date of Work:**

01/23/2025 - 03/11/2025

---

Project / Task	Hours / Quantity	Rate	Amount
Conceptual Design Services:			
Development of interior play space	48	\$100.00	\$4800.00
Development of Cafe/Grand Stair	6	\$100.00	\$600.00
Final Renderings	3	\$1600.00	\$4800.00
Donated Design Services			(-) \$1200.00

---

**Total Balance Due:** \$9000.00

**Outstanding Balance:** Paid in full (4/15/2025)  
\$0.00

---

725 S. RIDGELAND AVE  
OAK PARK, IL 60304  
+1 262 374 1933

**Payment Instruction:**

Make check payable to:  
Tim Shouder

Reach out for direct deposit information



**invoice #:** GLCM-051425rev

**date:** May 14, 2025

**client:** Geneva Lakes Children's Museum - Barb Krause

**date(s) of services:** Feb-Apr, 2025

**description of services:**

- *Production of animated video announcing Children's Museum, raising awareness and funding.*

*\$11,000 payment in cash  
\$ 6,500 in-kind donation*

Cash Fees:	\$	11,000.00
5.5% WI Sales Tax:	\$	<u>exempt</u>
	\$	11,000.00

***Paid in full.***

**Total Due Now: \$ 0.00**

Please make checks payable to "Premio Media" | 120 Pearson Dr | Lake Geneva, WI 53147

**special notes:**

## Section 2-Submit For Reimbursement/Final Evaluation

### City of Lake Geneva Tourism Commission Reimbursement Form

Name: DANA TRILLA

Organization Name: WEE WHISKEY FEST

Payment made Payable to: GENEVA LAKES WHISKEY CLUB

Remittance Address: 672 W. MAIN ST. PO BOX 551 - LG, WI 53147

Contact Phone #: 815 715 0900 Email: info@weewhiskeyfest.com

- Please use the table below to list invoices for reimbursement; remember to attach copies of paid invoices for verification. Reimbursement forms need to include the Grant Evaluation Form before grant funds will be released:

Invoice Date	Invoice #	Vendor Name	Purchase Description	Purchase Amount	Date Paid
4/30/25	2504-0066	WLKG-FM	radio marketing	1,560.00	6/5/25
4/8/25	2025-101	Perspective Pro Studio	film + video	2,700.00	6/5/25
4/4/25	519453	ESPN	radio marketing	7,971.63	4/18/25
4/24/25	343783	COPIES N' PRINTS	PRINT/BANNERS	3,110.66	5/13/25
4/1/25	343546	"	PRINT	35.24	4/1/25
3/12/25	343355	"	"	9.76	3/12/25
3/4/25	343269	"	"	105.50	3/12/25
3/3/25	343252	"	RACK CARDS	220.50	3/3/25
2/19/25	343112	"	PRINT	51.70	3/3/25

15,764.99

Invoice Date	Invoice #	Vendor Name	Purchase Description	Purchase Amount	Date Paid
1/29/25	342890	COPIES N' PRINTS	PRINT	243.07	1/29/25
<del>4/12/25</del>	2153	Christian Scalzo	website Updates	11,300.00	4/12/25
1/14/25	342726	"	"	174.58	1/29/25
4/2/25	8937	facebook male	Promotions	799.00	4/24/25
4/16/25	4901	"	"	726.00	4/16/25
4/11/25	5369	"	"	660.00	4/11/25
4/6/25	8584	"	"	142.34	4/6/25
3/29/25	8430	"	"	416.66	3/29/25
3/31/25	8156	"	"	600.00	3/31/25
3/25/25	2204	"	"	600.00	3/25/25
3/13/25	1939	"	"	602.93	3/13/25
3/6/25	6769	"	"	83.34	3/6/25
3/6/25	7312	"	"	444.94	3/6/25
2/28/25	1992	"	"	600.00	2/28/25
2/6/25	4523	"	"	18.67	2/6/25
2/6/25	7265	"	"	299.96	2/6/25
1/6/25	6780	"	"	399.96	1/6/25
12/10/24	0998	"	"	197.24	12/10/24
11/30/24	0319	"	"	600.08	11/30/24
11/15/24	0456	"	"	289.92	11/15/24

5/4/25	130-600 72681	Wisconsin Valley	radio marketing	2,407.95	6/4/25
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City of Lake Geneva Tourism Commission

2,407.95

total : 37,371.63

## Important points before submitting your invoices to the Tourism Commission for reimbursement:

- All reimbursable expenses must be listed on the attached Reimbursement Form and submitted to the City Administrator at one time
- All reimbursable expenses must be submitted to the City no later than forty-five (45) consecutive days after the event; not business days
- All expenses to be reimbursed must have an actual receipt included
- All reimbursable receipts must be marked "paid" by the vendor
- You must use the Tourism Commission Reimbursement Form provide. The form must correlate exactly with the individual receipts that are attached.
- Reimbursement forms need to include the Grant Evaluation Form before grant funds will be released.

Under no circumstances will the Tourism Commission reimburse invoices submitted which exceed the amount approved.

**City of Lake Geneva Tourism Commission**

**Grant Evaluation Form**

The City of Lake Geneva Tourism Commission provided funds for your organization's promotional efforts. As required by our guidelines, in return for our investment, you must provide an evaluation of the results of this promotional effort within forty-five (45) days of its completion. This shall be remitted along with marketing materials and paid receipts before grant dollars will be authorized and distributed. Please note that evaluations will be reviewed when consideration of future grants are requested by your organization. Forward all of the required information to:

[cityadmin@cityoflakegeneva.gov](mailto:cityadmin@cityoflakegeneva.gov)

or mail to

**City of Lake Geneva**

**626 Geneva Street**

**Lake Geneva, WI 53147**

1. Provide a final media synopsis that includes the following information
  - a. Number of customer responses generated from type of media utilized
  - b. What media did you use in your use in your campaign?
  - c. What were your target markets?
2. In your grant application you listed estimated number of attendees. What were your actual results?
3. In your grant application you listed estimated number of overnight stays. Please estimate approximate number of City of Lake Geneva hotel room nights booked and how that estimate was attained.
4. Provide an income and expense statement to include actual paid receipts. Any items that are grouped together in a category (I.e. contributions cash or in-kind trade) must be detailed on a separate sheet.
5. Please include any additional information you would consider pertinent in summarizing your promotion/event.

Name: DANA TRUCA Date: 6/9/25

Name of Organization: WEE WHISKEY FEST

Email: info@weewhiskeyfest.com Phone: 815-715-0900

## Tourism Grant Evaluation

### 1) Media Synopsis

The *Wee Whiskey Fest - Part Two* captivated audiences far and wide, drawing in a staggering number of responses from eager attendees keen to partake in the festivities. With roughly 600 whiskey enthusiasts flocking to the event over the course of the weekend.

We utilized a strategic blend of traditional and digital platforms amplifying our marketing reach. From captivating features in leading area radio programming to dynamic social media campaigns across Facebook and Instagram; the festival was able to grow from last year and resonated with diverse audiences across demographics and geographies. The festival's success was further fueled by targeted outreach to key markets, including men and women ages 29-60 from the greater Chicagoland and southern Wisconsin area; with a 85% to 15% split, respectively.

Across our campaigns, *Wee Whiskey Fest - Part Two* was able to achieve a surge in unique clicks to the website, well over 1 million. Our total reach across the campaigns was over 2 million individuals exploring the event's offerings and securing their tickets for an unforgettable whiskey experience.

### 2) Attendees

In our grant proposal, we estimated 450-500 whiskey-loving enthusiasts to join us. Our final numbers for the main tasting event was 480 attendees, then we estimated another 200 plus enthusiasts join us throughout the weekends events; which included several all carte tastings, Friday nights' Bourbon & Burlesque, two Saturday night after parties, Sunday's Cocktail Contest, and the 'Irish Goodbye' closing party.

### 3) Overnight Stays

During the *Wee Whiskey Fest - Part Two*, the surrounding downtown hotels experienced a significant influx of guests. While there is no way for us to supply specific numbers due to not knowing if each guest disclosed that they were in town for the Fest. However, our estimate of actual overnight stays is closer to 190. These calculations for overnight stays was made with the assumption that we had roughly 40% of attendees stay in downtown over the course of the weekend, due to the demographics of our attendees.

### 4) Income & Expense Statement

See attached expense form

I have only included the expenses that pertain to the grant application. If a full income & expense breakdown is needed, please let me know and I will provide that to you.

### 5) Additional Information

In regards to reimbursement form attached; the total of invoices submitted was well over the total grant awarded, at \$37,371.63. We understand the commission will not reimburse anything over the \$20,000 that was approved.

On behalf of everyone at Wee Whiskey Fest, I would like to extend our heartfelt thanks for your continued support this year—and for standing by us over the last two years. Your partnership plays an essential role in making the festival a success, and we're truly grateful for the enthusiasm and dedication you bring to our shared mission of celebrating community and craftsmanship.

Cheers,

Dana Trilla



Lake 961, WLKG-FM  
 500 Interchange North  
 Suite 100  
 Lake Geneva, WI 53147  
 (262) 249-9600

# WLKG-FM Statement of Account

Account ID: 0691  
 Statement Date: 6/5/2025  
 Account Rep: Tessa August

Please Pay This Amount \$0.00

Amount Paid: \_\_\_\_\_

GENEVA LAKES WHISKEY CLUB  
 PO BOX 551  
 LAKE GENEVA, WI 53147

TERMS: NET 15 DAYS

Sponsor: Geneva Lakes Whiskey Club

Page 1

Reference	Date	Type	Description	Amount	Balance
25040066	4/30/2025	INV	Invoice: WLKG-FM 0691-002 April 2025	1,560.00	
25060024	6/5/2025	PMT	[1-Facebook Posts / 1-Interview/Segment / 1-Packa -Payment Check 1008 on Inv 25040066 Geneva Lak	-1,560.00	0.00
25060001.02	6/1/2025	FIN	+WLKG-FM Finance Charge 4/30/2025-6/1/2025 Ba	50.77	
25060025	6/5/2025	CR	-Credit Adjustment	-50.77	0.00
<b>Statement Total:</b>					<b>\$0.00</b>

Please Pay This Amount

**\$0.00**

Current	31-60 Days	61-90 Days	91-120 Days	121+ Days	Total Due

# INVOICE



Perspective Pro Studio  
(262) 297-3211  
1507 Conant St  
Lake Geneva, Wisconsin 53147  
United States  
perspectiveprostudio.com

Billed to  
Wee Whiskey Fest  
info@weewhiskeyfest.com  
United States

Invoice No  
INV-2025101

Issue Date  
April 8, 2025  
Due Date  
July 31, 2025

ITEM NAME	PRICE	QTY	TAX	SUBTOTAL
Videography				
Film & Video Day Rate.	\$1,000.00	3	-	\$3,000.00
10% discount for multi-day shoot				

Subtotal	\$3,000.00
Discount(10%)	-\$300.00
Payment 1 of 2 <span>Paid</span> Due April 15, 2025	\$540.00
Payment 2 of 2 <span>Paid</span> Due July 31, 2025	\$2,160.00
Amount Paid (USD)	\$2,700.00

**Paid**

Completed on: June 5, 2025 12:17 PM

Generated on June 5, 2025 12:17 pm CDT

# CASH STATEMENT



GOOD KARMA BRANDS

**Good Karma Brands**  
**PO Box 8609**  
**Carol Stream, IL 60197-8609**  
**Main: (414) 209-3100**  
**Billing: (414) 209-3100**

[www.goodkarmabrands.com](http://www.goodkarmabrands.com)

Property	Billing Type	Statement Date	Statement Period
GKB	Cash	04/18/25	02/24/25 - 04/18/25

Billing Address:

**Geneva Lakes Whiskey Club**  
**Attention: Sherm Lindsey**  
**PO Box 551**  
**Lake Geneva, WI 53147**

**Agency Summary:**

		Previous Balance		New Invoices		New Payments	=	New Balance
		\$0.00	+	\$0.00	+	(\$7,971.63)	=	(\$7,971.63)
<u>Current</u>	<u>30</u>	<u>60</u>		<u>90</u>		<u>120+</u>		
(\$7,971.63)	\$0.00	\$0.00		\$0.00		\$0.00		

**Advertiser Summaries:**

**Geneva Lakes Whiskey Club**

		Previous Balance		New Invoices		New Payments	=	New Balance
		\$0.00	+	\$0.00	+	(\$7,971.63)	=	(\$7,971.63)
<u>Current</u>	<u>30</u>	<u>60</u>		<u>90</u>		<u>120+</u>		
(\$7,971.63)	\$0.00	\$0.00		\$0.00		\$0.00		

**Unapplied Transactions**

Property	Order #	Date	Transaction Type	Transaction Number	Transaction Amount
WMVP-AM	519453	04/04/25	Credit Card	130908	(\$7,971.63)

**Payment Terms 30 Days**

We warrant that the actual broadcast information shown on this invoice was taken from the program log. We do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing advertising time from us or our station that is intended to discriminate on the basis of race or ethnicity. SEM Customers: Charges for Search Engine Marketing include click costs as well as fees for account set up, management and optimizations. Local advertising in Phoenix, by any method, is subject to tax. If you consider yourself to fall under an exemption, please provide the appropriate documentation. If no documentation is provided, the transaction privilege tax (TPT) with a rate of 0.5%, will be applied to your invoice. We are not liable for the formatting of any spot provided by advertiser or any third party.

Advertiser and Agency, jointly and severally, represent, warrant, and covenant that the advertising supplied to Station, including any music contained therein, is rights-cleared for exhibition, distribution, performance, and/or retransmission by broadcast television, including on a mobile DTV (ATSC M/H or successor standard) basis, and by any multichannel video programming distributor or any other video delivery system, including, but not limited to, streaming services.



906 S Wells Street  
Lake Geneva, WI 53147

262-248-2545

orders@copiesandprintsplus.com

Date	Invoice #
4/24/2025	343783

**PAID**  
05/13/2025

Bill To
Geneva Lake Whiskey Club Sherm Lindsey PO Box 551 Lake Geneva, Wi 53147

P.O. Number	Job Name
	Wee Whiskey fest

Quantity	Item Code	Description	Price Each	Amount
24	8x11	Single Sided	0.51	12.24T
24	Color Copies	12x18 Color Copies	1.50	36.00T
4	Color Copies	12x12 Color Copies	1.50	6.00T
8	Color Copies	12x16 Color Copies	1.50	12.00T
2	Color Copies	16x22Color Copies	14.00	28.00T
15	Color Copies	On Linen	1.15	17.25T
1	Banner	42x72 Banner	120.00	120.00T
1	Coraplas Signs	Coraplas Signs	150.00	150.00T
1	Vinyl	Additional Logos Vinyl	12.00	12.00T
1	Color Copies	500 Qty Color Copies	2,725.00	2,725.00T
6	Banner	Banners instaled in retractable stands	130.00	780.00T
	Discount	Discount	-950.00	-950.00

Thank you for your business.

<b>Subtotal</b>	\$2,948.49
<b>Sales Tax (5.5%)</b>	\$162.17
<b>Total</b>	\$3,110.66



906 S Wells Street  
Lake Geneva, WI 53147

262-248-2545

orders@copiesandprintsplus.com

Date	Invoice #
4/1/2025	343546

Bill To
Geneva Lake Whiskey Club Sherm Lindsey PO Box 551 Lake Geneva, Wi 53147

**PAID**  
04/01/2025

P.O. Number	Job Name
	Posters

Quantity	Item Code	Description	Price Each	Amount
8	Color Copies	Barrell Strength Color Copies	2.15	17.20T
12	Color Copies	BB/Grand Tasting Color Copies	1.35	16.20T

Thank you for your business.

<b>Subtotal</b>	\$33.40
<b>Sales Tax (5.5%)</b>	\$1.84
<b>Total</b>	\$35.24



906 S Wells Street  
Lake Geneva, WI 53147

262-248-2545

orders@copiesandprintsplus.com

Date	Invoice #
3/12/2025	343355

Bill To
Geneva Lake Whiskey Club Sherm Lindsey PO Box 551 Lake Geneva, Wi 53147

**PAID**  
03/12/2025

P.O. Number	Job Name
Dana	Barrique Event

Quantity	Item Code	Description	Price Each	Amount
5	Color Copies	13x19 100# Color Copies	1.85	9.25T

Thank you for your business.

<b>Subtotal</b>	\$9.25
<b>Sales Tax (5.5%)</b>	\$0.51
<b>Total</b>	\$9.76



906 S Wells Street  
Lake Geneva, WI 53147

262-248-2545

orders@copiesandprintsplus.com

Date	Invoice #
3/4/2025	343269

Bill To
Geneva Lake Whiskey Club Sherm Lindsey PO Box 551 Lake Geneva, Wi 53147

**PAID**  
03/12/2025

P.O. Number	Job Name
	Posters

Quantity	Item Code	Description	Price Each	Amount
100	Color Copies Discount	12x18 80# Color Copies Discount	1.25 -25.00	125.00T -25.00

Thank you for your business.

<b>Subtotal</b>	\$100.00
<b>Sales Tax (5.5%)</b>	\$5.50
<b>Total</b>	\$105.50



906 S Wells Street  
Lake Geneva, WI 53147

262-248-2545

orders@copiesandprintsplus.com

Date	Invoice #
3/3/2025	343252

Bill To
Geneva Lake Whiskey Club Sherm Lindsey PO Box 551 Lake Geneva, Wi 53147

**PAID**  
03/03/2025

P.O. Number	Job Name
	Rackcards

Quantity	Item Code	Description	Price Each	Amount
1	Rack Cards	1000 4/4 4x9 Gloss Rack Cards	209.00	209.00T

Thank you for your business.

<b>Subtotal</b>	\$209.00
<b>Sales Tax (5.5%)</b>	\$11.50
<b>Total</b>	\$220.50



906 S Wells Street  
Lake Geneva, WI 53147

262-248-2545

orders@copiesandprintsplus.com

Date	Invoice #
2/19/2025	343112

**PAID**  
**03/03/2025**

Bill To
Geneva Lake Whiskey Club Sherm Lindsey PO Box 551 Lake Geneva, Wi 53147

P.O. Number	Job Name
	Whiskey Fest Tix

Quantity	Item Code	Description	Price Each	Amount
20	Color Copies	Color Copies	2.45	49.00T

Thank you for your business.

<b>Subtotal</b>	\$49.00
<b>Sales Tax (5.5%)</b>	\$2.70
<b>Total</b>	\$51.70



906 S Wells Street  
Lake Geneva, WI 53147

262-248-2545

orders@copiesandprintsplus.com

Date	Invoice #
1/29/2025	342890

Bill To
Geneva Lake Whiskey Club S herm Lindsey PO Box 551 Lake Geneva, Wi 53147

**PAID**  
01/29/2025

P.O. Number	Job Name
	April 25-27

Quantity	Item Code	Description	Price Each	Amount
50	Color Copies	Color Copies	1.65	82.50T
4	18x24	18x24 Large Format Color	14.00	56.00T
6	Color Copies	Color Copies	1.65	9.90T
20	Color Copies	Color Copies	1.65	33.00T
20	Color Copies	Color Copies	2.45	49.00T

Thank you for your business.

<b>Subtotal</b>	\$230.40
<b>Sales Tax (5.5%)</b>	\$12.67
<b>Total</b>	\$243.07



906 S Wells Street  
Lake Geneva, WI 53147

262-248-2545

orders@copiesandprintsplus.com

Date	Invoice #
1/14/2025	342726

Bill To
Geneva Lake Whiskey Club Sherm Lindsey PO Box 551 Lake Geneva, Wi 53147

**PAID**  
01/29/2025

P.O. Number	Job Name
	Partnership Opp

Quantity	Item Code	Description	Price Each	Amount
50	Color Copies	Color Copies	2.30	115.00T
1	Cut	Cut	20.00	20.00T
1	Design	Graphic Design	10.00	10.00
100	8x11	Single Sided	0.21	21.00T

Thank you for your business.

<b>Subtotal</b>	\$166.00
<b>Sales Tax (5.5%)</b>	\$8.58
<b>Total</b>	\$174.58

Christian Scalzo  
website developer  
3063 Terrace Dr  
Aptos, CA 95003  
831.334.6924

Bill To:

## Geneva Lakes Whiskey Club, Corp

Sherm Lindsey

Phone: 224.388.2401

Email: info@weewhiskeyfest.com

# INVOICE

Invoice Number: #2153  
Invoice Date: April 12th, 2025

NO.	PRODUCT DESCRIPTION	PRICE	QTY.	TOTAL
01	<b>16 Website Pages, Layout/Design UPDATES &amp; ADDITIONS</b> HTML/CSS/Javascript Coding	\$300	16	\$4800.00
02	<b>Marketing Database</b> 3 Web Forms	\$500	3	\$1500.00
03	<b>Administrative Website</b> e-mail list and marketing database management	\$1500	1	\$1500.00
04	<b>Monthly Updates</b> Maintenance from 11/24 to 04/25	\$500	6	\$3000.00
05	<b>Hosting/Networking</b> 12 months, renews annually	\$500	1	\$500.00

**Thank You For Your Business**

Subtotal: \$11300.00

Discount: 00.00

**Payment Method:** Net 30

**Account Name:** Sherm Lindsey @ Geneva Lakes Whiskey Club, Corp

**Total: \$11,300.00**

**Terms & Conditions:**

Deposit of 50% of invoice shall be taken at time of agreement. Payment must be made in full upon completion.

 11/1/24  
Authorized signature

Receipt for Sherm Lindsey

Account ID: 1070384037502248



Invoice/Payment Date  
Apr 21, 2025, 6:22 PM

Payment method  
MasterCard · 2402  
Reference Number: 4CFBDPGCT2

**Paid**

**\$799.00 USD**

Transaction ID  
9575076489275412-9699641216818937

You're being billed because you reached your \$799.00 payment threshold.

Product Type  
Meta ads

**Campaigns**

<b>[04/09/2025] Promoting www.weewhiskeyfest.com</b>			<b>\$129.11</b>
From Apr 15, 2025, 12:00 AM to Apr 21, 2025, 6:22 PM			
[04/09/2025] Promoting www.weewhiskeyfest.com	31,544 Impressions		\$129.11
<b>Post: "WEE WHISKEY FEST IS ALMOST HERE!"</b>			<b>\$562.40</b>
From Apr 15, 2025, 12:00 AM to Apr 21, 2025, 6:22 PM			
Post: "WEE WHISKEY FEST IS ALMOST HERE!"	141,178 Impressions		\$562.40
<b>Post: "WEE WHISKEY FEST WEEKEND TASTINGS + BOURBON &amp;..."</b>			<b>\$107.49</b>
From Apr 15, 2025, 12:00 AM to Apr 21, 2025, 6:22 PM			
Post: "WEE WHISKEY FEST WEEKEND TASTINGS + BOURBON &..."	25,756 Impressions		\$107.49

Meta Platforms, Inc.  
1 Meta Way  
Menlo Park, CA 94025  
United States

Geneva Lakes Whiskey Club, Corp  
PO BOX 551  
Lake Geneva, WI 53147  
United States

Receipt for Sherm Lindsey

Account ID: 1070384037502248



Invoice/Payment Date  
Apr 16, 2025, 5:27 PM

Payment method  
MasterCard · 2402  
Reference Number: YGQV3PGCT2

Paid

\$726.00 USD

Transaction ID  
9542148262568235-9542148269234901

You're being billed because you reached your \$726.00 payment threshold.

Product Type  
Meta ads

Campaigns

<b>[04/09/2025] Promoting www.weewhiskeyfest.com</b>		<b>\$117.96</b>
From Apr 10, 2025, 12:00 AM to Apr 16, 2025, 5:27 PM		
[04/09/2025] Promoting www.weewhiskeyfest.com	26,197 Impressions	\$117.96
<b>Post: "WEE WHISKEY FEST IS ALMOST HERE!"</b>		<b>\$608.04</b>
From Apr 10, 2025, 12:00 AM to Apr 16, 2025, 5:27 PM		
Post: "WEE WHISKEY FEST IS ALMOST HERE!"	152,873 Impressions	\$608.04

Meta Platforms, Inc.  
1 Meta Way  
Menlo Park, CA 94025  
United States

Geneva Lakes Whiskey Club, Corp  
PO BOX 551  
Lake Geneva, WI 53147  
United States

Receipt for Sherm Lindsey

Account ID: 1070384037502248



Invoice/Payment Date  
Apr 11, 2025, 11:07 AM

Payment method  
MasterCard · 2402  
Reference Number: QSAAMMYCT2

**Paid**

**\$660.00 USD**

Transaction ID  
9506760726106989-9615510208565369

You're being billed because you reached your \$660.00 payment threshold.

Product Type  
Meta ads

**Campaigns**

<b>Post: "LESS THAN 30 DAYS AWAY TO WEE WHISKEY FEST - PART 2! "</b>		<b>\$13.11</b>
From Apr 5, 2025, 12:00 AM to Apr 11, 2025, 11:07 AM		
Post: "LESS THAN 30 DAYS AWAY TO WEE WHISKEY FEST - PART 2! "	2,107 Impressions	\$13.11
<b>Post: "WEE WHISKEY FEST IS ALMOST HERE!"</b>		<b>\$590.68</b>
From Apr 5, 2025, 12:00 AM to Apr 11, 2025, 11:07 AM		
Post: "WEE WHISKEY FEST IS ALMOST HERE!"	163,996 Impressions	\$590.68
<b>[04/09/2025] Promoting www.weewhiskeyfest.com</b>		<b>\$56.21</b>
From Apr 5, 2025, 12:00 AM to Apr 11, 2025, 11:07 AM		
[04/09/2025] Promoting www.weewhiskeyfest.com	12,179 Impressions	\$56.21

Meta Platforms, Inc.  
1 Meta Way  
Menlo Park, CA 94025  
United States

Geneva Lakes Whiskey Club, Corp  
PO BOX 551  
Lake Geneva, WI 53147  
United States

Receipt for Sherm Lindsey

Account ID: 1070384037502248



Invoice/Payment Date  
Apr 6, 2025, 6:12 AM

Payment method  
MasterCard · 2402  
Reference Number: VVJGWN4DT2

Transaction ID  
9542211362561919-9542211379228584

Product Type  
Meta ads

Paid

\$142.34 USD

Ads spend since Apr 4, 2025.

Campaigns

Post: "LESS THAN 30 DAYS AWAY TO WEE WHISKEY FEST - PART 2! "		\$30.54
From Apr 4, 2025, 12:00 AM to Apr 5, 2025, 11:59 PM		
Post: "LESS THAN 30 DAYS AWAY TO WEE WHISKEY FEST - PART 2! "	4,853 Impressions	\$30.54
Post: "WEE WHISKEY FEST IS ALMOST HERE!"		\$111.80
From Apr 4, 2025, 12:00 AM to Apr 5, 2025, 11:59 PM		
Post: "WEE WHISKEY FEST IS ALMOST HERE!"	29,361 Impressions	\$111.80

Meta Platforms, Inc.  
1 Meta Way  
Menlo Park, CA 94025  
United States

Geneva Lakes Whiskey Club, Corp  
PO BOX 551  
Lake Geneva, WI 53147  
United States

Receipt for Sherm Lindsey

Account ID: 1070384037502248



Invoice/Payment Date  
Apr 6, 2025, 2:08 AM

Payment method  
MasterCard · 2402  
Reference Number: F232AMCDT2

Transaction ID  
9413191985463862-9578546268928430

Product Type  
Meta ads

Paid

\$416.66 USD

Ads spend since Mar 29, 2025.

Campaigns

<b>Post: "LESS THAN 30 DAYS AWAY TO WEE WHISKEY FEST - PART 2! "</b>		<b>\$149.17</b>
From Mar 29, 2025, 12:00 AM to Apr 4, 2025, 11:59 PM		
Post: "LESS THAN 30 DAYS AWAY TO WEE WHISKEY FEST - PART 2! "	30,423 Impressions	\$149.17
<b>Post: "Whiskey lovers, rejoice!"</b>		<b>\$181.43</b>
From Mar 29, 2025, 12:00 AM to Apr 4, 2025, 11:59 PM		
Post: "Whiskey lovers, rejoice!"	56,542 Impressions	\$181.43
<b>Post: "BOURBON &amp; BURLESQUE VARIETY SHOW "</b>		<b>\$25.82</b>
From Mar 29, 2025, 12:00 AM to Apr 4, 2025, 11:59 PM		
Post: "BOURBON & BURLESQUE VARIETY SHOW "	5,658 Impressions	\$25.82
<b>Post: "WEE WHISKEY FEST IS ALMOST HERE!"</b>		<b>\$60.24</b>
From Mar 29, 2025, 12:00 AM to Apr 4, 2025, 11:59 PM		
Post: "WEE WHISKEY FEST IS ALMOST HERE!"	13,985 Impressions	\$60.24

Meta Platforms, Inc.  
1 Meta Way  
Menlo Park, CA 94025  
United States

Geneva Lakes Whiskey Club, Corp  
PO BOX 551  
Lake Geneva, WI 53147  
United States

Receipt for Sherm Lindsey

Account ID: 1070384037502248



Invoice/Payment Date  
Mar 31, 2025, 12:02 AM

Payment method  
MasterCard · 2402  
Reference Number: 4WSGEM8DT2

Paid

\$600.00 USD

Transaction ID  
9441244682658589-9414415702008156

You're being billed because you reached your \$600.00 payment threshold.

Product Type  
Meta ads

Campaigns

<b>Post: "Whiskey lovers, rejoice!"</b>		<b>\$430.34</b>
From Mar 24, 2025, 12:00 AM to Mar 30, 2025, 11:59 PM		
Post: "Whiskey lovers, rejoice!"	112,904 Impressions	\$430.34
<b>Post: "BOURBON &amp; BURLESQUE VARIETY SHOW "</b>		<b>\$62.48</b>
From Mar 24, 2025, 12:00 AM to Mar 30, 2025, 11:59 PM		
Post: "BOURBON & BURLESQUE VARIETY SHOW "	14,100 Impressions	\$62.48
<b>Post: "LESS THAN 30 DAYS AWAY TO WEE WHISKEY FEST - PART 2! "</b>		<b>\$107.18</b>
From Mar 24, 2025, 12:00 AM to Mar 30, 2025, 11:59 PM		
Post: "LESS THAN 30 DAYS AWAY TO WEE WHISKEY FEST - PART 2! "	22,627 Impressions	\$107.18

Meta Platforms, Inc.  
1 Meta Way  
Menlo Park, CA 94025  
United States

Geneva Lakes Whiskey Club, Corp  
PO BOX 551  
Lake Geneva, WI 53147  
United States

Receipt for Sherm Lindsey

Account ID: 1070384037502248



Invoice/Payment Date  
Mar 25, 2025, 11:51 AM

Payment method  
MasterCard · 2402  
Reference Number: 58XR8MLCT2

Paid

\$600.00 USD

Transaction ID  
9502068329909558-9407075202742204

You're being billed because you reached your \$600.00 payment threshold.

Product Type  
Meta ads

Campaigns

<b>Post: "THE COUNTDOWN IS ON TO WEE WHISKEY FEST 2025!"</b>		<b>\$150.08</b>
From Mar 12, 2025, 12:00 AM to Mar 25, 2025, 11:51 AM		
Post: "THE COUNTDOWN IS ON TO WEE WHISKEY FEST 2025!"	50,090 Impressions	\$150.08
<b>Post: "Whiskey lovers, rejoice!"</b>		<b>\$388.23</b>
From Mar 12, 2025, 12:00 AM to Mar 25, 2025, 11:51 AM		
Post: "Whiskey lovers, rejoice!"	94,648 Impressions	\$388.23
<b>Post: "BOURBON &amp; BURLESQUE VARIETY SHOW "</b>		<b>\$61.69</b>
From Mar 12, 2025, 12:00 AM to Mar 25, 2025, 11:51 AM		
Post: "BOURBON & BURLESQUE VARIETY SHOW "	16,975 Impressions	\$61.69

Meta Platforms, Inc.  
1 Meta Way  
Menlo Park, CA 94025  
United States

Geneva Lakes Whiskey Club, Corp  
PO BOX 551  
Lake Geneva, WI 53147  
United States

Receipt for Sherm Lindsey

Account ID: 1070384037502248



Invoice/Payment Date  
Mar 13, 2025, 6:31 AM

Payment method  
MasterCard · 2402  
Reference Number: 6ATYVKYCT2

Paid

\$602.93 USD

Your previous payment for these ad costs failed.

Transaction ID  
9302923263157401-9377544502361939

Product Type  
Meta ads

Campaigns

Post: "THE COUNTDOWN IS ON TO WEE WHISKEY FEST 2025! "		\$602.93
From Mar 5, 2025, 12:00 AM to Mar 12, 2025, 11:59 PM		
Post: "THE COUNTDOWN IS ON TO WEE WHISKEY FEST 2025! "	202,799 Impressions	\$602.93

Meta Platforms, Inc.  
1 Meta Way  
Menlo Park, CA 94025  
United States

Geneva Lakes Whiskey Club, Corp  
PO BOX 551  
Lake Geneva, WI 53147  
United States

Receipt for Sherm Lindsey

Account ID: 1070384037502248



Invoice/Payment Date  
Mar 6, 2025, 1:50 PM

Payment method  
MasterCard · 2402  
Reference Number: 66JMLLCCT2

Transaction ID  
9216316098484786-9276062949176769

Product Type  
Meta ads

Paid

\$83.34 USD

You made this manual payment.

Campaigns

Post: "THE COUNTDOWN IS ON TO WEE WHISKEY FEST 2025! "		\$83.34
From Mar 4, 2025, 12:00 AM to Mar 5, 2025, 11:59 PM		
Post: "THE COUNTDOWN IS ON TO WEE WHISKEY FEST 2025! "	33,047 Impressions	\$83.34

Meta Platforms, Inc.  
1 Meta Way  
Menlo Park, CA 94025  
United States

Geneva Lakes Whiskey Club, Corp  
PO BOX 551  
Lake Geneva, WI 53147  
United States

Receipt for Sherm Lindsey

Account ID: 1070384037502248



Invoice/Payment Date  
Mar 6, 2025, 2:35 AM

Payment method  
MasterCard · 2402  
Reference Number: AAX5ZLQCT2

Transaction ID  
9214151062034626-9380424135407312

Product Type  
Meta ads

Paid

\$444.94 USD

Ads spend since Feb 27, 2025.

Campaigns

Post: "THE COUNTDOWN IS ON TO WEE WHISKEY FEST 2025! "		\$444.94
From Feb 27, 2025, 12:00 AM to Mar 4, 2025, 11:59 PM		
Post: "THE COUNTDOWN IS ON TO WEE WHISKEY FEST 2025! "	168,821 Impressions	\$444.94

Meta Platforms, Inc.  
1 Meta Way  
Menlo Park, CA 94025  
United States

Geneva Lakes Whiskey Club, Corp  
PO BOX 551  
Lake Geneva, WI 53147  
United States

Receipt for Sherm Lindsey

Account ID: 1070384037502248



Invoice/Payment Date  
Feb 28, 2025, 6:08 AM

Payment method  
MasterCard · 4770  
Reference Number: F5GLSL4DT2

Paid

\$600.00 USD

Transaction ID  
9176508169132249-9357544034361992

You're being billed because you reached your \$600.00 payment threshold.

Product Type  
Meta ads

Campaigns

<b>Post: "Hello WHISKEY LOVERS!"</b>		<b>\$381.29</b>
From Feb 5, 2025, 12:00 AM to Feb 28, 2025, 6:08 AM		
Post: "Hello WHISKEY LOVERS!"	102,832 Impressions	\$381.29
<b>Post: "THE COUNTDOWN IS ON TO WEE WHISKEY FEST 2025! "</b>		<b>\$218.71</b>
From Feb 5, 2025, 12:00 AM to Feb 28, 2025, 6:08 AM		
Post: "THE COUNTDOWN IS ON TO WEE WHISKEY FEST 2025! "	70,370 Impressions	\$218.71

Meta Platforms, Inc.  
1 Meta Way  
Menlo Park, CA 94025  
United States

Geneva Lakes Whiskey Club, Corp  
PO BOX 551  
Lake Geneva, WI 53147  
United States

Receipt for Sherm Lindsey

Account ID: 1070384037502248



Invoice/Payment Date

Feb 6, 2025, 6:11 AM

Payment method

MasterCard · 4770

Reference Number: PGYC4KGCT2

Paid

\$18.67 USD

Ads spend since Feb 5, 2025.

Transaction ID

9281340575315665-9111552042294523

Product Type

Meta ads

Campaigns

Post: "Hello WHISKEY LOVERS!"

From Feb 5, 2025, 12:00 AM to Feb 5, 2025, 11:59 PM

\$18.67

Post: "Hello WHISKEY LOVERS!"

4,522 Impressions

\$18.67

Meta Platforms, Inc.  
1 Meta Way  
Menlo Park, CA 94025  
United States

Geneva Lakes Whiskey Club, Corp  
PO BOX 551  
Lake Geneva, WI 53147  
United States

Receipt for Sherm Lindsey

Account ID: 1070384037502248



Invoice/Payment Date

Feb 6, 2025, 2:44 AM

Payment method

MasterCard · 4770

Reference Number: 2AW8WHYCT2

Paid

\$299.96 USD

Ads spend since Jan 7, 2025.

Transaction ID

9218757954907268-9218757984907265

Product Type

Meta ads

Campaigns

Post: "LOW TICKET WARNING!"

From Jan 7, 2025, 12:00 AM to Jan 17, 2025, 11:59 PM

\$299.96

Post: "LOW TICKET WARNING!"

87,150 Impressions

\$299.96

Meta Platforms, Inc.  
1 Meta Way  
Menlo Park, CA 94025  
United States

Geneva Lakes Whiskey Club, Corp  
PO BOX 551  
Lake Geneva, WI 53147  
United States

Receipt for Sherm Lindsey

Account ID: 1070384037502248



Invoice/Payment Date  
Jan 6, 2025, 3:18 AM

Payment method  
MasterCard · 4770  
Reference Number: UMFK3HLCT2

Transaction ID  
8862917940491272-8988496131266780

Product Type  
Meta ads

Paid

\$399.96 USD

Ads spend since Dec 11, 2024.

Campaigns

Post: "LAST DISCOUNT ON WHISKEY FEST TICKETS! "		\$399.96
From Dec 11, 2024, 12:00 AM to Dec 31, 2024, 11:59 PM		
Post: "LAST DISCOUNT ON WHISKEY FEST TICKETS! "	75,907 Impressions	\$399.96

Meta Platforms, Inc.  
1 Meta Way  
Menlo Park, CA 94025  
United States

Geneva Lakes Whiskey Club, Corp  
PO BOX 551  
Lake Geneva, WI 53147  
United States

Receipt for Sherm Lindsey

Account ID: 1070384037502248



Invoice/Payment Date  
Dec 10, 2024, 2:34 AM

Payment method  
MasterCard · 4770  
Reference Number: PN5WYEYCT2

Transaction ID  
8844725195643876-8955853944530998

Product Type  
Meta ads

Paid

\$197.24 USD

Your previous payment for these ad costs failed.

Campaigns

Post: "HAPPY THANKSGIVING WHISKEY LOVERS! "		\$197.24
From Nov 29, 2024, 12:00 AM to Dec 3, 2024, 11:59 PM		
Post: "HAPPY THANKSGIVING WHISKEY LOVERS! "	45,454 Impressions	\$197.24

Meta Platforms, Inc.  
1 Meta Way  
Menlo Park, CA 94025  
United States

Geneva Lakes Whiskey Club, Corp  
PO BOX 551  
Lake Geneva, WI 53147  
United States

Receipt for Sherm Lindsey

Account ID: 1070384037502248



Invoice/Payment Date  
Nov 30, 2024, 1:46 PM

Payment method  
MasterCard · 4770  
Reference Number: 3MAMXEUCT2

Paid

\$600.08 USD

You made this manual payment.

Transaction ID  
8662324587217279-8737460786370319

Product Type  
Meta ads

Campaigns

<b>Post: "TICKETS FOR WEE WHISKEY FEST 2025 ARE OFFICIALLY..."</b>			<b>\$397.32</b>
From Nov 15, 2024, 12:00 AM to Nov 30, 2024, 1:10 PM			
Post: "TICKETS FOR WEE WHISKEY FEST 2025 ARE OFFICIALLY..."	52,355 Impressions		\$397.32
<b>Post: "HAPPY THANKSGIVING WHISKEY LOVERS! "</b>			<b>\$202.76</b>
From Nov 15, 2024, 12:00 AM to Nov 30, 2024, 1:10 PM			
Post: "HAPPY THANKSGIVING WHISKEY LOVERS! "	37,016 Impressions		\$202.76

Meta Platforms, Inc.  
1 Meta Way  
Menlo Park, CA 94025  
United States

Geneva Lakes Whiskey Club, Corp  
PO BOX 551  
Lake Geneva, WI 53147  
United States

Receipt for Sherm Lindsey

Account ID: 1070384037502248



Invoice/Payment Date  
Nov 15, 2024, 1:03 PM

Payment method  
MasterCard · 4770  
Reference Number: LF5VAFQCT2

Transaction ID  
8642517125864691-8743326092450456

Product Type  
Meta ads

Paid

\$289.92 USD

A manual payment was made on this account.

Campaigns

<b>Post: "WEE WHISKEY FEST LAKE GENEVA is coming back for..."</b>		<b>\$150.00</b>
From Oct 8, 2024, 12:00 AM to Oct 28, 2024, 11:59 PM		
Post: "WEE WHISKEY FEST LAKE GENEVA is coming back for..."	10,582 Impressions	\$150.00
<b>Post: "WEE WHISKEY FEST LAKE GENEVA is coming back for..."</b>		<b>\$139.92</b>
From Oct 8, 2024, 12:00 AM to Oct 28, 2024, 11:59 PM		
Post: "WEE WHISKEY FEST LAKE GENEVA is coming back for..."	8,844 Impressions	\$139.92

Meta Platforms, Inc.  
1 Meta Way  
Menlo Park, CA 94025  
United States

Geneva Lakes Whiskey Club, Corp  
PO BOX 551  
Lake Geneva, WI 53147  
United States



## Section 2-Submit For Reimbursement/Final Evaluation

### City of Lake Geneva Tourism Commission Reimbursement Form

Name: \_\_\_\_\_

Organization Name: \_\_\_\_\_

Payment made Payable to: \_\_\_\_\_

Remittance Address: \_\_\_\_\_

Contact Phone #: \_\_\_\_\_ Email: \_\_\_\_\_

- **Please use the table below to list invoices for reimbursement; remember to attach copies of paid invoices for verification. *Reimbursement forms need to include the Grant Evaluation Form before grant funds will be released.***

Invoice Date	Invoice #	Vendor Name	Purchase Description	Purchase Amount	Date Paid



**Art Below Zero Inc.**  
 2638 N Sylvania Ave  
 Franksville, WI 53126  
 414-779-7000  
 www.ArtBelowZero.com

✓  
**Invoice**

**BILL TO**  
 Visit Lake Geneva  
 527 Center Street  
 Lake Geneva, WI. 53147  
 Deanna Goodwin  
 deanna@visitlakegeneva.com  
 Winterfest@visitlakegeneva.com

**SHIP TO**  
 Deanna Goodwin  
 Brie Pacey 2627484979  
 Visit Lake Geneva  
 527 Center Street  
 Lake Geneva, WI. 53147

INVOICE #	DATE	TOTAL DUE	DUE DATE	TERMS	ENCLOSED
5780C	02/06/2025	\$19,369.80	02/06/2025	Due on receipt	

SHIP DATE	SHIP VIA	ARRIVE/BGN/BD	ROOM / FLOOR	EVENT DATE
01/31/2025	Friday	5:30 AM	Outdoor	January 31st, 2025

ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
(WF) 1 block traditional	32 traditional winter festival sculptures	32	415.00	13,280.00T
(WF) custom	Custom snowman with "Harbor Shores" and "Lake Geneva Lodge" Engraved	2	470.00	940.00T
(WF) 2.5 block	Photo Op with Visit Lake Geneva and The Candle Mercantil,	2	920.00	1,840.00T
Bar LED - white	Long Bar LED with batteries Value 18\$ each	72	18.00	1,296.00T
Winter Festival Pedestal	RED Winter Festival Pedestal Value 14\$ each.	36	14.00	504.00T
Delivery Zone C	35 - 39 miles	1	500.00	500.00T
	Friday arrive at 5:30AM for delivery. Contact Max at 708 227 6313 for any changes due to weather. Pedestals picked up at later date. Please call or email when they are ready. THX!			0.00

SUBTOTAL	18,360.00
TAX	1,009.80
TOTAL	19,369.80
BALANCE DUE	

PAID  
 OL#18048  
 2/11/25

**\$19,369.80**  
 OK - dg 2-10-25  
 # 7236

\*Art Below Zero Inc. is dedicated to impressive service and the finest ice sculptures.\*  
 Client holds responsibility for notifying Art Below Zero of any errors above.

**City of Lake Geneva Tourism Commission**

**Grant Evaluation Form**

The City of Lake Geneva Tourism Commission provided funds for your organization’s promotional efforts. As required by our guidelines, in return for our investment, you must provide an evaluation of the results of this promotional effort within forty-five (45) days of its completion. This shall be remitted along with marketing materials and paid receipts before grant dollars will be authorized and distributed. Please note that evaluations will be reviewed when consideration of future grants are requested by your organization. Forward all of the required information to:

[cityadmin@cityoflakegeneva.gov](mailto:cityadmin@cityoflakegeneva.gov)

**or mail to**

**City of Lake Geneva**

**626 Geneva Street**

**Lake Geneva, WI 53147**

1. Provide a final media synopsis that includes the following information
  - a. Number of customer responses generated from type of media utilized
  - b. What media did you use in your use in your campaign?
  - c. What were your target markets?
2. In your grant application you listed estimated number of attendees. What were your actual results?
3. In your grant application you listed estimated number of overnight stays. Please estimate approximate number of City of Lake Geneva hotel room nights booked and how that estimate was attained.
4. Provide an income and expense statement to include actual paid receipts. Any items that are grouped together in a category (I.e. contributions cash or in-kind trade) must be detailed on a separate sheet.
5. Please include any additional information you would consider pertinent in summarizing your promotion/event.

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Name of Organization: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_



## Lake Geneva Tourism Commission Grant Evaluation 2025 WINTERFEST ICE SCULPTURE WALK

Submitted March 18, 2025

### 1. Provide a final media synopsis that includes the following information

- a. Number of customer responses generated from type of media utilized
- b. What media did you use in your use in your campaign?
  - Digital advertising
  - Radio
  - TV
  - Billboard
  - Print Collateral
  - Email marketing

#### Digital Advertising

- SEM (Search Engine Marketing) – 53,879 clicks | above average CTR of 30.2%
- Facebook Click-to-Site Ads: 19,242 clicks | above average CTR of 3.6% | 1,102,745 impressions

#### Radio

- Live interviews promoting Winterfest and the Downtown Lake Geneva Ice Sculpture Walk in three markets:
  - WGN Radio (Chicago)
  - WTMJ Radio (Milwaukee)
  - WLKG Radio (Lake Geneva/SE Wisconsin)
- WLKG Radio ad campaign including 180 30-second commercials run January 2 through February 2 on WLKG 96.1

#### TV

- CBS58 TV (Milwaukee) Spotlight program aired December 29 featuring Winterfest and the Downtown Lake Geneva Ice Sculpture Walk.

## Billboard

- 8-week schedule on 73 digital billboards along I-90 and I-94 between Chicago, Milwaukee and Madison. Total impressions = 6.8 million.

## Print Collateral

- 5,000 brochures and 400 posters were distributed throughout Lake Geneva region, including Visitor Center, hotels, restaurants, retail shops, and attractions.
- Ice Sculpture Walk flyers including map and business location list were distributed from the Visitor Information Center throughout the event.

## Email Marketing

- January 14 – 52,359 Recipients | 6,031 Total Opens (8.2%) | 561 Unique Clicks (3.4%)
- January 21 – 52,311 Recipients | 7,031 Total Opens (9.1%) | 414 Unique Clicks (0.8%)
- January 28 – 52,312 Recipients | 6,031 Total Opens (8.2%) | 540 Unique Clicks (1.0%)

## Website Traffic (December 1, 2024 – February 2, 2025)

- 9,993 Unique Pageviews on dedicated Ice Sculpture Walk page featuring participating businesses, sculpture maps and Lake Geneva Tourism Commission logo
- 8,694 Ice Sculpture Walk Google Map Views
- 255,549 Pageviews and 114,468 Active Users on total Winterfest pages
- 1,412 total pageviews of Winterfest Blog

## Meta Reach (Facebook/Instagram)

- 1,146,200 post reach December 2024 - February 2, 2025

## c. Target Markets

Chicago, Rockford, Peoria/Bloomington (IL) and Milwaukee, Madison, Green Bay and Wausau (WI) DMAs

**2. In your grant application you listed estimated number of attendees. What were your actual results?** The estimated attendance at Winterfest & Downtown Ice Sculpture Walk 2025 was on par with our application estimate of 65,000 guests. Attendance estimates are substantiated by partner agencies including the City of Lake Geneva police, fire, and public works departments based on prior years' estimates and crowd sampling throughout the five-day event. Our overall impression is that the 2025 attendance is consistent with 2024. Both years' events were impacted by warmer-than-normal temperatures, which affected the snow-sculpting activity to some degree. However, it did not seem to negatively impact attendance.

**3. In your grant application you listed estimated number of overnight stays. Please estimate approximate number of City of Lake Geneva hotel room nights booked and how that estimate was attained.** 1,700 room nights were estimated to be booked as a result of Winterfest & Downtown Ice Sculpture Walk 2025. Although we cannot confirm exact room nights by hotel property (hotels and STR reporting do provide this data), we do know that Lake Geneva area hotel occupancy was up 14.1% over 2024, with an additional 3,399 room nights booked compared to the

prior year. Presuming a conservative 50% of the added room night total was attributed to Winterfest, the estimated number of overnight stays is 1,700.

**4. Provide an income and expense statement to include actual paid receipts. Any items that are grouped together in a category (i.e. contributions cash or in-kind trade) must be detailed on a separate sheet.** *February 2025 financial reports are not available until mid-April. Receipt and revenue detail is included on the Reimbursement Form.*

**5. Please include any additional information you would consider pertinent in summarizing your promotion/event.** VISIT Lake Geneva would like to thank the Tourism Commission for its continued support of the Downtown Ice Sculpture Walk. Since its inception in 2020, it has become a much-anticipated feature of the event and continues to grow in popularity among visitors and Downtown businesses. The Ice Walk was created to encourage Winterfest visitors to explore the Downtown district when visiting the national snow sculpting competition at the lakefront. The ice sculptures have added significant entertainment value to Winterfest and have been a proven driver of traffic from the lakefront into the Downtown business district. Business owners continued to report increased foot traffic, higher sales, and overall satisfaction with the Winterfest event as a result of the Ice Walk being featured Downtown. Overall, the addition of the Downtown Ice Sculpture Walk has once again exceeded our goals of broadening the economic and marketing impact of Winterfest on the City of Lake Geneva. The financial assistance of the Tourism Commission grant to underwrite a portion of the ice cost has played a critical role in this success and makes participation more affordable to small Downtown businesses. We look forward to continuing the Downtown Ice Walk partnership into the future.

Submitted by:  
Deanna Goodwin  
Visit Lake Geneva  
[deanna@visitlakegeneva.com](mailto:deanna@visitlakegeneva.com)  
(262) 812-0021

# Downtown Lake Geneva Ice Sculpture Walk 2025

## Sculpture Photo Gallery



**Website**

<https://www.visitlakegeneva.com/winterfest/downtown-ice-sculpture-walk/>



**Event Program**

<https://anyflip.com/jbrfs/xrfl/>

30TH ANNUAL

LAKE GENEVA  
**WINTERFEST**  
AMERICA'S SNOW SCULPTING INSTITUTIONAL  
SINCE 1986

**JAN 29 - FEB 2 2025**

The Riviera & Flat Iron Park, Lake Geneva, Wisconsin

**EVENT PROGRAM**

Presented by

visit Lake Geneva LAKE GENEVA

WINTERFESTLG.COM

**BONFIRES ON THE BEACH**

Friday & Saturday Jan 31-Feb 1, 4-8pm, Riviera Beach

When the sun goes down on Winterfest, Riviera beach heats up with cozy bonfires, live entertainment, warm drinks, and tasty mores, and other treats. It's the perfect way to wrap up your day at Winterfest.

Bonfires on the Beach is made possible by this year's non-profit host, Lake Geneva Schools' Destination Imagination.

**WINTERFEST BONFIRES ON THE BEACH**

FRIDAY, JAN. 31  
SATURDAY, FEB. 1  
4:00 - 8:00pm

- Free admission
- Hot Chocolate, Walking S'Mores & S'mores Kits available for purchase. Proceeds benefit our host non-profit organization, Lake Geneva Schools' Destination Imagination
- Fox Valley Fire Arts performances at 5:30pm and 6:30pm

**DOWNTOWN ICE SCULPTURE WALK**

Just steps away from the snow sculpting competition, you'll find dozens of artfully crafted, Insta-worthy ice sculptures adorning the entrances to businesses throughout the Downtown district.

LAKE GENEVA WINTERFEST

WINTERFEST DOWNTOWN ICE SCULPTURE WALK JAN 30-FEB 2, 2025

©2025 Lake Geneva Schools' Destination Imagination

**2025 ICE SCULPTURE LOCATIONS**

1. **The Bottle Shop**  
617 W. Main St.
2. **Maxwell Mansion**  
685 W. Main St. (Starbucks)
3. **Sabel Sabel**  
306 Center St.
4. **The Rabbit Hole**  
264 Center St.
5. **Brick & Mortar Home & Outdoor**  
222 Center St.
6. **Compass Real Estate - Donna Brongiel at Home** | 703 W. Main St.
7. **Geneva Lakes Vacations**  
715 W. Main St.
8. **Pink Moon Bay**  
717 W. Main St.
9. **Evr Drygds**  
719 W. Main St.
10. **Marigold**  
725 W. Main St.
11. **Twelfth & Brown**  
720 W. Main St.
12. **Edie Boutique**  
727 W. Main St.
13. **JAYNE Boutique**  
771 W. Main St.
14. **Circa** | 237 Broad St.
15. **Lake Geneva Spice Company**  
253 Broad St.
16. **Thumbs Up**  
260 Broad St.
17. **Geneva Tap House**  
257 Broad St.
18. **Cornestone Shop & Gallery**  
215 Broad St.
19. **Egg Harbor Café**  
827 Main St.
20. **SoHo Boutique**  
875 W. Main St.
21. **Don Vito's Olive Oil Emporium**  
239 Cook St.
22. **Brick & Mortar Home/The Porch** | 824 Geneva St.
23. **Delaney Street Mercantile**  
905 W. Main St.
24. **The Candle Mercantile**  
870 W. Main St.
25. **Market of Lake Geneva**  
830 W. Main St.
26. **Queen Bee Artisan Market**  
830 W. Main St.
27. **Guac Star**  
120 Broad St.
28. **Fat Cats**  
104 Broad St.
29. **Clearwater Outdoor**  
744 W. Main St.
30. **Sopra Bistrot**  
724 W. Main St.
31. **Maggie's Den & Pen**  
642 W. Main St.
32. **Harbor Shores on Lake Geneva**  
300 Wingley Dr.
33. **VISIT Lake Geneva**  
201 Wingley Dr.
34. **Lake Geneva Lodge**  
201 Wingley Dr. (Visitor Center)
35. **Interstate Insurance Group**  
81 Wingley Dr. (Poppy's)
36. **Barrique Bistrot & Wine Bar**  
833 Wingley Dr.

Scan for a map of ice sculpture locations

LAKE GENEVA WINTERFEST

AMERICA'S SNOW SCULPTING INSTITUTIONAL

Print Collateral

Brochure



Join us for the 30th Annual Lake Geneva Winterfest - Wisconsin's most CHILL art show! Enjoy free admission as you watch 15 teams of award-winning snow sculptors create larger-than-life works of art before your very eyes in America's Snow Sculpting Invitational. Plus, enjoy more fun, winter-inspired activities and entertainment for the whole family!

Presented By



WINTERFESTLG.COM

WINTERFEST LAKE GENEVA

EVENT & ACTIVITY HIGHLIGHTS

- \* America's Snow Sculpting Invitational\*  
Live Snow Carving  
WED 1/29 - SAT 2/1
- \* Downtown Ice Sculpture Walk\*  
Begins THU 1/30
- \* Bonfires on the Beach  
FRI 1/31 & SAT 2/1
- \* Fire Dance Performances  
FRI 1/31 & SAT 2/1
- \* Live Entertainment in The Riviera Ballroom  
SAT 2/1 & SUN 2/2
- \* Human Dog Sled Races  
SUN 2/2
- \* Winterfest snow and ice sculptures remain on display until they melt!

Winterfest is located in Downtown Lake Geneva, Wisconsin at Riviera Plaza and Flat Iron Park on the beautiful shore of Geneva Lake. Log on to WinterfestLG.com or scan this code for full event schedules, maps and more!



DOWNTOWN ICE SCULPTURE WALK: JAN 30-FEB 2

Don't miss the sixth annual Ice Sculpture Walk in Downtown Lake Geneva! Just steps away from the Snow Sculpting competition, you'll find dozens of artfully crafted, Insta-worthy ice sculptures adorning the entrances to businesses throughout the Downtown district.

Winterfest 2025 is proudly sponsored by:  
PLATINUM SPONSORS



OFFICIAL HOST HOTELS



# Map

## DOWNTOWN ICE SCULPTURE WALK

LAKE GENEVA | JAN 30-FEB 2, 2025 WINTERFEST

### 📍 SCULPTURE LOCATIONS

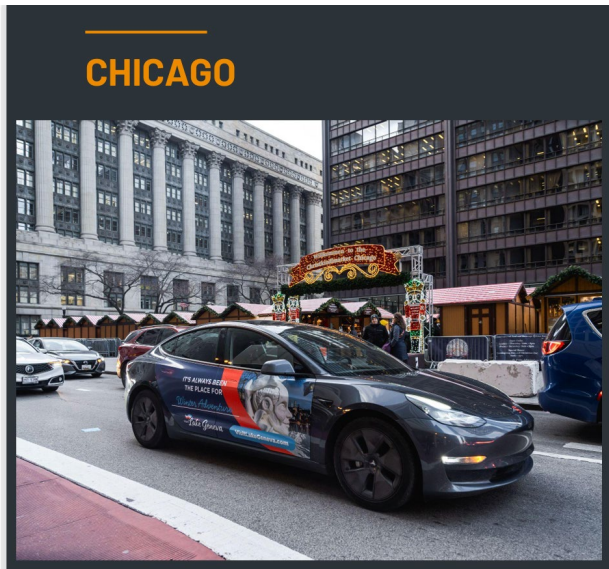
1. [The Bottle Shop](#) | 617 W. Main St.
2. [Maxwell Mansion](#) | 685 W. Main St. (Starbucks)
3. [Sabai Sabai](#) | 306 Center St.
4. [The Rabbit Hole](#) | 264 Center St.
5. [Brick & Mortar Home & Outdoor](#) | 222 Center St.
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22. [Brick & Mortar Home/The Porch](#) | 832 Geneva St.
23. [Delaney Street Mercantile](#) | 905 W. Main St.
24. [The Candle Mercantile](#) | 870 W. Main St.
25. [Market of Lake Geneva](#) | 830 W. Main St.
26. [Queen Bee Artisan Market](#) | 830 W. Main St.
27. [Guac Star](#) | 120 Broad St.
28. [Fat Cats](#) | 104 Broad St.
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31. [Magpie's Den & Pen](#) | 642 W. Main St.
32. [Harbor Shores on Lake Geneva](#) | 300 Wrigley Dr.
33. [VISIT Lake Geneva](#) | 201 Wrigley Dr.
34. [Lake Geneva Lodge](#) | 201 Wrigley Dr. (Visitor Center)
35. [Interstate Insurance Group](#) | 811 Wrigley Dr. (Popeye's)
36. [Barrique Bistro & Wine Bar](#) | 835 Wrigley Dr.

Digital



OOH: Wrapify Car Wraps (Chicago, Milwaukee, Madison)



OOH: Billboard (Chicago, Milwaukee, Madison)



### Earned Media

- WMTV 15 NBC Madison
- Fox47 Madison
- WISN 12 Milwaukee
- TMJ4 Milwaukee
- CBS58 Milwaukee
- Fox6 Milwaukee
- CBS Chicago
- Kenosha News
- Racine Journal Times
- MSN.com
- WIFR Stateline CW - Rockford
- WCLO Radio
- Beloit Daily News
- Milwaukee Journal Sentinel
- GazetteXtra
- Milwaukee Magazine
- MadisonFamily.com

Date: 04.21.2025

Name of Organization: 531 Fund

Contact: Kimberly Voller

Email: kimberlyvoller@531Fund.org

Phone: 815.354.2619



# GRANT EVALUATION

# City of Lake Geneva Tourism Commission

## Grant Evaluation Form

The City of Lake Geneva Tourism Commission provided funds for your organization's promotional efforts. As required by our guidelines, in return for our investment, you must provide an evaluation of the results of this promotional effort within forty-five (45) days of its completion. This shall be remitted along with marketing materials and paid receipts before grant dollars will be authorized and distributed. Please note that evaluations will be reviewed when consideration of future grants are requested by your organization. Forward all of the required information to:

**cityadmin@cityoflakegeneva.gov or mail to:**

City of Lake Geneva  
626 Geneva Street  
Lake Geneva, WI 53147

1. Provide a final media synopsis that includes the following information
  - a. Number of customer responses generated from type of media utilized
  - b. What media did you use in your use in your campaign?
  - c. What were your target markets?
2. In your grant application you listed estimated number of attendees. What were your actual results?
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4. Provide an income and expense statement to include actual paid receipts. Any items that are grouped together in a category (i.e. contributions cash or in-kind trade) must be detailed on a separate sheet.
5. Please include any additional information you would consider pertinent in summarizing your promotion/event.

**Name:** Kimberly Voller

**Date:** 04.21.2025

**Name of Organization:** 531 Fund (formerly Santa Cause Inc.)

**Email:** kimberlyvoller@531fund.org

**Phone:** 815.354.2619

# BALLOON ADVENTURE PERFORMANCE METRICS

CATEGORY	2025 TOTAL	% CHANGE FROM 2024
<b>Total Attendees</b>	3624	39.38 % increase
PreTicketed Guests	3137	150.96 % increase
Walk In Sales	487	63.66 % increase
<b>Volunteers</b>	110	22.22 % increase
<b>Sponsors</b>	15	114.29 % increase
<b>Balloon Artists</b>	14	27.27% increase
<b>Overnight Stays</b>	11.86 % (based on preticketed guests)	

## Other Balloon Adventure Metrics

- Attendees traveled from across the country—including Arizona, California, Colorado, Iowa, Illinois, Indiana, Kansas, Michigan, Minnesota, Missouri, Nebraska, Ohio, Texas, and Wisconsin—making it a truly regional experience.
- Three chartered buses arrived from various locations across Wisconsin and Illinois.
- We hosted a multi-chamber event that drew over 100 attendees, who first explored the Balloon Adventure and then gathered at PIER 290 to enjoy delicious food and drinks.
- The Deep Sea Shuffle was a fun, community bingo adventure that kicked off at the Visitor Center and encouraged attendees to explore downtown Lake Geneva—visiting participating businesses to collect stamps, then wrapping up the evening with live music and festivities inside the Balloon Adventure at PIER 290.
- The Passport Program was a family-friendly scavenger hunt that encouraged Balloon Adventure attendees to leave PIER 290 and explore downtown Lake Geneva, collecting stamps from participating businesses; once they gathered 10 stamps, families visited the Visitor Center to receive a customized Balloon Adventure keychain as a special keepsake.
- Fourteen balloon artists dedicated three and a half days to bringing the design to life.
- The artists traveled from across North America, including Canada, New Jersey, Utah, Florida, Alabama, Illinois, and Wisconsin.
- More than 100,000 balloons were used to bring 'Voyage into the Deep Sea' to life—an immersive, interactive experience filled with captivating elements of ocean life.

# Some of the Ways Attendees Discovered the Balloon Adventure

The **Balloon** Adventure

## Meta Campaign

Ad Set	Link Click	Reach	Impressions
Families	12,456	413,398	1,454,394
Seniors	3,856	91,127	315,995
Local - Milwaukee DMA	5,273	122,612	625,849
Out of Town	11,039	380,350	1,144,540

**The Balloon Adventure** Sponsored

Looking for a fun family outing? Join us at our Second Annual Balloon Adventure: A Voyage Into the Deep Sea! Discover an incredible underwater world created with over 100,000 balloons—all for a great cause.

- March 6–16, 2025
- Just \$20 per person online
- PIER 290 Williams Bay, WI

Tickets are going fast—don't wait! Get yours today!

**SECOND ANNUAL Balloon Adventure**  
VOYAGE INTO THE DEEP SEA

SEE OVER 100,000 BALLOONS TRANSFORMED BY 16 PROFESSIONAL ARTISTS!

**MARCH 6–16, 2025**  
BOAT SHOWROOM, PIER 290  
1 LIECHTY DRIVE, WILLIAMS BAY, WI

BUY YOUR TICKETS NOW!

531fund.org  
Don't Wait—Tickets Are Selling Fast!

Get offer

126 likes, 29 comments, 40 shares

**The Balloon Adventure** Sponsored

Looking for a fun family outing? Join us at our Second Annual Balloon Adventure: A Voyage Into the Deep Sea! Step into an underwater world of coral reefs, sea creatures, and over 100,000 balloons—all for a great cause.

- March 6–16, 2025
- Just \$20 per person online
- PIER 290 Williams Bay, WI

Save \$5 when you book online.  
Tickets are going fast—Get yours today!

**SECOND ANNUAL Balloon Adventure**  
VOYAGE INTO THE DEEP SEA

SEE OVER 100,000 BALLOONS TRANSFORMED BY 16 PROFESSIONAL ARTISTS!

**MARCH 6–16, 2025**  
BOAT SHOWROOM, PIER 290  
1 LIECHTY DRIVE, WILLIAMS BAY, WI

BUY YOUR TICKETS NOW!

531fund.org  
Save \$5 Online—Get Your Tickets Now!

Get offer

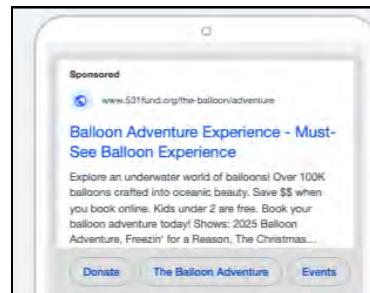
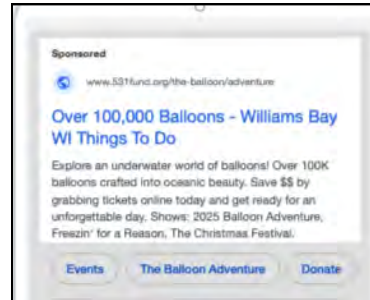
139 likes, 34 comments, 47 shares

## Google Campaign

Total Impressions	844,869
Total Reach	666,799
Total Clicks	19,105
Search Terms and Clicks	
balloon adventure lake geneva	111
things to do near me	18
kids activities near me	8
things to do	9

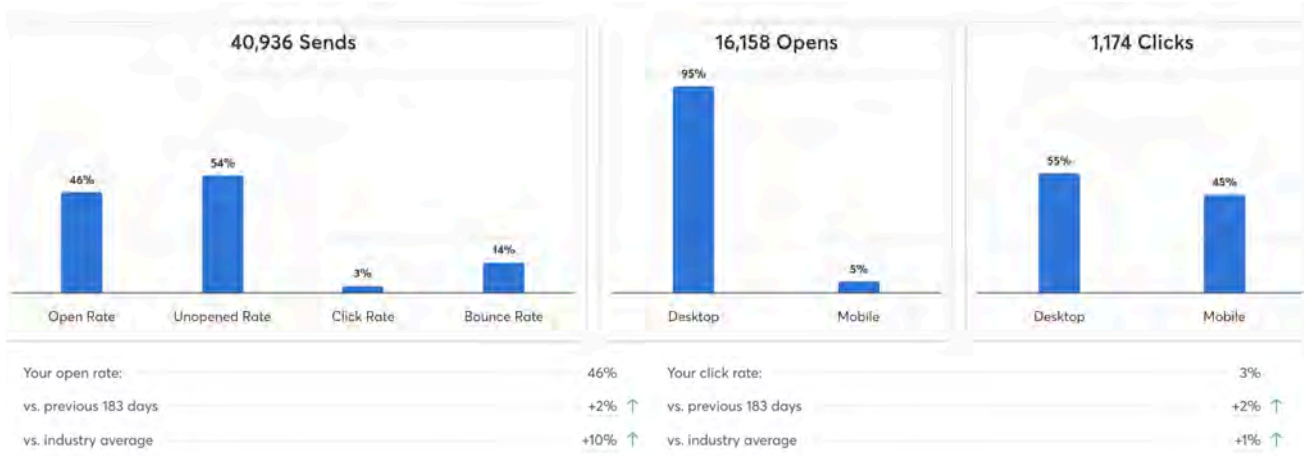
### Top-Performing Ad:

- “Must-See Balloon Experience | Things To Do Williams Bay WI”
  - 121 clicks
  - 192 conversion
  - 29.7% CTR



Region	Users	Engaged Sessions
Illinois	7726	2675
Wisconsin	5782	2530
Indiana	1198	324
Michigan	902	391
Iowa	706	260
Minnesota	425	149
Other Locations	4076	1410

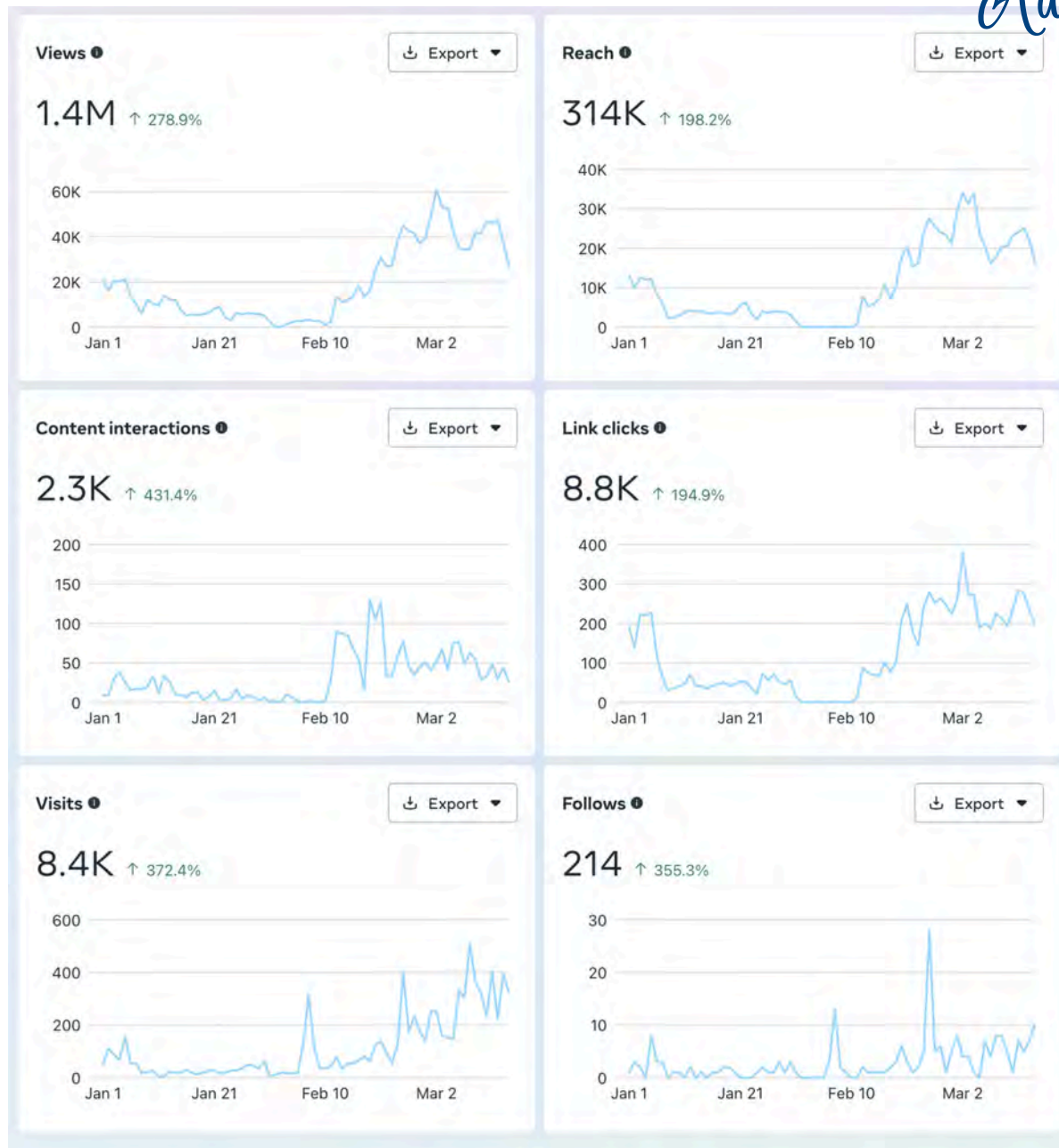
# Email Marketing Overall From November 2024 - March 2025



Email Send Date	Sends	Open Percentage	Click Percentage
03.04.2025	9730	44%	1%
02.24.2025	1015	48%	1%
02.04.2025	10491	41%	2%
02.01.2025	432	41%	2%
01.16.2025	624	66%	1%
12.19.2024	629	64%	1%
12.05.2024	7888	40%	1%
11.07.2024	7971	43%	1%



## Social Media: Facebook



### Facebook views

The number of times your content was played or displayed. Content includes videos, posts, stories and ads.

### Content interactions

The number of likes or reactions, saves, comments, shares and replies on your content, including ads. Content can include formats such as posts, stories, reels, videos and more.

### Facebook visits

The number of times your Page or profile was visited.

### Facebook reach

This metric counts reach from the organic or paid distribution of your Facebook content, including posts, stories and ads. It also includes reach from other sources, such as tags, check-ins and Page or profile visits. This number also includes reach from posts and stories that were boosted. Reach is only counted once if it occurs from both organic and paid distribution. This metric is estimated.

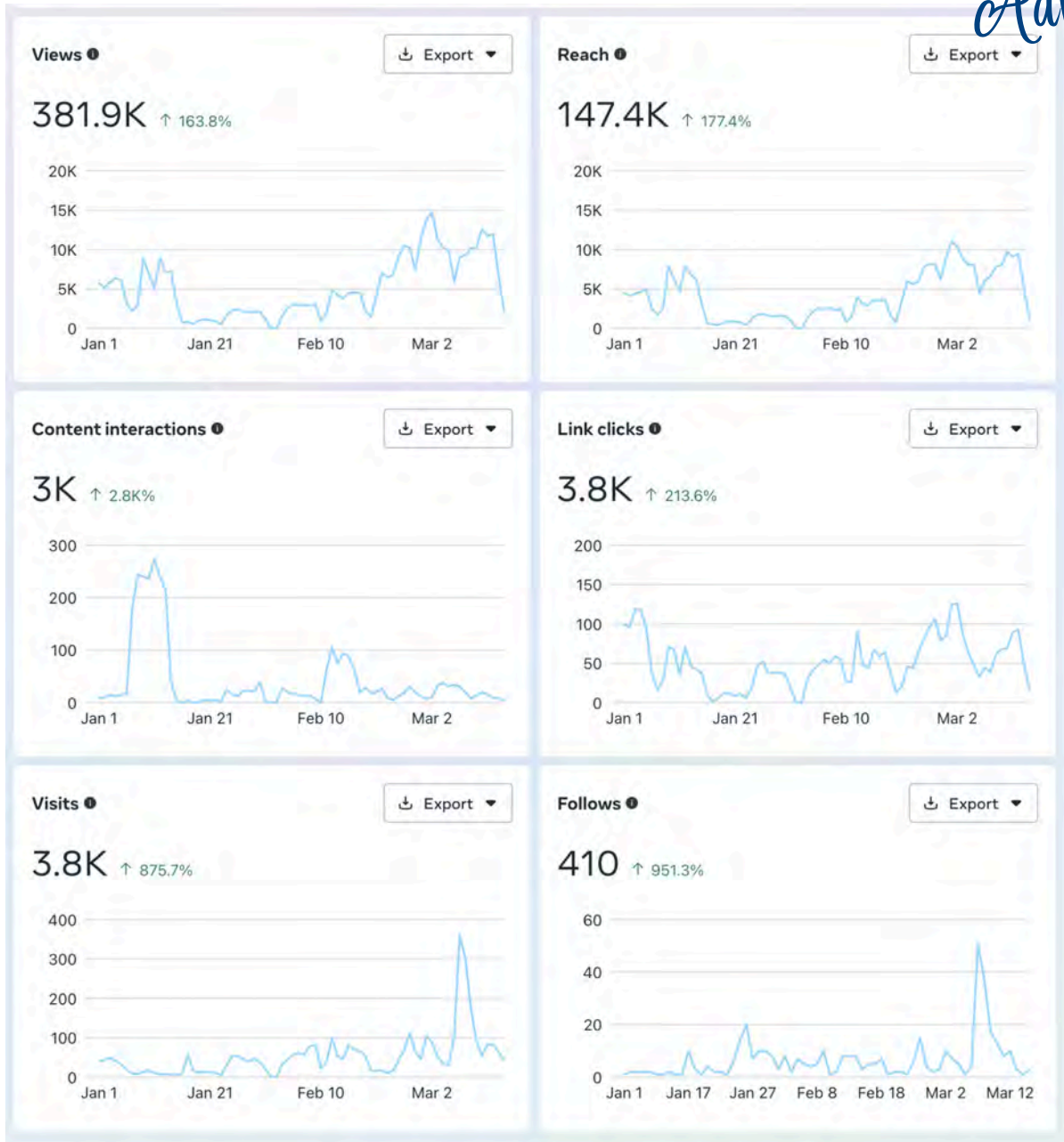
### Facebook link clicks

The number of clicks, taps or swipes on links within your content, including ads. Content may include formats such as posts, stories, reels, and videos that led to destinations or experiences, on or off Facebook.

### Facebook follows

The number of times accounts followed you in the selected time period.

## Social Media: Instagram



### Instagram views

The number of times your content was played or displayed. Content includes reels, posts, stories and ads.

### Content interactions

The number of likes or reactions, saves, comments, shares and replies on your content, including ads. Content can include formats such as posts, stories, reels, videos and more.

### Instagram profile visits

The number of times your profile was visited.

### Instagram reach

This metric counts reach from the organic or paid distribution of your Instagram content, including posts and stories that were boosted. Reach is only counted once if it occurs from both organic and paid distribution. This metric is estimated.

### Instagram link clicks

The number of clicks, taps or swipes on links within your stories or ads that led to destinations or experiences, on or off Instagram.

### Instagram follows

The number of times accounts followed you in the selected time period.

## Social Media: Followers

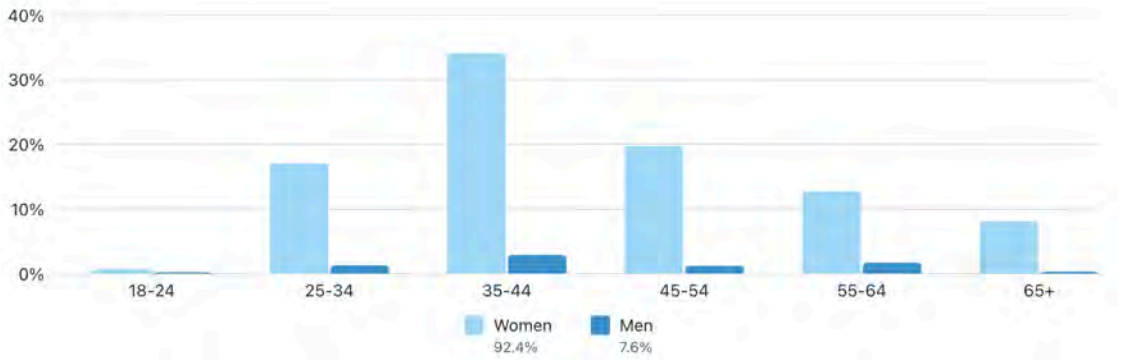
### Followers ⓘ

Lifetime

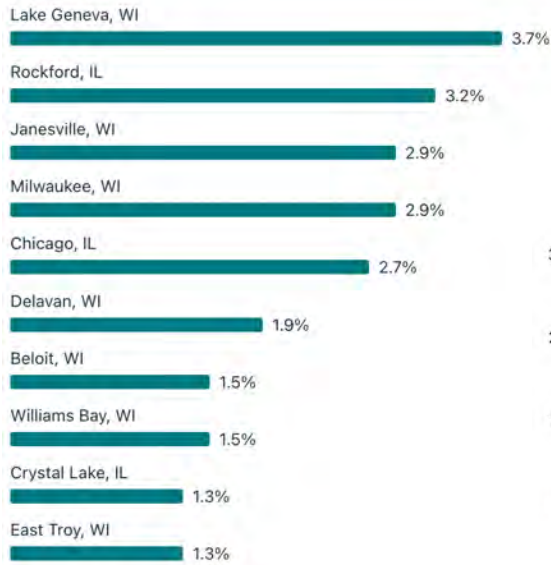
619



#### Age & gender ⓘ

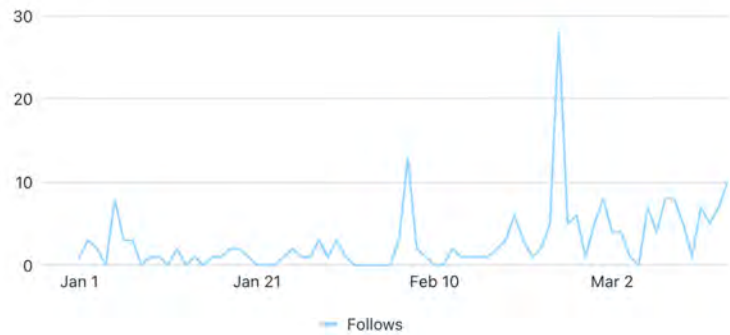


#### Top cities



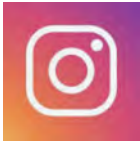
**Follows ⓘ**  
214 ↑ 355.3%

Jan 1, 2025 - Mar 15, 2025

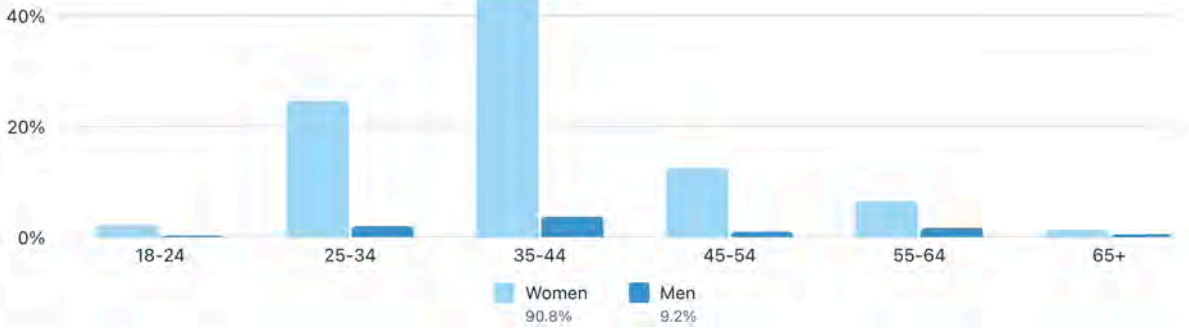


## Followers

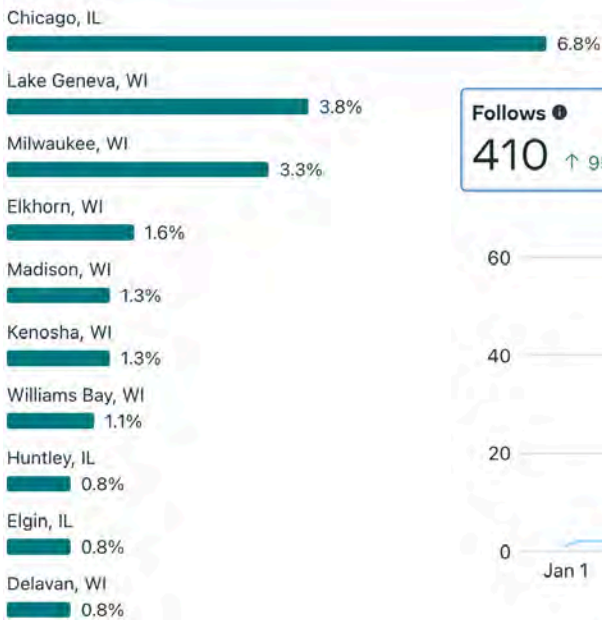
Lifetime  
706



### Age & gender

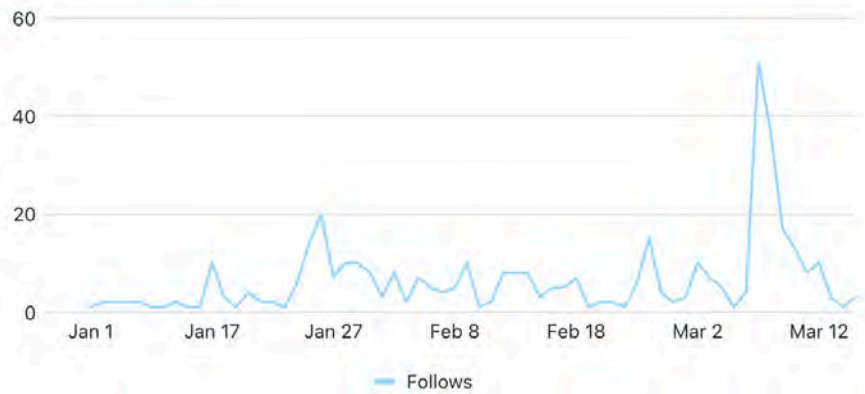


### Top cities



Follows  
410 ↑ 951.3%

Jan 1, 2025 - Mar 15, 2025



## Social Media: Top Performing Content



One week until we embark on The Ballo...

Thu Feb 27, 9:00am

👁️ 74.5K    ❤️ 11  
👍 2    ➡️ 2



Save \$5 by Purchasing Your...

Thu Mar 6, 9:00am

👁️ 73.4K    ❤️ 25  
👍 8    ➡️ 8



We got the spirit, you get to hear it, under...

Thu Feb 20, 11:00am

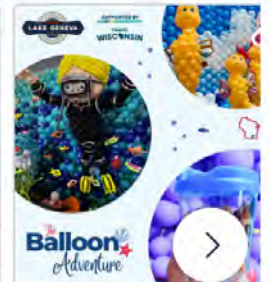
👁️ 46.3K    ❤️ 22  
👍 0    ➡️ 3



The Balloon Adventure presents: Tales of th...

Mon Feb 24, 11:00am

👁️ 39.2K    ❤️ 27  
👍 1    ➡️ 11



We're bursting with excitement! 🌊 The.

Fri Jan 24, 7:00am

👁️ 29.3K    ❤️ 47  
👍 1    ➡️ 6



Save \$5 by Purchasing Your...

Thu Mar 6, 9:00am

👁️ 55.5K    ❤️ 16  
👍 0    ➡️ 6



One week until we embark on The Ballo...

Thu Feb 27, 9:00am

👁️ 53.1K    ❤️ 10  
👍 0    ➡️ 4



Dive in early and save! 🌊 The Balloon...

Mon Jan 6, 2:00pm

👁️ 41.6K    ❤️ 8  
👍 1    ➡️ 3



We got the spirit, you get to hear it, under...

Thu Feb 20, 11:00am

👁️ 40.4K    ❤️ 14  
👍 0    ➡️ 2



Attention gills and buoys! Get ready to..

Tue Feb 11, 11:00am

👁️ 22.5K    ❤️ 73  
👍 3    ➡️ 27

# Website: Event Landing Page

HOME ABOUT ▾ EVENTS ▾ CONTACT DONATE VOLUNTEER

VOYAGE INTO THE DEEP SEA

MARCH 6-16, 2025

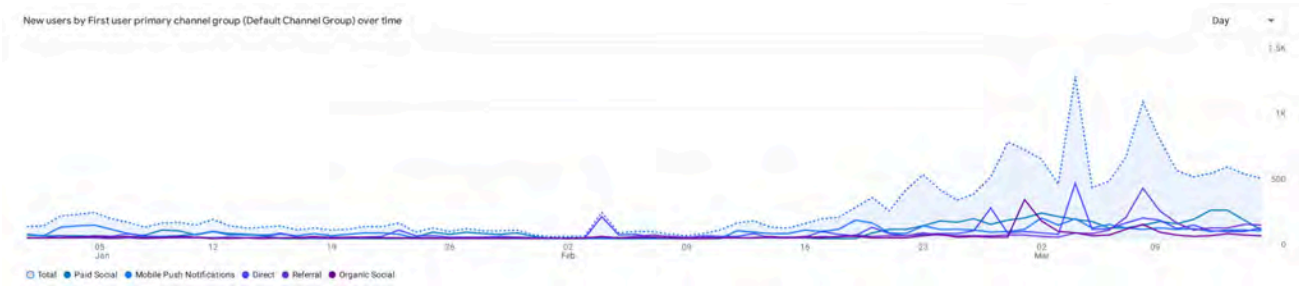
PIER 290 | BOAT SHOWROOM  
WILLIAMS BAY, WI

BOOK YOUR BALLOON ADVENTURE

### THE SECOND ANNUAL BALLOON ADVENTURE

Get ready to embark on an extraordinary journey at the Second Annual Balloon Adventure, hosted by the 531 Fund, from March 6 to March 16, 2025, at PIER 290 | Boat Showroom. This 10-day experience promises to enchant attendees of all ages with its captivating theme, "Voyage into the Deep Sea." Dive into a magical underwater world brought to life by over 100,000 balloons, intricately crafted by Sara Meyer, owner of Wisconsin Balloon Decor, alongside 13 professional balloon artists from around the globe. Don't miss this unforgettable adventure blending artistry, imagination, and community, all in support of the 531 Fund's charitable mission!

First user prim...Channel Group) ▾ +	Total users	↓ New users	Returning users	Average engagement time per active user	Engaged sessions per active user	Event count
	100% of total	100% of total	100% of total	Avg 0%	Avg 0%	All events ▾
<b>Total</b>	<b>17,589</b>	<b>17,481</b>	<b>2,017</b>	<b>27s</b>	<b>0.44</b>	<b>80,983</b>
1 <b>Paid Social</b>	3,854 (21.91%)	3,796 (21.72%)	74 (3.67%)	4s	0.13	12,939 (15.98%)
2 <b>Mobile Push Notifications</b>	3,427 (19.48%)	3,390 (19.39%)	277 (13.73%)	14s	0.33	14,582 (18.01%)
3 <b>Direct</b>	3,133 (17.81%)	3,118 (17.84%)	469 (23.25%)	32s	0.51	16,254 (20.07%)
4 <b>Referral</b>	2,046 (11.63%)	2,037 (11.65%)	425 (21.07%)	56s	0.77	12,757 (15.75%)
5 <b>Organic Social</b>	1,445 (8.22%)	1,441 (8.24%)	66 (3.27%)	11s	0.36	5,981 (7.39%)
6 <b>Email</b>	1,426 (8.11%)	1,426 (8.16%)	312 (15.47%)	1m 11s	0.57	5,313 (6.56%)
7 <b>Organic Search</b>	1,174 (6.67%)	1,170 (6.69%)	292 (14.48%)	56s	0.86	8,106 (10.01%)
8 <b>Unassigned</b>	977 (5.55%)	973 (5.57%)	77 (3.82%)	16s	0.42	4,300 (5.31%)
9 <b>Paid Search</b>	114 (0.65%)	114 (0.65%)	23 (1.14%)	55s	0.82	679 (0.84%)
10 <b>Paid Other</b>	13 (0.07%)	12 (0.07%)	2 (0.1%)	4s	0.38	60 (0.07%)



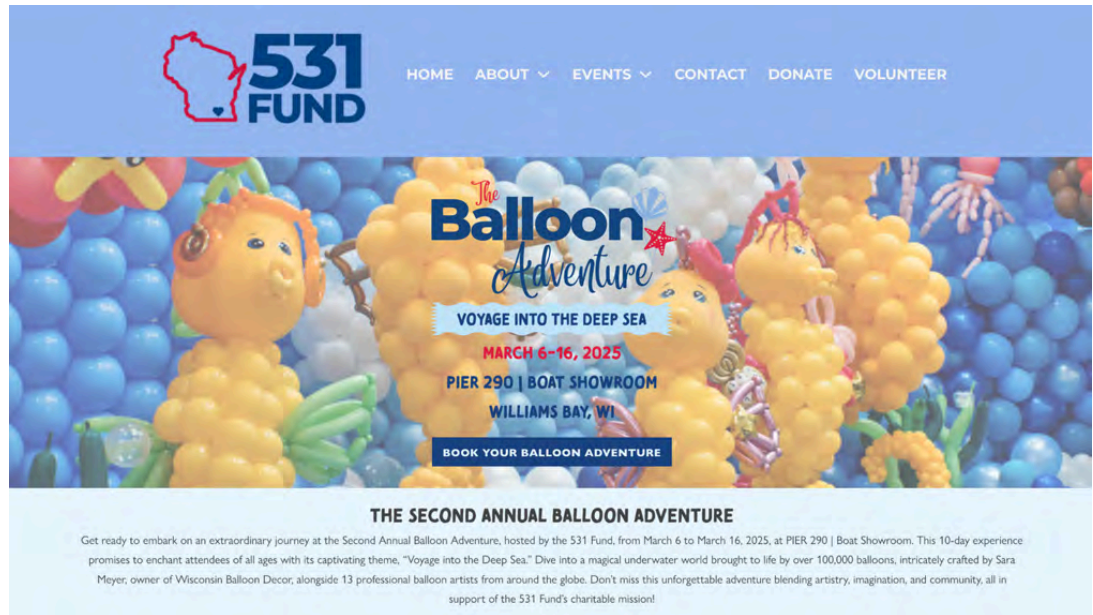
## QR Code

QR Codes placed on rackcards, posters, and on screen media.

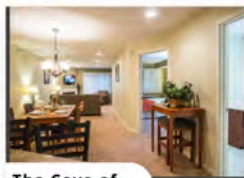
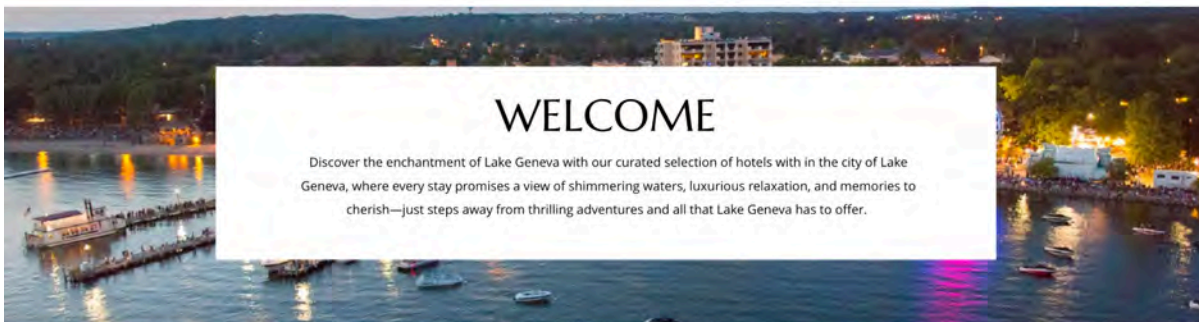
### Total Scans: 141

Locations:

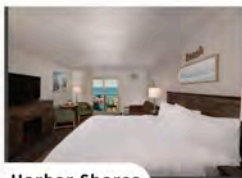
- Wisconsin - 72
- Illinois - 56
- Minnesota - 1
- North Dakota - 1
- Virginia - 1
- Iowa - 1
- Oklahoma - 1
- Nebraska - 1
- California - 1
- Colorado - 1
- Mississippi - 1
- Missouri - 1
- Kansas - 1
- Texas - 1



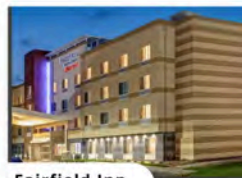
## City of Lake Geneva Hotels



The Cove of Lake Geneva



Harbor Shores on Lake Geneva



Fairfield Inn by Marriott

### Total Scans: 25

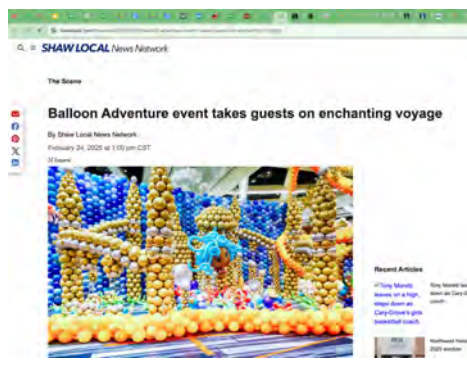
Locations:

- Illinois - 12
- Wisconsin - 6
- Iowa - 4
- California - 1
- Kansas - 1
- Texas - 1

## Earned Media Coverage

Secured 22 total earned media hits for more than 4.14 Million Impressions in Top-Tier media outlets

- Including 101.9 The MIX, WGN Weekend Break, CBS Milwaukee, Shaw Local, Lake Geneva Regional News, Wisconsin Public Radio and WOLX-FM



Outlet	Channel	Impressions	DMA
OnMilwaukee (2/17)	Online	200K	Milwaukee
Shaw Local	Online	588K	Chicago
Lake Geneva Regional News (2/25)	Online	18.8K	Lake Geneva
Fabulous Wisconsin	Online	5.9K	Wisconsin
Lake Geneva Regional News (3/4)	Online	18.8K	Lake Geneva
OnMilwaukee (3/7)	Online	271K	Milwaukee
YouTube	Online	29	Lake Geneva
Lake Geneva Regional New (3/11)	Online	18.8K	Lake Geneva
OnMilwaukee (3/14)	Online	200K	Milwaukee
WOLX-FM	Radio	107	Madison
Wisconsin Public Radio	Radio	656K	Wisconsin
CSB 58 - Milwaukee	TV - 6 segments and online	243K	Milwaukee
WGN Weekend Break	TV/Online	1,880,000	Chicago
The MIX	Radio	41.2K	Chicago

**Paid Media Coverage**

Paid Media efforts resulted in 195 total placements for more than 1.85 Million Impressions from the following efforts:



**WGN - Spotlight Chicago - Total 165,865 Impressions**

- 2.20.25 Spotlight Chicago Segment (A18+) – 50,900 impressions
- Spotlight Chicago Sponsored FB Post – 32,470 impressions, 1,115 clicks, 3.43% CTR
- Spotlight Chicago Sponsored IG Post – 19,709 impressions, 624 clicks, 3.17% CTR
- Targeted Email Blast – 12,769 opens, 926 clicks, 1.85% CTR
- Display ROS – 50,006 impressions, 29 clicks, .06% CTR



**Big Radio - Total 1,400,00 Impressions**

- 45 commercials on 99.9 WJVL
- 45 commercials on 92.3 & 98.9 The Beat
- Reached 700,000 people per week for two consecutive weeks



**WLKG-FM - Total 200,00 Impressions**

- 60 ads, 45 DJ mentions, Feb. 4- March 5

## OnMilwaukee - Total 88,714 Impressions

Feature in (2) Weekend Preview E-blasts

2/27 - 12,890 Deliveries 3,887 opens, open rate of 30.16%, email click links 1,185

3/6 - 12,876 Deliveries 2,871 opens, open rate of 22.30%, email click links 1,349

Display Ads: 42K Impressions

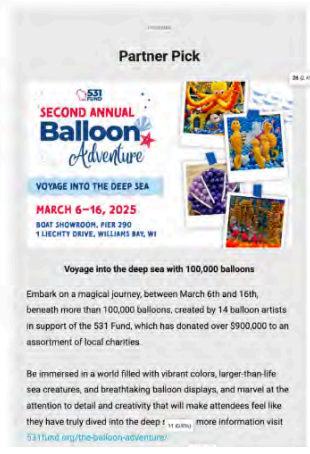
Value displays: 20,948 impressions

<b>531 Fund</b> Balloon Adventure 25	<b>88,714</b> Total Impressions
---	------------------------------------

Campaign Dates: 2/24/25 - 3/15/25  
Report Date Range: 2/24/25 - 3/15/25

### Weekend Preview Partner Pick and Incusion

IO Impressions	Deliveries	Total Opens	Open Rate	Email Link Clicks	Website Page Views
N/A	25,766	6,758	26.23%	2,534	91
Deliveries	Total Opens	Open Rate %	Email Link Clicks	Website Page Views	
2/27/25	12,890	3,887	30.16%	1,185	50
3/6/25	12,876	2,871	22.30%	1,349	41



**Partner Pick**

**SECOND ANNUAL Balloon Adventure**  
VOYAGE INTO THE DEEP SEA  
MARCH 6-16, 2025  
BOAT SHOWROOM, PIER 290  
1 LIECHTY DRIVE, WILLIAMS BAY, WI

Voyage into the deep sea with 100,000 balloons

Embark on a magical journey, between March 6th and 16th, beneath more than 100,000 balloons, created by 14 balloon artists in support of the 531 Fund, which has donated over \$900,000 to an assortment of local charities.

Be immersed in a world filled with vibrant colors, larger-than-life sea creatures, and breathtaking balloon displays, and marvel at the attention to detail and creativity that will make attendees feel like they have truly dived into the deep. [View more information visit 531fund.org/theballoon-adventure/](#)

**The Balloon Adventure at Pier 290 (Williams Bay)**

Embark on a magical journey between March 6th and 16th beneath more than 100,000 balloons, created by 14 balloon artists in support of the 531 Fund, which has donated over \$900,000 to an assortment of local charities. Be immersed in a world filled with vibrant colors, larger-than-life sea creatures, and breathtaking balloon displays, and marvel at the attention to detail and creativity that will make attendees feel like they have truly dived into the deep. [View more information visit 531fund.org/theballoon-adventure/](#)

Campaign Dates: 2/24/25 - 3/15/25  
Report Date Range: 2/24/25 - 3/15/25

### OnMilwaukee Display Ads

IO Impressions	Impressions	Clicks	CTR
41,667	42,000	31	.07%



SECOND ANNUAL Balloon Adventure  
VOYAGE INTO THE DEEP SEA  
MARCH 6-16, 2025  
BOAT SHOWROOM, PIER 290  
1 LIECHTY DRIVE, WILLIAMS BAY, WI  
GET TICKETS NOW!

SECOND ANNUAL Balloon Adventure  
VOYAGE INTO THE DEEP SEA  
MARCH 6-16, 2025  
BOAT SHOWROOM, PIER 290  
1 LIECHTY DRIVE, WILLIAMS BAY, WI  
GET TICKETS NOW!

## Paid Media Coverage - VISIT Lake Geneva

### BALLOON ADVENTURE MARKETING CO-OP METRICS

#### Home Page Web Ad- Ran January 1 to February 28

- 1,293 Impressions
- 30 Unique clicks
- 2.32% CTR



#### Exclusive Emails

##### 2/13/25 Email

- Successfully delivered to 52,170 subscribers
- Total opens = 5,544
- Unique opens = 4,126; Open rate = 7.9%
- Total clicks = 751
- Unique clicks = 307; Clicks per unique open rate = 7.4%

##### 2/27/25 Email

- Successfully delivered to 52,113 subscribers
- Total opens = 5,251
- Unique opens = 4,017; Open rate = 7.7%
- Total clicks = 323
- Unique clicks = 175; Clicks per unique open rate = 4.4%

### SOCIAL MEDIA BOOSTED POSTS

**Paid Media Coverage - VISIT Lake Geneva**



**SOCIAL MEDIA BOOSTED POSTS**

The Countdown is On! ... See more

**The Balloon Adventure**

**04 DAYS TO GO!**

EXPLORE AN UNDERWATER WORLD MADE OF **100,000+ BALLOONS!**

**MARCH 6-16**

**GET TICKETS NOW**

VISIT Lake Geneva  
Local business

Boost recap

Views	23,767	Reach	12,901
Interactions	48	Link clicks	132

**Boosted on Mar 5, 2025**

Status: Completed Boosted by Caroline Carussella  
Budget: \$40.00 Status: Duration: 4 days

Paid reach: 8,033  
Post engagements: 48

**Boosted on Mar 2, 2025**

Status: Completed Boosted by Caroline Carussella  
Budget: \$75.00 Status: Duration: 9 days

Paid reach: 5,217  
Post engagements: 73

**Views**  
Followers vs. non-followers

15% Followers  
85% Non-Followers

Boost again

Only a Few Days Left! ... See more

**531 FUND**

**SECOND ANNUAL Balloon Adventure**

**ONLY A FEW DAYS LEFT!**

**NOW THROUGH MARCH 16**

**GET TICKETS NOW!**

VISIT Lake Geneva  
Local business

Boost recap

Views	3,165	Reach	2,190
Interactions	16	Link clicks	7

**Views**  
Followers vs. non-followers

20% Non-Followers  
80% Followers

**Interactions**

Reactions	13
Comments	0
Shares	1
Saves	2

Boost post


## Influencers & Influencer Content




Lindy Esquivel (80.4K)  
LindyandtheLittles



Santina Maino (8.7K)  
SweetSanty



Ashton B (33K)  
lakelikealocal\_lakegeneva



Mary Alice Myers (45.5K)  
maryalice.home

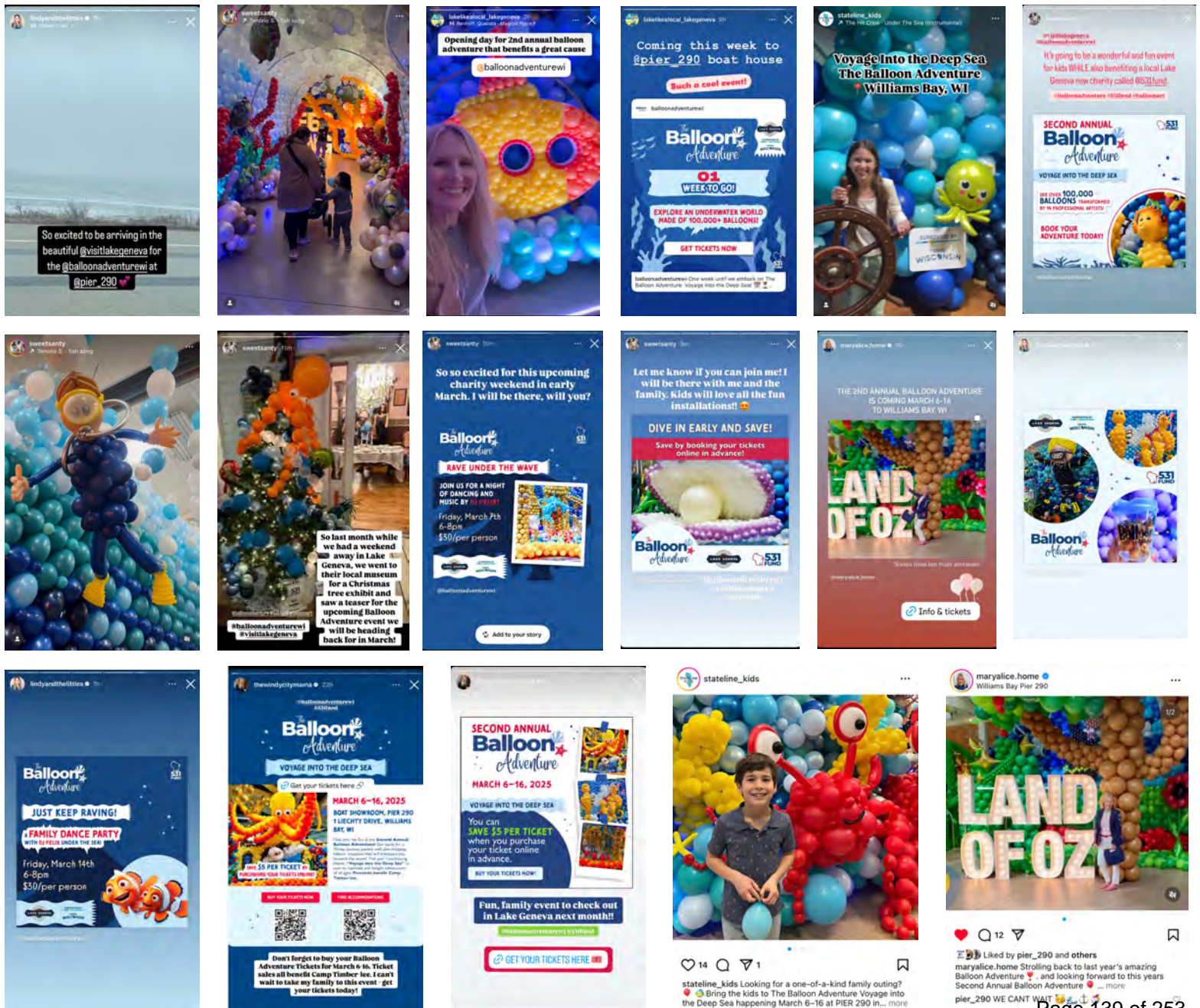


Stateline Kids (2.1K)  
stateline\_kids



Jess Roe (25.1K)  
thewindycitymama

Generated over 30 pieces of earned social content—including posts, reels, and stories—resulting in nearly 1 million impressions. A sample of the content is included below.



Poster



**MARCH 6-16, 2025**

**BOAT SHOWROOM, PIER 290  
1 LIECHTY DRIVE, WILLIAMS  
BAY, WI**

Dive into the fun at the **Second Annual Balloon Adventure!** Get ready for a 10-day journey packed with jaw-dropping balloon creations that will transport you beneath the waves! This year's enchanting theme, **"Voyage into the Deep Sea"**, is sure to captivate and delight adventurers of all ages. **Proceeds benefit Camp Timber-lee.**

**BUY YOUR TICKETS NOW**



**FIND ACCOMMODATIONS**



With Heartfelt Thanks to Our Valued Sponsors and Supporters



**Rackcard**



# The Balloon Adventure

**VOYAGE INTO THE DEEP SEA**

**MARCH 6-16, 2025**  
**PIER 290 | BOAT SHOWROOM**  
**WILLIAMS BAY, WI**

**DIVE INTO THE FUN!**  
 Make a splash at this "deep sea" balloon adventure! From fun-tastic "underwater" balloon displays to shore-ly entertaining activities, it's an ocean of fun for everyone!

**MAKE WAVES FOR A GOOD CAUSE**



Proceeds from this event will benefit **Camp Timber-lee**.

- Connecting children grades 2-12 with nature
- Learn more at [WWW.TIMBER-LEE.COM](http://WWW.TIMBER-LEE.COM)

**REEL IN YOUR TICKETS!**

SEA-ZE THE CHANCE TO BE PART OF THIS ONE-OF-A-KIND EVENT. FOR TICKETS AND DETAILS, SCAN THIS QR CODE:




**TICKET INFORMATION**

Early Bird tickets go on sale on Black Friday (November 29 - December 31, 2024)  
 Applies only to General Admission Ticket purchases  
 \$17/per ticket

General Admission: (beginning January 1st)  
 \$20/per ticket  
 2 and under free

Tickets purchased at the door  
 \$25/per ticket

Senior Discount (for Senior Citizen days)  
 \$17/per person (65 and up)

**A SINCERE THANK-YOU TO OUR EVENT SPONSORS WHO ARE HELPING TO BRING THE BALLOON ADVENTURE TO LIFE IN 2025!**








**WHERE TO STAY**

To make the most of your adventure, take the time to plan your stay in the picturesque destination of Lake Geneva. Whether you're seeking a relaxing retreat or an action-packed getaway, Lake Geneva offers a wide range of accommodations to suit every taste and budget.

**DISCOVER ACCOMMODATIONS AT LAKEGENEVAHOTELS.ORG AND TURN THE BALLOON ADVENTURE INTO A GETAWAY TO REMEMBER!**



# The Balloon Adventure

## Social Posts with Lake Geneva Tourism Commission Logo

LAKE GENEVA SUPPORTED BY TRAVEL WISCONSIN

531 FUND

The Balloon Adventure

The Balloon Adventure

NOW BOARDING!

The Balloon Adventure has begun—save \$5 by purchasing your tickets online!

LAKE GENEVA SUPPORTED BY TRAVEL WISCONSIN

531 FUND

The Balloon Adventure

RAVE UNDER THE WAVE

JOIN US FOR A NIGHT OF DANCING AND MUSIC BY DJ FELIX!

Friday, March 7th  
6-8pm  
\$30/per person

LAKE GENEVA SUPPORTED BY TRAVEL WISCONSIN

531 FUND

SECOND ANNUAL Balloon Adventure

VOYAGE INTO THE DEEP SEA

SEE OVER 100,000 BALLOONS TRANSFORMED BY 14 PROFESSIONAL ARTISTS!

MARCH 6-16, 2025  
BOAT SHOWROOM, PIER 290  
1 LIECHTY DRIVE, WILLIAMS BAY, WI

BUY YOUR TICKETS NOW!

SAVE \$5 PER TICKET when you purchase your ticket online in advance.

LAKE GENEVA SUPPORTED BY TRAVEL WISCONSIN

531 FUND

The Balloon Adventure

01 WEEK TO GO!

EXPLORE AN UNDERWATER WORLD MADE OF 100,000+ BALLOONS!

GET TICKETS NOW

LAKE GENEVA SUPPORTED BY TRAVEL WISCONSIN

531 FUND

The Balloon Adventure

JUST KEEP RAVING!

A FAMILY DANCE PARTY WITH DJ FELIX UNDER THE SEA!

Friday, March 14th  
6-8pm  
\$30/per person

LAKE GENEVA SUPPORTED BY TRAVEL WISCONSIN

531 FUND

SECOND ANNUAL Balloon Adventure

VOYAGE INTO THE DEEP SEA

MARCH 6-16, 2025  
BOAT SHOWROOM, PIER 290  
1 LIECHTY DRIVE, WILLIAMS BAY, WI

GET TICKETS NOW

SAVE \$5 PER TICKET when you purchase your ticket online in advance.

LAKE GENEVA SUPPORTED BY TRAVEL WISCONSIN

531 FUND

The Balloon Adventure

TALES OF THE SEA - A MAGICAL FAMILY MOVIE NIGHT!

Dress in your comfiest pajamas or outfits that match the TROPICAL THEME!

SATURDAY, MARCH 15  
Doors open at 5:30 pm  
Movie starts at 6:30 pm  
\$25 per person (Under 2 are free)

LAKE GENEVA SUPPORTED BY TRAVEL WISCONSIN

531 FUND

SECOND ANNUAL Balloon Adventure

VOYAGE INTO THE DEEP SEA

SEE OVER 100,000 BALLOONS TRANSFORMED BY 14 PROFESSIONAL ARTISTS!

MARCH 6-16, 2025  
BOAT SHOWROOM, PIER 290  
1 LIECHTY DRIVE, WILLIAMS BAY, WI

GET TICKETS NOW

SAVE \$5 PER TICKET when you purchase your ticket online in advance.

LAKE GENEVA SUPPORTED BY TRAVEL WISCONSIN

531 FUND

The Balloon Adventure

THE DEEP SEA SHUFFLE!

SATURDAY, MARCH 8  
2-9PM  
\$40/person

2pm-6pm: Pub Crawl Bingo  
6pm-9pm: Beach Party

Book your dinner reservations at PIER 290!

LAKE GENEVA SUPPORTED BY TRAVEL WISCONSIN

531 FUND

SECOND ANNUAL Balloon Adventure

VOYAGE INTO THE DEEP SEA

MARCH 6-16, 2025  
BOAT SHOWROOM, PIER 290  
1 LIECHTY DRIVE, WILLIAMS BAY, WI

GET TICKETS NOW

SAVE \$5 PER TICKET when you purchase your ticket online in advance.

LAKE GENEVA SUPPORTED BY TRAVEL WISCONSIN

531 FUND

# Bingo Card for the Deep Sea Shuffle



Outside Cover

## Deep Sea Shuffle Instructions

- Get ready to explore Lake Geneva, complete your Bingo Card, and claim your prize at the Balloon Adventure!
- ◆ **Explore Locations:** Each stop on your Bingo Card has something exciting to discover.
  - ◆ **Get Stamped:** Collect a stamp at every location you visit.
  - ◆ **Claim Your Prize:** Bring your completed Bingo Card to the Balloon Adventure and receive your special reward!
- the adventure begin!

## Participating Businesses

- Allison Wonderland Toys & Games | 720 W Main Street | Lake Geneva
- Bangles & Bags | 708 W Main St. | Lake Geneva
- Brick & Mortar HOME and Outdoor | 222 Center ST | Lake Geneva
- Brick & Mortar HOME | 832 Geneva St | Lake Geneva
- Clear Water Outdoor | 744 W Main Street | Lake Geneva
- Cornerstone Shop & Gallery | 214 Broad St | Lake Geneva
- CR Goodfinds | 731 W Main St | Lake Geneva
- Dust Bunny Books | 152 Center St Ste 100S | Lake Geneva
- Fat Cats | 104 Broad St | Lake Geneva
- Geneva Tap House | 252 Broad St | Lake Geneva
- Guac Star | 120 Broad St | Lake Geneva
- Inspired | 883 W. Main St | Lake Geneva
- Jayne | 771 W Main St | Lake Geneva
- Kilwin's | 772 W Main St | Lake Geneva
- MAGPIES | 642 W Main St | Lake Geneva
- PIER 290 | 1 Liechty Dr | Williams Bay
- Sweet Something | 235 Broad St | Lake Geneva
- TOPSY TURVY | 727 Geneva St | Lake Geneva
- The Bottle Shop | 617 W Main St | Lake Geneva
- The Riviera | 812 Wrigley Dr | Lake Geneva

Inside pamphlet



Dive in and enjoy the adventure!

# Family Passport Program

# The Balloon Adventure

**The Balloon Adventure**  
VOYAGE INTO THE DEEP SEA  
*Passport*

Embark on Your Next Adventure! 🌊📍

Explore Lake Geneva as you continue your Voyage into the Deep Blue Sea! Complete 10 activities, collect stamps, and claim your prize at the Lake Geneva Visitor Center!

How It Works:

- 1 Visit the locations in your passport—each stop has a fun activity or hidden treasure.
- 2 Get Stamped! Collect a stamp for each completed activity.
- 3 Claim Your Prize! Once you have 10 stamps, visit the Lake Geneva Visitor Center to redeem your reward.

📍 Location: Lake Geneva Visitor Center, 201 Wrigley Dr., Lake Geneva, WI  
🕒 Hours: 10 AM – 5 PM

Happy exploring! 🌊📍

Go through the Balloon Adventure	Check out STUFF-n-LUV
Tell the store clerk your favorite book	Eat a meal

Take a selfie & tag #531Fund	Guess how many pieces are in the displayed LEGO set
Count how many different bag styles you can find in the store	Take a photo with the most colorful display you can find

Tell the store clerk your favorite candy	Save \$10 when you spend \$50 or more on reg. price items
Find something sparkly or ocean-themed in the store	Guess how many kayaks or paddleboards are in the store. Tell the clerk the number.

Search for an ocean-inspired piece of decor or art and take a photo with it.	Find the most unique or fun ice cream flavor on the menu.
Snap a picture with their Quad Star neon sign.	Take a selfie at the Rivera Fountain, show them at the Visitor Center. #balloonadventure

Allison Wonderland Toys & Games | 720 W Main Street | Lake Geneva  
 Bangles & Bags | 108 W Main St | Lake Geneva  
 Clear Water Outdoor | 744 W Main Street | Lake Geneva  
 Cornerstone Shop & Gallery | 214 Broad St | Lake Geneva  
 CR Goodfinds | 731 W Main St | Lake Geneva  
 Dust Bunny Books | 152 Center St Ste 100S | Lake Geneva  
 Gage Star | 120 Broad St | Lake Geneva  
 Inspired | 883 W Main Street | Lake Geneva  
 Jayne | 771 W Main St | Lake Geneva  
 Klavin's | 772 W Main St | Lake Geneva  
 PIER 290 | 1 Liechly Dr | Williams Bay  
 Sweet Something | 235 Broad St | Lake Geneva  
 The Bottle Shop | 617 W Main St | Lake Geneva  
 The Riviera | 812 Wrigley Dr | Lake Geneva

Thank you for your support!

Thank you to our sponsors

## The Balloon Adventure Budget - 2025

	Estimated Income/ Expenses	Final Income/ Expenses
<b>Income</b>		
Sponsors	\$100,000.00	\$66,850.00
Ticket Sales	\$80,000.00	\$52,817.57
Corporate Event	\$7,500.00	\$13,500.00
Lake Geneva Tourism Commission Grant		\$40,000.00
Travel Wisconsin JEM Grant		\$30,025.00
<b>Total Estimated Income</b>	<b>\$187,500.00</b>	<b>\$203,192.57</b>
<b>Expenses</b>		
Marketing/Promotion	\$72,250.00	\$67,430.58
Balloon Costs	\$25,000.00	\$25,000.00
Framework/Fabrication	\$15,000.00	\$15,000.00
Artists Stipend	\$40,000.00	\$40,000.00
Travel Expenses	\$10,000.00	\$10,000.00
Hotel	\$10,000.00	\$6,664.00
Food	\$1,500.00	\$2,160.65
Lake Life Catering		\$3,163.62
Miscellaneous	\$5,000.00	\$4,392.85
<b>Total Estimated Expenses</b>	<b>\$173,750.00</b>	<b>\$173,811.70</b>
<b>Marketing Budget</b>		
Website Marketing/Design	\$2,000.00	\$2,000.00
Print – Rack Cards	\$700.00	\$1,639.00
Print – Posters	\$2,500.00	\$2,125.00
Print – Newspaper Ad	\$400.00	\$0.00
Print – Copies and Prints Plus	\$2,500.00	\$2,115.90
Digital – Meta Ads	\$25,000.00	\$16,577.43
Digital – Google Ads	\$4,000.00	\$4,900.00
Digital – Visit Lake Geneva Email	\$1,050.00	\$1,400.00
Digital – Visit Lake Geneva Web Ad	\$1,050.00	\$350.00
Digital – Visit Lake Geneva Socials	\$450.00	\$450.00
Digital – Travel Wisconsin	\$400.00	\$0.00
Digital – Email	\$700.00	\$2,498.25
Digital – Influencer	\$500.00	\$1,275.00
Marketing - CONRIC	\$10,000.00	\$14,900.00
Publicity – Photography	\$500.00	\$0.00
Publicity - Videography	\$500.00	\$500.00
Publicity – Press Release/Media	\$2,000.00	\$6,800.00
Radio – WGN (TV)	\$10,000.00	\$5,000.00
Radio – Lake	\$3,000.00	\$1,000.00
Radio – 107.3/Big Radio	\$5,000.00	\$1,800.00
Radio - 101.9 The Mix		\$850.00
Digital - OnMilwaukee		\$1,250.00
<b>Total Estimated Marketing Budget</b>	<b>\$72,250.00</b>	<b>\$67,430.58</b>

<b>Sponsorship Contribution Breakdown</b>	
Gage Marine Corp/PIER 290	\$20,000.00
Williams Bay Business Association	\$2500.00
Grand Geneva/TimberRidge	\$5000.00
ADAMS	\$5000.00
Kunes	\$25000.00
Walmart (Delavan)	\$1400.00
ADVIA	\$2500.00
FORM Wealth Advisors	\$1250.00
Cafe Calamari/Harpoon Willies	\$1250.00
Interstate Insurance/Auto Owners	\$1250.00
First National Bank & Trust	\$500.00

<b>In-Kind Donation</b>	
Gage Marine - Boat Showroom Rental	\$25,000.00

## Section 2-Submit For Reimbursement/Final Evaluation

### City of Lake Geneva Tourism Commission Reimbursement Form

Name: Kimberly Voller  
 Organization Name: 531 Fund (formerly Santa Cause Inc.)  
 Payment made Payable to: Santa Cause Inc.  
 Remittance Address: P.O. Box 519 Williams Bay, WI 53191  
 Contact Phone #: 815.354.2619 Email: kimberlyvoller@531Fund.org

- Please use the table below to list invoices for reimbursement; remember to attach copies of paid invoices for verification. *Reimbursement forms need to include the Grant Evaluation Form before grant funds will be released.*

Invoice Date	Invoice #	Vendor Name	Purchase Description	Purchase Amount	Date Paid
12/06/24	7124	VISIT Lake Geneva	Marketing Services	\$ 700.00	12/17/24
3/4/25	7193	VISIT Lake Geneva	Marketing Services	\$1200.00	3/11/25
4/7/25	7211	VISIT Lake Geneva	Marketing Services	\$ 300 -	4/8/25
12/30/25	N/A	Constant Contact	Email Services	\$ 149.15	12/30/24
1/30/25	N/A	Constant contact	Email Services	\$ 232.75	1/30/25
2/28/25	N/A	Constant Contact	Email Services	\$ 232.75	2/28/25
3/30/25	N/A	Constant Contact	Email Services	\$ 232.75	3/30/25
11/21/24	342307	Copies & prints PLUS	Rack Cards	\$ 939 -	11/21/25
1/17/25	342766	Copies & prints PLUS	Posters	\$ 125 -	1/23/25

page 2

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Invoice Date	Invoice #	Vendor Name	Purchase Description	Purchase Amount	Date Paid
3/11/25	NA	Erin Sturm	Influencer Fee	\$ 325 -	3/11/25
3/7/25	NA	Sydney Code Media	Videosgraphy	\$ 500 -	3/7/25
11/15/24	5734	CONRIC	Marketing Services	\$ 11430 -	11/19/24
12/13/24	5764	CONRIC	Marketing Services	\$ 5715 -	12/18/24
1/22/25	5783	CONRIC	Marketing Services	\$ 5715 -	1/22/25
2/16/25	5801	CONRIC	Marketing Services	\$ 5715 -	2/17/25
3/12/25	5825	CONRIC	Marketing Services	\$ 5715 -	3/12/25
12/3/24	NA	Meta	Facebook Ads	\$ 189 -	12/3/24
12/10/24	NA	Meta	Facebook Ads	\$ 577 -	12/10/24
12/13/24	NA	Meta	Facebook Ads	\$ 165.83	12/13/24
12/13/24	NA	Meta	Facebook Ads	\$ 87.14	12/13/24
12/19/24	NA	Meta	Facebook Ads	\$ 900 -	12/19/24
12/27/24	NA	Meta	Facebook Ads	\$ 900 -	12/27/24
1/2/25	NA	Meta	Facebook Ads	\$ 900 -	1/2/25
1/6/25	NA	Meta	Face book Ads	\$ 900 -	1/6/25
1/13/25	NA	Meta	Facebook Ads	\$ 551.07	1/13/25
1/13/25	NA	Meta	Facebook Ads	\$ 105.52	1/13/25
1/26/25	NA	Meta	Facebook Ads	\$ 900 -	1/26/25

page 3

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Invoice Date	Invoice #	Vendor Name	Purchase Description	Purchase Amount	Date Paid
2/13/25	NA	Meta	Facebook Ads	\$329.49	2/13/25
2/13/25	NA	Meta	Facebook Ads	\$106.43	2/13/25
2/19/25	NA	Meta	Facebook Ads	\$900-	2/19/25
2/23/25	NA	Meta	Facebook Ads	\$900-	2/23/25
2/25/25	NA	Meta	Facebook Ads	\$900-	2/25/25
2/28/25	NA	Meta	Facebook Ads	\$900-	2/28/25
3/2/25	NA	Meta	Facebook Ads	\$900-	3/2/25
3/4/25	NA	Meta	Facebook Ads	\$900-	3/4/25
3/7/25	NA	Meta	Facebook Ads	\$900-	3/7/25
3/9/25	NA	Meta	Facebook Ads	\$900-	3/9/25
3/12/25	NA	Meta	Facebook Ads	\$900-	3/12/25
3/13/25	NA	Meta	Facebook Ads	\$376.46	3/13/25
3/14/25	NA	Meta	Facebook Ads	\$900-	3/14/25
3/24/25	NA	Meta	Facebook Ads	\$589.49	3/24/25
2/20/25	4760303A	WGN	Spotlight Chicago	\$2000-	2/20/25
2/20/25	4760303B	WGN	Social Media Post	\$1500-	2/20/25
2/20/25	4760303C	WGN	Email Marketing	\$1500-	2/20/25
3/1/25	0277	WLKG	Radio/Social Media Marketing	\$1000-	3/1/25



**INVOICE**

Visit Lake Geneva  
527 CENTER STREET  
LAKE GENEVA, WI 53147-2004

shelli@visittakegeneva.com  
+1 (262) 248-1349  
www.visittakegeneva.com



**Bill to**  
Kimberly Voller  
Santa Cause DBA 531 FUND  
PO Box 519  
Williams Bay, WI 53191

**Ship to**  
Kimberly Voller  
Santa Cause DBA 531 FUND  
PO Box 519  
Williams Bay, WI 53191

**Invoice details**

Invoice no.: 7124  
Terms: Net 30  
Invoice date: 12/06/2024  
Due date: 01/05/2025

#	Date	Product or service	Description	Qty	Rate	Amount
1.		<b>Exclusive E-Mail</b>	Exclusive Email - 11/7/2024	1	\$350.00	\$350.00
2.		<b>Exclusive E-Mail</b>	Exclusive Email - 11/25/2024	1	\$350.00	\$350.00

**Total \$700.00**

Payment -\$700.00

**Balance due \$0.00**

**Paid in Full**

**Ways to pay**



Payment receipt

**You paid \$700.00**

to Visit Lake Geneva on 12/7/2024

12/7/2024  
Visit Lake Geneva  
\$700-  
Balloon Adventure

Invoice no.	7124
Invoice amount	\$700.00
<b>Total</b>	<b>\$700.00</b>
Status	Paid
Payment method	Credit Card
Authorization ID	MU0232243815

Thank you



**Visit Lake Geneva**

+1 2622481349

www.visitlakegeneva.com | shelli@visitlakegeneva.com  
527 CENTER STREET, LAKE GENEVA, WI 53147-2004

No additional transfer fees or taxes apply.

Intuit Payments Inc (IPI) processes payments as an agent of the business. Payments processed by IPI constitutes payment to the business and satisfies your obligation to pay the business, including in connection with any dispute or case, in law or equity. Money movement services are provided by IPI pursuant to IPI's licenses (NMLS #1098819, <https://www.intuit.com/legal/licenses/payment-licenses>). IPI is located at 2700 Coast Avenue, Mountain View, CA 94043, 1-888-536-4801.

(R)  
1/1/2025

**INVOICE**

Visit Lake Geneva  
527 CENTER STREET  
LAKE GENEVA, WI 53147-2004

shelli@visitlakegeneva.com  
+1 (262) 248-1349  
www.visitlakegeneva.com



**Bill to**  
Kimberly Voller  
Santa Cause DBA 531 FUND  
PO Box 519  
Williams Bay, WI 53191

**Ship to**  
Kimberly Voller  
Santa Cause DBA 531 FUND  
PO Box 519  
Williams Bay, WI 53191

**Invoice details**

Invoice no.: 7193  
Terms: Net 30  
Invoice date: 03/04/2025  
Due date: 04/03/2025

#	Date	Product or service	Description	Qty	Rate	Amount
1.		<b>Home Page Prem Spotlight</b>	Home Page Premium Web Ad - February 2025	1	\$350.00	\$350.00
2.		<b>Facebook Co-op</b>	Social Media Ad - Deployed 2/23-3/1/25	1	\$150.00	\$150.00
3.		<b>Exclusive E-Mail</b>	Exclusive Email - deployed on 2/13/25	1	\$350.00	\$350.00
4.		<b>Exclusive E-Mail</b>	Exclusive Email - deployed on 2/27/25	1	\$350.00	\$350.00

**Total \$1,200.00**

Payment -\$1,200.00

**Balance due \$0.00**

**Paid in Full**

**Ways to pay**



**INVOICE**

Visit Lake Geneva  
527 CENTER STREET  
LAKE GENEVA, WI 53147-2004

shell@visitlakegeneva.com  
+1 (262) 248-1349  
www.visitlakegeneva.com



**Bill to**  
Kimberly Voller  
Santa Cause DBA 531 FUND  
PO Box 519  
Williams Bay, WI 53191

**Ship to**  
Kimberly Voller  
Santa Cause DBA 531 FUND  
PO Box 519  
Williams Bay, WI 53191

**Invoice details**

Invoice no.: 7193  
Terms: Net 30  
Invoice date: 03/04/2025  
Due date: 04/03/2025

*3/11/2025  
BA Marketing  
\$1200*

#	Date	Product or service	Description	Qty	Rate	Amount
1.		Home Page Prem Spotlight	Home Page Premium Web Ad - February 2025	1	\$350.00	\$350.00
2.		Facebook Co-op	Social Media Ad - Deployed 2/23-3/1/25	1	\$150.00	\$150.00
3.		Exclusive E-Mail	Exclusive Email - deployed on 2/13/25	1	\$350.00	\$350.00
4.		Exclusive E-Mail	Exclusive Email - deployed on 2/27/25	1	\$350.00	\$350.00

**Ways to pay**

**Total**

**\$1,200.00**



**Santa Cause Inc.**  
Charity  
PO Box 519  
Williams Bay, WI 53191  
262-475-6333

DATE 3/11/2025

1407



**PAY TO THE ORDER OF**

Visit Lake Geneva

\$ 1200

**DOLLARS**

**FOR**

BA Marketing

*Kimberly Voller*



⑈001407⑈ ⑆075900973⑆

30166706⑈

[kimberlyvoller@531fund.org](mailto:kimberlyvoller@531fund.org)

---

**From:** QuickBooks Payments <quickbooks@notification.intuit.com>  
**Sent:** Tuesday, April 8, 2025 8:34 AM  
**To:** kimberlyvoller@531fund.org  
**Subject:** Payment confirmation: Invoice #7211-(Visit Lake Geneva)



[Manage payment](#)



**You paid \$300.00**

to Visit Lake Geneva on 04/08/2025

### Payment details

Invoice no.	<u>7211</u>
Invoice amount	\$300.00
Total amount	<b>\$300.00</b>
Status	Paid
Payment method	Business checking ****6706
Authorization ID	AANG32NR

**INVOICE**

Visit Lake Geneva  
527 CENTER STREET  
LAKE GENEVA, WI 53147-2004

shelli@visitlakegeneva.com  
+1 (262) 248-1349  
www.visitlakegeneva.com



**Bill to**  
Kimberly Voller  
Santa Cause DBA 531 FUND  
PO Box 519  
Williams Bay, WI 53191

**Ship to**  
Kimberly Voller  
Santa Cause DBA 531 FUND  
PO Box 519  
Williams Bay, WI 53191

**Invoice details**

Invoice no.: 7211  
Terms: Net 30  
Invoice date: 04/07/2025  
Due date: 05/07/2025

#	Date	Product or service	Description	Qty	Rate	Amount
1.		Facebook Co-op	Social Media Ad 3/2-3/8 The Balloon Adventure	1	\$150.00	\$150.00
2.		Facebook Co-op	Social Media Ad 3/9-3/15 The Balloon Adventure	1	\$150.00	\$150.00

**Total \$300.00**

Payment -\$300.00

**Balance due \$0.00**

**Paid in Full**

**Ways to pay**



## Kimberly Voller

---

**From:** Constant Contact Billing <notification@constantcontact.com>  
**Sent:** Monday, December 30, 2024 2:08 AM  
**To:** Kimberly Voller  
**Subject:** Constant Contact Payment Receipt for Kimberly Voller

**Follow Up Flag:** Follow up  
**Flag Status:** Completed



### Payment Receipt for December 30, 2024

Thank you for your recent payment. Your payment receipt is found below.

Attention: Kimberly Voller  
Santa Cause  
PO Box 519  
Williams Bay, WI 53191  
US  
2624756333

**User Name:** kvoller@santacauses.org  
**Today's Date:** December 30, 2024

**Payment Date:** December 30, 2024  
**Payment Method:** MC (last 4 digits: 6450)  
**Amount:** \$149.15

Thank you for your payment!

Amounts shown may reflect sales tax which is applicable in certain areas.

You can view payment receipts at any time in the Billing tab of your account.

*Important Notice: To help maintain Constant Contact's strong sending reputation, we have implemented a monthly email send allowance and overage fee if the allowance is exceeded. This charge will be reflected on your next invoice. If you exceed the allowance. While most of our customers won't be impacted, [click here](#) to learn more.*

We appreciate your business.  
Best Regards,  
Constant Contact Billing  
1601 Trapelo Road, Suite 329 - Waltham, MA 02451

# Kimberly Voller

**From:** Constant Contact Billing <notification@constantcontact.com>  
**Sent:** Thursday, January 30, 2025 2:10 AM  
**To:** Kimberly Voller  
**Subject:** Constant Contact Payment Receipt for Kimberly Voller



## Payment Receipt for January 30, 2025

Thank you for your recent payment. Your payment receipt is found below.

Attention: Kimberly Voller  
 Santa Cause  
 PO Box 519  
 Williams Bay, WI 53191  
 US  
 2624756333

*Operational  
 \$232.75*

**User Name:** kvoller@santacauses.org  
**Today's Date:** January 30, 2025

**Payment Date:** January 30, 2025  
**Payment Method:** MC (last 4 digits: 6450)  
**Amount:** \$232.75

Thank you for your payment!

Amounts shown may reflect sales tax which is applicable in certain areas.

You can view payment receipts at any time in the Billing tab of your account.

*Important Notice: To help maintain Constant Contact's strong sending reputation, we have implemented a monthly email send allowance and overage fee if the allowance is exceeded. This charge will be reflected on your next invoice, if you exceed the allowance. While most of our customers won't be impacted, [click here](#) to learn more.*

We appreciate your business.  
 Best Regards,  
 Constant Contact Billing  
 1601 Trapelo Road, Suite 329 - Waltham, MA 02451

Questions? Please give us a call!  
 US / Canada Toll Free: (855) 229-5506

*(B)  
 2/2/25*

Kimberly Voller

2/29/2025

2

**From:** Constant Contact Billing <notification@constantcontact.com>  
**Sent:** Friday, February 28, 2025 2:39 AM  
**To:** Kimberly Voller  
**Subject:** Constant Contact Payment Receipt for Kimberly Voller

Operations



### Payment Receipt for February 28, 2025

Thank you for your recent payment. Your payment receipt is found below.

Attention: Kimberly Voller  
Santa Cause  
PO Box 519  
Williams Bay, WI 53191  
US  
2624756333

**User Name:** kvoller@santacauses.org  
**Today's Date:** February 28, 2025

**Payment Date:** February 28, 2025  
**Payment Method:** MC (last 4 digits: 6450)  
**Amount:** \$232.75

Thank you for your payment!

Amounts shown may reflect sales tax which is applicable in certain areas.

You can view payment receipts at any time in the Billing tab of your account.

*Important Notice: To help maintain Constant Contact's strong sending reputation, we have implemented a monthly email send allowance and overage fee if the allowance is exceeded. This charge will be reflected on your next invoice, if you exceed the allowance. While most of our customers won't be impacted, [click here](#) to learn more.*

We appreciate your business.  
Best Regards,  
Constant Contact Billing  
1601 Trapelo Road, Suite 329 - Waltham, MA 02451

Questions? Please give us a call!  
US / Canada Toll Free: (855) 229-5506

428 ✓

## Kimberly Voller

**From:** Constant Contact Billing <notification@constantcontact.com>  
**Sent:** Sunday, March 30, 2025 2:10 AM  
**To:** Kimberly Voller  
**Subject:** Constant Contact Payment Receipt for Kimberly Voller

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged



### Payment Receipt for March 30, 2025

Thank you for your recent payment. Your payment receipt is found below.

Attention: Kimberly Voller  
Santa Cause  
PO Box 519  
Williams Bay, WI 53191  
US  
2624756333

**User Name:** kvoller@santacauses.org  
**Today's Date:** March 30, 2025

**Payment Date:** March 30, 2025  
**Payment Method:** MC (last 4 digits: 6450)  
**Amount:** \$232.75

Thank you for your payment!

Amounts shown may reflect sales tax which is applicable in certain areas.

You can view payment receipts at any time in the Billing tab of your account.

*Important Notice: To help maintain Constant Contact's strong sending reputation, we have implemented a monthly email send allowance and overage fee if the allowance is exceeded. This charge will be reflected on your next invoice, if you exceed the allowance. While most of our customers won't be impacted, [click here to learn more.](#)*

We appreciate your business.  
Best Regards,  
Constant Contact Billing  
1601 Trapelo Road, Suite 329 - Waltham, MA 02451



906 S Wells Street  
Lake Geneva, WI 53147

262-248-2545

orders@copiesandprintsplus.com

11/21/2024	342307
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531 Fund

**PAID**  
11/21/2024

Job Name
RackCards

Quantity	Description	Price Each	Amount
1	Rack Cards 10K Balloon Rack Cards	939.00	939.00

Thank you for your business.

<b>Subtotal</b>	\$939.00
<b>Sales Tax (5.5%)</b>	\$0.00
<b>Total</b>	\$939.00

# COPIES & PRINTS PLUS

262-248-2545

906 S Wells Street  
Lake Geneva, WI 53147

orders@copiesandprintsplus.com

1/17/2025	342766
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Bill To  
Santa Cause

**PAID**  
01/23/2025

\$173  
Balloon Adventure

P.O. Number	Job Name
	Posters

Qty	Size	Description	Price	Amount
100	11x17	Single Sided	1.25	125.00
<p>COPIES &amp; PRINTS PLUS LLC 906 S WELLS ST LAKE GENEVA, WI 53147 262-248-2545</p> <p>01/23/2025 08:44:35</p> <p>CREDIT CARD MC SALE</p> <p>Card # XXXXXXXXXXXXX6450 SEQ #: 2 Batch #: 1 Trans #: 2 Approval Code: 085498 TRANS ID: MDJTSQAH0123 Entry Method: Manual Mode: Online Card Code: M</p> <p>SALE AMOUNT \$173.00</p> <p>THANK YOU!</p> <p>CUSTOMER COPY</p>				

Thank you for your business.

<b>Subtotal</b>	\$125.00
<b>Sales Tax (5.5%)</b>	\$0.00
<b>Total</b>	\$125.00

kimberlyvoller@531fund.org

BA Marketing

From: Stateline Kids <hello@statelinekids.com>  
Sent: Tuesday, March 11, 2025 9:05 PM  
To: kimberlyvoller@531fund.org  
Subject: Re: Proposal for Stateline Kids – Balloon Adventure 2025

#325 ✓

Hi Kimberly,

Thanks for having us again! We had a great time.

The updated proposal is \$325 and my address is 7492 Joy Ln, Roscoe, IL 61073

I've posted the article here and have four posts going on today through Friday.

<https://statelinekids.com/2025/03/11/a-magical-deep-sea-balloon-adventure-for-the-whole-family/>


Best,  
Erin Sturm

On Thu, Mar 6, 2025 at 12:03 PM <kimberlyvoller@531fund.org> wrote:

Okay...feel better. See you on Sunday.

Kimberly

1405



**Santa Cause Inc.**  
Charity  
PO Box 519  
Williams Bay, WI 53191  
262-475-6333

DATE 3/11/2025

SECURED BY  
STAMPED  
79-97/759

PAY TO THE ORDER OF Erin Sturm \$ 325

Three hundred twenty-five and no/100 DOLLARS

FOR BA Marketing Kimberly Voller

First National Bank and Trust Company

⑈001405⑈ ⑆075900973⑆ 30166706⑈

(R) ✓  
3/11/25

☑ The payment was initiated. We've sent you a copy of your receipt.

X



Download PDF

# SydneyCode Media will receive a payment of \$500.00

BR Marketing  
\$500

Payment initiated on March 7, 2025

Funds will be withdrawn from your account in 1 to 4 business days.

Thank you for choosing our services. Payment can be made via Card, Bank Transfer, or by writing a check to: SydneyCode Media, 927 Prairie Ave, Janesville, WI 53545. We appreciate your business and look forward to serving you again. If you have any questions regarding your invoice or payment options, please feel free to reach out for assistance. Your satisfaction is our priority, and we value the opportunity to work with you.

## Customer

Nicole Goucher  
CONRIC pr + marketing  
nicole@conricpr.com  
+1 (239) 690-9840

## SydneyCode Media, LLC Invoice

Invoice #2019  
March 7, 2025

Service date: March 5, 2025

<b>Four Hours On Site Video Capture</b>	<b>\$200.00</b>
<b>Post-Production Services</b>	<b>\$300.00</b>
<b>Subtotal</b>	<b>\$500.00</b>
<b>Total</b>	<b>\$500.00</b>

3/11/25

Tactic	Budget	Details
<b>Agency Fees</b>		
Marketing Agency Retainer Fee	\$14,900.00	- Graphic Design/event logo development - Status Meetings (bi-weekly/monthly) - Integrated Project Management Across Tactics throughout during of Campaign (Phase 1 - PreSale 2024 and Phase 2) - Reporting/Analytics - Phase 1 & Phase 2 across campaign tactics; Includes dashboard report integrated with key tactics - Shortlist/Photography Vendor Management - Shortlist/Videography Vendor Management - Print Vendor Management for Rack Cards/Posters - Creative for paid media - Meta Paid Digital - Creative for paid media - Visit Lake Geneva 3 digital assets and Travel Wisconsin Email banner - Creative for paid media - WGN buy tactics - Meta Paid Digital full scale execution (Account access/set-up, Strategy, targeting, buy set-up, creative, optimizing and reporting) - Social Media Boosting - CONRIC can boost any of the 17 organic social media posts as aligned with client/agency strategy - Event/Venue Advertising - Buy set-up and execution
Website Marketing/Design	\$2,000.00	- Landing Page development within existing CMS with link to ticket sales; - creative build/development
Digital – Email.	\$1,800.00	3 x emails sent to last year attendees and any additional POC's available via Gage's network - Custom Media List build specific to event and target audiences - Drafting/Creation/Distribution of upto 2 press releases/media alerts/photo releases for the event - Custom Media pitching to multiple key media outlets in order to secure coverage (print/digital/broadcast) - Coordination/Run of Show for any secured coverage - Strategy/outreach to key school partners for promotional opportunities - Travel is extra/outside scope for onsite coordination - Coordinate 107.3/Big Radio earned tactics
Publicity – Press Release/Media.	\$6,800.00	- Up to 3 earned mom/family influencers - Chicagoland focused; - CONRIC to research, source upto 3 influencers, share recommendations, negotiate coverage/scope with influencer (if payment), facilitate logistics of coverage and strategize creative angles for influencers with objective for driving awareness Includes strategy, targeting, buy set-up, optimizing and reporting for 2 months. Budget amount assumes non-profit FR FREE \$20k-\$30k in media spend!)
Digital – Influencer.	\$950.00	
Digital – Google Ads	\$4,900.00	This also includes Google Non-Profit application/approval process support 5-day, full week giveaway with daily mentions over a full week (M-F); Tickets offered up to give away each day (4 pk).
Radio - 101.9 the Mix - partnership	\$850.00	CONRIC to coordinate and set-up with 101.9 the mix as earned coverage vs. paid; fees to cover agency time to negotiate Agency would enter the event for the duration of time in local calendars i.e. newspaper online calendars, family fun calendars
Local Event Calendars - management	\$1,500.00	CONRIC to focus on securing Chicagoland/Milwaukee area calendars; BA team to focus on hyperlocal calendars Total - 17 posts CONRIC to develop social strategy, set-up/refresh social media accounts Build content calendar of topics, copy and visuals for posts across all existing channels
Organic Social Media	\$1,700.00	
Print – Rack Cards	\$700.00	Creative Design for 2-sided rack card (upto 2 rounds of creative reviews)
Print – Posters	\$2,000.00	Creative Design for up to 3 versions of posters - 1 sided (upto 2 rounds of creative reviews)
<b>Media Fees</b>		
Radio – 107.3/Big Radio.	\$2,000.00	Media Spend Potential ticket giveaway promotion or on location remote radio broadcast as part of the buy
Event/Venue Advertising	\$4,000.00	Media Spend Sponsorship/media buys at key localized events i.e. Disney on Ice, etc.. at BMO Arena or Allstate Arena for example. opportunities
Digital – Meta Ads.	\$14,800.00	Media Spend
Digital – Visit Lake Geneva Email.	\$700.00	Media Spend - \$350 per email - 2 x
Digital – Visit Lake Geneva Web Ad.	\$700.00	Media Spend - Homepage premium \$350/mo - recommend 2 mo buy
Digital – Visit Lake Geneva Socials	\$450.00	Media Spend - \$150 per ad - 3x
Digital – Travel Wisconsin Email	\$450.00	Media Spend - 1st row of email - 1x; need to sign up early spots go away quickly
Radio – WGN.	\$5,000.00	Media Spend
<b>Vendor Fees</b>		
Print – Copies and Prints Plus	\$2,500.00	Rack Cards, Posters printing fees
Publicity – Photography.	\$750.00	One Day Vendor on-site when open to capture photos/videos for use; to confirm optimal timing
Publicity - Videography.	\$750.00	One Day Vendor on-site when open to capture photos/videos for use; to confirm optimal timing
<b>TOTAL</b>	<b>\$70,200.00</b>	



Nicole Goncher | President + CEO  
239.690.9840 Ext. 1001  
[nicole@conricpr.com](mailto:nicole@conricpr.com)

5237 Summerlin Commons Blvd., Suite 490, Fort Myers, FL 33907  
1415 Panther Lane, Naples, FL 34109

[conricpr.com](http://conricpr.com)



Please remit to:  
 Conric PR & Marketing  
 PO Box 100  
 Maple Park, IL 60151

# Invoice

Date	Invoice #
11/15/2024	5735

11/19/2024  
 Balloon Adventure  
 marketing  
 \$ 11430 -  
 V#1392

<b>Bill To</b>
531 Fund Attn: Kimberly Voller PO Box 519 Williams Bay, WI 53191

P.O. No.	Terms
	Due on receipt

Quantity	Description	Rate	Amount
	November Monthly Retainer Fee - \$5,715	5,715.00	5,715.00T
	December Monthly Retainer Fee - \$5,715	5,715.00	5,715.00T
	No tax	0.00%	0.00



**Santa Cause Inc.**  
 Charity  
 PO Box 519  
 Williams Bay, WI 53191  
 262-475-6333

1392



DATE 11/19/2024

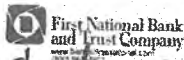
PAY TO THE ORDER OF

Conric PR & Marketing

\$ 11430.00

Eleven thousand four hundred thirty and no/100 DOLLARS

FOR BA Marketing



*Kimberly Voller*  
 Toms signed on 11/20/24

⑈001392⑈ ⑆075900973⑆ 30186706⑈

Thank you for your business.	<b>Total</b>	\$11,430.00
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*Locations*

5234 Summerlin Commons Blvd, Suite 490, Fort Myers, FL 33907 | 231 Main Street, Maple Park, IL 60151

12  
 11/24



Please remit to:  
 Conric PR & Marketing  
 PO Box 100  
 Maple Park, IL 60151

# Invoice

Date	Invoice #
12/13/2024	5764

<b>Bill To</b>
531 Fund Attn: Kimberly Voller PO Box 519 Williams Bay, WI 53191

*Balloon Adventure Marketing*

Quantity	Description	P.O. No.	Terms
			Due on receipt
		Rate	Amount
	January Monthly Retainer Fee - \$5,715	5,715.00	5,715.00T
	Agency Retainer for full scope campaign support - \$34,290 to be distributed over 6 months (Nov - Apr) No tax	0.00%	0.00



**Santa Cause Inc.**  
 Charity  
 PO Box 519  
 Williams Bay, WI 53191  
 262-475-6333

1397



79-97/759

DATE 12/18/2024

PAY TO THE ORDER OF

*CONRIC pr & marketing*

\$ 5715.00

*Five thousand seven hundred fifteen and no/100* DOLLARS

FOR #5764



*Kimberly Voller*



⑆001397⑆ ⑆075900973⑆ 30166706⑆

Happy Holidays from the Conric Team	<b>Total</b>	\$5,715.00
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*Locations*

5234 Summerlin Commons Blvd, Suite 490, Fort Myers, FL 33907 | 231 Main Street, Maple Park, IL 60151

*(R) 1/1/2025*

Please remit to:  
 Conric PR & Marketing  
 PO Box 100  
 Maple Park, IL 60151

# Invoice

Date	Invoice #
1/19/2025	5783

<b>Bill To</b>
531 Fund Attn: Kimberly Voller PO Box 519 Williams Bay, WI 53191

P.O. No.	Terms
	Due on receipt

Quantity	Description	Rate	Amount
	Feb Monthly Retainer Fee - \$5,715	5,715.00	5,715.00T
	Agency Retainer for full scope campaign support - \$34,290 to be distributed over 6 months (Nov - Apr) No tax	0.00%	0.00



**Santa Cause Inc.**  
 Charity  
 PO Box 519  
 Williams Bay, WI 53191  
 262-475-6333

1149

79-97/759

DATE 1/22/2025

PAY TO THE ORDER OF

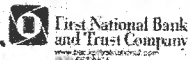
Conric pr + marketing

\$ 5715.00

Five thousand seven hundred fifteen and no/100

DOLLARS

FOR Feb retainer



*Kimberly Voller*  
 (Signature)



⑈001149⑈ ⑆075900973⑆ 30166706⑈

Thank you for your business.

**Total**

\$5,715.00

*Locations*

5234 Summerlin Commons Blvd, Suite 490, Fort Myers, FL 33907 | 231 Main Street, Maple Park, IL 60151



Please remit to:  
 Conric PR & Marketing  
 Maple Park, IL 60151

# Invoice

Date	Invoice #
2/16/2025	5801

<b>Bill To</b>
531 Fund Attn: Kimberly Voller PO Box 519 Williams Bay, WI 53191

*2/17/2025  
 \$5715 -  
 The Balloon  
 Adventure  
 - Marketing*

P.O. No.	Terms
	Due on receipt

Quantity	Description	Rate	Amount
1	March Monthly Retainer Fee - \$5,715  Agency Retainer for full scope campaign support - \$34,290 to be distributed over 6 months (Nov - Apr) No tax	5,715.00  0.00%	5,715.00T  0.00

1401



**Santa Cause Inc.**  
 Charity  
 PO Box 519  
 Williams Bay, WI 53191  
 262-475-6333

DATE 2/17/2025 79-97/739

PAY TO THE ORDER OF

*Conric pr + marketing*

\$ 5715<sup>00</sup>

*Five thousand seven hundred fifteen and 00/100 DOLLARS*

*Kimberly Voller*



FOR 5801

⑈001401⑈ ⑆075900973⑆ 30166706⑈

Thank you for your business.	<b>Total</b>	\$5,715.00
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*Locations*

5234 Summerlin Commons Blvd, Suite 490, Fort Myers, FL 33907 | 231 Main Street, Maple Park, IL 60151

*(P)  
 2/19/25*

Payment receipt

**You paid \$5,715.00**

to Conric PR & Marketing on 3/12/2025

Invoice no.	5825
Invoice amount	\$5,715.00
<b>Total</b>	<b>\$5,715.00</b>
Status	Paid
Payment method	Bank
Authorization ID	AAL21DEN

Thank you

**Conric PR & Marketing**

office@conrcpr.com

No additional transfer fees or taxes apply.

Intuit Payments Inc (IPI) processes payments as an agent of the business. Payments processed by IPI constitutes payment to the business and satisfies your obligation to pay the business, including in connection with any dispute or case, in law or equity. Money movement services are provided by IPI pursuant to IPI's licenses (NMLS #1098819, <https://www.intuit.com/legal/licenses/payment-licenses>). IPI is located at 2700 Coast Avenue, Mountain View, CA 94043, 1-888-536-4801.

Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date  
Dec 3, 2024, 10:56 PM

Payment method  
Visa · 8700  
Reference Number: XSS7KFGLC2

Paid

\$189.00 USD

Transaction ID  
8658186097627342-8731892606923358

You're being billed because you reached your \$189.00 payment threshold.

Product Type  
Meta ads

Campaigns

Post: "We're making a splash in 2025! □□□□"  
From Nov 29, 2024, 12:00 AM to Dec 3, 2024, 10:56 PM \$88.31

Post: "We're making a splash in 2025! □□□□" \$88.31  
14,517 Impressions

Instagram post: We're making a splash in 2025! □□□□...  
From Nov 29, 2024, 12:00 AM to Dec 3, 2024, 10:56 PM \$100.69

Instagram Post \$100.69  
10,682 Impressions

## Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date  
Dec 10, 2024, 10:11 AM

Payment method  
Visa · 8700  
Reference Number: E2A4JF8LC2

Paid

# \$577.00 USD

Transaction ID  
8861567877289164-8778000228979258

You're being billed because you reached your \$577.00 payment threshold.

Product Type  
Meta ads

### Campaigns

Post: "We're making a splash in 2025! □□□□"			<b>\$47.75</b>
From Dec 2, 2024, 12:00 AM to Dec 10, 2024, 10:11 AM			
Post: "We're making a splash in 2025! □□□□"	9,185 Impressions		\$47.75
Instagram post: We're making a splash in 2025! □□□□...			<b>\$49.20</b>
From Dec 2, 2024, 12:00 AM to Dec 10, 2024, 10:11 AM			
Instagram Post	5,493 Impressions		\$49.20
Post: "Embark on an unforgettable voyage! □□□□"			<b>\$131.36</b>
From Dec 2, 2024, 12:00 AM to Dec 10, 2024, 10:11 AM			
Post: "Embark on an unforgettable voyage! □□□□"	25,307 Impressions		\$131.36
Instagram post: Embark on an unforgettable...			<b>\$129.07</b>
From Dec 2, 2024, 12:00 AM to Dec 10, 2024, 10:11 AM			
Instagram Post	11,506 Impressions		\$129.07
Conric   The Balloon Adventure 2025   Purchases   12.5.2024			<b>\$183.56</b>
From Dec 2, 2024, 12:00 AM to Dec 10, 2024, 10:11 AM			
Family Interests   21+   12.5.2024	9,767 Impressions		\$183.56
Post: "The Balloon Adventure presents: Voyage into the..."			<b>\$24.02</b>
From Dec 2, 2024, 12:00 AM to Dec 10, 2024, 10:11 AM			
Post: "The Balloon Adventure presents: Voyage into the..."	5,150 Impressions		\$24.02
Instagram post: The Balloon Adventure presents:...			<b>\$12.04</b>
From Dec 2, 2024, 12:00 AM to Dec 10, 2024, 10:11 AM			
Instagram Post	1,467 Impressions		\$12.04

Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date  
Dec 13, 2024, 2:25 AM

Payment method  
Visa · 8700  
Reference Number: YXRYGGCLC2

Paid

\$165.83 USD

Transaction ID  
8876543439124941-8823763111069642

Ads spend since Dec 9, 2024.

Product Type  
Meta ads

Campaigns

<b>Conric   The Balloon Adventure 2025   Purchases   12.5.2024</b>		
From Dec 9, 2024, 12:00 AM to Dec 11, 2024, 11:59 PM		<b>\$77.68</b>
Family Interests   21+   12.5.2024	3,784 Impressions	\$77.68
<b>Instagram post: The Balloon Adventure presents:...</b>		
From Dec 9, 2024, 12:00 AM to Dec 11, 2024, 11:59 PM		<b>\$17.26</b>
Instagram Post	2,199 Impressions	\$17.26
<b>Instagram post: Embark on an unforgettable...</b>		
From Dec 9, 2024, 12:00 AM to Dec 11, 2024, 11:59 PM		<b>\$20.79</b>
Instagram Post	2,326 Impressions	\$20.79
<b>Post: "Embark on an unforgettable voyage! □□□□"</b>		
From Dec 9, 2024, 12:00 AM to Dec 11, 2024, 11:59 PM		<b>\$18.59</b>
Post: "Embark on an unforgettable voyage! □□□□"	3,584 Impressions	\$18.59
<b>Post: "The Balloon Adventure presents: Voyage into the..."</b>		
From Dec 9, 2024, 12:00 AM to Dec 11, 2024, 11:59 PM		<b>\$31.51</b>
Post: "The Balloon Adventure presents: Voyage into the..."	6,207 Impressions	\$31.51

Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date  
Dec 13, 2024, 6:40 AM

Payment method  
Visa · 8700  
Reference Number: R54TQFQLC2

Transaction ID  
8952927078153245-8794134614032486

Product Type  
Meta ads

Paid

\$87.14 USD

Ads spend since Dec 11, 2024.

Campaigns

<b>Conric   The Balloon Adventure 2025   Purchases   12.5.2024</b>		
From Dec 11, 2024, 12:00 AM to Dec 12, 2024, 11:59 PM		<b>\$54.98</b>
Family Interests   21+   12.5.2024	2,839 Impressions	\$54.98
<b>Instagram post: The Balloon Adventure presents:...</b>		
From Dec 11, 2024, 12:00 AM to Dec 12, 2024, 11:59 PM		<b>\$10.20</b>
Instagram Post	1,191 Impressions	\$10.20
<b>Post: "The Balloon Adventure presents: Voyage into the..."</b>		
From Dec 11, 2024, 12:00 AM to Dec 12, 2024, 11:59 PM		<b>\$21.96</b>
Post: "The Balloon Adventure presents: Voyage into the..."	5,412 Impressions	\$21.96

# Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date  
Dec 19, 2024, 10:02 PM

Payment method  
Visa · 5488  
Reference Number: VL6PDGGLC2

Paid

## \$900.00 USD

Transaction ID  
8844844035628212-8751195241659760

You're being billed because you reached your \$900.00 payment threshold.

Product Type  
Meta ads

### Campaigns

<b>Conric   The Balloon Adventure 2025   Purchases   12.5.2024</b>		
From Dec 12, 2024, 12:00 AM to Dec 19, 2024, 10:01 PM		<b>\$564.07</b>
Family Interests   21+   12.5.2024	34,377 Impressions	\$564.07
<b>Post: "Help us make waves for a good cause! □□□□"</b>		
From Dec 12, 2024, 12:00 AM to Dec 19, 2024, 10:01 PM		<b>\$72.14</b>
Post: "Help us make waves for a good cause! □□□□"	8,478 Impressions	\$72.14
<b>Post: "The Balloon Adventure presents: Voyage into the..."</b>		
From Dec 12, 2024, 12:00 AM to Dec 19, 2024, 10:01 PM		<b>\$72.48</b>
Post: "The Balloon Adventure presents: Voyage into the..."	18,247 Impressions	\$72.48
<b>Instagram post: Help us make waves for a good...</b>		
From Dec 12, 2024, 12:00 AM to Dec 19, 2024, 10:01 PM		<b>\$71.46</b>
Instagram Post	13,983 Impressions	\$71.46
<b>Instagram post: The Balloon Adventure presents:...</b>		
From Dec 12, 2024, 12:00 AM to Dec 19, 2024, 10:01 PM		<b>\$35.43</b>
Instagram Post	5,706 Impressions	\$35.43
<b>Post: "Time is running out for earlybird tickets! □□□"</b>		
From Dec 12, 2024, 12:00 AM to Dec 19, 2024, 10:01 PM		<b>\$28.58</b>
Post: "Time is running out for earlybird tickets! □□□"	5,510 Impressions	\$28.58
<b>Instagram post: Time is running out for earlybird...</b>		
From Dec 12, 2024, 12:00 AM to Dec 19, 2024, 10:01 PM		<b>\$55.84</b>
Instagram Post	9,773 Impressions	\$55.84

Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date  
Dec 27, 2024, 7:37 AM

Payment method  
Visa · 5488  
Reference Number: 76CAWHLLC2

Paid

Transaction ID  
8817277435051538-8907581919354427

\$900.00 USD

You're being billed because you reached your \$900.00 payment threshold.

Product Type  
Meta ads

Campaigns

<b>Post: "Time is running out for earlybird tickets! □□□"</b>			<b>\$46.42</b>
From Dec 19, 2024, 12:00 AM to Dec 27, 2024, 7:37 AM			
Post: "Time is running out for earlybird tickets! □□□"	8,462 Impressions		\$46.42
<b>Post: "Help us make waves for a good cause! □□□□"</b>			<b>\$2.44</b>
From Dec 19, 2024, 12:00 AM to Dec 27, 2024, 7:37 AM			
Post: "Help us make waves for a good cause! □□□□"	166 Impressions		\$2.44
<b>Conric   The Balloon Adventure 2025   Purchases   12.5.2024</b>			<b>\$655.07</b>
From Dec 19, 2024, 12:00 AM to Dec 27, 2024, 7:37 AM			
Family Interests   21+   12.5.2024	38,441 Impressions		\$655.07
<b>Instagram post: Help us make waves for a good...</b>			<b>\$3.41</b>
From Dec 19, 2024, 12:00 AM to Dec 27, 2024, 7:37 AM			
Instagram Post	638 Impressions		\$3.41
<b>Instagram post: Time is running out for earlybird...</b>			<b>\$94.05</b>
From Dec 19, 2024, 12:00 AM to Dec 27, 2024, 7:37 AM			
Instagram Post	18,530 Impressions		\$94.05
<b>Post: "Sneak Preview □□□□"</b>			<b>\$41.18</b>
From Dec 19, 2024, 12:00 AM to Dec 27, 2024, 7:37 AM			
Post: "Sneak Preview □□□□"	5,644 Impressions		\$41.18
<b>Instagram post: Sneak Preview □□□□□Here's a peek...</b>			<b>\$41.01</b>
From Dec 19, 2024, 12:00 AM to Dec 27, 2024, 7:37 AM			
Instagram Post	7,869 Impressions		\$41.01
<b>Post: "Thank you so much A. Smith for the review of..."</b>			<b>\$8.77</b>
From Dec 19, 2024, 12:00 AM to Dec 27, 2024, 7:37 AM			

Post: "Thank you so much A. Smith for the review of..."

2,330 Impressions

\$8.77

**Instagram post: Thank you so much A. Smith for...**

From Dec 19, 2024, 12:00 AM to Dec 27, 2024, 7:37 AM

**\$7.65**

Instagram Post

1,644 Impressions

\$7.65

## Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date

Jan 2, 2025, 10:21 AM

Payment method

Visa · 5488

Reference Number: HWGPPG8LC2

Paid

**\$900.00 USD**

Transaction ID

8827353654043918-8899996293446321

You're being billed because you reached your \$900.00 payment threshold.

Product Type

Meta ads

### Campaigns

**Post: "Thank you so much A. Smith for the review of..."**

From Dec 26, 2024, 12:00 AM to Jan 2, 2025, 10:21 AM

**\$66.19**

Post: "Thank you so much A. Smith for the review of..."

16,053 Impressions

\$66.19

**Instagram post: Thank you so much A. Smith for...**

From Dec 26, 2024, 12:00 AM to Jan 2, 2025, 10:21 AM

**\$67.19**

Instagram Post

16,680 Impressions

\$67.19

**Post: "Sneak Preview □□□□"**

From Dec 26, 2024, 12:00 AM to Jan 2, 2025, 10:21 AM

**\$33.71**

Post: "Sneak Preview □□□□"

6,171 Impressions

\$33.71

**Conric | The Balloon Adventure 2025 | Purchases | 12.5.2024**

From Dec 26, 2024, 12:00 AM to Jan 2, 2025, 10:21 AM

**\$570.39**

Family Interests | 21+ | 12.5.2024

34,629 Impressions

\$570.39

**Instagram post: Sneak Preview □□□□□Here's a peek...**

From Dec 26, 2024, 12:00 AM to Jan 2, 2025, 10:21 AM

**\$33.93**

Instagram Post

7,208 Impressions

\$33.93

**Post: "Last chance for earlybird ticket prices! □□□□"**

From Dec 26, 2024, 12:00 AM to Jan 2, 2025, 10:21 AM

**\$66.46**

Post: "Last chance for earlybird ticket prices! □□□□"

18,847 Impressions

\$66.46

**Instagram post: Last chance for earlybird ticket...**

From Dec 26, 2024, 12:00 AM to Jan 2, 2025, 10:21 AM

**\$62.13**

Instagram Post

10,383 Impressions

\$62.13

# Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date

Jan 6, 2025, 9:08 PM

Payment method

Visa - 5488

Reference Number: F8NJEJLLC2

Paid

## \$900.00 USD

Transaction ID

8923872561058694-8964788403633778

You're being billed because you reached your \$900.00 payment threshold.

Product Type

Meta ads

### Campaigns

<b>Post: "Last chance for earlybird ticket prices! □□□□"</b>		<b>\$82.95</b>
From Jan 2, 2025, 12:00 AM to Jan 6, 2025, 9:08 PM		
Post: "Last chance for earlybird ticket prices! □□□□"	20,658 Impressions	\$82.95
<b>Post: "Thank you so much A. Smith for the review of..."</b>		<b>\$0.04</b>
From Jan 2, 2025, 12:00 AM to Jan 6, 2025, 9:08 PM		
Post: "Thank you so much A. Smith for the review of..."	12 Impressions	\$0.04
<b>Conric   The Balloon Adventure 2025   Purchases   12.5.2024</b>		<b>\$729.28</b>
From Jan 2, 2025, 12:00 AM to Jan 6, 2025, 9:08 PM		
Family Interests   21+   12.5.2024	24,170 Impressions	\$342.36
Family Interests   21+   1.2.2025	26,294 Impressions	\$386.92
<b>Instagram post: Thank you so much A. Smith for...</b>		<b>\$0.01</b>
From Jan 2, 2025, 12:00 AM to Jan 6, 2025, 9:08 PM		
Instagram Post	4 Impressions	\$0.01
<b>Instagram post: Last chance for earlybird ticket...</b>		<b>\$87.72</b>
From Jan 2, 2025, 12:00 AM to Jan 6, 2025, 9:08 PM		
Instagram Post	12,016 Impressions	\$87.72

# Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date  
Jan 13, 2025, 3:40 AM

Payment method  
Visa · 5488  
Reference Number: YVLK2JCLC2

Transaction ID  
8979767735469174-8965487140230565

Product Type  
Meta ads

Paid

## \$551.07 USD

Ads spend since Jan 6, 2025.

### Campaigns

<b>Post: "Last chance for earlybird ticket prices! □□□□"</b>			<b>\$0.59</b>
From Jan 6, 2025, 12:00 AM to Jan 11, 2025, 11:59 PM			
Post: "Last chance for earlybird ticket prices! □□□□"	90 Impressions		\$0.59
<b>Instagram post: Last chance for earlybird ticket...</b>			<b>\$0.03</b>
From Jan 6, 2025, 12:00 AM to Jan 11, 2025, 11:59 PM			
Instagram Post	5 Impressions		\$0.03
<b>Conric   The Balloon Adventure 2025   Purchases   12.5.2024</b>			<b>\$477.83</b>
From Jan 6, 2025, 12:00 AM to Jan 11, 2025, 11:59 PM			
Family Interests   21+   1.2.2025	6,152 Impressions		\$88.64
Family Interests   21+   12.5.2024	23,479 Impressions		\$389.19
<b>Instagram post: Dive in early and save! □□□□□The...</b>			<b>\$72.62</b>
From Jan 6, 2025, 12:00 AM to Jan 11, 2025, 11:59 PM			
Instagram Post	18,024 Impressions		\$72.62

## Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date

Jan 13, 2025, 6:42 AM

Payment method

Visa · 5488

Reference Number: QKDQEHYKC2

Transaction ID

8956959517749998-8956959524416664

Product Type

Meta ads

Paid

# \$105.52 USD

Ads spend since Jan 11, 2025.

### Campaigns

**Conric | The Balloon Adventure 2025 | Purchases | 12.5.2024**

From Jan 11, 2025, 12:00 AM to Jan 12, 2025, 11:59 PM

**\$81.95**

Family Interests | 21+ | 12.5.2024

6,128 Impressions

\$81.95

**Instagram post: Dive in early and save! □□□□□The...**

From Jan 11, 2025, 12:00 AM to Jan 12, 2025, 11:59 PM

**\$23.57**

Instagram Post

6,709 Impressions

\$23.57



# Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date  
Jan 26, 2025, 8:15 AM

Payment method  
Visa · 5488  
Reference Number: L7239JGLC2

Transaction ID  
9031527746959841-905557065122215

Product Type  
Meta ads

Paid

## \$900.00 USD

You're being billed because you reached your \$900.00 payment threshold.

### Campaigns

<b>Conric   The Balloon Adventure 2025   Purchases   12.5.2024</b>		<b>\$813.72</b>
From Jan 12, 2025, 12:00 AM to Jan 26, 2025, 8:15 AM		
Family Interests   21+   12.5.2024	65,415 Impressions	\$813.72
<b>Instagram post: Dive in early and save! □□□□□The...</b>		<b>\$53.48</b>
From Jan 12, 2025, 12:00 AM to Jan 26, 2025, 8:15 AM		
Instagram Post	15,629 Impressions	\$53.48
<b>Instagram post: We're bursting with excitement!...</b>		<b>\$32.80</b>
From Jan 12, 2025, 12:00 AM to Jan 26, 2025, 8:15 AM		
Instagram Post	2,607 Impressions	\$32.80

Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date  
Feb 13, 2025, 3:52 AM

Payment method  
Visa · 5488  
Reference Number: FBXBUJQLC2

Transaction ID  
9082968228482456-9299239230188693

Product Type  
Meta ads

Paid

\$329.49 USD

Ads spend since Jan 26, 2025.

Campaigns

<b>Instagram post: We're bursting with excitement!...</b>		<b>\$116.81</b>
From Jan 26, 2025, 12:00 AM to Feb 11, 2025, 11:59 PM		
Instagram Post	8,518 Impressions	\$116.81
<b>Instagram post: Join Us for a One-of-a-Kind...</b>		<b>\$195.83</b>
From Jan 26, 2025, 12:00 AM to Feb 11, 2025, 11:59 PM		
Instagram Post	17,183 Impressions	\$195.83
<b>Conric   The Balloon Adventure 2025   Purchases   12.5.2024</b>		<b>\$3.60</b>
From Jan 26, 2025, 12:00 AM to Feb 11, 2025, 11:59 PM		
Family Interests   21+   WI + Top Cities   2.11.2025	369 Impressions	\$3.60
<b>Instagram post: Attention gills and buoys! Get...</b>		<b>\$13.25</b>
From Jan 26, 2025, 12:00 AM to Feb 11, 2025, 11:59 PM		
Instagram Post	1,202 Impressions	\$13.25

Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date  
Feb 13, 2025, 6:45 AM

Payment method  
Visa · 5488  
Reference Number: LBNJUJQLC2

Transaction ID  
9141271439318800-9174001586045791

Product Type  
Meta ads

Paid

\$106.43 USD

Ads spend since Feb 11, 2025.

Campaigns

<b>Conric   The Balloon Adventure 2025   Purchases   12.5.2024</b>			<b>\$76.96</b>
From Feb 11, 2025, 12:00 AM to Feb 12, 2025, 11:59 PM			
Family Interests   21+   WI + Top Cities   2.11.2025	9,262 Impressions		\$76.96
<b>Instagram post: Attention gills and buoys! Get...</b>			<b>\$29.47</b>
From Feb 11, 2025, 12:00 AM to Feb 12, 2025, 11:59 PM			
Instagram Post	2,760 Impressions		\$29.47

## Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date

Feb 19, 2025, 7:28 PM

Payment method

Visa - 5488

Reference Number: NZEARJUKC2

Paid

# \$900.00 USD

Transaction ID

9186188304827121-9186473284798615

You're being billed because you reached your \$900.00 payment threshold.

Product Type

Meta ads

### Campaigns

<b>Conric   The Balloon Adventure 2025   Purchases   12.5.2024</b>		<b>\$732.29</b>
From Feb 12, 2025, 12:00 AM to Feb 19, 2025, 7:28 PM		
Family Interests   21+   WI + Top Cities   2.11.2025	63,078 Impressions	\$601.44
Family Interests Advantage+   21+   WI + Top Cities   2.18.2025	5,506 Impressions	\$52.56
Local Attraction Interests   21+   WI + Top Cities	6,234 Impressions	\$78.29
<b>Instagram post: Attention gills and buoys! Get...</b>		<b>\$156.59</b>
From Feb 12, 2025, 12:00 AM to Feb 19, 2025, 7:28 PM		
Instagram Post	15,510 Impressions	\$156.59
<b>Event: Deep Sea Shuffle: A Journey from Lake Geneva to the Balloon Adventure</b>		<b>\$1.95</b>
From Feb 12, 2025, 12:00 AM to Feb 19, 2025, 7:28 PM		
Event: Deep Sea Shuffle: A Journey from Lake Geneva to the Balloon Adve...	169 Impressions	\$1.95
<b>Event: The Balloon Adventure -Voyage Into the Deep Sea</b>		<b>\$1.39</b>
From Feb 12, 2025, 12:00 AM to Feb 19, 2025, 7:28 PM		
Event: The Balloon Adventure -Voyage Into the Deep Sea	177 Impressions	\$1.39
<b>Event: Balloon Popping Party: Deflate the Sea</b>		<b>\$2.00</b>
From Feb 12, 2025, 12:00 AM to Feb 19, 2025, 7:28 PM		
Event: Balloon Popping Party: Deflate the Sea	223 Impressions	\$2.00
<b>Event: Tales of the Sea - Family Movie Night</b>		<b>\$2.04</b>
From Feb 12, 2025, 12:00 AM to Feb 19, 2025, 7:28 PM		
Event: Tales of the Sea - Family Movie Night	228 Impressions	\$2.04
<b>Event: Just Keep Raving</b>		<b>\$1.91</b>
From Feb 12, 2025, 12:00 AM to Feb 19, 2025, 7:28 PM		

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Event: Just Keep Raving	252 Impressions	\$1.91
<hr/>		
<b>Event: Rave Under the Wave</b>		<b>\$1.83</b>
From Feb 12, 2025, 12:00 AM to Feb 19, 2025, 7:28 PM		
<hr/>		
Event: Rave Under the Wave	242 Impressions	\$1.83
<hr/>		



# Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date  
**Feb 23, 2025, 9:34 AM**

Payment method  
**Visa · 5488**  
Reference Number: N6MDXJUKC2

Paid

# \$900.00 USD

Transaction ID  
**9240675186045097-9240675192711763**

You're being billed because you reached your \$900.00 payment threshold.

Product Type  
**Meta ads**

## Campaigns

**Conric | The Balloon Adventure 2025 | Purchases | 12.5.2024** **\$448.99**  
From Feb 18, 2025, 12:00 AM to Feb 23, 2025, 9:34 AM

Family Interests   21+   WI + Top Cities   2.11.2025	31,756 Impressions	\$310.74
Family Interests Advantage+   21+   WI + Top Cities   2.18.2025	3,973 Impressions	\$50.05
Local Attraction Interests   21+   WI + Top Cities	5,487 Impressions	\$75.13
Warm Audience Retargeting   2.23.2025	2 Impressions	\$0.23
Family Interests   21+   Milwaukee ONLY   2.23.2025	1,149 Impressions	\$12.84

**Event: The Balloon Adventure -Voyage Into the Deep Sea** **\$97.41**  
From Feb 18, 2025, 12:00 AM to Feb 23, 2025, 9:34 AM

Event: The Balloon Adventure -Voyage Into the Deep Sea	11,391 Impressions	\$97.41
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**Event: Deep Sea Shuffle: A Journey from Lake Geneva to the Balloon Adventure** **\$39.65**  
From Feb 18, 2025, 12:00 AM to Feb 23, 2025, 9:34 AM

Event: Deep Sea Shuffle: A Journey from Lake Geneva to the Balloon Adve...	3,067 Impressions	\$39.65
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**Event: Balloon Popping Party: Deflate the Sea** **\$38.81**  
From Feb 18, 2025, 12:00 AM to Feb 23, 2025, 9:34 AM

Event: Balloon Popping Party: Deflate the Sea	2,571 Impressions	\$38.81
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**Event: Just Keep Raving** **\$38.93**  
From Feb 18, 2025, 12:00 AM to Feb 23, 2025, 9:34 AM

Event: Just Keep Raving	3,187 Impressions	\$38.93
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**Event: Rave Under the Wave** **\$38.74**  
From Feb 18, 2025, 12:00 AM to Feb 23, 2025, 9:34 AM

Event: Rave Under the Wave	2,720 Impressions	
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<b>Event: Tales of the Sea - Family Movie Night</b>		
From Feb 18, 2025, 12:00 AM to Feb 23, 2025, 9:34 AM		<b>\$40.14</b>
Event: Tales of the Sea - Family Movie Night	3,474 Impressions	\$40.14
<b>Post: "We got the spirit, you get to hear it, under the..."</b>		
From Feb 18, 2025, 12:00 AM to Feb 23, 2025, 9:34 AM		<b>\$79.96</b>
Post: "We got the spirit, you get to hear it, under the..."	16,255 Impressions	\$79.96
<b>Instagram post: We got the spirit, you get to...</b>		
From Feb 18, 2025, 12:00 AM to Feb 23, 2025, 9:34 AM		<b>\$77.37</b>
Instagram Post	14,246 Impressions	\$77.37

## Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date  
Feb 25, 2025, 9:03 PM

Payment method  
Visa · 5488  
Reference Number: NMM6RKYKC2

Transaction ID  
9255613144551301-9143181742461106

Product Type  
Meta ads

Paid

**\$900.00 USD**

You're being billed because you reached your \$900.00 payment threshold.

### Campaigns

<b>Post: "We got the spirit, you get to hear it, under the..."</b>		<b>\$74.91</b>
From Feb 22, 2025, 12:00 AM to Feb 25, 2025, 9:03 PM		
Post: "We got the spirit, you get to hear it, under the..."	16,755 Impressions	\$74.91
<b>Conric   The Balloon Adventure 2025   Purchases   12.5.2024</b>		<b>\$466.66</b>
From Feb 22, 2025, 12:00 AM to Feb 25, 2025, 9:03 PM		
Warm Audience Retargeting   2.23.2025	2,814 Impressions	\$89.35
Family Interests   21+   WI + Top Cities   2.11.2025	31,597 Impressions	\$270.93
Family Interests   21+   Milwaukee ONLY   2.23.2025	10,215 Impressions	\$106.38
<b>Event: Rave Under the Wave</b>		<b>\$29.28</b>
From Feb 22, 2025, 12:00 AM to Feb 25, 2025, 9:03 PM		
Event: Rave Under the Wave	1,684 Impressions	\$29.28
<b>Event: Balloon Popping Party: Deflate the Sea</b>		<b>\$29.83</b>
From Feb 22, 2025, 12:00 AM to Feb 25, 2025, 9:03 PM		
Event: Balloon Popping Party: Deflate the Sea	1,520 Impressions	\$29.83
<b>Event: The Balloon Adventure -Voyage Into the Deep Sea</b>		<b>\$72.39</b>
From Feb 22, 2025, 12:00 AM to Feb 25, 2025, 9:03 PM		
Event: The Balloon Adventure -Voyage Into the Deep Sea	8,462 Impressions	\$72.39
<b>Event: Just Keep Raving</b>		<b>\$28.57</b>
From Feb 22, 2025, 12:00 AM to Feb 25, 2025, 9:03 PM		
Event: Just Keep Raving	2,363 Impressions	\$28.57
<b>Event: Deep Sea Shuffle: A Journey from Lake Geneva to the Balloon Adventure</b>		<b>\$28.46</b>
From Feb 22, 2025, 12:00 AM to Feb 25, 2025, 9:03 PM		

Event: Deep Sea Shuffle: A Journey from Lake Geneva to the Balloon Adve...	2,052 Impressions	\$28.46
<hr/>		
<b>Event: Tales of the Sea - Family Movie Night</b>		<b>\$27.91</b>
From Feb 22, 2025, 12:00 AM to Feb 25, 2025, 9:03 PM		
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Event: Tales of the Sea - Family Movie Night	2,599 Impressions	\$27.91
<hr/>		
<b>Instagram post: We got the spirit, you get to...</b>		<b>\$75.05</b>
From Feb 22, 2025, 12:00 AM to Feb 25, 2025, 9:03 PM		
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Instagram Post	15,954 Impressions	\$75.05
<hr/>		
<b>Instagram post: The Balloon Adventure presents:...</b>		<b>\$33.80</b>
From Feb 22, 2025, 12:00 AM to Feb 25, 2025, 9:03 PM		
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Instagram Post	3,354 Impressions	\$33.80
<hr/>		
<b>Post: "The Balloon Adventure presents: Tales of the Sea..."</b>		<b>\$33.14</b>
From Feb 22, 2025, 12:00 AM to Feb 25, 2025, 9:03 PM		
<hr/>		
Post: "The Balloon Adventure presents: Tales of the Sea..."	6,969 Impressions	\$33.14
<hr/>		

## Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date  
Feb 28, 2025, 11:09 AM

Payment method  
Visa · 5488  
Reference Number: D4QY5MLLC2

Transaction ID  
9271580292954586-9230839583695322

Product Type  
Meta ads

Paid

# \$900.00 USD

You're being billed because you reached your \$900.00 payment threshold.

### Campaigns

**Post: "The Balloon Adventure presents: Tales of the Sea..."** **\$69.68**  
From Feb 24, 2025, 12:00 AM to Feb 28, 2025, 11:09 AM

Post: "The Balloon Adventure presents: Tales of the Sea..."	12,676 Impressions	\$69.68
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**Conric | The Balloon Adventure 2025 | Purchases | 12.5.2024** **\$402.48**  
From Feb 24, 2025, 12:00 AM to Feb 28, 2025, 11:09 AM

Family Interests   21+   Milwaukee ONLY   2.23.2025	6,267 Impressions	\$78.80
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Warm Audience Retargeting   2.23.2025	1,512 Impressions	\$32.08
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Family Interests   21+   WI + Top Cities   2.11.2025	25,237 Impressions	\$291.60
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**Event: Balloon Popping Party: Deflate the Sea** **\$28.60**  
From Feb 24, 2025, 12:00 AM to Feb 28, 2025, 11:09 AM

Event: Balloon Popping Party: Deflate the Sea	1,266 Impressions	\$28.60
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**Event: The Balloon Adventure -Voyage Into the Deep Sea** **\$75.72**  
From Feb 24, 2025, 12:00 AM to Feb 28, 2025, 11:09 AM

Event: The Balloon Adventure -Voyage Into the Deep Sea	6,302 Impressions	\$75.72
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**Post: "We got the spirit, you get to hear it, under the..."** **\$45.13**  
From Feb 24, 2025, 12:00 AM to Feb 28, 2025, 11:09 AM

Post: "We got the spirit, you get to hear it, under the..."	13,865 Impressions	\$45.13
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**Event: Deep Sea Shuffle: A Journey from Lake Geneva to the Balloon Adventure** **\$28.45**  
From Feb 24, 2025, 12:00 AM to Feb 28, 2025, 11:09 AM

Event: Deep Sea Shuffle: A Journey from Lake Geneva to the Balloon Adve...	1,725 Impressions	\$28.45
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**Event: Rave Under the Wave** **\$29.23**  
From Feb 24, 2025, 12:00 AM to Feb 28, 2025, 11:09 AM

Event: Rave Under the Wave	1,411 Impressions	\$29.23
<b>Event: Tales of the Sea - Family Movie Night</b> From Feb 24, 2025, 12:00 AM to Feb 28, 2025, 11:09 AM		<b>\$28.69</b>
Event: Tales of the Sea - Family Movie Night	2,070 Impressions	\$28.69
<b>Event: Just Keep Raving</b> From Feb 24, 2025, 12:00 AM to Feb 28, 2025, 11:09 AM		<b>\$29.51</b>
Event: Just Keep Raving	1,916 Impressions	\$29.51
<b>Instagram post: The Balloon Adventure presents:...</b> From Feb 24, 2025, 12:00 AM to Feb 28, 2025, 11:09 AM		<b>\$67.95</b>
Instagram Post	5,658 Impressions	\$67.95
<b>Instagram post: We got the spirit, you get to...</b> From Feb 24, 2025, 12:00 AM to Feb 28, 2025, 11:09 AM		<b>\$47.02</b>
Instagram Post	9,181 Impressions	\$47.02
<b>Post: "One week until we embark on The Balloon..."</b> From Feb 24, 2025, 12:00 AM to Feb 28, 2025, 11:09 AM		<b>\$25.33</b>
Post: "One week until we embark on The Balloon..."	4,707 Impressions	\$25.33
<b>Instagram post: One week until we embark on The...</b> From Feb 24, 2025, 12:00 AM to Feb 28, 2025, 11:09 AM		<b>\$22.21</b>
Instagram Post	4,388 Impressions	\$22.21



## Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date

Mar 2, 2025, 3:42 PM

Payment method

Visa · 5488

Reference Number: 29MULLCLC2

Paid

**\$900.00 USD**

Transaction ID

9243951962384084-9172477156198231

You're being billed because you reached your \$900.00 payment threshold.

Product Type

Meta ads

### Campaigns

Campaign Name	Start Date	End Date	Total Impressions	Total Cost
<b>Conric   The Balloon Adventure 2025   Purchases   12.5.2024</b>	From Feb 27, 2025, 12:00 AM	to Mar 2, 2025, 3:42 PM		<b>\$538.97</b>
Family Interests   21+   WI + Top Cities   2.11.2025			22,178 Impressions	\$252.76
Family Interests   21+   Milwaukee ONLY   2.23.2025			7,995 Impressions	\$94.21
Warm Audience Retargeting   2.23.2025			1,739 Impressions	\$35.96
Family Interests   21+   12.5.2024			13,586 Impressions	\$156.04
<b>Instagram post: The Balloon Adventure presents:...</b>	From Feb 27, 2025, 12:00 AM	to Mar 2, 2025, 3:42 PM		<b>\$66.09</b>
Instagram Post			7,533 Impressions	\$66.09
<b>Instagram post: One week until we embark on The...</b>	From Feb 27, 2025, 12:00 AM	to Mar 2, 2025, 3:42 PM		<b>\$80.49</b>
Instagram Post			16,144 Impressions	\$80.49
<b>Event: Deep Sea Shuffle: A Journey from Lake Geneva to the Balloon Adventure</b>	From Feb 27, 2025, 12:00 AM	to Mar 2, 2025, 3:42 PM		<b>\$1.49</b>
Event: Deep Sea Shuffle: A Journey from Lake Geneva to the Balloon Adve...			107 Impressions	\$1.49
<b>Post: "One week until we embark on The Balloon..."</b>	From Feb 27, 2025, 12:00 AM	to Mar 2, 2025, 3:42 PM		<b>\$82.34</b>
Post: "One week until we embark on The Balloon..."			20,942 Impressions	\$82.34
<b>Event: Balloon Popping Party: Deflate the Sea</b>	From Feb 27, 2025, 12:00 AM	to Mar 2, 2025, 3:42 PM		<b>\$0.76</b>
Event: Balloon Popping Party: Deflate the Sea			46 Impressions	\$0.76

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<b>Event: Rave Under the Wave</b>		<b>\$0.89</b>
From Feb 27, 2025, 12:00 AM to Mar 2, 2025, 3:42 PM		
Event: Rave Under the Wave	69 Impressions	\$0.89
<b>Event: Just Keep Raving</b>		<b>\$1.07</b>
From Feb 27, 2025, 12:00 AM to Mar 2, 2025, 3:42 PM		
Event: Just Keep Raving	79 Impressions	\$1.07
<b>Event: Tales of the Sea - Family Movie Night</b>		<b>\$1.15</b>
From Feb 27, 2025, 12:00 AM to Mar 2, 2025, 3:42 PM		
Event: Tales of the Sea - Family Movie Night	118 Impressions	\$1.15
<b>Event: The Balloon Adventure -Voyage Into the Deep Sea</b>		<b>\$59.76</b>
From Feb 27, 2025, 12:00 AM to Mar 2, 2025, 3:42 PM		
Event: The Balloon Adventure -Voyage Into the Deep Sea	5,354 Impressions	\$59.76
<b>Post: "The Balloon Adventure presents: Tales of the Sea..."</b>		<b>\$66.99</b>
From Feb 27, 2025, 12:00 AM to Mar 2, 2025, 3:42 PM		
Post: "The Balloon Adventure presents: Tales of the Sea..."	12,348 Impressions	\$66.99

Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date

Mar 4, 2025, 4:01 PM

Payment method

Visa · 5488

Reference Number: GWJ2YKQLC2

Paid

\$900.00 USD

Transaction ID

9423886984390583-9186043031508310

You're being billed because you reached your \$900.00 payment threshold.

Product Type

Meta ads

Campaigns

Post: "One week until we embark on The Balloon..."

From Mar 1, 2025, 12:00 AM to Mar 4, 2025, 4:01 PM

\$72.65

Post: "One week until we embark on The Balloon..."

23,183 Impressions

\$72.65

Conric | The Balloon Adventure 2025 | Purchases | 12.5.2024

From Mar 1, 2025, 12:00 AM to Mar 4, 2025, 4:01 PM

\$626.83

Family Interests | 21+ | Milwaukee ONLY | 2.23.2025

14,538 Impressions

\$150.59

Warm Audience Retargeting | 2.23.2025

3,883 Impressions

\$82.06

Family Interests | 21+ | 12.5.2024

4,732 Impressions

\$75.81

Family Interests | 21+ | WI + Top Cities | 2.11.2025

32,471 Impressions

\$318.37

Event: The Balloon Adventure -Voyage Into the Deep Sea

From Mar 1, 2025, 12:00 AM to Mar 4, 2025, 4:01 PM

\$65.11

Event: The Balloon Adventure -Voyage Into the Deep Sea

6,088 Impressions

\$65.11

Post: "The Balloon Adventure presents: Tales of the Sea..."

From Mar 1, 2025, 12:00 AM to Mar 4, 2025, 4:01 PM

\$30.19

Post: "The Balloon Adventure presents: Tales of the Sea..."

6,147 Impressions

\$30.19

Instagram post: The Balloon Adventure presents:...

From Mar 1, 2025, 12:00 AM to Mar 4, 2025, 4:01 PM

\$31.16

Instagram Post

3,680 Impressions

\$31.16

Instagram post: One week until we embark on The...

From Mar 1, 2025, 12:00 AM to Mar 4, 2025, 4:01 PM

\$74.06

Instagram Post

15,738 Impressions

\$74.06

Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date

Mar 7, 2025, 7:26 AM

Payment method

Visa · 5488

Reference Number: BDEQVLCLC2

Paid

\$900.00 USD

Transaction ID

9225323957580215-9282192265226724

You're being billed because you reached your \$900.00 payment threshold.

Product Type

Meta ads

Campaigns

<b>Conric   The Balloon Adventure 2025   Purchases   12.5.2024</b>		<b>\$729.42</b>
From Mar 3, 2025, 12:00 AM to Mar 7, 2025, 7:26 AM		
Family Interests   21+   WI + Top Cities   2.11.2025	39,233 Impressions	\$412.91
Warm Audience Retargeting   2.23.2025	7,388 Impressions	\$160.19
Family Interests   21+   Milwaukee ONLY   2.23.2025	12,680 Impressions	\$156.32
<b>Instagram post: One week until we embark on The...</b>		<b>\$72.99</b>
From Mar 3, 2025, 12:00 AM to Mar 7, 2025, 7:26 AM		
Instagram Post	15,109 Impressions	\$72.99
<b>Post: "One week until we embark on The Balloon..."</b>		<b>\$69.68</b>
From Mar 3, 2025, 12:00 AM to Mar 7, 2025, 7:26 AM		
Post: "One week until we embark on The Balloon..."	25,070 Impressions	\$69.68
<b>Event: The Balloon Adventure -Voyage Into the Deep Sea</b>		<b>\$27.91</b>
From Mar 3, 2025, 12:00 AM to Mar 7, 2025, 7:26 AM		
Event: The Balloon Adventure -Voyage Into the Deep Sea	2,087 Impressions	\$27.91

14



# Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date

Mar 9, 2025, 7:06 PM

Payment method

Visa - 5488

Reference Number: TL432MCLC2

Paid

## \$900.00 USD

Transaction ID

9240225396090071-9240225406090070

You're being billed because you reached your \$900.00 payment threshold.

Product Type

Meta ads

### Campaigns

**Conric | The Balloon Adventure 2025 | Purchases | 12.5.2024**

**\$728.71**

From Mar 6, 2025, 12:00 AM to Mar 9, 2025, 7:06 PM

Family Interests   21+   Milwaukee ONLY   2.23.2025	10,973 Impressions	\$155.83
Family Interests   21+   WI + Top Cities   2.11.2025	33,805 Impressions	\$419.88
Warm Audience Retargeting   2.23.2025	7,125 Impressions	\$153.00

**Post: "☐☐ Save \$5 by Purchasing Your Tickets Online!☐☐"**

**\$87.05**

From Mar 6, 2025, 12:00 AM to Mar 9, 2025, 7:06 PM

Post: "☐☐ Save \$5 by Purchasing Your Tickets Online!☐☐"	22,116 Impressions	\$87.05
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**Instagram post: ☐☐ Save \$5 by Purchasing Your...**

**\$84.24**

From Mar 6, 2025, 12:00 AM to Mar 9, 2025, 7:06 PM

Instagram Post	18,279 Impressions	\$84.24
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Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date  
Mar 12, 2025, 7:52 AM

Payment method  
Visa · 5488  
Reference Number: SHNJ6MCLC2

Transaction ID  
9471940766251871-9279887952123823

Product Type  
Meta ads

Paid

\$900.00 USD

You're being billed because you reached your \$900.00 payment threshold.

Campaigns

Conric | The Balloon Adventure 2025 | Purchases | 12.5.2024 **\$634.40**  
From Mar 8, 2025, 12:00 AM to Mar 12, 2025, 7:52 AM

Family Interests   21+   WI + Top Cities   2.11.2025	34,883 Impressions	\$387.32
Warm Audience Retargeting   2.23.2025	7,965 Impressions	\$138.50
Family Interests   21+   Milwaukee ONLY   2.23.2025	8,285 Impressions	\$108.58

Post: "□□ Save \$5 by Purchasing Your Tickets Online!□□" **\$91.29**  
From Mar 8, 2025, 12:00 AM to Mar 12, 2025, 7:52 AM

Post: "□□ Save \$5 by Purchasing Your Tickets Online!□□"	27,058 Impressions	\$91.29
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Instagram post: □□ Save \$5 by Purchasing Your... **\$89.60**  
From Mar 8, 2025, 12:00 AM to Mar 12, 2025, 7:52 AM

Instagram Post	19,888 Impressions	\$89.60
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Instagram post: Experience the magic of The... **\$54.06**  
From Mar 8, 2025, 12:00 AM to Mar 12, 2025, 7:52 AM

Instagram Post	2,782 Impressions	\$54.06
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[03/11/2025] Promoting <https://531fund.org/the-balloon-adventure/> **\$30.65**  
From Mar 8, 2025, 12:00 AM to Mar 12, 2025, 7:52 AM

[03/11/2025] Promoting <a href="https://531fund.org/the-balloon-adventure/">https://531fund.org/the-balloon-adventure/</a>	3,497 Impressions	\$30.65
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Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date  
Mar 13, 2025, 6:10 AM

Payment method  
Visa · 5488  
Reference Number: PCZ88MCLC2

Transaction ID  
9352578168188131-9261526057293338

Product Type  
Meta ads

Paid

\$376.46 USD

Ads spend since Mar 11, 2025.

Campaigns

<b>Conric   The Balloon Adventure 2025   Purchases   12.5.2024</b>		<b>\$217.71</b>
From Mar 11, 2025, 12:00 AM to Mar 12, 2025, 11:59 PM		
Family Interests   21+   WI + Top Cities   2.11.2025	12,397 Impressions	\$150.33
Warm Audience Retargeting   2.23.2025	3,574 Impressions	\$67.25
Family Interests   21+   Milwaukee ONLY   2.23.2025	6 Impressions	\$0.13
<b>Post: "☐☐ Save \$5 by Purchasing Your Tickets Online!☐☐"</b>		<b>\$28.68</b>
From Mar 11, 2025, 12:00 AM to Mar 12, 2025, 11:59 PM		
Post: "☐☐ Save \$5 by Purchasing Your Tickets Online!☐☐"	9,462 Impressions	\$28.68
<b>[03/11/2025] Promoting https://531fund.org/the-balloon-adventure/</b>		<b>\$50.89</b>
From Mar 11, 2025, 12:00 AM to Mar 12, 2025, 11:59 PM		
[03/11/2025] Promoting https://531fund.org/the-balloon-adventure/	5,988 Impressions	\$50.89
<b>Instagram post: Experience the magic of The...</b>		<b>\$49.64</b>
From Mar 11, 2025, 12:00 AM to Mar 12, 2025, 11:59 PM		
Instagram Post	2,329 Impressions	\$49.64
<b>Instagram post: ☐☐ Save \$5 by Purchasing Your...</b>		<b>\$29.54</b>
From Mar 11, 2025, 12:00 AM to Mar 12, 2025, 11:59 PM		
Instagram Post	6,139 Impressions	\$29.54

Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date  
Mar 14, 2025, 11:52 PM

Payment method  
Visa · 5488  
Reference Number: KPSQGL8LC2

Transaction ID  
9297427227036562-9330060053773278

Product Type  
Meta ads

Paid

\$900.00 USD

You're being billed because you reached your \$900.00 payment threshold.

Campaigns

<b>Conric   The Balloon Adventure 2025   Purchases   12.5.2024</b>		<b>\$560.09</b>
From Mar 12, 2025, 12:00 AM to Mar 14, 2025, 11:52 PM		
Family Interests   21+   WI + Top Cities   2.11.2025	32,276 Impressions	\$372.16
Warm Audience Retargeting   2.23.2025	10,236 Impressions	\$187.93
<b>[03/11/2025] Promoting <a href="https://531fund.org/the-balloon-adventure/">https://531fund.org/the-balloon-adventure/</a></b>		<b>\$126.26</b>
From Mar 12, 2025, 12:00 AM to Mar 14, 2025, 11:52 PM		
[03/11/2025] Promoting <a href="https://531fund.org/the-balloon-adventure/">https://531fund.org/the-balloon-adventure/</a>	16,497 Impressions	\$126.26
<b>Post: "👉👉 Save \$5 by Purchasing Your Tickets Online!👉👉"</b>		<b>\$42.96</b>
From Mar 12, 2025, 12:00 AM to Mar 14, 2025, 11:52 PM		
Post: "👉👉 Save \$5 by Purchasing Your Tickets Online!👉👉"	13,890 Impressions	\$42.96
<b>Instagram post: 👉👉 Save \$5 by Purchasing Your...</b>		<b>\$47.61</b>
From Mar 12, 2025, 12:00 AM to Mar 14, 2025, 11:52 PM		
Instagram Post	9,976 Impressions	\$47.61
<b>Instagram post: Experience the magic of The...</b>		<b>\$123.08</b>
From Mar 12, 2025, 12:00 AM to Mar 14, 2025, 11:52 PM		
Instagram Post	6,050 Impressions	\$123.08

Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date  
Mar 24, 2025, 4:42 PM

Payment method  
Visa - 5488  
Reference Number: Z5D72M8LC2

Transaction ID  
9358179794294638-9411883765590900

Product Type  
Meta ads

Paid

\$589.49 USD

You requested this manual payment.

Campaigns

<b>[03/11/2025] Promoting <a href="https://531fund.org/the-balloon-adventure/">https://531fund.org/the-balloon-adventure/</a></b>			<b>\$43.69</b>
From Mar 13, 2025, 12:00 AM to Mar 16, 2025, 11:59 PM			
[03/11/2025] Promoting <a href="https://531fund.org/the-balloon-adventure/">https://531fund.org/the-balloon-adventure/</a>	6,654 Impressions		\$43.69
<b>Conric   The Balloon Adventure 2025   Purchases   12.5.2024</b>			<b>\$531.64</b>
From Mar 13, 2025, 12:00 AM to Mar 16, 2025, 11:59 PM			
Warm Audience Retargeting   2.23.2025	9,524 Impressions		\$184.99
Family Interests   21+   WI + Top Cities   2.11.2025	33,164 Impressions		\$346.65
<b>Instagram post: Experience the magic of The...</b>			<b>\$14.16</b>
From Mar 13, 2025, 12:00 AM to Mar 16, 2025, 11:59 PM			
Instagram Post	628 Impressions		\$14.16

**kimberlyvoller@531fund.org**

**From:** WO Payments Suite <noreply@payments.wocentral.com>  
**Sent:** Thursday, February 20, 2025 8:18 AM  
**To:** Kimberly Voller  
**Subject:** WO Payments Suite - Payment Processed

*Balloon Payment  
Advertiser  
Amount Paid*



Hi Kimberly,

A payment PMT1203433 was made to Nexstar for \$5,000.00 using check XXXXX6706 and was processed on 02/20/2025 06:17:50 am PT for the following

TYPE	ITEM#	DATE	PROPERTY	AGENCY	ADVERTISER	TOTAL	AMOUNT PAID
Order	4760303A	02/20/25	WGN-CW	531 Fund	531 Fund	2,000.00	2,000.00
Order	4760303B	02/11/25	IWGN	531 Fund	531 Fund	1,500.00	1,500.00
Order	4760303C	02/20/25	IWGN	531 Fund	531 Fund	1,500.00	1,500.00
<b>Total Paid:</b>						<b>5,000.00</b>	<b>5,000.00</b>

If you would like to view the full details of the item(s) listed above, please Login

**Please note:**

ACH payments are not considered paid until the transaction has cleared your bank and funds have been received by the Broadcaster.  
Thank you,  
The Nexstar Team

For additional questions relating to setting up your account, notifications, and/or making payments, please reach out to Nexstar directly.

*(B) [Signature]*



Lake 961, WLKG-FM  
500 Interchange North  
Suite 100  
Lake Geneva, WI 53147  
(262) 249-9600

# WLKG-FM Statement of Account

Account ID: 0277  
Statement Date: 3/1/2025  
Account Rep: Tessa August

Please Pay This Amount **\$1,000.00**

Amount Paid: \_\_\_\_\_

531 FUND  
PO BOX 519  
WILLIAMS BAY, WI 53191

*BA Marketing*

TERMS: NET 15 DAYS

Sponsor: 531 Fund

Page 1

Reference	Date	Type	Description	Amount	Balance
25020041	2/28/2025	INV	Invoice: WLKG-FM 0277-005 February/March 2025 [1-Facebook Posts / 1-Package Billing / 45-:30 Spot	1,000.00	1,000.00
<b>Statement Total:</b>				<b>\$1,000.00</b>	



**Santa Cause Inc.**  
Charity  
PO Box 519  
Williams Bay, WI 53191  
262-475-6333

1409



PAY TO THE ORDER OF

WLKG-FM

DATE 3/11/2025

\$ 1000

One thousand

DOLLARS

FOR

BA Marketing

*Humberto J. Miller*

⑈001409⑈ ⑆075900973⑆ 30166706⑈

*BA Marketing*

Please Pay This Amount **\$1,000.00**

Current	31-60 Days	61-90 Days	91-120 Days	121+ Days	Total Due
\$1,000.00					\$1,000.00



Balloon Adventure  
Marketing

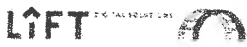
Payment receipt

**You paid \$1,250.00**

to OnMilwaukee.com, LLC on 2/21/2025

Invoice no.	15250
Invoice amount	\$1,250.00
<b>Total</b>	<b>\$1,250.00</b>
Status	Paid
Payment method	Bank
Authorization ID	AAJCG2UF

Thank you



**OnMilwaukee.com, LLC**

+14142720557

onmilwaukee.com | quickbooks@onmilwaukee.com  
735 North Water Street, Suite 1120, Milwaukee, WI 53202

No additional transfer fees or taxes apply.

Intuit Payments Inc (IPI) processes payments as an agent of the business. Payments processed by IPI constitutes payment to the business and satisfies your obligation to pay the business, including in connection with any dispute or case, in law or equity. Money movement services are provided by IPI pursuant to IPI's licenses (NMLS #1096819, <https://www.intuit.com/legal/licenses/payment-licenses>). IPI is located at 2700 Coast Avenue, Mountain View, CA 94043, 1-888-536-4801.

Ⓟ  
2/21/2025

**kimberlyvoller@531fund.org**

**From:** NoReply@Marketron.com  
**Sent:** Tuesday, April 1, 2025 1:37 PM  
**To:** kimberlyvoller@531Fund.org  
**Subject:** Payment Confirmation To: Big Radio - Janesville



Thank you Kimberly Voller for your payment of **\$1800.00** dated 04/01/2025 12:37:05 PM Mountain Daylight Time. Please keep the following information for your records.

Your Payment has been processed for: **Big Radio - Janesville**  
ACH / eCheck: Account Ending In 6706  
Client Name: 531 Fund Balloon Adventure  
Payment Number: **PN376481**  
Transaction Id: **a2b15e78-1989-49f4-b105-7550215b2c7c**

**Payment Details:**

Description	Advertiser	Station	Amount	Total
84454-2	531 Fund Balloon Adventure	WJVL-FM	\$1800.00	\$1800.00
<b>Total Payment:</b>			<b>\$1800.00</b>	<b>\$1800.00</b>

# City of Lake Geneva Tourism Commission Reimbursement Form

Revised May, 2025

Name: Mike Kramp, CEO

Organization Name: Geneva Lakes Family YMCA

Payment made Payable to: Geneva Lakes Family YMCA

Remittance Address: 203 S. Wells Street, Lake Geneva, WI 53147

Contact Phone #: 262.248.6211 x18 Email: mike.kramp@glymca.org

- Please use the table below to list invoices for reimbursement; remember to attach copies of paid invoices for verification. Reimbursement forms need to include the Grant Evaluation Form before grant funds will be released.

Invoice Date	Invoice #	Vendor Name	Purchase Description	Purchase Amount	Date Paid
04/21/2025	4374	Midwest Athletic Fields LLC	Spring maintenance of Fields 1-5. See attached quote with work details for each field.	\$57,600	04/21/205
05/09/2025	4391	Midwest Athletic Fields LLC	Spring maintenance of Fields 1-5. See attached quote with work details for each field.	\$45,950	05/09/2025

## Grant Evaluation Form

Revised May 2025

The City of Lake Geneva Tourism Commission provided funds for your organization's promotional efforts. As required by our guidelines, in return for our investment, you must provide an evaluation of the results of this promotional effort within forty-five (45) days of its completion. This shall be remitted along with marketing materials and paid receipts before grant dollars will be authorized and distributed. Please note that evaluations will be reviewed when consideration of future grants are requested by your organization. Forward all of the required information to:

[cityadmin@cityoflakegeneva.gov](mailto:cityadmin@cityoflakegeneva.gov)

or mail to

City of Lake Geneva

626 Geneva Street

Lake Geneva, WI 53147

### **1. Provide a final media synopsis that includes the following information:**

#### **a. Number of customer responses generated from type of media utilized.**

A total of 11 weekend tournaments were estimated for the 2025 baseball/softball season. A total of 11 weekend tournaments have been scheduled.

#### **b. What media did you use in your campaign?**

The Geneva Lakes Family YMCA does not directly market these tournaments. Availability of Veterans Park for tournament play is emailed to a number of organizations that include: Baseball 265, Crush Tidal Waves (CTW) Softball and American Legion Post 24. They send out this information to all travel teams throughout the Midwest to schedule their tournament space. However, the YMCA does create a "Data & Deals" page on their website that is communicated to all travel teams when they register for tournament play at Veterans Park. This website page helps identify places to stay, eat, shop and visit in the City of Lake Geneva and can be found at [GenevaLakesFamilyYMCA.org/baseball](http://GenevaLakesFamilyYMCA.org/baseball)

#### **c. What were your target markets?**

Our target markets were baseball/softball organizations throughout Wisconsin and portions of the Midwest that are involved in tournament travel play.

### **2. In your grant application you listed estimated number of attendees. What were your actual results?**

To date, we have hosted 5 tournaments at Veterans Park bringing in an average of 30 teams per tournament (which is up from our initial proposal of 25 teams per tournament). Based on this increase we have had approximately 6,750 visitors at Veterans Park since tournament play began in April. This is an increase of 1,125 more attendees.

Baseball and softball games are still being played at Veterans Park through July of 2025, there is a break in August and then the final tournament is scheduled in September 2025.

**3. In your grant application you listed estimated number of overnight stays. Please approximate number of City of Lake Geneva hotel room nights booked and how that estimate was attained.**

To date, there have been 5 tournaments played through June 1, 2025. We estimate that there have been 3,375 overnight stays. This estimate is based on the following calculation:

A total of five-weekend tournaments (Friday-Sunday) have been hosted at Veterans Park since April 2025. Each tournament brings in an average of 30 teams. There is approximately 15 players and coaches on each team which represents 15 families per team with an average of 3 individuals per family unit.

Based on that conservative number a total of 6,750 attendees have been present at Veterans Park for the 2025 baseball/softball tournament play since April. (30 teams X 15 players per team=450 team players X 3 (average size of family/guests accompanying player)=1,350 X 5 tournaments to date=6,750 attendees.

Given the distance these teams are coming to play in the tournament and the length of tournament play (double elimination), it is guaranteed that they will all stay a MINIMUM of one night. If there are 15 families per team and there are 30 teams that participate in ONE tournament there are approximately 450 families (15 families X 30 teams) that will need overnight accommodations for at LEAST ONE NIGHT, FOR ONE TOURNAMENT.

To be conservative, we will then say that at LEAST HALF of these teams will need to stay one additional night which would equate to an additional 225 overnight stays (450/2). We then need to take 450 stays for one night and add the additional 225 stays for those families needing to spend a second night in Lake Geneva for tournament play on Sunday. That total then equals 675 overnight weekend stays for ONE tournament.

A total of five tournaments have been played to date. We need to take the approximate 675 overnights for one tournament with an average of 30 teams and multiply that by five to get the approximate number of 3,375 overnight stays to date.

**4. Provide an income and expense statement to include actual paid receipts. Any items that are grouped together in a category (I.e. contributions cash or in-kind trade) must be detailed on a separate sheet.**

There is not a need to provide an income/expense statement. There was only one vendor who provided the service that generated only one invoice that totaled the amount in our initial grant request. That backup has been attached to this reimbursement form.

**5. Please include any additional information you would consider pertinent in summarizing your promotion/event.**

The City of Lake Geneva Tourism Commission updated logo was added to our “Data & Deals” website page. A copy of this can be found in this packet or it can be viewed at [GenevaLakesYMCA.org/baseball](http://GenevaLakesYMCA.org/baseball).

Completed by: Mike Coolidge, Sports Operations Director, Geneva Lakes Family YMCA  
mike.coolidge@glymca.org | 262.248.6211 x30

Midwest Athletic Fields LLC  
 323 William St P.O. Box 76  
 Watertown, WI 53094  
 lana@midwestaf.com  
 www.midwestaf.com



# INVOICE

**BILL TO**  
 Geneva Lakes Family YMCA  
 Attn: Mike Coolidge  
 203 S. Wells St.  
 Lake Geneva, WI 53147

**INVOICE #** 4375  
**DATE** 04/16/2025  
**DUE DATE** 05/16/2025  
**TERMS** Net 30

**PROJECT** Veterans Park  
**SALES REP** JJV

	DESCRIPTION	QTY	RATE	AMOUNT
<b>Baseball Field</b>	<b>MOLITOR FIELD:</b> -Edge all grass edges to remove lip. -Add 115 tons of Quick Pitch Infield Mix. -Laser grade and compact. -Adjust all base anchors, home plate and pitching rubber. Replace if necessary.	1	20,350.00	20,350.00
<b>Baseball Field</b>	<b>MOLITOR JUNIOR FIELD-</b> -Edge all grass edges to remove lip. -Add 69 tons of Quick Pitch Infield Mix. -Laser grade and compact. -Adjust all base anchors, home plate and pitching rubber. Replace if necessary.	1	13,500.00	13,500.00

PAID

Thank you for your business!

**PAYMENT**  
**BALANCE DUE**

33,850.00  
**\$0.00**

Midwest Athletic Fields LLC  
 323 William St P.O. Box 76  
 Watertown, WI 53094  
 lana@midwestaf.com  
 www.midwestaf.com



# INVOICE

**BILL TO**  
 Geneva Lakes Family YMCA  
 Attn: Mike Coolidge  
 203 S. Wells St.  
 Lake Geneva, WI 53147

**INVOICE #** 4384  
**DATE** 04/28/2025  
**DUE DATE** 05/28/2025  
**TERMS** Net 30

**PROJECT** Portable Turf Mound  
**SALES REP** JJV

	DESCRIPTION	QTY	RATE	AMOUNT
<b>Baseball Field</b>	-Remove existing pitcher's mound. -Dig out an area 30x15' wide. -Remove 3" of grass and topsoil in that area. -Install limestone base and compact. -Install 40 oz. face weight padded turf. -Provide and install VM8 portable pitcher's mound.	1	12,100.00	12,100.00

PAID

Thank you for your business!

**PAYMENT**  
**BALANCE DUE**

12,100.00  
**\$0.00**

Midwest Athletic Fields LLC  
 323 William St P.O. Box 76  
 Watertown, WI 53094  
 lana@midwestaf.com  
 www.midwestaf.com



# INVOICE

**BILL TO**  
 Geneva Lakes Family YMCA  
 Attn: Mike Coolidge  
 203 S. Wells St.  
 Lake Geneva, WI 53147

**INVOICE #** 4374  
**DATE** 04/14/2025  
**DUE DATE** 05/14/2025  
**TERMS** Net 30

**PROJECT** 4 SB Fields  
**SALES REP** JJV

	DESCRIPTION	QTY	RATE	AMOUNT
<b>Softball Field</b>	NORTHEAST FIELD: -Edge all grass edges to remove lip. -Add 92 tons of Quick Pitch Infield Mix. -Laser grade and compact. -Adjust all base anchors, home plate and pitching rubber. Replace if necessary.14400	1	14,400.00	14,400.00
<b>Softball Field</b>	SOUTHEAST FIELD: -Edge all grass edges to remove lip. -Add 92 tons of Quick Pitch Infield Mix. -Laser grade and compact. -Adjust all base anchors, home plate and pitching rubber. Replace if necessary.	1	14,400.00	14,400.00
<b>Softball Field</b>	NORTHWEST FIELD: -Edge all grass edges to remove lip. -Add 92 tons of Quick Pitch Infield Mix. -Laser grade and compact. -Adjust all base anchors, home plate and pitching rubber. Replace if necessary.	1	14,400.00	14,400.00
<b>Softball Field</b>	SOUTHWEST FIELD: -Edge all grass edges to remove lip. -Add 92 tons of Quick Pitch Infield	1	14,400.00	14,400.00

PAID

DESCRIPTION	QTY	RATE	AMOUNT
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Mix.  
-Laser grade and compact.  
-Adjust all base anchors, home plate and pitching rubber. Replace if necessary.

Thank you for your business!

PAYMENT  
BALANCE DUE

57,600.00  
**\$0.00**

A PLUS GRAPHICS AND PRIN  
98 EAST MAIN STREET  
LAKE GENEVA, WI. 53147  
262-949-0536

**SALE**

REF#: 0000011

Batch #: 033

15:03:56

05/14/25

CVV2: M

AVS: Z

APPR CODE: 060316

ENCRYPTED BY ELAVON

Trace: 11

Manual CNP

VISA

\*\*\*

\*\*\*\*\*6530

AMOUNT  
SURCHARGE  
TOTAL

\$590.80  
\$17.72  
\$608.52

**APPROVED**

THANK YOU

CUSTOMER COPY

Details **Reporting** Heat Map

### Email Performance

See how your emails are doing with your audience.

Sent <b>9323</b>	Open Rate <b>39.3%</b>	Click Rate <b>2.5%</b>
---------------------	---------------------------	---------------------------

	Original	Resend	Total		Original	Resend	Total
Opens	3128	509	3637	Clicks	194	37	231
Sent	9323	6103	15426	Did Not Open	5979	5555	11534
Bounces	216	39	255	Unsubscribed	2	2	4
Successful Deliveries	9107	6064	15171	Spam Reports	0	1	1
Desktop Open Percentage	93.5%			Mobile Open Percentage	6.5%		

### Recommendations

Here are some things we think would help this campaign even more.

<b>Social Share</b> Try sharing your email in a social post to get your message out there to a broader audience. It is a free post that says "I'm here!"	<b>Create a Facebook Lead Ad</b> People want to connect with you! Start gathering their contact information from Facebook and Instagram.	<b>Advertise on Google</b> Reach customers searching for products or services like yours on Google and only pay for actual clicks.
---	---	---

### Click-Through Distribution

When a contact clicks a link in your email, we'll show you the stats here.

Original Send ▾

Link	Unique Clicks	Distribution
<a href="https://www.gowalco.com/tips/wisconsin-cheese-fest-returns-to-lake-geneva/">https://www.gowalco.com/tips/wisconsin-cheese-fest-returns-to-lake-geneva/</a>	190	88.4%
<a href="https://www.facebook.com/WalCoWI">https://www.facebook.com/WalCoWI</a>	15	7%
<a href="https://www.youtube.com/channel/UCL0CbE7Wmf4JyXFmCdlaWA">https://www.youtube.com/channel/UCL0CbE7Wmf4JyXFmCdlaWA</a>	10	4.7%
Total Click-throughs	215	100%

### Send History

History of this email being sent including how many people it was sent to.

Date	Sent Count	Status
Sat, May 10, 2025 5:30 pm CDT	6103	Your email has been successfully re-sent to non-openers.
Wed, May 7, 2025 7:04 pm CDT	9323	Your email has been successfully sent.

Template Name: CPE-PT17831

# Wisconsin Cheese Fest Returns to Lake Geneva with Music, Cheese & Family Fun



Wisconsin Cheese Fest is back and bigger than ever, bringing three days of live music, artisan cheeses, and family-friendly fun to the Lake Geneva House of Music from Friday, May 16 through Sunday, May 18.



Set on the scenic grounds of the Lake Geneva House of Music, the festival celebrates Wisconsin's world-class cheesemakers alongside a dynamic lineup of regional bands and entertainment.

*"This event is a celebration of everything Wisconsin does best — incredible*

cheese, great live music, and a strong sense of community. It's one of our favorite weekends of the year."



See what's new, the music lineup and links to tickets and more.

**Get More Cheese Fest Information**

*Sponsored Content*



Walworth County Visitors Bureau | PO Box 117 | Delavan, WI 53115 US

[Unsubscribe](#) | [Update Profile](#) | [Constant Contact Data Notice](#)



Try email marketing for free today!



Food artisan Nancy Baker carved the city of Lake Geneva Tourism Logo into a block of cheddar during the 2025 Wisconsin Cheese Festival.

## Cheese Fest Grant Recap

1. **Provide a final media synopsis that includes the following information**
  - a. **Number of customer responses generated from the type of media utilized.**  
Please see the separate reports on media impressions, clicks and other information.
  - b. **What media did you use in your campaign?**  
Website, Search Engine Marketing, Facebook, Instagram, TikTok, Targeted Email, Print, Sponsored Content and Posters.
  - c. **What were your target markets?**  
Primarily the northern Chicago suburbs and Madison. However, we ran SEM in the northern Chicago suburbs, Milwaukee and Madison markets.

**2. In your grant application you listed the estimated number of attendees. What were your actual results?**

We had set a goal of drawing between 3,000 and 5,000 attendees to the second annual Cheese Fest. While we did not reach that target, we believe the event attracted approximately 2,000 attendees. The Placer AI data indicates 1,700, but based on actual ticket sales, and other on site indicators, we believe there were closer to 400 people on Friday and 900 on Saturday.

From a tourism commission perspective, one of the key highlights was the composition of our audience. Only about 20% of attendees were local residents from Walworth County, meaning approximately 80% came from outside the area—demonstrating strong success in drawing out-of-market visitors.

**Attendance by Day (according to Placer AI):**

- **Friday, May 16, 2025:** Approximately 282 attendees
- **Saturday, May 17, 2025:** Approximately 686 attendees
- **Sunday, May 18, 2025:** Approximately 752 attendees

These figures are consistent with our ticketing data. Notably, Sunday was a free admission day, making Placer AI data especially valuable in estimating attendance for that portion of the event.

**3. In your grant application you listed an estimated number of overnight stays. Please estimate the approximate number of City of Lake Geneva hotel room nights booked and how that estimate was attained.**

In our original grant application, we estimated **450 to 600 hotel room nights** would be generated by the event. This estimate was based on projected attendance and a general assumption that approximately **15% of attendees** would stay overnight in local hotels, which would place the number of hotel stays at around **255**.

Since then, we have reviewed more detailed data from **Placer.ai**, which shows:

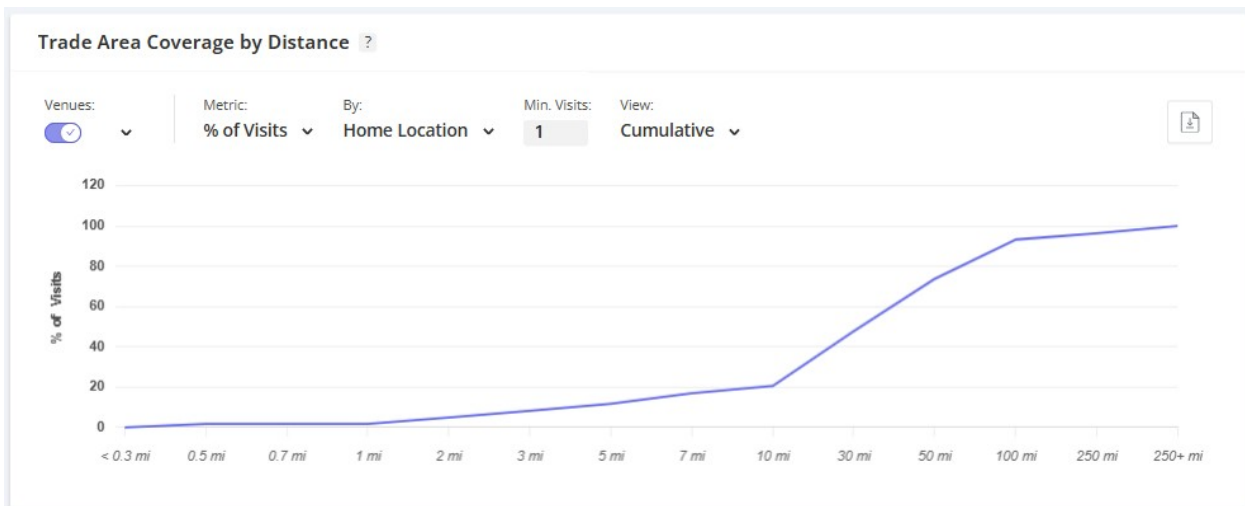
- **6%** of attendees came directly from a hotel
- **6%** departed directly to a hotel

This suggests a minimum of **12%** had hotel interactions related to the event.

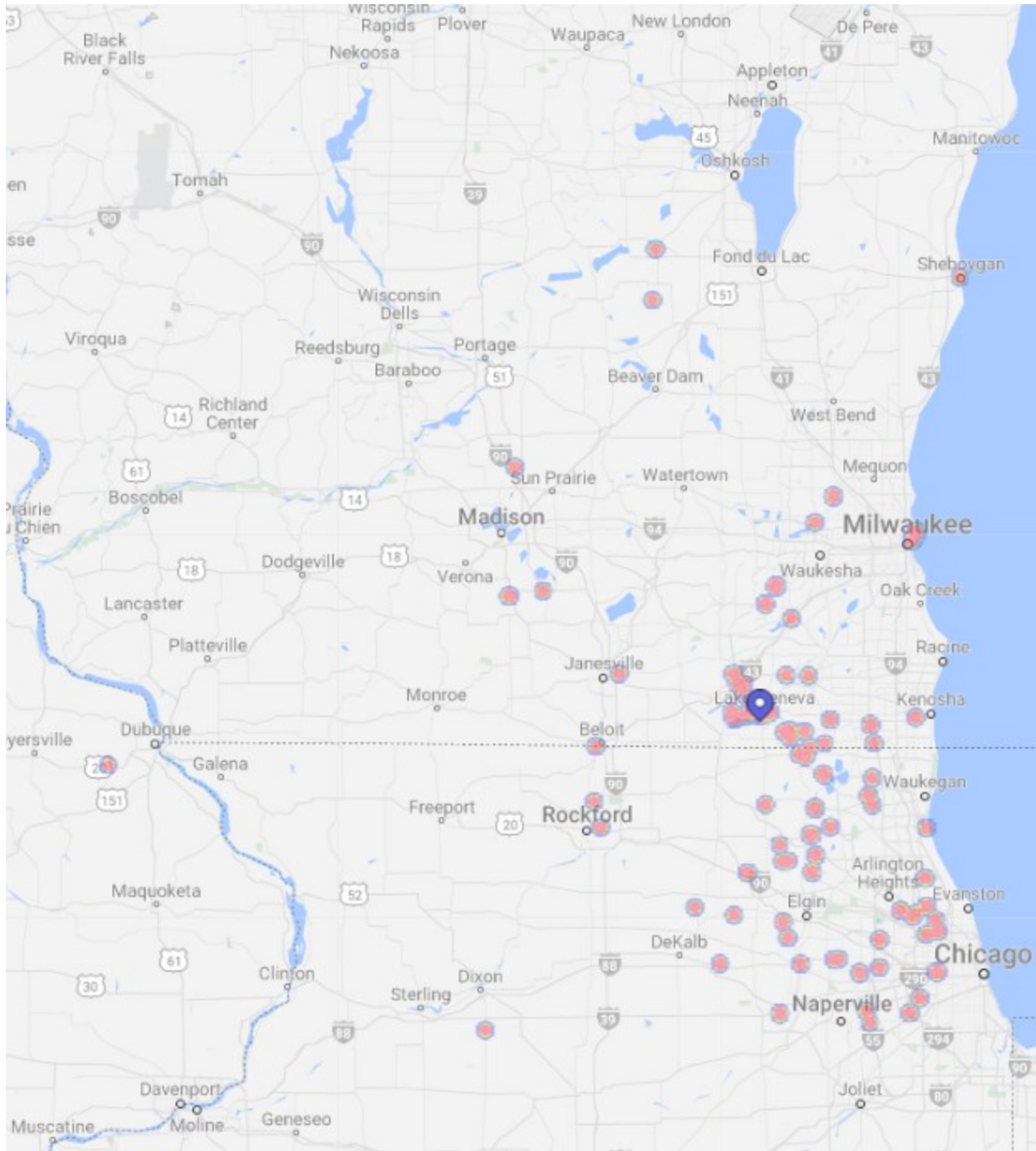
Additionally, travel distance data indicates a strong likelihood of overnight stays:

- **80%** of attendees traveled more than 10 miles
- **53%** traveled more than 30 miles
- **27%** traveled more than 50 miles
- **7%** traveled more than 100 miles

Given the high percentage of attendees traveling from Madison, Chicago, and other areas beyond day-trip range, we now believe the actual number of hotel stays is closer to **25%–30% of attendees**. Based on total attendance, that would equate to approximately **425 to 510 hotel room nights**.



**Heat Map**



**4. Provide an income and expense statement to include actual paid receipts. Any items that are grouped together in a category (i.e. contributions cash or in-kind trade) must be detailed on a separate sheet.**

*Per prior conversations with the chair, I've been told not to include this information.*

**5. Please include any additional information you would consider pertinent in summarizing your promotion/event.**

The reporting included in this reimbursement submission reflects the portion of the grant funded by tourism dollars from the City of Lake Geneva Tourism Commission. (Important note: The Facebook total on this report is higher than the separate report. A portion of the town of Geneva grant was used to target the Madison market on social media).

In addition, we received a separate grant from the Town of Geneva and its Tourism Commission and made our own investments into marketing. All marketing materials for the event featured both the City of Lake Geneva and Town of Geneva tourism logos.

According to Placer AI, attendees spent an average of approximately 135 minutes on site.

**Marketing Performance Overview:**

- **TikTok:** 396,900 impressions (Link to channel: <https://www.tiktok.com/@lghom> & link to specific video <https://www.tiktok.com/@lghom/video/7499596717684182318>)
- **Targeted Display Ads:** 205,739 impressions | 0.10% click-through rate (CTR)
- **Search Engine Marketing (SEM):** 20,099 impressions | 3,139 clicks | 15.62% CTR
- **Facebook & Instagram:** 1,786,246 impressions | 49,560 clicks | 2.77% CTR
- **Walworth County Visitors Bureau Email:** 9,323 emails sent | 39.3% open rate | 2.5% click rate
- **Targeted Email Campaign:** 285,000 emails sent | 42,758 opens | 4,703 clicks

Here is a link to the video that was created for the event:

[https://adamspg.brandcdn.com/crtv/get\\_adset/VFZSRk1rNTZSVEJQUkdNdw==/The-Wisconsin-Cheese-FestCheese-Fest-Social-Video04.18.2025.03.41.10v1](https://adamspg.brandcdn.com/crtv/get_adset/VFZSRk1rNTZSVEJQUkdNdw==/The-Wisconsin-Cheese-FestCheese-Fest-Social-Video04.18.2025.03.41.10v1)

**Total Digital Impressions (SEM, Display, Social):** Over 2 million

**Media Coverage:**

- Two sponsored articles in the *Beloit Daily News*:
  - *Food Sculptor Nancy Baker to Appear at Cheese Fest May 17–18 at Lake Geneva House of Music:*
  - [https://www.beloitdailynews.com/sponsored/sponsored-content-food-sculptor-nancy-baker-to-appear-at-cheese-fest-may-17-18-at/article\\_8125238f-9de6-](https://www.beloitdailynews.com/sponsored/sponsored-content-food-sculptor-nancy-baker-to-appear-at-cheese-fest-may-17-18-at/article_8125238f-9de6-)

*40b4-951b-4ca94a3cc6c5.html*

- *Wisconsin Cheese Fest Returns to Lake Geneva with Music, Cheese & Family Fun: [https://www.beloitdailynews.com/sponsored/wisconsin-cheese-fest-returns-to-lake-geneva-with-music-cheese-family-fun/article\\_06009849-be13-44f6-a8e6-0cbc111e563e.html](https://www.beloitdailynews.com/sponsored/wisconsin-cheese-fest-returns-to-lake-geneva-with-music-cheese-family-fun/article_06009849-be13-44f6-a8e6-0cbc111e563e.html)*

We appreciate your continued support of this event and look forward to planning for 2026.



**WALWORTH COUNTY VISITORS BUREAU**

PO Box 117  
Delavan, WI 53115

# Invoice

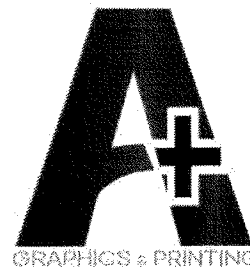
**Invoice #:** 7990  
**Invoice Date:** 3/28/2025  
**Due Date:** 4/27/2025  
**Project:**  
**P.O. Number:**

**Bill To:**

APG Southern Wisconsin  
Rob Ireland  
PO Box 888  
Fort Atkinson, WI 53538

Description	Hours/Qty	Rate	Amount
WCVB Co-Op Advertising- Exclusive Blog, May 2025, Lake Geneva Cheese Fest		750.00	750.00
<b>Total</b>			<b>\$750.00</b>
<b>Payments/Credits</b>			<b>-\$750.00</b>
<b>Balance Due</b>			<b>\$0.00</b>

**A+ Graphics and Printing**  
 98 E Main St., Upper  
 Lake Geneva, WI 53147  
 2622484100  
 service@aplusgraphicsandprinting.com  
 aplusgraphicsandprinting.com



# INVOICE

**BILL TO**  
 888 Credit Cards

**INVOICE #** 47979  
**DATE** 05/09/2025  
**DUE DATE** 05/09/2025  
**TERMS** Due on receipt

DATE	ACCOUNT SUMMARY	AMOUNT
05/08/2025	Balance Forward	0.00
	Other payments and credits after 05/08/2025 through 05/08/2025	0.00
05/09/2025	Other invoices from this date	0.00
	New charges (details below)	177.24
	<b>Total Amount Due</b>	<b>177.24</b>

	DESCRIPTION	QTY	RATE	AMOUNT
<b>CP S 12x18 Color Copy</b>	Color Print/Copy 12"x18" single sided (each)	100	1.05	105.00T
<b>CP S 8.5x11 Color Copy</b>	Color Print/Copy 8.5"x11" single sided (each)	100	0.52	52.00T
<b>Cutting</b>	Cutting (per cut)	11	1.00	11.00T

We appreciate your business and look forward to working with you in the future.

SUBTOTAL 168.00  
 TAX (5.5%) 9.24  
 TOTAL 177.24  
 TOTAL OF NEW CHARGES 177.24  
 BALANCE DUE

**\$177.24**

A PLUS GRAPHICS AND PRIN  
 98 EAST MAIN STREET  
 LAKE GENEVA, WI 53147  
 262-949-0536

**SALE**

Batch #: 030  
 05/09/25  
 AVS: Z  
 APPR CODE: 066029  
 ENCRYPTED BY ELAVON  
 Trace: 2  
 VISA  
 \*\*\*\*\*6530  
 REF#: 00000002  
 095155  
 CVV2: M  
 Manual CNP  
 \*\*/\*\*

**AMOUNT**  
**SURCHARGE**  
**TOTAL**  
 \$177.24  
 \$5.31  
 \$182.55

**APPROVED**

THANK YOU

CUSTOMER COPY



Local Matters Digital  
1 S. Parker Drive. Janesville, WI 53545

# INVOICE

Invoice Date: May 16, 2025

Due upon receipt

**46400**

**BILL TO**

APG Southern Wisconsin  
Beloit Daily News  
444 E. Grand Ave., Suite 102. Beloit, WI 53511

**SHIP TO**

APG Southern Wisconsin  
Beloit Daily News  
444 E. Grand Ave., Suite 102. Beloit, WI 53511

DESCRIPTION	QTY	TOTAL
Website Updates, hosting, maintenance	1	\$525.00
SEM	3,139 Clicks	\$2,500.00
Social Media	1,251,238	\$5,450.00

Remarks / Payment Instructions:

\$8,475.00

\$0.00

\$8,475.00

\$0.00

\$0.00

\$0.00

**\$8,475.00**

**A+ Graphics and Printing**  
 98 E Main St., Upper  
 Lake Geneva, WI 53147  
 2622484100  
 service@aplusgraphicsandprinting.com  
 aplusgraphicsandprinting.com



# INVOICE

**BILL TO**  
 APG

**INVOICE #** 48042  
**DATE** 05/14/2025  
**DUE DATE** 05/14/2025  
**TERMS** Due on receipt

DATE	ACCOUNT SUMMARY	AMOUNT
04/14/2025	Balance Forward	228.94
05/14/2025	Payments and credits already applied to this invoice	-590.80
	Other payments and credits after 04/14/2025 through 05/13/2025	-228.94
05/14/2025	Other invoices from this date	0.00
	New charges (details below)	590.80
	<b>Total Amount Due</b>	<b>0.00</b>

PAID

	DESCRIPTION	QTY	RATE	AMOUNT
<b>3 Sub</b>	2 Banners Size: 120" x 36"	1	220.00	220.00T
<b>3 Sub</b>	6--24x36 polyair	1	340.00	340.00T

There is a 3% service fee for all credit card payments.  
 Checks payable to A+ Graphics & Printing

SUBTOTAL	560.00
TAX	30.80
TOTAL	590.80
TOTAL OF NEW CHARGES	590.80
<b>BALANCE DUE</b>	<b>\$0.00</b>

We appreciate your business and look forward to working with you in the future.

## Section 2-Submit For Reimbursement/Final Evaluation

### City of Lake Geneva Tourism Commission Reimbursement Form

Name: Robert Ireland

Organization Name: Adams PG & Lake Geneva House of Music

Payment made Payable to: APG Southern Wisconsin

Remittance Address: 690 3<sup>rd</sup> St. Suite 120 Beloit WI 53511

Contact Phone #: 262-949-6281 Email: Robert.Ireland@adamspg.com

- Please use the table below to list invoices for reimbursement; remember to attach copies of paid invoices for verification. Reimbursement forms need to include the Grant Evaluation Form before grant funds will be released.

Invoice Date	Invoice #	Vendor Name	Purchase Description	Purchase Amount	Date Paid
May 16	46400	Wood Mathers	Digital Marketing	8,475	May 22
May 9	47977	A+ Graphics	Printing	177.24	May 9
March 28	7990	Walco	Blog, Email	750	May 1
May 14	48042	A+ Graphics	Printing	608.52	May 14
Total				10,010.76	

**PAYMENT RECEIPT**

---

Local Matters Digital  
1 S. Parker Drive  
Janesville, WI 53545  
Account: 43750  
Account Name: The Wisconsin Cheese Fest  
Account Address: 690 3rd St. Suite 120  
City/State/Zip Beloit, WI 53511

Tickets:  
374336  
374337  
377496  
377497  
377498  
377499

Amount Paid: \$8,475  
Payment Date: May 22, 2025

# SEM

April 23, 2025 - May 17, 2025

The Wisconsin Cheese Fest



**Rob Ireland**

[robert.ireland@adamspg.com](mailto:robert.ireland@adamspg.com)

# SEM Overview

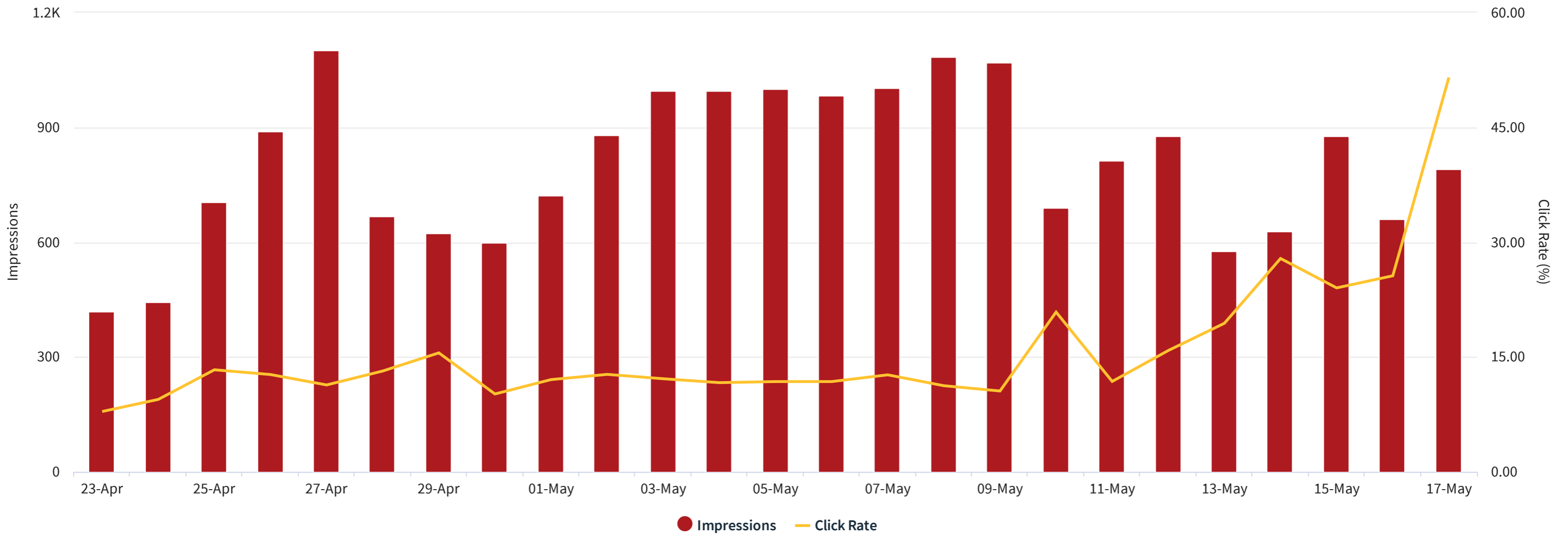
April 23, 2025 - May 17, 2025

Impressions  
**20,099**

Clicks  
**3,139**

Click Rate  
**15.62%**

Calls  
**0**



April 23, 2025 - May 17, 2025

# 2025 Wisconsin Cheese Festival | Wisconsin Food Festival

## 2025 Wisconsin Cheese Festival | Wisconsin Food Festival

AD <https://www.cheesefestwi.com/>

Join Us For This Family-Friendly Event At The Lake Geneva House Of Music Festival Grounds! Enjoy A Weekend Of Craft Cheese, Beer & Other Goodies At The Lake Geneva House Of Music.

Impressions

7,148

Clicks

1,604

Click Rate

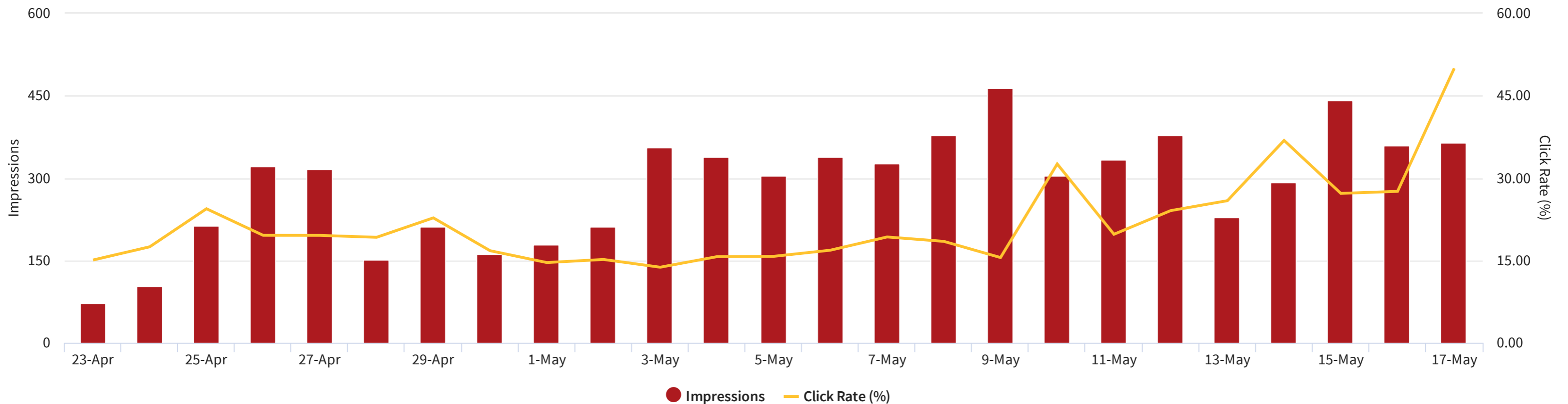
22.44%

Absolute Top Impression

54%

Top Impression

73%



April 23, 2025 - May 17, 2025

## Live Performances

Impressions

12,951

Clicks

1,535

Click Rate

11.85%

Absolute Top Impression

34%

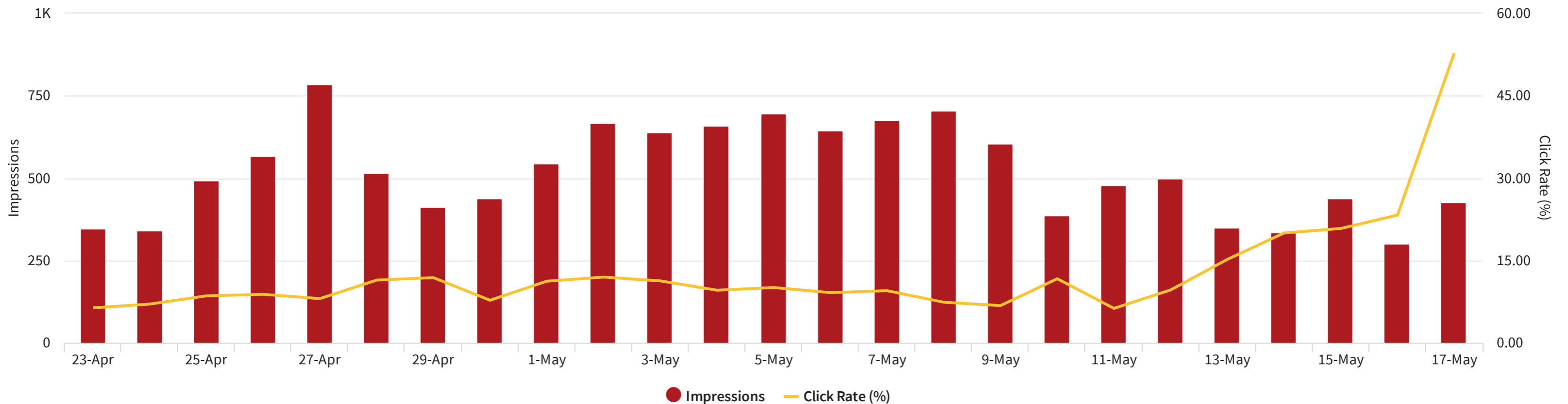
Top Impression

90%

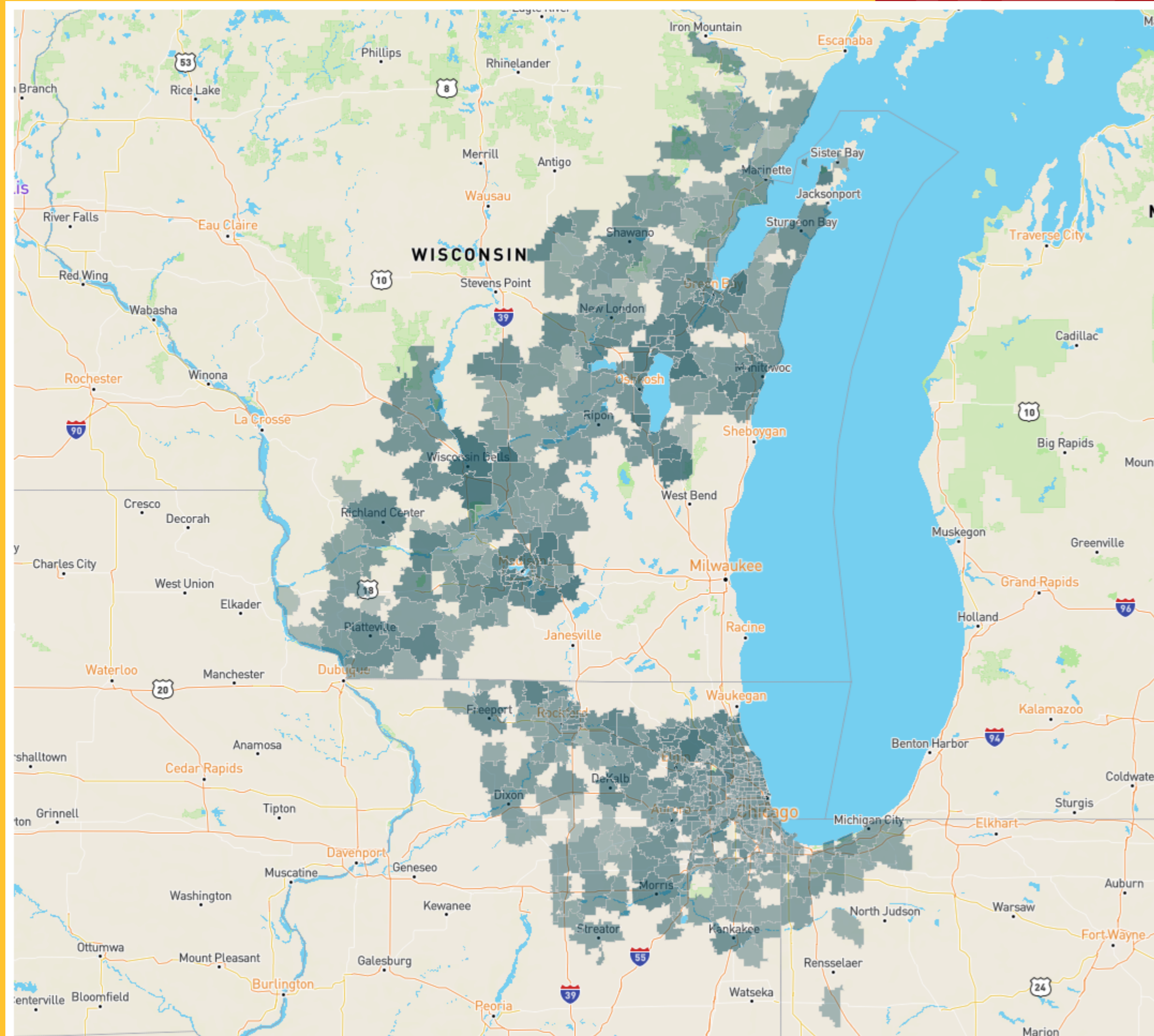
### Live Performances

AD <https://www.cheesefestwi.com/>

Join Us For This Family-Friendly Event At The Lake Geneva House Of Music Festival Grounds! An Entire Weekend Stacked With Events, Performances & Most Importantly, Tons Of Cheese!



April 23, 2025 - May 17, 2025



## 01 Chicago

Illinois

Impressions	Clicks	Click Rate
1,432	298	20.81%

## 02 Madison

Wisconsin

Impressions	Clicks	Click Rate
1,305	140	10.73%

## 03 Oak Park

Illinois

Impressions	Clicks	Click Rate
1,005	134	13.33%

## 04 Endeavor

Wisconsin

Impressions	Clicks	Click Rate
643	70	10.89%

## 05 Barrington

Illinois

Impressions	Clicks	Click Rate
177	62	35.03%

April 23, 2025 - May 17, 2025

## Top 5 Keywords Per Ad Group

Ad Group	Impressions	Clicks	Click Rate	Absolute Top Impression	Top Impression
<b>General</b>	<b>7,148</b>	<b>1,604</b>	<b>22.44%</b>	<b>53.28%</b>	<b>72.79%</b>
wisconsin cheese festival	3,415	1,027	30.07%	67.51%	75.39%
festivals in wisconsin this weekend	1,861	348	18.70%	40.94%	80.61%
cheese festival near me	559	99	17.71%	49.32%	54.91%
music festivals in wisconsin	699	93	13.30%	46.8%	56.34%
cheese tasting wisconsin	342	21	6.14%	22.19%	80.28%
<b>events in Wisconsin</b>	<b>12,951</b>	<b>1,535</b>	<b>11.85%</b>	<b>29.36%</b>	<b>74.41%</b>
things to do in lake geneva wisconsin	1,514	484	31.97%	53.8%	94.03%
fun things to do in wisconsin	3,004	440	14.65%	48.84%	81.3%
things to do in wisconsin this weekend	2,071	194	9.37%	19.15%	95.7%
things to do in milwaukee wisconsin	938	75	8.00%	21.31%	95.16%
wisconsin weekend getaways	586	72	12.29%	0.17%	18.94%

# SOCIAL

April 21, 2025 - May 17, 2025

The Wisconsin Cheese Fest



**Rob Ireland**

[robert.ireland@adamspg.com](mailto:robert.ireland@adamspg.com)

# SOCIAL Overview

APG Southern Wisconsin

The Wisconsin Cheese Fest

2 Campaigns

April 21, 2025 - May 17, 2025

Impressions

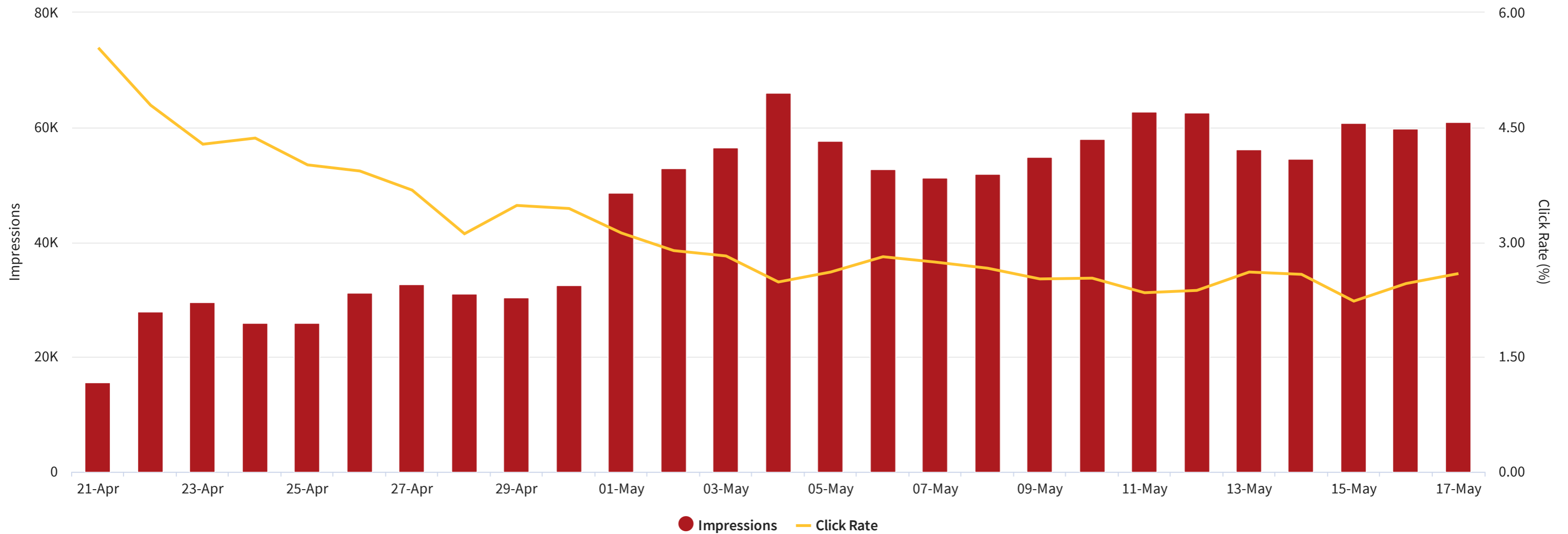
1,251,238

Clicks

36,347

Click Rate

2.90%



April 21, 2025 - May 17, 2025

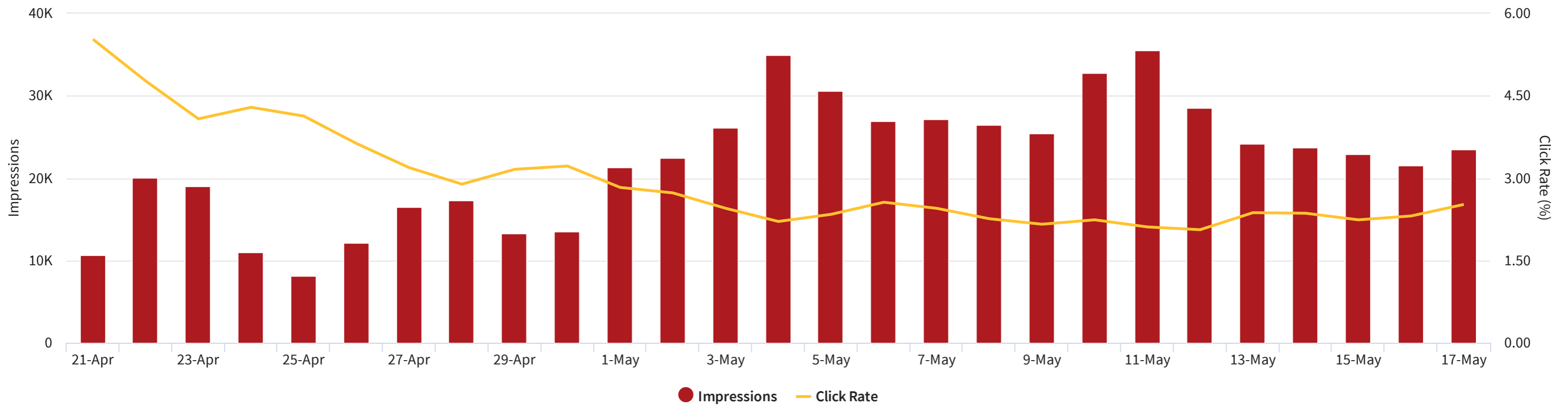
The Wisconsin Cheese Fest | City of Lake Geneva META & Display-Social

## 111572550 - 2025 Beer & Guitar V1

Impressions  
**595,763**

Clicks  
**16,105**

Click Rate  
**2.70%**



# SOCIAL Creative

April 21, 2025 - May 17, 2025

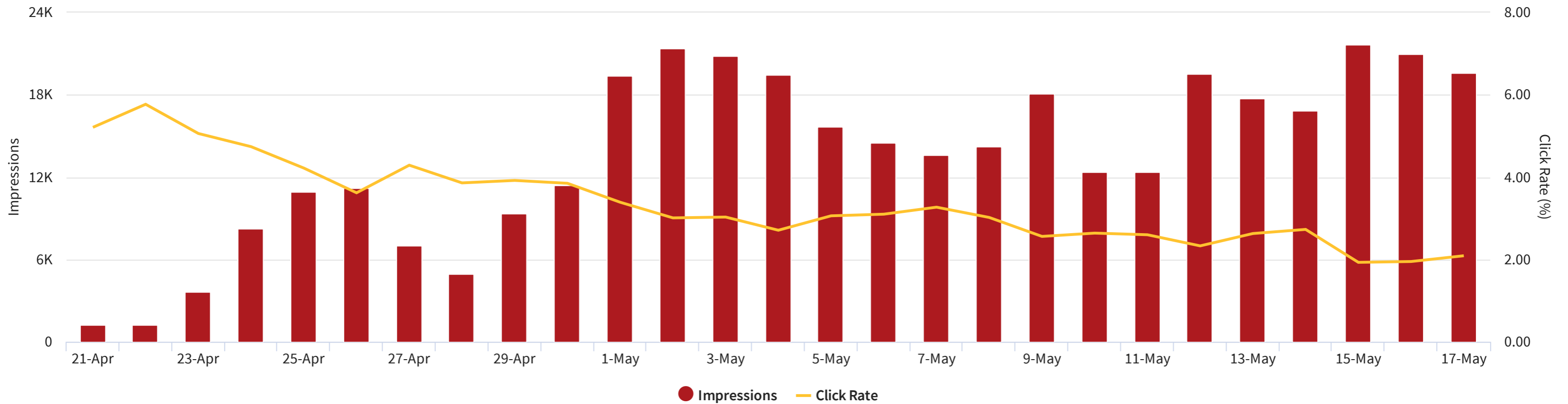
The Wisconsin Cheese Fest | City of Lake Geneva META & Display-Social

## 111572538 - 2025 Wine V2

Impressions  
367,660

Clicks  
10,874

Click Rate  
2.96%



April 21, 2025 - May 17, 2025

The Wisconsin Cheese Fest | City of Lake Geneva META & Display-Social

## 116714874 - Cheese Fest Social Video

Impressions

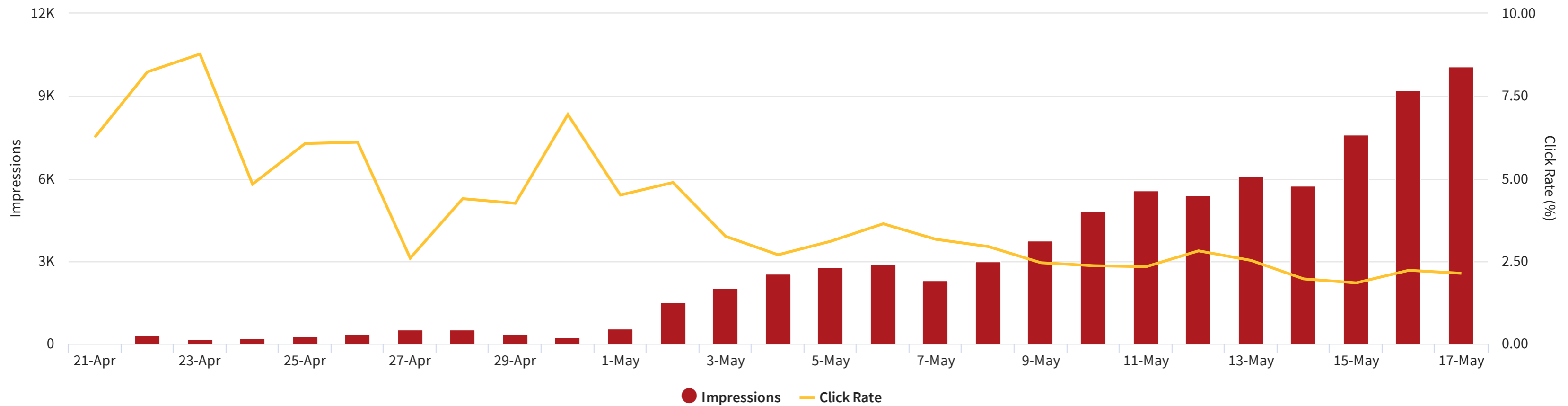
78,868

Clicks

2,057

Click Rate

2.61%



April 21, 2025 - May 17, 2025

The Wisconsin Cheese Fest | City of Lake Geneva META & Display-Social

## 111572550 - 2025 Beer & Guitar V1 - FB RTG

Impressions

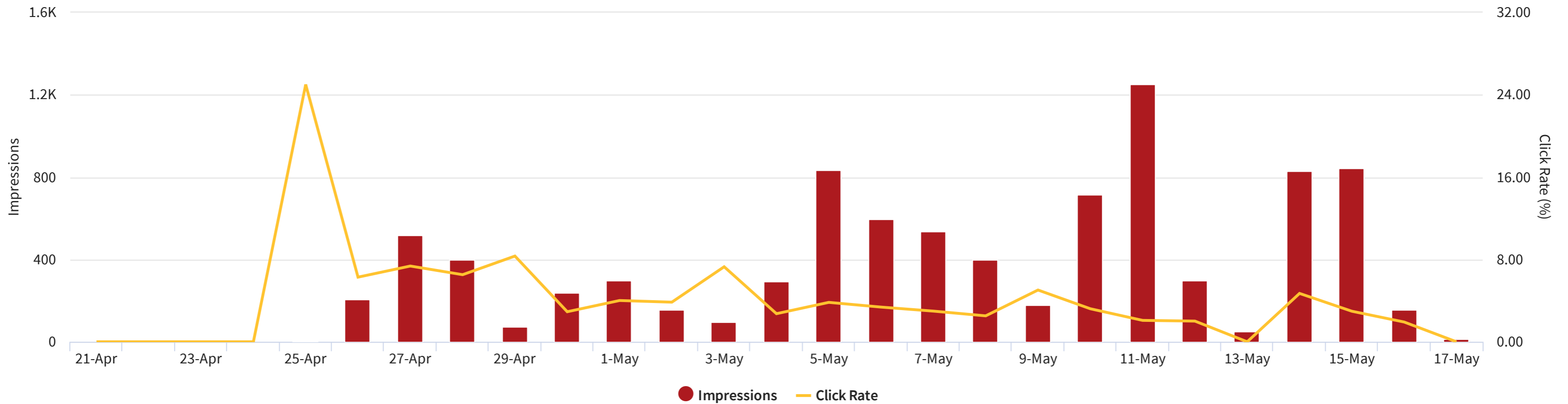
8,986

Clicks

333

Click Rate

3.71%



# SOCIAL Creative

April 21, 2025 - May 17, 2025

The Wisconsin Cheese Fest | City of Lake Geneva META & Display-Social

## 111572538 - 2025 Wine V2 - FB RTG

Impressions

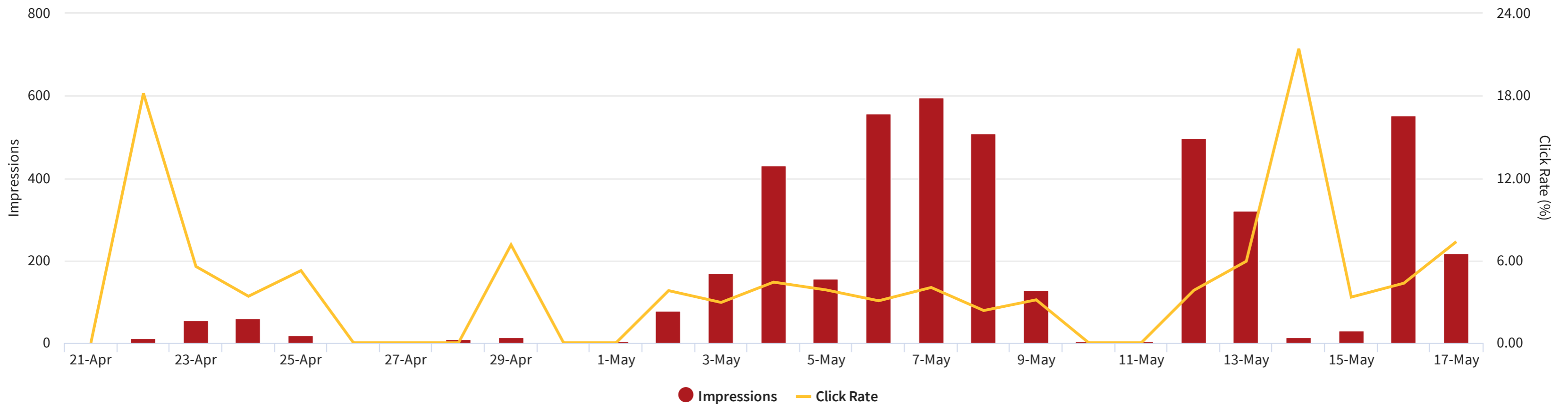
4,441

Clicks

181

Click Rate

4.08%



April 21, 2025 - May 17, 2025

The Wisconsin Cheese Fest | City of Lake Geneva META & Display-Social

## 116714874 - Cheese Fest Social Video - FB RTG

Impressions

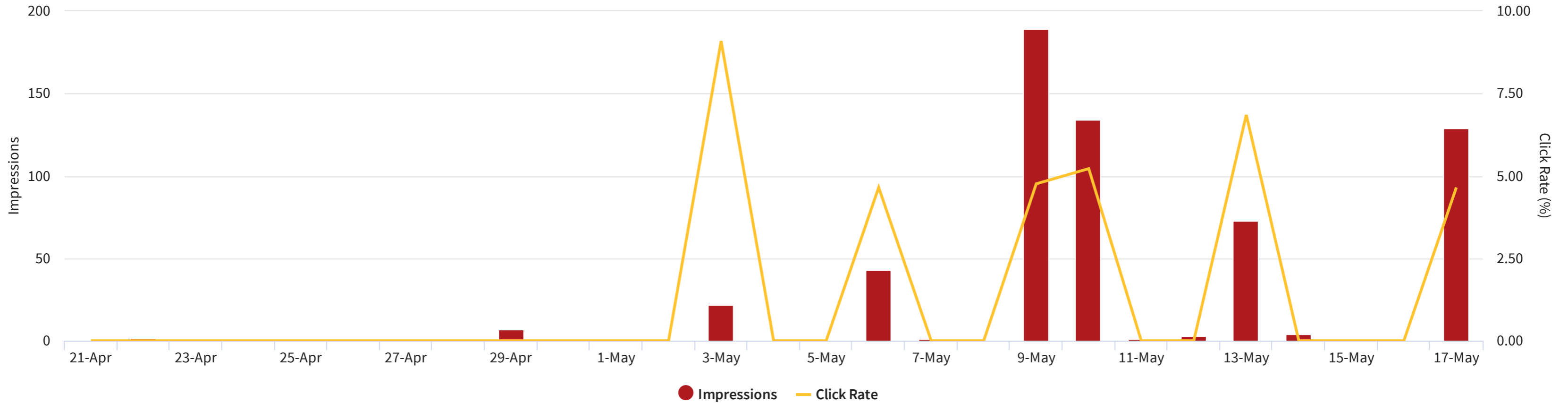
608

Clicks

31

Click Rate

5.10%



April 21, 2025 - May 17, 2025

The Wisconsin Cheese Fest | LG-Social

## 111572550 -2025 Beer & Guitar V1

Impressions

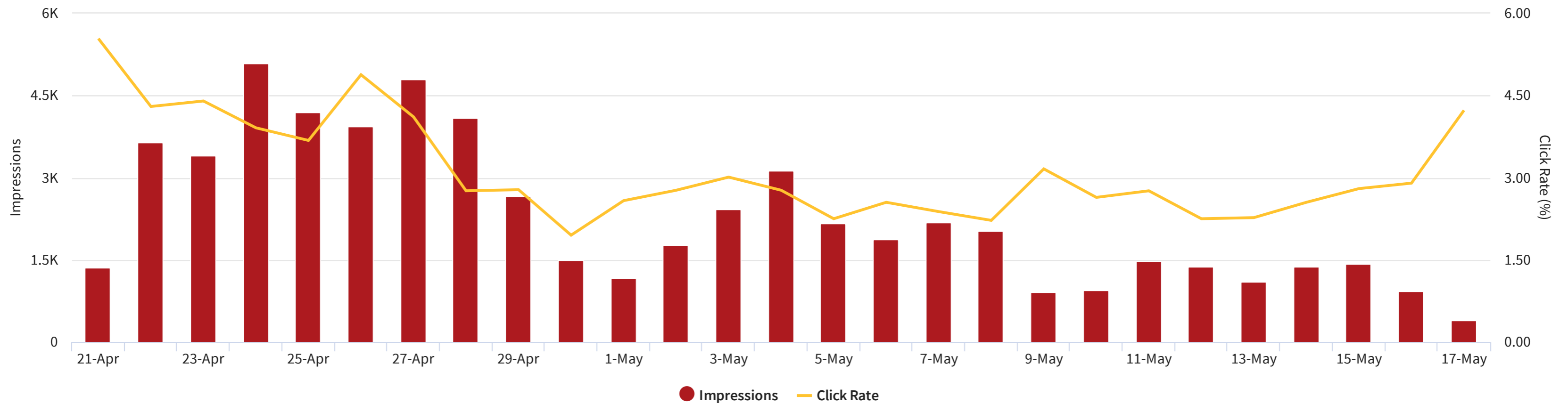
61,389

Clicks

2,043

Click Rate

3.33%



April 21, 2025 - May 17, 2025

The Wisconsin Cheese Fest | LG-Social

## 111572531 - Facebook 2025 Whiskey V1

Impressions

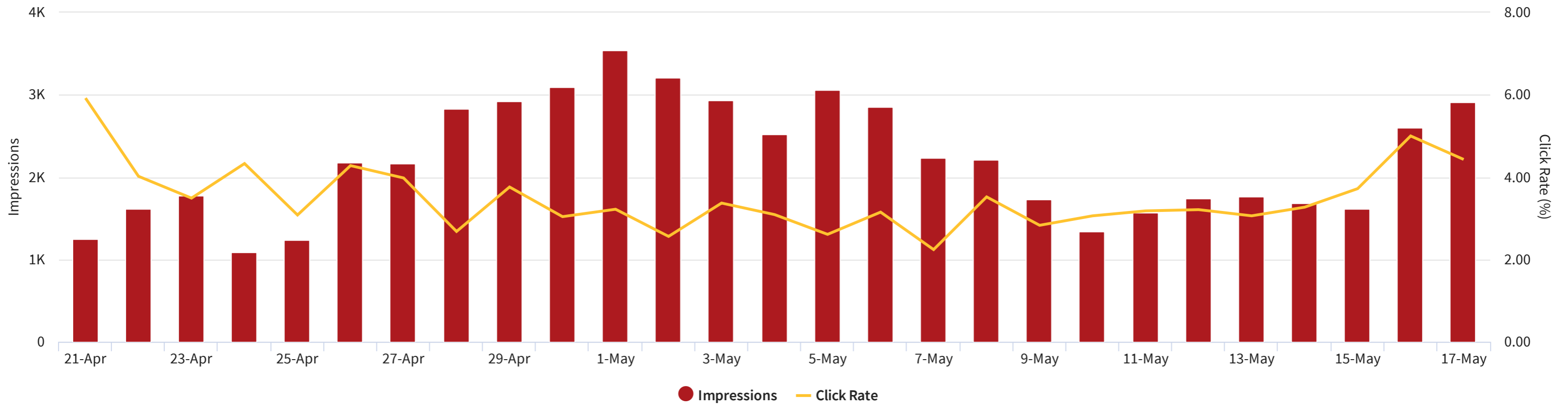
59,682

Clicks

2,040

Click Rate

3.42%



April 21, 2025 - May 17, 2025

The Wisconsin Cheese Fest | LG-Social

## 116714874 - Cheese Fest Social Video

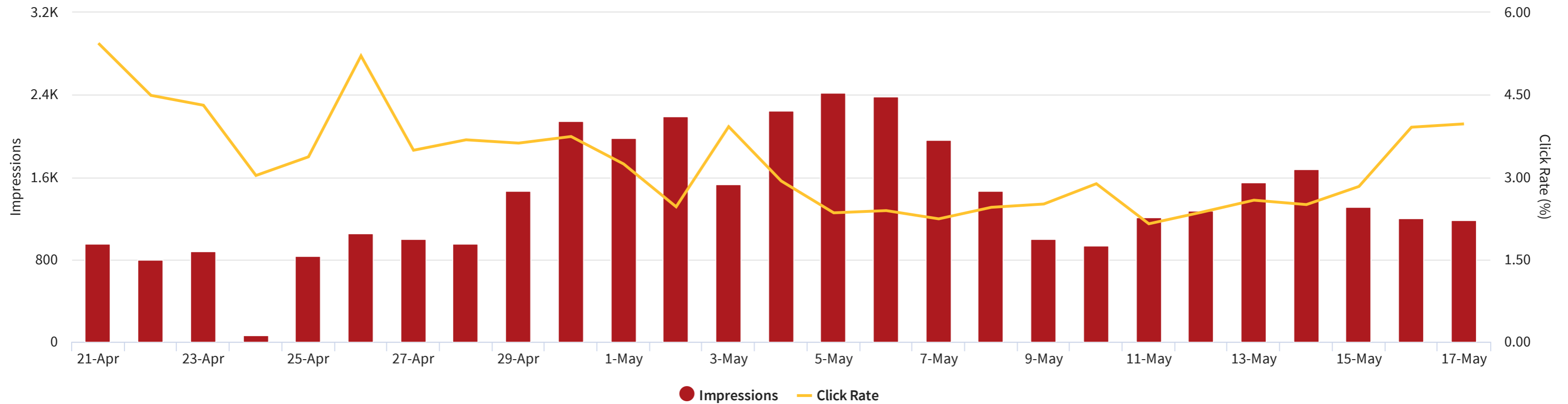
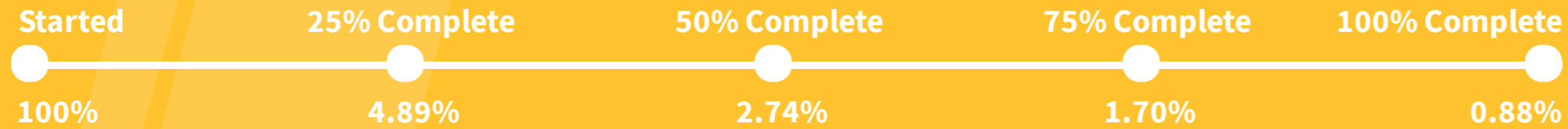
Impressions  
35,111

Clicks  
1,436

Click Rate  
4.09%

Completions  
310

Completion Rate  
0.88%



# SOCIAL Creative

April 21, 2025 - May 17, 2025

The Wisconsin Cheese Fest | LG-Social

## 111572538 -2025 Wine V2

Impressions

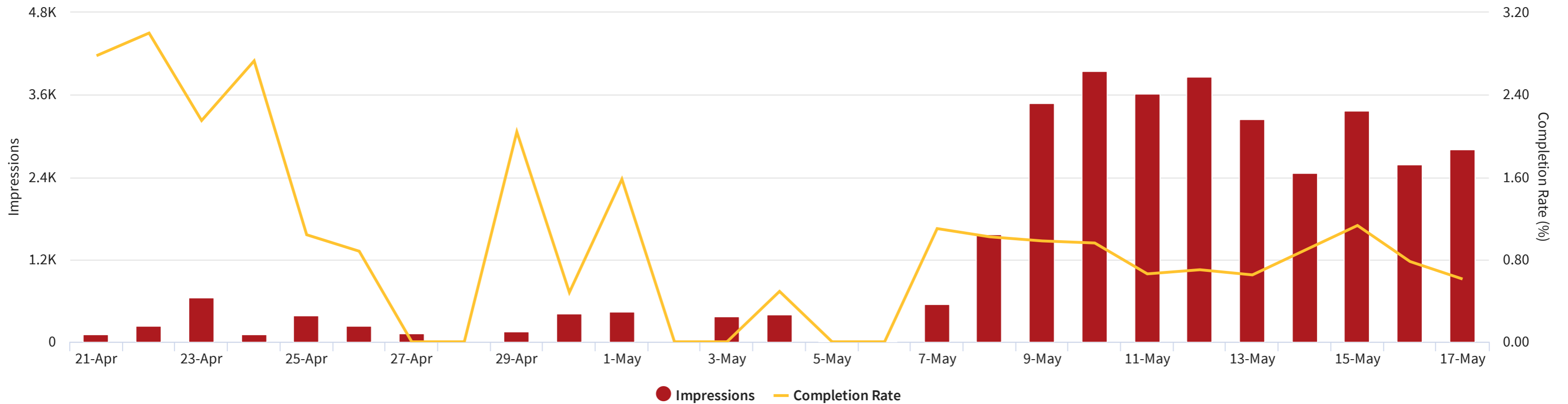
37,681

Clicks

1,173

Click Rate

3.11%



April 21, 2025 - May 17, 2025

The Wisconsin Cheese Fest | LG-Social

## 116714874 - Cheese Fest Social Video - FB RTG

Impressions

433

Clicks

30

Click Rate

6.93%

Completions

4

Completion Rate

0.92%

Started

100%

25% Complete

6.70%

50% Complete

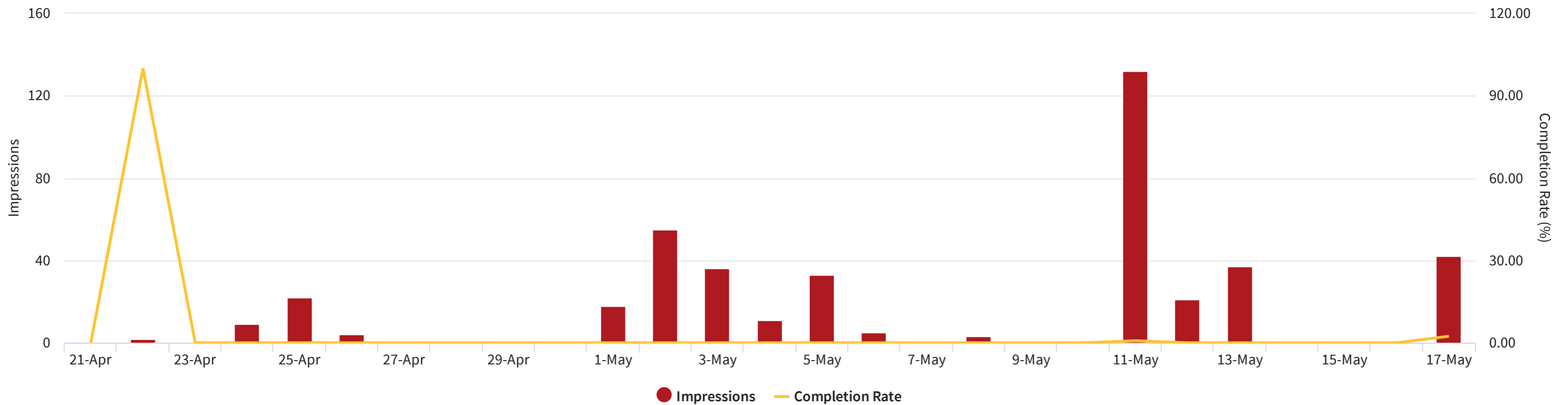
3.46%

75% Complete

1.62%

100% Complete

0.92%



# SOCIAL Creative

April 21, 2025 - May 17, 2025

The Wisconsin Cheese Fest | LG-Social

## 111572538 -2025 Wine V2 - FB RTG

Impressions

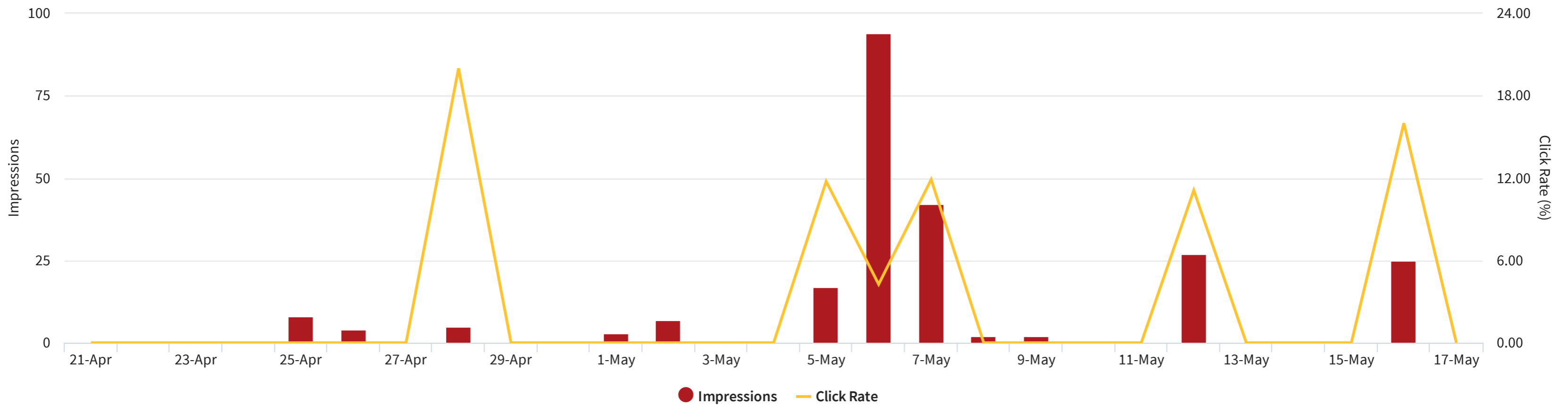
236

Clicks

19

Click Rate

8.05%



# SOCIAL Creative

April 21, 2025 - May 17, 2025

The Wisconsin Cheese Fest | LG-Social

## 111572531 - Facebook 2025 Whiskey V1 - FB RTG

Impressions

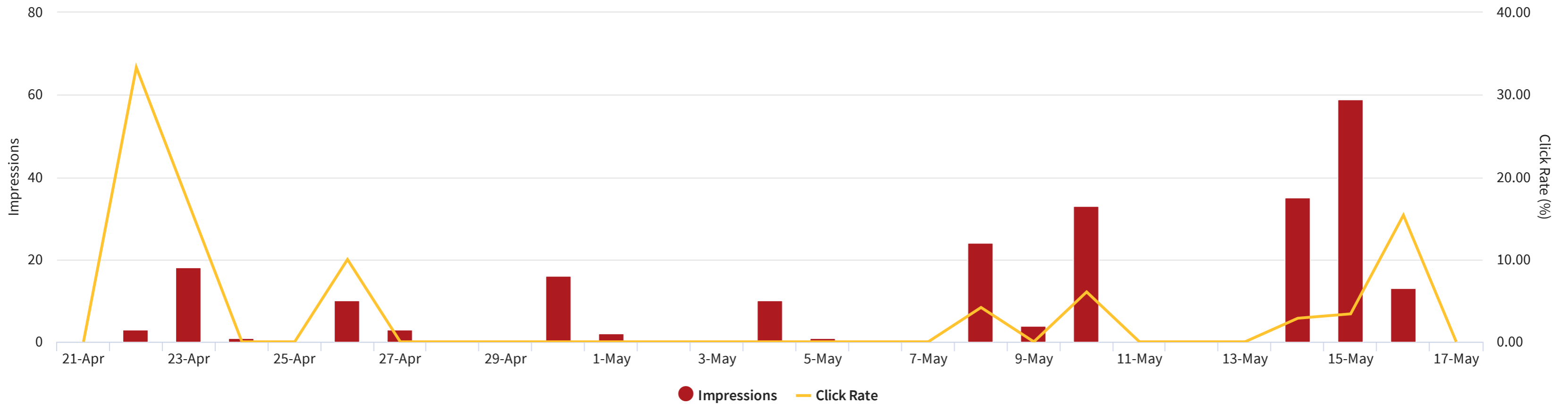
232

Clicks

13

Click Rate

5.60%



April 21, 2025 - May 17, 2025

The Wisconsin Cheese Fest | LG-Social

## 111572550 -2025 Beer & Guitar V1 - FB RTG

Impressions

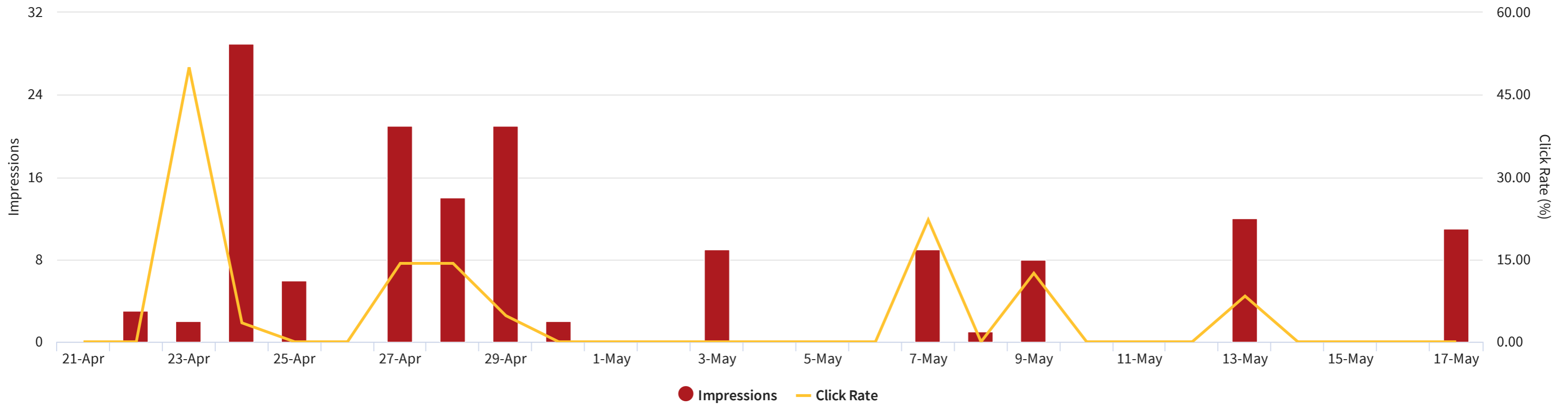
148

Clicks

12

Click Rate

8.11%



# SOCIAL Demographics

April 21, 2025 - May 17, 2025

MALE	13-17	18-24	25-34	35-44	45-54	55-64	65+
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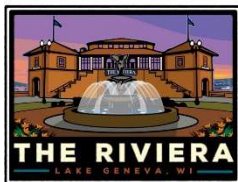
Impressions	0	0	9,940	18,678	23,043	33,358	0
Clicks	0	0	255	404	591	950	0

FEMALE	13-17	18-24	25-34	35-44	45-54	55-64	65+
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Impressions	0	0	163,270	256,370	317,590	428,989	0
Clicks	0	0	3,173	5,521	9,463	15,990	0

UNKNOWN	13-17	18-24	25-34	35-44	45-54	55-64	65+
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Impressions	0	0	0	0	0	0	0
Clicks	0	0	0	0	0	0	0



## Complimentary Riviera Ballroom Event Request

**Date of Event:**

**Hours of Event:**

**Name of Event:**

**Person(s) Responsible:**

**Address:**

**Phone Number:**

**Email:**

**Estimated number of guests attending :**

**Food to be served? Yes/No**

**Liquor to be served? Yes / No** *(no cash bar)*

**Value of Request (See The Riviera Ballroom website for rental rates) :**

\*Valid for no charge events that will be open to the public or part of a community enrichment special event. Special event permit to be applied for separately, if applicable.

Completed forms to be submitted to [lakegenevariviera@gmail.com](mailto:lakegenevariviera@gmail.com) to begin the approval process.

**Estimated payroll cost:** \_\_\_\_\_

**Approval from Finance, Licensing & Regulations Committee, Date:** \_\_\_\_\_

**Approval from Common Council, Date:** \_\_\_\_\_