



LAKE GENEVA TOURISM COMMISSION AGENDA

Monday, September 8, 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 August 11, 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 regarding the 2026 Tourism Commission Budget
10. Discussion/Action on Tourism Promotional Grant Program and Requests: **Maximum ten (10) minute presentation per request:**
 - a. Lake Geneva Oktoberfest; Downtown Lake Geneva BID
 - b. Tracing the Divide - Avant Fall Cider Tour; Avant Cycles
 - c. Abominable Trail Race; ASR Events, LLC
 - d. Abominable Snow Race; ASR Events, LLC
 - e. Lake Geneva Winter Bridal Expo; Celebration Management
11. Final Event Evaluations from organizations receiving Tourism Grants
 - a. Jazz by the Lake; Fred Gahl, Lake Geneva Community Foundation

12. Discussion/Action regarding transfer of Municipal Development Funding from the Tourism Commission to the General Fund for the Knowles-Nelson Grant Matching Funds (continued from August minutes)
13. Tourism Commission related forms, paperwork, and grant procedures review
14. Next Meeting Date & Time
15. Future Agenda Items
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, August 11 , 2025
COUNCIL CHAMBERS, CITY HALL

Meeting was called to order by Chair Waspi at 4:00 p.m.

Roll Call

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

Absent: Troy Migut, Comptroller Laura Pisarcik (Ex-Off).

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

Alderman Joel Hoiland spoke on Item #11, the money budgeted for the Knowles-Nelson Grant. He believes there would be challenges because Hillmoor, Zone 1, is resident-oriented use. He suggested the budgeted money be used for Welcome Signs into the City.

Approval of Tourism Commission minutes from July 14, 2025

Motion by Waspi, second by Pirzada, to approve the minutes from July 14, 2025. Unanimously carried.

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

Heather Jones highlighted data from her June – July (first half) Riviera-targeted Marketing Campaign. The site session for the Tourism City-Only Hotels website www.lakegenevahotels.org is showing a huge boost. Alder Fesenmaier asked if Heather could add the details (i.e. which group and total expense approved) for the comp/donated Riviera use.

Update from Tourism Entity – Visit Lake Geneva

Deanna Goodwin was proud to announce that the seven weeks of Concerts in Flat Iron Park had fantastic attendance and much positive feedback. The Visit website has topped One Million visitor sessions already in July. Events and Things to Do continue to top the page views. Impact Award nominations remain open until August 31st for the October dinner celebration.

Included in July 2025 Earned Media Highlights:

<https://www.cntraveler.com/gallery/the-most-beautiful-towns-in-america>

<https://www.chicagoparent.com/things-to-do/travel/summer-family-fun-in-lake-geneva/>

<https://www.travelandtourworld.com/news/article/now-lincoln-county-joins-door-dane-milwaukee-sauk-brown-and-langlade-as-wisconsin-sees-skyrocketing-tourism-growth-new-update-you-need-to-know/>

Update from Lake Geneva Business Improvement District (BID) –

Alexandra Binanti handed out copies of her monthly report.

Best reach on Social Media are posts regarding new store openings, mural announcements, and store anniversaries.

The new mural installation has been completed at 605 W. Main Street across from the Geneva Lake Museum.

The Lemonade Crawl on August 20 will consist of the ticketed event from 3:00 p.m. to 6:00 p.m. with twenty-five businesses participating and new this year, the picnic in Flat Iron Park from 4:00 p.m. to 8 p.m. The annual Maxwell Street Days this year is August 22 through 24. Bids will be opened today for refinishing benches in the downtown. BID Boundary adjustments will be presented for approval at the August or September Council meeting.

Written financial update provided by City Comptroller

Balance Sheet from June 30, 2025

Total Assets \$932,697.41

Restricted Fund Balance - \$1,075,073.65

Tourism Promotional Grant Program and Requests

Honoring Our Military Heroes – Geneva Lake Museum

The grant details for the Military Room renovation at the Museum were explained.

Commissioners were invited to view the progress. *Motion by Frame, second by Pirzada, to award \$20,000.* Unanimously carried.

Final Grant Evaluations from organizations receiving Tourism Grant

Veteran's Park, Geneva Lakes Family YMCA –

This is an example of a municipal development grant that uses sports marketing and shows a direct correlation from tournaments for overnight stays in the shoulder season.

Knowles-Nelson Grant and Matching Funds

Continued to September 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

Klett asked how follow-up is done AFTER an event to ensure guidelines were met.

Commissioners believed appropriate review is done through approved invoices by staff and post-event review documents in the packet and discussion included in the minutes.

Future meeting agenda items and next meeting date –

Monday, September 8 at 4:00 PM

- Knowles-Nelson Grant and Matching Funds
- Budget – add line items for municipal development projects including maintenance; City limits entrance signs and wayfinding kiosks
- Switch Riviera Contractor individual grant requests to line items in the City budget
- Note: Include Future Meeting Date on the agenda

Motion by Frame, second by Waspi, to adjourn at 5:20 p.m. Carried.

Respectfully submitted,

Alderman Fesenmaier, Secretary

Riviera Ballroom/MATL Update- Tourism Commission Meeting September 2025

Marketing Update

- Website Analytics Update: Past 30 Days:
 - Site Sessions: 2,705 (-6%)
 - Site Sessions by traffic source
 1. Direct (1,084)
 2. Google (1,084)
 3. Social Media Ads (267)
 4. City of Lake Geneva (106)
 5. Bing (54)
 - Active Inquiries: 131, 94 recorded for August 2024
 - Avg. Session Duration: 1m 50s (-3%)
 - Site Bounce Rate: 63% (+3%)
- WeddingWire & TheKnot: August Stats
 - 298 Visitors
 - 28 Link Clicks
 - 24 Saves
 - 23 leads
- Hotels & Lodging Analytics Update Past 30 days:
 - 86 Page Views (+11 from last month)
 - Avg. time spent on page: 3min 30sec (-27s)
- www.lakegenevahotels.org Analytics- past 30 days
 - 1,761 Site Sessions (+146%)
 - (951) Google Ad
 - (344) Direct
 - (168) YouTube Wix/Google Ads
 - (129) Facebook
 - (61) BID
 - Avg. Session Duration: 4m 11S

Sales Update

	2019	2020	2021	2022	2023	2024	2025	2026	2027
Weddings	28	9	54	55	52	43	45	38	2
Social	1	0	1	5	4	5	3	3	
Corporate	2	1	1	2	3	1	4		
Non-Profit	10	0	3	1	5	4	6	1	
Event Total	41	10	60	62	64	54	58	42	2
Cancellation Total	0	40	11		3	2	4	2	
Rescheduled	0	20	4		1	1	1		
Comp		5	2	5	6	6	9		
Pending Comp Req									

2025 Comp Space:

- Winterfest- 6 days
- Bid breakfast
- Visit LG – partner meeting
- Veterans Day program

Sales by year August 2025:

- 2025 Events: One non-profit contract returned. One corporate contract out for signature.
- 2026: Five wedding contracts returned. Two wedding contracts, two non-profit, one non-profit and one social contract out for signature. One wedding contract cancelation for April 2026 (already have contract out to replace this date).
- 2027: One contract returned.
- Last Year, reported on September 3; 53 events booked for 2024 and 31 events booked for 2025.

ACTUAL RIVIERA BALLROOM REVENUE BY YEAR

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

2019	2020	2021	2022	2023	2024	2025 YTD
\$99,792.62	\$29,095.71	\$162,926.92	\$286,754.23	\$308,151.03	\$260,375.56	\$301,029.55

CATERING REVENUE

\$14,688.76	\$4,337.68	\$32,970.09	\$46,691.72	\$48,795.80	\$47,914.74	\$28,771.61
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**Lake Geneva Tourism Commission
SEPTEMBER 8, 2025
VISIT Lake Geneva Update**

Upcoming Partner Events

- Monthly Partner Meeting – September 16 @ 8am at The Cove | Topic: 2027-2028 Hwy. 50 Construction Project
- Annual Dinner & Impact Awards – October 14 at Grand Geneva Resort

Upcoming Public Events

- 2025 Electric Christmas Parade – December 6
 - Float registration open through November 7
- Winterfest 2026 – January 28 through February 1
 - Downtown Ice Sculpture Walk

Earned Media Highlights – AUGUST 2025

- Conde Nast Traveler | [The 31 most beautiful towns in America](#)
- World Atlas | [9 of the Most Adorable Small Towns in Wisconsin](#)
- Chicago Tribune | [Wrigley family's architectural legacy is as extensive as its business empire](#)
- Midwest Living Magazine | [30 Midwest Fall Color Getaways You Need to Take This Year](#)
- World Atlas | [10 Stress-Free Wisconsin Towns for a Weekend Retreat](#)
- World Atlas | [7 Best Towns in Wisconsin for a Two-Day Recharge](#)
- Travel and Tour World | [New York City Adds Boston, Chicago, Atlanta, Los Angeles, San Francisco, Dallas, Washington DC in Sending US Travelers to Hudson Valley, Cape Cod, Galena, and Many American Microlocations](#)

MARKETING METRICS – AUGUST 2025

WEBSITE – VisitLakeGeneva.com

- Visitor Sessions – 294,125 (+90.1%) | YTD 1,378,711 (+17.5%)
- Pageviews – 666,541(+40.1%) | YTD 3,556,657 (-1.1%)
- Users – 221,542 (+79.5%) | YTD 1,023,215 (+13.5%)
- Online Guide Visits – 3,915| YTD 24,723

- **Top Pages**

1. Things to Do	120,240 Pageviews
2. Events	73,756
3. Things to Do Donald Itinerary	39,781
4. Home	28,661
5. Things to Do Shore Path	18,702
6. Events Farmers Markets	16,228

7. Food & Drink	15,986
8. Stay	13,650
9. Stay Hotels & Resorts	13,544
10. Things to Do Shopping	13,439

- **Top Cities**

1. (not set)	32,296 Users
2. Chicago	22,821
3. Milwaukee	5,516
4. Lake Geneva	2,498
5. New York	1,567
6. Madison	1,497
7. Minneapolis	1,472
8. Indianapolis	1,048
9. Wheaton	876
10. Rockford	779

SOCIAL MEDIA

- Facebook – 78,757 Followers (+392 MoM) | 2,702,259 Monthly Views
- Instagram – 19,722 Followers (+256 MoM) | 203,100 Monthly Views
- X – 3583 Followers (+8 MoM) | 1,139 Monthly Impressions
- LinkedIn – 1,986 Followers (+24 MoM) | 285,899 Monthly Impressions
- TikTok – 4,071 Followers (+108 MoM) | 61,265 Monthly Views

EMAIL SUBSCRIBERS

- Subscribers – 53,495(-21)
- Open Rate – 31.6%

VISITOR CENTER ACTIVITY

- Phone Calls – 279 (-46) | YTD 1,905 (-467)
- Walk-ins – 1,813 (-409) | YTD 10,018 (-1,316)
- Emails – 899 (+18) | YTD 7,946 (-268)
- Visitors Guides Fulfilled – 805 (-1) | YTD 7,379 (-298)

HOTEL ACTIVITY – JULY 2025

- Occupancy – 79.9% (+6.0%) | YTD 55.8% (+7.7%)
- ADR - \$270.74 (+4.1%) | YTD \$207.64 (+8.5%)
- RevPar - \$216.36 (+10.4%) | YTD \$115.83 (+16.8%)

MEETINGS & EVENTS RFP ACTIVITY – AUGUST 2025

RFP #	Total Attendees	Total Room Nights	Type	Event Date	Properties Sourced
1532	55	75	Association	JUN 2026	Grand Geneva
1533	80	184	Association	SEP/OCT 2026	The Abbey, Grand Geneva, Lake Lawn
1534	120	225	Social	JUN/JUL 2026	The Abbey
1535	450	1405	Association	OCT 2028	Grand Geneva
1536	450	1405	Association	OCT 2027	Grand Geneva
1537	450	1405	Association	OCT 2026	Grand Geneva
1538	20	78	Corporate	JUL 2026	The Abbey, Grand Geneva, Lake Lawn
1539	44	132	Insurance	AUG 2027	The Abbey, Lake Lawn
1540	300	243	Association	JUL 2026	Grand Geneva
1541	100	383	Corporate	JAN 2026	The Abbey, Grand Geneva
1542	150	90	Wedding	OCT 2026	The Abbey, Grand Geneva, Harbor Shores , Lake Lawn, The Cove , Geneva Inn
1543	16	62	Association	JUN 2026	The Abbey, Grand Geneva, Lake Lawn, Geneva Inn
1544	20	80	Association	SEP 2025	Lake Lawn, Grand Geneva, The Abbey, The Cove , Maxwell Mansion
1545	120	90	Social	JUL 2026	Lake Lawn, Grand Geneva, Harbor Shores , The Cove , The Abbey
14	2375	5857	August 2025 Totals		

Year-to-Date

- RFPs Distributed – 94 | RFP Room Nights – 25,062 | RFP Attendees – 15,090

Other

- August Ribbon Cuttings: Jersey Mike's | Venetian Fest | Flippin' Fabulous | Pine Hill Farm Co. | Summer Moon | The Bottle Shop
- Fall advertising launched– Digital, TV, Radio, OOH, Social; new Donald Driver Fall commercial
- WGN Radio Your Hometown feature 8/28
- September Media Tour 9/2-4
- Wisconsin Hotel & Lodging Assoc. 2026 Cover Contest
 - [Round 2 Voting](#) through 9/14
 - 4 of 8 finalists are Lake Geneva area properties – The Cove, Maxwell Mansion, Geneva Inn, and Lake Lawn Resort



626 Geneva Street, Lake Geneva WI 53147 | 262.716.9529 | www.downtownlakegeneva.org

Executive Director's Report

August 2025 Recap

Website & Social:

In August, we saw 59% increase in site sessions from previous month with top visited pages being /maxwellstreetdays, /Oktoberfest, and /lemonadecrawl.

Top traffic sources were google, then direct, and then referral from VISIT Lake Geneva.

New store openings, mural announcement and anniversaries had most organic reach on social media. Lemonade Crawl hit 1200 views on Instagram.

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	OCT	NOV	DEC (24)
Mobile	546	630	630	1407	2010	2180	2424	3500			643
Desktop	327	385	385	510	630	806	909	1315			263
Tablet	15	12	12	48	50	47	53	69			9
Pageviews	1821	2100	2100	3543	4580	4374	5524	8012			1697
Users	888	857	857	1864	2690	3034	3418	4884			915
New Visitors	803	790	790	1617	2258	2098	2,839	4125			815
Avg Time on site	4m1s	5m31s	5m31s	3m8s	3m59s	3m16s	4m6s	3m23s			2m41s
	JAN	FEB	MAR	APR	MAY	JUN	AUG	SEP	OCT	NOV	DEC (24)
FACEBOOK											

Followers	17890	17507	17507	17587	17625	17722	15974	15783			17611
MoM Change	279	94	94	80	38	97	-1748				-121
Reach	38,886	42,346	42,346	34724	33626	19,800	64,347	64,129			34671
Views	111,637	89,536	89,536	90,029	83,464	54,3654	154,427	147770			
Post Engagement	6,551	5766	5766	5687	7,727	5764	2,202	8544			2715
INSTAGRAM											
Followers	3409	3493	3493	3544	3619	3641	3716	3749			3373
MoM Change	36	84	84	51	75	66	75	83			17
Views	6,214	5758	5,758	5077	6330	4116	14881	17101			3528
Engagement	522	322	322	349	407	702	517	424			234

Events & Promotions:

Listed Events for the year:

Indoor Sidewalk Sale – January 10-12th

Annual Meeting – March 12th

Spring Wine Walk – May 18th

Lemonade Day Crawl – August 20th

Maxwell Street Days - August 22-24th

Oktoberfest – October 11-12th

Fall Wine Walk – November 2nd

Light Up Lake Geneva Tree Lighting Shop Small Weekend – November 28-30th

Visits with Santa – Thursdays in December

Promotions Committee:

General promotions committee met Aug 27. Drafting annual Marketing Plan. Organizing Oktoberfest pumpkin stroll sign ups and volunteer engagement. Created a partnered promotion with the Library for National Library Card Sign Up month. Over 20 businesses in Lake Geneva are offering discounts or giveaways if you show your library card throughout the month of September.

i. Lemonade Crawl Recap – (Still waiting on marketing metrics from ad buy of APG and Radio)

a. 275 attendees of families for lemonade crawl, 24 lemonade stops.

b. Winners for Best Lemonade were: The Cove with their lemonade slushies and for best Tasty Treat: Tied with Geneva Tap House cupcakes and Pink Moon Bay's scones.

c. For Picnic in the Park, we had between 450-500 attendees and 4 food trucks. Our total revenues for

the event from ticket sales and vendor fees were \$1750.00 to go towards the mural program.

d. Post event feedback from businesses suggested earlier start time for the crawl and more ticket sales could be opened as less items were used by accompanied children. Sales were either 0-5% increase for the day, although they heard from several attendees they loved the unique concept.

ii. Post event feedback from guests: They enjoyed the swag bags, one suggestion of using recyclable lemonade cups in bag. Requested a different type of map of locations. Enjoyed the picnic in the park. 100% responded with enthusiasm of joining us next year. Two stories of tourists joining us day of and loving the local charm of the event.

ii. Maxwell Street Days: Estimated at 3,000 attendees. 3 musicians played busking. Site sessions were most visited in the month of August for this event. 40 participating businesses. Business feedback surveys were sent out 8/29 so incomplete data so far.

Beautification:

- i. Mural Committee – Awaiting update from Plan Commission on Library Mural
- ii. Benches – RFP selected and awarded to Terence Pisano. Initial logistics meeting to take place in September
- iii. Vacant Storefronts – researching costs for window clings for a temporary art display while vacant. Identified 5 buildings that can be utilized.

Economic Vitality:

- i. Mayor Task Force March Meeting Did not meet in June/July/August
- ii. BID expansion email has been sent for annexation and awaiting next steps to schedule public hearing
- iii. BID informational flyer for rental rates
- iv. Committee meeting to take place in September for business toolbox creation and parking research

Business Communications & Organization:

BRV: 31 site visits (94 to date)

- i. Nonprofit organizing for taxes and transfer of funds from BID
- ii. Forming nonprofit Main Street Board
- iii. Hired Graphics Intern from Carthage College

**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	8,884.02	-	105,300.05	29,919.77	6/6/2025
June	4,208.36	255,320.23	197,972.94	-	457,501.53	59,586.95	7/11/2025
July	157,080.41	219.27			157,299.68	223,216.47	8/8/2025
August					-	92,716.74	9/5/2025
September					-		
October					-		
November					-		
December					-		
	<u>331,859.30</u>	<u>444,432.25</u>	<u>381,065.70</u>	<u>-</u>	<u>1,157,357.25</u>	<u>405,439.93</u>	

Note: Marketplace Providers now pay on a quarterly basis

2025 Tourism Grant Commitments

Meetings	Events	Amount committed	Vendor	Date of Event	Paid to Date	Remaining Balance	PAID
2025-Meetings							
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	-	8/6/2025
	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	3,500.00	6,300.00	8/6/2025
July	Gala Days and Nights	35,000.00	Geneva Lake Women's Association	October 24-26, 2025	-	35,000.00	
	Sylph, A Contemporary Ballet Performance	7,948.00	Dawn Springer Dance Projects	August 27-28, 2025	-	7,948.00	
	Venetian Festival	30,150.00	Lake Geneva Jaycees	August 13-17, 2025	-	30,150.00	
August	Honoring our Military Heroes	20,000.00	Geneva Lake Museum	Opening April 2026	-	20,000.00	

CITY OF LAKE GENEVA

BALANCE SHEET

JULY 31, 2025

FUND 47 - TOURISMASSETS

47-00-00-11111	FUND CASH	1,054,735.32	
	TOTAL ASSETS		1,054,735.32

LIABILITIES AND EQUITYLIABILITIES

47-00-00-21100	ACCOUNTS PAYABLE	7,500.00	
	TOTAL LIABILITIES		7,500.00

FUND EQUITY

47-00-00-34800	RESTRICTED FUND BALANCE	1,075,073.65	
	REVENUES OVER EXPENDITURES - YTD	(27,838.33)	
	TOTAL FUND EQUITY		1,047,235.32
	TOTAL LIABILITIES & EQUITY		1,054,735.32

Account Number	Account Title	2025-25 Period Actual	2025-25 Current year Actual	Current year Budget	Variance Current year	% of Budget
TOURISM						
TOURISM						
47-00-00-41210	ROOM TAX	214,462.88	389,966.26	1,400,000.00	828,236.21	40.84
47-00-00-46100	TOURISM MISC REVENUE	.00	.00	.00	.00	.00
47-00-00-48110	INTEREST INCOME	3,215.83	22,860.46	10,000.00	12,860.46-	228.60
47-00-00-49350	TRANSFER FROM GENERAL FUND	.00	.00	.00	.00	.00
Total TOURISM:		217,678.71	412,826.72	1,410,000.00	815,375.75	42.17
47-00-00-57100	HOTEL/MOTEL ASSN-CHAM OF COM	59,586.95	89,506.72	680,000.00	367,276.81	45.99
47-00-00-57210	EVENTS COORDINATOR	.00	.00	.00	.00	.00
47-00-00-57212	RIVIERA MARKETING COORDINATOR	5,833.34	40,833.38	70,000.00	23,333.28	66.67
47-70-00-57150	PROMOTIONAL GRANT	7,500.00	300,995.53	200,402.00	104,093.53-	151.94
47-70-00-57155	TOURISM MUNICIPAL DEVELOPMENT	888.42	9,329.42	221,425.00	211,610.13	4.43
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:		73,808.71	440,665.05	1,410,000.00	736,299.69	47.78
Net Total TOURISM:		143,870.00	27,838.33-	.00	79,076.06	.00
Net Grand Totals:		143,870.00	27,838.33-	.00	79,076.06	.00

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
FUND CASH			06/30/2025 (06/25) Balance	47-00-00-11111			932,697.41
08/31/2025	CA	7	Cash Allocation - Created: 08/06/25 10:44 AM		214,462.88		
07/31/2025	CA	18	Cash Allocation - Created: 08/06/25 12:55 PM			214,462.88-	
08/31/2025	CA	27	Cash Allocation - Created: 08/13/25 11:54 AM		3,215.83		
07/03/2025	CA-CD	8	CDA Fund Allocation - Created: 07/03/25 10:12			29,392.52-	
07/09/2025	CA-CD	16	CDA Fund Allocation - Created: 07/10/25 11:45			59,586.95-	
07/24/2025	CA-CD	48	CDA Fund Allocation - Created: 07/24/25 3:55 P			708.00-	
07/25/2025	CA-CD	54	CDA Fund Allocation - Created: 07/25/25 3:26 P			5,953.33-	
07/31/2025	CA-JE	12	JE Fund Allocation - Created: 08/06/25 12:55 P		214,462.88		
			07/31/2025 (07/25) Period Totals and Balance		432,141.59 *	310,103.68- *	1,054,735.32
ACCOUNTS PAYABLE			06/30/2025 (06/25) Balance	47-00-00-21100			29,332.09-
07/31/2025	AP	139	Summary Transactions from AP System			60.43-	
07/31/2025	AP	283	Summary Transactions from AP System			59,586.95-	
07/31/2025	AP	745	Summary Transactions from AP System			8,208.00-	
07/31/2025	AP	804	Summary Transactions from AP System			5,953.33-	
07/24/2025	CDA	62025	ELAN FINANCIAL SERVICES		708.00		
07/02/2025	CDA	89270	APG SOUTHERN WISCONSIN		10,000.00		
07/02/2025	CDA	89283	GENEVA LAKE WOMENS ASSOCIATION		19,033.48		
07/02/2025	CDA	89287	IMPRESSIONS COUNT PRINTING INC		298.61		
07/03/2025	CDA	89326	US CELLULAR		60.43		
07/11/2025	CDA	89377	LAKE GENEVA CONVENTION		59,586.95		
07/25/2025	CDA	89408	CHARTER COMMUNICATIONS		119.99		
07/25/2025	CDA	89411	JONES, HEATHER		5,833.34		
			07/31/2025 (07/25) Period Totals and Balance		95,640.80 *	73,808.71- *	7,500.00-
RESTRICTED FUND BALANCE			06/30/2025 (06/25) Balance	47-00-00-34800			1,075,073.65-
			07/31/2025 (07/25) Period Totals and Balance		.00 *	.00 *	1,075,073.65-
ROOM TAX			06/30/2025 (06/25) Balance	47-00-00-41210			175,503.38-
07/31/2025	JE	24	TRANSFER ROOM TAX TO TOURISM FUND-J			116,817.93-	
07/31/2025	JE	24	TRANSFER ROOM TAX TO TOURISM FUND-J			97,644.95-	
			07/31/2025 (07/25) Period Totals and Balance		.00 *	214,462.88- *	389,966.26-
YTD Encumbrance	.00	YTD Actual	-389,966.26 Total	-389,966.26	YTD Budget	-1,400,000.00 Unearned	1,010,033.74
INTEREST INCOME			06/30/2025 (06/25) Balance	47-00-00-48110			19,644.63-
07/31/2025	JE	38	REC JUL LGIP ACTIVITY			3,215.83-	
			07/31/2025 (07/25) Period Totals and Balance		.00 *	3,215.83- *	22,860.46-
YTD Encumbrance	.00	YTD Actual	-22,860.46 Total	-22,860.46	YTD Budget	-10,000.00 Unearned	(12,860.46)
HOTEL/MOTEL ASSN-CHAM OF COMM			06/30/2025 (06/25) Balance	47-00-00-57100			29,919.77
07/08/2025	AP	185	LAKE GENEVA CONVENTION		59,586.95		
			**Desc: 2025 ROOM TAX SHARE-JUN 2025				
			07/31/2025 (07/25) Period Totals and Balance		59,586.95 *	.00 *	89,506.72
YTD Encumbrance	.00	YTD Actual	89,506.72 Total	89,506.72	YTD Budget	680,000.00 Unexpended	590,493.28
RIVIERA MARKETING COORDINATOR			06/30/2025 (06/25) Balance	47-00-00-57212			35,000.04
08/01/2025	AP	797	JONES, HEATHER		5,833.34		
			**Desc: RIVIERA EVENTS COORDINATOR-AUG 2025				
			07/31/2025 (07/25) Period Totals and Balance		5,833.34 *	.00 *	40,833.38
YTD Encumbrance	.00	YTD Actual	40,833.38 Total	40,833.38	YTD Budget	70,000.00 Unexpended	29,166.62

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
PROMOTIONAL GRANT			06/30/2025 (06/25) Balance	47-70-00-57150			293,495.53
05/13/2025	AP	559	NEI-TURNER MEDIA **Desc: DIGITAL MEDIA ADS		7,500.00		
07/31/2025 (07/25) Period Totals and Balance					7,500.00 *	.00 *	300,995.53
YTD Encumbrance	.00	YTD Actual	300,995.53 Total	300,995.53	YTD Budget	200,402.00 Unexpended	(100,593.53)
TOURISM MUNICIPAL DEVELOPMENT			06/30/2025 (06/25) Balance	47-70-00-57155			8,441.00
06/12/2025	AP	91	US CELLULAR **Desc: RIVIERA CELL-HEATHER		60.43		
06/26/2025	AP	670	ELAN FINANCIAL SERVICES **Desc: WIX-YEARLY PMNT		708.00		
07/14/2025	AP	794	CHARTER COMMUNICATIONS **Desc: INTERNET SVC JUL 2025		119.99		
07/31/2025 (07/25) Period Totals and Balance					888.42 *	.00 *	9,329.42
YTD Encumbrance	.00	YTD Actual	9,329.42 Total	9,329.42	YTD Budget	221,425.00 Unexpended	212,095.58
Number of Transactions: 29 Number of Accounts: 9					Debit	Credit	Proof
Total TOURISM:					601,591.10	601,591.10-	.00
Number of Transactions: 29 Number of Accounts: 9					Debit	Credit	Proof
Grand Totals:					601,591.10	601,591.10-	.00

Report Criteria:

Actual Amounts
Only Accounts With Balances
Summarize Payroll Detail
Print Period Totals
Print Grand Totals
Include Only Description Comments
Page and Total by FUND
All Segments Tested for Total Breaks
[Report].Account Number = "47000011111"- "47700059500"

TOURISM FUND

REVENUES

47-00-00-41210 ROOM TAX
 47-00-00-48110 INTEREST INCOME
 47-00-00-49100 APPL. PRIOR YR APPROPRIATIONS

12/31/2024 BUDGET	12/31/2024 ACTUAL	% BUDGET	12/31/2025 BUDGET	8/25/2025 ACTUAL	% BUDGET	2025 PROJECTED	2026 DEPT REQUESTED
1,400,000	1,606,301	115%	1,400,000	389,966	28%	1,559,865	1,600,000
10,000	45,879	459%	10,000	22,860	229%	28,000	20,000
-	-	-	-	-	-	-	64,655
1,410,000	1,652,180	117%	1,410,000	412,827	29%	1,587,865	1,684,655

EXPENDITURES

47-00-00-57100 HOTEL/MOTEL ASSN-CHAM OF COMM
 47-00-00-57212 EVENTS COORDINATOR-RIVIERA
 47-70-00-57150 PROMOTIONAL GRANT
 47-70-00-57155 TOURISM MUNICIPAL DEVELOPMENT
 47-70-00-59600 TRANSFER TO DEBT SERVICE FUND

680,000	819,213	120%	680,000	89,507	13%	800,000	800,000
70,000	70,000	100%	70,000	40,833	58%	70,000	70,000
150,000	337,572	225%	200,402	300,996	150%	350,000	150,000
271,425	19,628	7%	221,425	9,329	4%	221,425	422,000
238,575	238,575	100%	238,173	-	0%	238,575	242,655
1,410,000	1,484,989	105%	1,410,000	440,665	31%	1,680,000	1,684,655

FUND SURPLUS (DEFICIT)

-	167,191	-	-	(27,838)	-	(92,135)	-
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CITY OF LAKE GENEVA TOURISM COMMISSION



TOURISM PROMOTION GRANT INFORMATIONAL GUIDE

December 2024

I. INTRODUCTION:

In 2017, the City of Lake Geneva Common Council passed Ordinance 17-03, creating and amending Chapter 70, Sec. 70-55, establishing a Tourism Commission to be responsible for the coordination of tourism promotion and tourism development within the City and for ensuring that all room tax dollars are spent on tourism promotion and development as defined in Wisconsin State Statute 66.0615. As part of the duties, this Commission has established the Tourism Promotion Grant Program to fulfill its obligation to support marketing projects, including advertising media buys, creation of printed or electronic promotional tourist materials, or efforts to recruit conventions, sporting events, or motor coach groups.

The Grants are intended to be provided to applicants that can clearly show their event is reasonably likely to generate paid overnight stays by transient tourists at more than one establishment on which a room tax is imposed, that are owned by different persons and located within the City of Lake Geneva. The Commission intent is to focus on those applicants that can demonstrate that likeliness primarily seven days a week during non-peak periods and Sunday to Thursday nights during peak periods (Peak periods being Memorial Day through Labor Day, non-peak Labor Day through Memorial Day).

II. ELIGIBLE APPLICANTS:

Eligible applicants for the Grant are businesses, non-profits, civic groups, downtown promotional entities, and tourism promotion entities who can convey to the Commissions' consensus that their event is reasonably likely to generate paid overnight stays by transient tourists within the City. Applicants must demonstrate that their event or promotion opportunity has fulfilled the State Statute requirements for the grant expenditures. Tourism Commission members shall not be eligible to participate in the program.

Applicants must also state:

- Where is this event physically located?
- What other governmental bodies have been approached for support and what amount has been received?
- Has the City of Lake Geneva Common Council approved this event taking place? (All proposed events must be approved by the Council prior to applying for a tourism grant).

Administration of the Grant Fund will be reviewed by the Tourism Commission with final approval given by a simple majority of those voting. The City Administrator shall be responsible for the day –to-day administration of the Grant Program after Commission approval.

III. APPLICATION PROCEDURES:

Applications are due and shall be submitted no later than 12: 00 PM (Noon) one week prior to the Tourism Commission meeting. See City of Lake Geneva website calendar for Tourism Commission meeting dates.

Businesses that are interested in applying for Grant Funds can download the application from the City of Lake Geneva website, and submit to the Lake Geneva City Administrator and designee via email at cityadmin@cityoflakegeneva.gov or mail to the Lake Geneva City Hall, 626 Geneva Street, Lake Geneva WI 53147. Applications along with applicable materials are to be marked as “Promotional Tourism Grant.”

Following submittal of an application to the Commission, the Commission will examine the application, approve or deny the application and level of financial support to be granted. As part of the application, the commission requires the Tourism Commission logo and its website (link or QR Code) to be placed on marketing event/initiative materials including printed materials, banners, event websites and all other social media outlets used.

Once the Commission has completed its review of the application, the applicant may be informed of any deficiencies and be requested to amend the application, if necessary. Upon receipt of the completed application, it will be presented to the Commission for consideration.

As part of the grant approval, the Commission may require room block rental contracts with City of Lake Geneva hotels (for applicable events) one week prior.

IV. APPROVAL PROCEDURES:

Ten-minute presentations with grant applicants and the Tourism Commission shall take place after a grant request has been submitted. Be prepared to explain how you calculated your estimate for overnight room stays. The Tourism Commission reserves the right to reject all applications or to accept any application which will best serve the interests of the City of Lake Geneva and the Tourism Commission.

V. EVENT EXPENSE REIMBURSEMENT PROCEDURES:

Businesses and organizations that have been approved for Grant Funds should indicate the final event/initiative date and will be given 45 days from that date to submit their receipts and examples of any marketing materials, using the attached form. Approved expenses after the event should be emailed to the City of Lake Geneva electronically at cityadmin@cityoflakegeneva.gov. The City of Lake Geneva will follow their internal policies in regards to reimbursement and documentation needed for reimbursement up to the approved amount. Any disputes arising from submission will be reviewed for State law compliance by the Lake Geneva City Attorney and the Lake Geneva City Administrator.

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

Revised December 2024

Date Submitted:

Organization:

9/1/2025

Contact Person:

Downtown Lake Geneva BID

Phone Number:

Alexandria Binanti

262-716-9529

Street Address:

626 Geneva Street

City, State, Zip:

Lake Geneva WI 53147

Email Address:

director@downtownlakegeneva.org

Name of Event:

Lake Geneva Oktoberfest

October 11-12, 2025

Date(s) of Event:

Deadline for receipt submittal to the City (45 days after event ending): _____

Location of Event: Flat Iron Park and Downtown Lake Geneva

Type of Event: Festival

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

Estimated Number of Attendees: 15,000

Have you Applied Before? Yes or No; Explain: Yes, for marketing, this year
adding a pumpkin sculpture tour downtown and music stations

Where is this event physically located? (street address and governmental jurisdiction):
201 Wrigley Drive, Flat Iron Park and downtown BID boundaries

What other governmental bodies have been approached for support and what amount has been received? None, but some independent sponsors

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: 40 for vendors, estimate of 150 guests
Years previous numbers and 10% attendance margin

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

Annual Event (Yes/No): yes, 30th anniversary this year

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: \$22,005.56

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 beware 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

Important points for your grant presentation at Tourism Commission:

- Please verify permitting requirements with the City of Lake Geneva *Tourism Grant Applications will not be considered until any required permits or approvals by the City Council are obtained.
- Please be prepared to address the items outlined on page four of this packet when presenting to the Tourism Commission.
- If you are going to bring printed materials to the meeting as part of your presentation; bring seven (7) copies, so all members of the Tourism Commission and the meeting recorder will have copies.
- Presentations should not last more than ten (10) minutes. Additional time is reserved for members of the Tourism Commission to ask questions of the applicant.
- If you intend to present any digital materials to the Commission, you must provide those to the City Administrator one week prior to the meeting.

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

--	--	--	--	--	--

City of Lake Geneva Tourism Commission

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

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: _____



626 Geneva Street, Lake Geneva WI 53147 | 262.716.9529 | www.downtownlakegeneva.org

Annual Lake Geneva Oktoberfest 2025 Event Plan

Date: Friday October 10, 2025 for set up. Event Dates Saturday October 11th & 12th 2025

Time: Set up Friday at 4-8PM; Event Hours Saturday 11am-9pm, Event Hours Sunday 11am-5pm. Few items to be picked up Monday morning off of sidewalk/curb.

Location: Flat Iron Park and Downtown Lake Geneva BID district

Intended Attendees: Approximately 15000 from past event analysis (referencing 2024 on Broad Street). Heads and Beds estimate at 190 based vendor needs and estimate of previous year occupancy metrics and APG formula conversion.

Event Overview:

This annual community event is designed to celebrate the area's German history as well as drive foot traffic to the downtown business improvement district. The goal is to host a community centered event with local entertainment, family fun opportunities, unique local vendors for crafts and food, and to serve Wisconsin made beers including Lake Geneva's own brewery. All marketing is directed towards our business's participation, our local traditions, and promoting the area as a year-round destination.

This is a free event to attend; there will be a designated beer tent with service for both Saturday and Sunday. The liquor license is being sponsored by Downtown Lake Geneva, Inc.'s nonprofit and all beer garden operations and sales with staffing will be managed by the BID purchasing beer from CJW. We anticipate 10-13 food vendors including the Rotary and Boy Scouts.

All health and fire safety considerations have been made and discussed at previous City and Fire meetings. Additionally, we anticipate approximately 20 crafters which include face painters, bouncy houses, and children's activity stations. Traditional competitions such as stein hoisting, dog races, and a pumpkin pie eating contest will take place to the event. A full vendor list will be supplied prior to the event; vendor applications are open until Sep 15th.

New in 2025, we are adding a pumpkin stroll through downtown with a carving demonstration to take place Saturday on Broad Street. We will also be promoting a sidewalk sale and musicians on the street. Fall selfie stations will be designed and installed to be scattered throughout downtown sponsored by school groups. We are asking for a similar co-op of expenses from businesses in partnership with Tourism Commission, much like Winterfest Ice Sculpture Walk.

Based on council precedence and past event approval, we are requesting that parking fees be waived as this is a non-profit cohosted community event for the City of Lake Geneva and this event operates as a fiscal loss traditionally. We are also asking for assistance with garbage removal throughout the weekend on the side walk cans. Requesting trash cans and 20 panels of orange fencing from Public Works to secure children's inflatable areas based on recommendation from police department for safety reasons.

Set Up/Security/Tear Down:

Included in the map are locations for porta-potties, dumpsters, and barricade placements. After speaking with Public Works, we have ensured rental of additional 3 point reflective traffic barricades. Set up of street closures will begin Friday am and BID necessary rentals and vendors will be allowed to begin setting up their designated areas from 6-8pm. All vendors are aware that staking in of 10x10 or 10x20 pop up tents is allowed, and that sandbags or other weight options are recommended in conjunction with park wind levels. Some city light pole use for electricity is requested for buskers but vendors are guaranteeing a generator for any electrical needs.

At the beer ticket tents there will also be first aid stations and security personnel to check ID's, wristband those of legal age to consume alcohol, and sell beer tokens. We supply third party contractors to handle event security during peak hours and to ensure alcohol consumption remains in the designated areas fenced off with barricades. Police and Public Works have constructed the plan for additional barricades for secure street closure. The family area will also have barricades with some fencing and hay bales to optimize sightlines for families while enjoying the activities. There will be three bouncy houses and free pumpkins to decorate and take home with families. Face painting, pony rides, and story hours will be featured as well.

Loading and unloading of musician equipment will be done on Center Street behind the stage at Brunk Pavilion, with alternate parking recommended for all personnel outside of downtown.

Tear down will begin Sunday evening after the event ends at 9pm. All vendors and majority of rentals will have to be removed by 10:30PM. Clean up crews will be hired throughout the event, but this staff will do a final sweep through the area following tear down. Garbage will be disposed of from garbage cans to the dumpster and the dumpster will be picked up Monday morning. Porta-potties will be picked up Monday by 7 am. Large beer tent will be picked up by 6am Monday morning. Beer trailer will be parked in the Brunk Pavilion parking lot on Monday before noon.

Marketing Budget: \$22,005.56 in 2025 vs \$22,450.00 in 2024 (edit/reduction of radio coverage, removal of graphic design services and then inclusion of pumpkin stroll)

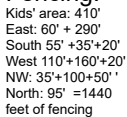
- Marketing Agency APG: \$13,614.00 - Display 200,000 Impressions/Month; Pre Roll 75,000 Impressions/Month; SEM 1,630 - 2,000 Clicks/Month; Pre-event Promotional Video 30-second spots. OTT and Additional Services listed in their marketing plan.
- Hitting Chicagoland/Preroll video on gaming apps OTT (Streaming service) Buying keywords, 75k in targeted email lists with Chicagoland & Indi/German Heritage/Family Friendly/ For Chicagoland and Dane County
- VISIT Lake Geneva - \$1250
ROS Ad, 2 Email Drops, Boosted Facebook

- Radio Spotlights - \$1500 – WLKG 30 second spots, interview on the air, on the air highlights Saturday/Sunday featured sponsor, MC from owner for dog races, complimentary boosted facebook ads
- Boosted Facebook/Instagram budget from BID - \$400
- Print Request from Impressions Counts - \$650.00 (based on Lemonade Crawl and Maxwell Street Days poster/aframe signage
- Graphic Design from DOT Design: \$1500.00
- Pumpkin Stroll Co-hosted cost addition: \$4,591.56
= 22,005.56

Operations Budget:

Oktoberfest 2025				
BUDGET				
SPONSOR	Budgeted	Actual	Receipt Date	Notes
Harbor Shores, Treasure Cove,		\$500		
Band Sponsors		\$3,000		
Hoisting Sponsor		\$1,500		
In Kind				(\$5,000)
TOTAL SPONSORS	\$6,500	\$5,000		
SALES	Budgeted	Actual	Receipt Date	Notes
Food	\$ 2,500.00	\$3,200		
Retail	\$ 2,500.00	\$4,200		
Soda and Cider Sales	\$ 3,000.00			
Kid's Zone Passes (5 per wristband)	\$ 7,500.00			
Beer Sales (steins too)	\$ 20,000.00			
TOTAL INCOME (SPONSORS + TICKETS)	\$42,000			
EXPENSES	Budgeted	Actual	Payment Detail	NOTES
Event Budget (\$60,000 from BID Assessment)				
Music	\$10,000			

Rentals	\$12,000.00			
Tents				
Garbage Dumpsters				
Portapotties				
Barricades				
MARKETING:	\$22,450.00			
In House Marketing		\$400		
Radio		\$1,500		Yellow indicates Grant Fund Usage
VISIT Lake Geneva		\$1250		
APG Agency		\$13,614		
Graphic Design				
Print with Impressions Count		\$650.00		
Pumpkins by Dori	\$9183.12	\$4,591.56		
Family Zone	\$5,000			
Bouncy Houses		\$2,800		
Pony Rides				
Face Painting		\$1,600		
Pumpkins				
ADDITIONAL MATERIALS				
TOTAL EXPENSE	\$48,450			
	BUDGETED	ACTUAL		
NET REVENUE				



-  Vendor Tents
 Tent
 Food
 Toilets/Washing
 Fencing
 Tree
 Beer Trailer
 Police command center



LAKE GENEVA BID

Oktoberfest

Rob Ireland
Robert.Ireland@Adamspg.Com



CUSTOMER BUYING JOURNEY



BRAND AWARENESS

TACTICS TO CONSIDER:

OTT, Streaming Radio, DOOH, Print, EDDM, Non-targeted Digital

CONSUMER RESEARCH

TACTICS TO CONSIDER:

Social Media Management, Website, Videos, Native Content, YouTube

CONSIDERATION

TACTICS TO CONSIDER:

Targeted Display, Targeted Social, Geofencing, Flowcode, Ad Messenger

PURCHASE

TACTICS TO CONSIDER:

PPC, Remarketing, Targeted Email

BRAND AWARENESS

01
STEP

Drive awareness to your brand, product or service through local media.

CONSUMER RESEARCH

02
STEP

Ensure your company is found online when potential customers want to connect.

CONSIDERATION

03
STEP

Reach specific area or households. Direct mail, targeted print and digital/VP digital.

PURCHASE

04
STEP

Drive leads, sales and conversions by reaching people when they're ready. Direct response.

Overview

Selected Products



**Addressable
Display**



**Addressable
OTT**



**Addressable
Streaming
Audio**



**Sponsored
Content**



Disney +

Overview

Population: 3,950,394

Target Geography

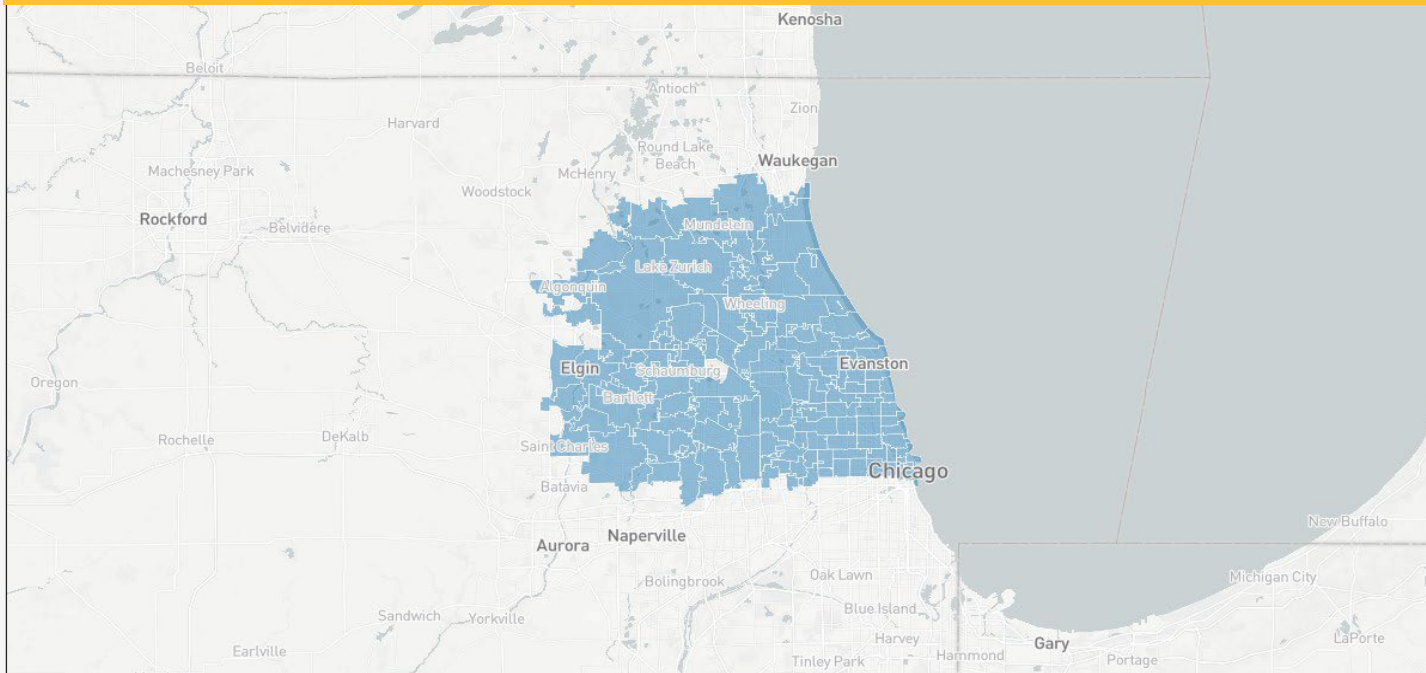
Avg. Income
\$124,921/year

 **Avg. Home Value**
\$349,408

 **Median Age**
39 years

Avg. Commute Time
30.4 minutes

Locations: 1 | Zip Codes: 131



Device Inventory


56.5% | Desktop

 **35.3% | Mobile**

 **8.1% | Tablet**

Overview

Population: 586,217

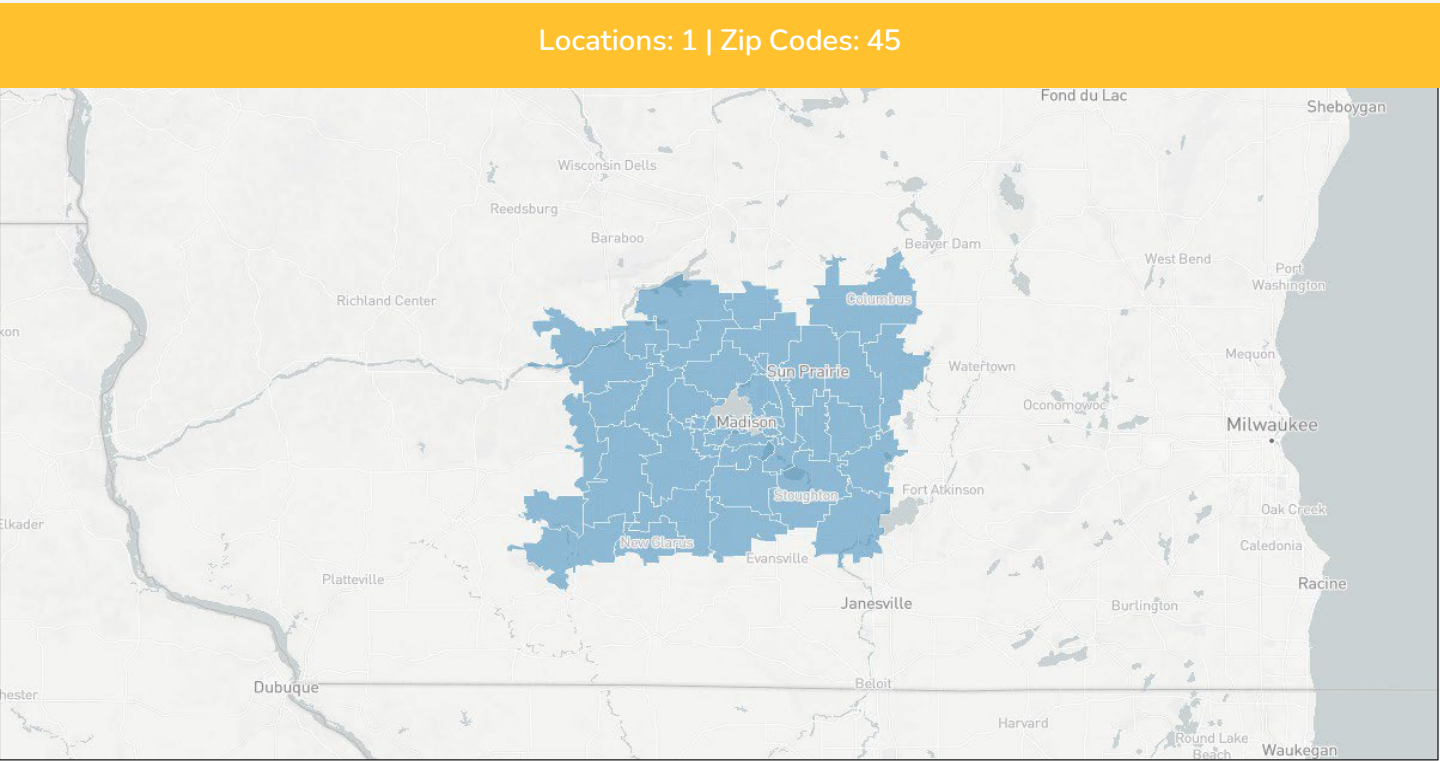
Target Geography

Avg. Income
\$94,517/year

Avg. Home Value
\$261,093

Median Age
39 years

Avg. Commute Time
22.6 minutes



Device Inventory

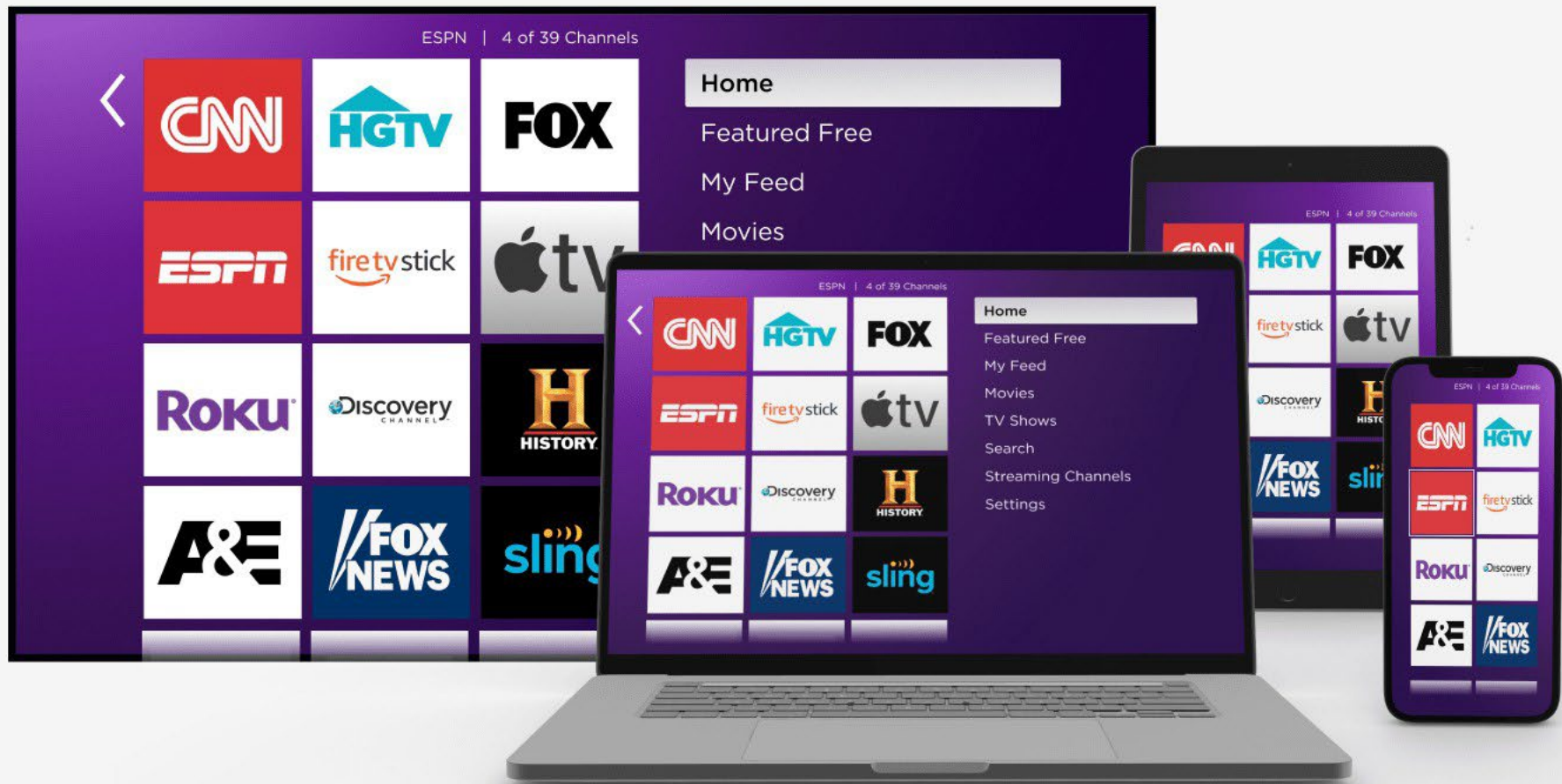
66.7% | Desktop

23.3% | Mobile

10.0% | Tablet

OTT

Deliver your message to an engaged audience watching their favorite shows or movies on any device - Television, Desktop, Tablet, or Mobile. With Over-The-Top advertising, your 15 or 30 second commercial is non-skippable and placed during premium network content.



Streaming Audio

Reach listeners as they stream the music, news, podcasts, and digital radio they love. Streaming Audio ads are 15 or 30 seconds and delivered to your custom target geography in pure-play digital radio content on all devices.



Addressable

Unleash the power of Addressable Targeting to connect with your most relevant users across multiple devices. Make use of industry-leading data for precise targeting, ensuring your ads reach the most relevant audience for the highest conversions.

TARGET SEGMENTS

Demographic

Gender

Female

Age Range

25-29, 30-34, 35-39, 40-44, 45-49, 50-54,
55-59, 60-64

Income (USD)

\$75,000 - \$99,999, \$100,000 - \$149,999,
\$150,000-\$174,999, \$175,000-\$199,999,
\$200,000-\$249,999, \$250,000+

Addressable

Unleash the power of Addressable Targeting to connect with your most relevant users across multiple devices. Make use of industry-leading data for precise targeting, ensuring your ads reach the most relevant audience for the highest conversions.

Chicago Market

Available

Display (Data Targeting): 1,918,000 impressions/month
Display (No Data Targeting): 3,950,000 impressions/month

CTV (Data Targeting): 575,000 impressions/month
CTV (No Data Targeting): 1,185,000 impressions/month

Audio (Data Targeting): 690,000 impressions/month
Audio (No Data Targeting): 2,370,000 impressions/month

Purchase Recommendation

Display: 192,307 – approximately 10% of impressions

CTV: 57,500 – approximately 10% of impressions

Audio 69,000 – approximately 10% of impressions

Madison Market

Available

Display (Data Targeting): 123,000 impressions/month
Display (No Data Targeting): 586,000 impressions/month

CTV (Data Targeting): 37,000 impressions/month
CTV (No Data Targeting): 176,000 impressions/month

Audio (Data Targeting): 44,000 impressions/month
Audio (No Data Targeting): 352,000 impressions/month

Purchase Recommendation

Display: 123,000 – approximately 40% of impressions

CTV: 14,861 – approximately 40% of impressions

Audio 17,638 – approximately 40% of impressions.

Chicago

Products

Details

Totals

Addressable Display	192,307 Impressions/Month	\$2,500
Addressable OTT	57,500 Impressions/Month	\$2,070
Addressable Streaming Audio	69,000 Impressions/Month	\$2,484/Month
Disney +	30% management fee	\$1,500/Month
Total		\$8,554

APG Southern Wisconsin Signature

Date

Advertiser Signature

Date

100

Products	Details	Totals
Addressable Display	49,230 Impressions/Month	\$640
Addressable OTT	14,861 Impressions/Month	\$535
Addressable Streaming Audio	17,638 Impressions/Month	\$635
Sponsored Content	Three Newspapers + Social Boost	\$1,750
Disney +	30% management fee	\$1,500/Month
Total		\$5,060



October 11-12, 2025
Flat Iron Park & Downtown
Lake Geneva



downtownlakegeneva.org/oktoberfest



FREE
ADMISSION

Lake Geneva



Oktoberfest



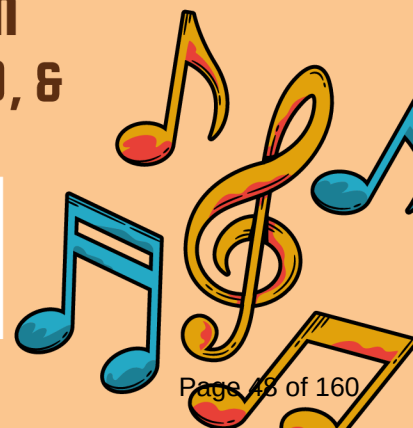
DOWNTOWN LAKE GENEVA'S
30TH ANNUAL OKTOBERFEST

OCT 11: 11AM - 9PM, OCT 12: 11AM - 5PM

FLAT IRON PARK
201 WRIGLEY DRIVE

LIVE MUSIC INCLUDING MODERN DAY
ROMEOS, PIEPTONE & BADGER BAND!

KIDS ACTIVITIES, PIE EATING CONTEST,
TRADITIONAL STEIN HOISTING, ARTISAN
MARKET, BEER GARDEN, DELICIOUS FOOD, &
MORE!



downtownlakegeneva.org/oktoberfest



LG Custom Carved Business Pumpkin Displays- Oktoberfest

Hi-
Thank you so gratefully. This is so exciting-
I'm truly looking forward to seeing this all come together.
You're UHmazing!
Thank you Thank you,

I generally like to collect 1/2 deposit up front..... (\$4591.56) and difference, the weekend of the event.
However, should you like to pay me in 1/3's, That's fine too-
July 9th- \$3061.04
Aug. 9th- \$3061.04
Sept. 9th- \$3061.04
Yay!
Dori

Customer	Invoice Details	Payment
Alex Binanti Lake Geneva- BID director@downtownlakegeneva.org (262) 716-9529 626 Geneva St. Lake Geneva, WI 53147	PDF created September 3, 2025 \$9,183.12 Service date October 10, 2025	Due July 9, 2025 \$9,183.12

Items	Quantity	Price	Amount
Pumpkin Supply (25- average 75 pounds) price by weight- travel to Caledonia	1	\$875.00	\$875.00
Custom Carved- Business Design' (1 pumpkin per business)- Gutted, lit and decorated for presentation w/ floral.	25	\$300.00	\$7,500.00
Set-up morning of Event (Oktoberfest)	1	\$375.00	\$375.00
Subtotal			\$8,750.00
Wi. Tax			\$433.12

Total Due **\$9,183.12**



Pay online
To pay your invoice go to <https://squareup.com/u/UFQRvgjg>
Or open the camera on your mobile device and place the QR code in the camera's view.



Downtown Lake Geneva proudly presents the 39th Annual Lake Geneva Oktoberfest and in conjunction with the event is hosting a NEW downtown pumpkin stroll. Downtown businesses are invited to purchase a professionally carved pumpkin sculpture to be placed in front of their storefront as part of this imaginative public art installation.

WHEN: Installation Friday, October 10th, Event is October 11 and 12, 2025. Pumpkins on display while they last.

COST: \$200 – Special price includes 60-80pd custom carved pumpkin, display stand, light kit rental with special décor, sign with business name/logo, and delivery/installation. Special pricing is available for the first 30 businesses registered. (Regular price is \$400).



DESIGN: Choose your sculpture design from a list of robust options provided by Studio Dori. In person consultation available upon request. List to be provided following sign up.

PROMO: The Downtown Pumpkin Stroll will be promoted as a companion event to Oktoberfest 2025. Advertising will include social media, digital ads, radio, email marketing and media outreach. A dedicated web page will feature a map of sculptures and sponsoring businesses. Complete the attached Registration form and submit with payment or invoice request by September 1, 2025. Registration will not be confirmed until payment is received.

QUESTIONS? Contact Alexandria Binanti, Executive Director, at (262) 716-9529 or director@downtownlakegeneva.org

2025 DOWNTOWN PUMPKIN SCULPTURE STROLL REGISTRATION

Business Name: _____

Contact Person: _____

Phone: _____ **Email:** _____

Business Address: _____

Business Website: _____

I agree to participate in the Oktoberfest 2025 Downtown Lake Geneva Pumpkin Stroll by purchasing a pumpkin sculpture at a cost of \$200.00. I understand my registration is not accepted until full payment is made by check or credit card. Please select one of these payment options:

- ☐ My check made payable to Lake Geneva BID is enclosed.
- ☐ Please email me an invoice to pay by credit card (payment due upon receipt).

Authorized Signature

Date

Printed Name

Submit completed registration form to: Lake Geneva BID – DOWNTOWN PUMPKIN STROLL

MAIL: 626 Geneva St., Lake Geneva, WI 53147

DROP OFF: City Hall for BID, 626 Geneva St, Lake Geneva

EMAIL: director@downtownlakegeneva.org

REGISTRATION DEADLINE: September 1, 2025



Section 1-Submit for Approval

City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

Revised December 2024

Date Submitted: September 1, 2025

Organization: Avant Cycles

Contact Person: Ann Esarco

Phone Number: 815-382-1688

Street Address: 912 S. Wells St.

City, State, Zip: Lake Geneva, WI 53147

Email Address: office@avant-cycles.com

Name of Event: Tracing the Divide - Avant Fall Cider Tour

Date(s) of Event: October 25 and 26, 2025

Deadline for receipt submittal to the City (45 days after event ending): 12/9/2025

Location of Event: Geneva Stage and Avant Cycles

Type of Event: Film Viewing with discussion and family friendly adventure bicycle ride
(Festival, Cultural, Convention, Tour, Sporting, Other)

Estimated Number of Attendees: 200

Have you Applied Before? Yes or No; Explain: No

Where is this event physically located? (street address and governmental jurisdiction):
244 Broad St and 912 S Wells St Lake Geneva

What other governmental bodies have been approached for support and what amount has been received? None

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 Not required

Estimated Number of Overnight Stays: 35

200 participants, approximately 25% will require overnight stays, many at local lodging

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

Annual Event (Yes/No): Yes - Avant's 2nd Annual Fall Cider Tour

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: \$5,000

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 beware 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

Tracing the Divide

1) Event Overview/Description

Film Showing – Tracing the Divide

Geneva Stage

244 Broad St, Lake Geneva, WI 53147

Saturday, October 25, 2025 at noon

Adventure and Family Bike Ride

Fall Cider Tour

Sunday, October 26, 2025, at 11am

Ride from Avant Cycles – 912 S. Wells St. to

Hafs Apple Orchard

Film Showing – Saturday, October 25, 2025

Tracing the Divide is a powerful, visually stunning documentary that captures the raw beauty of the Continental Divide and the enduring strength of a life-long friendship. This film follows two childhood friends as they embark on an extraordinary adventure, riding their bicycles from the Canadian border to the Mexico border, along one of the most challenging routes in North America.

From the soaring peaks of the Rockies to the remote backroads of the American West, their journey is filled with breathtaking landscapes, unexpected trials, and heartfelt conversations that reveal what it means to stay connected across decades and distance. As they pedal mile after mile, battling exhaustion, weather, and the sheer demands of the trail, one thing keeps them going, their deep bond, and their shared love for pizza, licorice, and Mike and Ike candies.

More than just a cycling story, *Tracing the Divide* is about the roads we travel in life, the people we choose to travel them with, and the small comforts that keep us grounded along the way. It is a celebration of perseverance, nostalgia, and the kind of friendship that lasts a lifetime.

Family friendly adventure bike ride – Sunday, October 26

2nd Annual Fall Cider Tour

This 15-mile bike ride will feature walking stops at Donian Park, Four Seasons Park (Lake Geneva), and Big Foot Beach State Park. Participants will also stop at Hafs Apple Orchard, purchased products will be taken by auto back to Avant to allow participants to continue bike ride.

2) Event Budget

Marketing with Visit Lake Geneva:

Web Ads:

Run of Site Premium \$400

Home Page Premium \$350
Interior Page Premium \$300
Social Media Ad/Boosted Post \$150 x 3 = \$450

Email Marketing \$150
Exclusive Email \$350
Total with Visit Lake Geneva \$2,000

Facebook and Instagram Posts \$200

Newsletter Advertisements with bicycle clubs: \$100
Treadhead Cycling
McHenry County Bike Club
Bayview Bike Club
Bicycle Club of Lake County

Radio Advertisement: WLKG budget \$1,000

Lake Geneva Regional News budget \$500

Airfare to bring producer, videographer to Lake Geneva for event Q&A. budget \$500

Licorice/Mike & Ikes candies budget \$150

Pizza Give-Aways \$350
Next Door Pub
Oakfire

Printing of Flyers \$200

3) Mock-up of Marketing Material to include the Tourism Commission Logo – to be available at meeting or sooner.

4) Marketing Plan – heavy reliance on Visit Lake Geneva and bicycle clubs that are outside of the Lake Geneva area. Emails, facebook, and Instagram.

5) How will this grant generate overnight stays within the City of Lake Geneva

The film showing is on Saturday, October 25. The film will be followed by Question and Answers with the film stars and videographer. The film and the Q&A will end at 2:30. During the filming coupons for dining establishments, especially pizza locations, e.g. Next Door Pub and Oakfire will be given away. This will encourage viewers to stay in town for dinner.

Sunday, October 26 will be a family friendly 15-mile bike ride that will show off three of our parks. Two of the parks are in Lake Geneva, Donian and Four Seasons. One is in Bloomfield. Participants will be taken on walking tours at each of the locations. Additionally, the bike ride will provide a “stop and shop” at Hafs Apple Orchard. Products purchased by the cyclist will be transported back to Avant Cycles to allow cyclist to continue on their ride.

6) How did you or your organization calculate the estimated number of overnight stays to be generated by your event?

Avant’s first annual fall cider tour resulted in over 30 participants. Fifty percent of these riders were from the Chicagoland area. We had little marketing. We had no film to draw people in. We are aiming for 200 to attend the film. Of those 200 people, we expect 25% to be non-local people who will want to take advantage of the walking and/or biking tours the next day.

7) Other Information:

Why do we want to bring the videographer, producer to Lake Geneva for the event-hence the airfare?

A little bit about Jack Zakrajsek –

Jack Zakrajsek is a Badger High School graduation who is now a documentary filmmaker, photographer, and cinematographer based in Grand Junction, Colorado, whose work focuses on stories of cultural resilience, conservation, and human connection. He directed the feature-length documentary *Tracing the Divide* (2024), which follows two cyclists riding the Great Divide Mountain Bike Route from Canada to Mexico, and the award-winning short film *Wild Connection* (2024), which premiered at the Academy Award–qualifying Hawai’i International Film Festival and explores cheetah conservation in South Africa. Jack has filmed extensively across the United States and internationally, including South Africa, Namibia, Costa Rica, and the Navajo Nation. His current projects include a feature documentary on the Thanda Choir in Khayelitsha, South Africa, which follows two young visionaries from Johannesburg as they build a choir in one of the country’s largest and most dangerous townships, exploring how music fosters hope, unity, and resilience in the face of systemic challenges and the lingering effects of Apartheid.



Now Showing: *Tracing the Divide*

A Journey of Friendship, Grit, and Candy-Fueled Determination

Tracing the Divide is a powerful, visually stunning documentary that captures the raw beauty of the Continental Divide and the enduring strength of lifelong friendship. This film follows two childhood friends as they embark on an extraordinary adventure—riding their bicycles from border to border along one of the most challenging routes in North America.

From the soaring peaks of the Rockies to the remote backroads of the American West, their journey is filled with breathtaking landscapes, unexpected trials, and heartfelt conversations that reveal what it means to stay connected across decades and distance. As they pedal mile after mile, battling exhaustion, weather, and the sheer demands of the trail, one thing keeps them going: their deep bond—and their shared love for pizza, licorice, and Mike and Ike candies.

More than just a cycling story, *Tracing the Divide* is about the roads we travel in life, the people we choose to travel them with, and the small comforts that keep us grounded along the way. It's a celebration of perseverance, nostalgia, and the kind of friendship that lasts a lifetime.

Whether you're an outdoor enthusiast, a lover of human stories, or simply in search of an inspiring film that will leave you laughing, tearing up, and craving a slice of pizza—*Tracing the Divide* is a ride you won't want to miss.



Flyer Version (Concise + Eye-Catching):

TRACING THE DIVIDE

Now Showing – One Journey. Two Friends. Thousands of Miles.

What happens when two childhood best friends take on the entire Continental Divide by bike? You get an unforgettable story of grit, laughter, and the kind of bond only forged over decades—and fueled by pizza, licorice, and Mike and Ikes.

Set against some of the most breathtaking landscapes in North America, *Tracing the Divide* is an inspiring documentary about friendship, endurance, and finding joy in the ride.

 Don't miss it on the big screen—where every mile matters.

Social Media Post (Instagram/Facebook):

 *TRACING THE DIVIDE* – Now in Theatres! 

Two childhood friends. One epic ride along the Continental Divide. Fueled by friendship, pizza, licorice, and Mike and Ikes, this unforgettable documentary captures the beauty of the trail—and the bond that keeps them moving.

 Inspiring. Hilarious. Heartfelt.

Catch it on the big screen now—because some journeys are meant to be shared.

#TracingTheDivide #AdventureFilm #DocumentaryLovers #FriendshipGoals #BikeLife

Voiceover Script (for Trailer or Radio Spot):

[Epic yet warm background music fades in]

NARRATOR (engaging, heartfelt tone):

What do you get when two childhood friends set out to conquer the Continental Divide by bike?

Over 2,700 miles of rugged trails, soaring mountain views... and a whole lot of licorice, Mike and Ikes, and pizza.

Tracing the Divide is the story of a lifelong friendship—tested by terrain, strengthened by laughter, and captured in one unforgettable journey.

It's more than a cycling film—it's about endurance, connection, and the sweet moments that keep us going.

Now showing—only in theatres. Don't miss the ride.

Email Campaign (Promotional Email)

Subject Line Ideas:

-  Two Friends. One Epic Ride. *Tracing the Divide*—Now in Theatres!
-  Adventure, Friendship & Candy: See *Tracing the Divide* on the Big Screen
- A Story About Friendship, Endurance... and Mike & Ikes?

Email Body:

Now Playing: *Tracing the Divide*

One journey. Two best friends. Thousands of unforgettable miles.

What starts as a dream ride along the Continental Divide turns into a heartwarming, hilarious, and breathtakingly beautiful journey of friendship, grit, and the little things that keep us going—like pizza, licorice, and Mike and Ikes.

Tracing the Divide follows two childhood friends as they take on the ultimate test of endurance: cycling one of the longest off-pavement routes in North America. But this isn't just about gear and gravel—it's about the memories they share, the challenges they face, and the connection that keeps them pedaling forward.

 Don't miss your chance to see this stunning documentary on the big screen. It's a story about the roads we travel, and the people who ride beside us.

[Get Tickets Now]

(Insert ticket link or theatre info)

#TracingTheDivide #AdventureFilm #CyclingLife #TrueFriendship #NowPlaying

Press Kit Description (For Media, Distributors, Festivals, or Sponsors)

Film Title: *Tracing the Divide*

Genre: Documentary / Adventure / Human Interest

Runtime: [Insert runtime]

Format: Feature-length

Directed by: [Insert Director Name]

Website / Trailer: [Insert URLs if applicable]

Short Synopsis:

Tracing the Divide is a feature documentary that follows two lifelong friends as they bicycle the entire Continental Divide route, from border to border. Along the way, they reconnect with each other and themselves, fueled by a shared love of the outdoors—and an odd addiction to pizza, licorice, and Mike and Ike candies.

Long Synopsis:

Part adventure film, part story of friendship, *Tracing the Divide* captures the breathtaking landscapes and emotional terrain of two men who have known each other since childhood. As they cycle over 2,700 miles along the Continental Divide, they encounter wild weather, mechanical failures, exhaustion—and the joy of unplugging from the world.

But the true heart of the film is in the quiet conversations, the laughter, the moments of reflection, and the bond that has endured for decades. It's about facing challenge, embracing the absurd, and savoring the small pleasures—whether it's a greasy slice of pizza after a long day, or a shared bag of candy in the middle of nowhere.

Tracing the Divide is an inspiring look at human resilience, male friendship, and the journeys that shape us—physically and emotionally.

Press Contact:

[Insert name/email/phone]

Screeners & Interview Requests: Available upon request.

Tagline Options (for posters, social, promo material)

1. "One trail. Two friends. A lifetime of memories."
 2. "Fuel up on candy, pizza—and pure human connection."
 3. "The ride is long. The bond is longer."
 4. "Thousands of miles. Endless laughs. One unforgettable ride."
 5. "Adventure is sweeter with Mike and Ikes."
 6. "They rode for the views. They stayed for the friendship."
 7. "Sometimes the toughest climbs bring you closer."
 8. "Bikes, pizza, candy... and the kind of friendship that never wears out."
-

Theatre Intro Script (for host or emcee to read before the screening)

Good evening, everyone—and welcome!

Thank you for joining us for tonight's screening of *Tracing the Divide*, a documentary that's as much about the human journey as it is about the trail.

You're about to follow two childhood friends as they take on one of the most challenging bike routes in North America: the Continental Divide. But this isn't just a story about endurance or cycling—it's about connection, memory, and the little joys that carry us forward, like pizza breaks and candy pit stops.

The film is funny, emotional, visually stunning, and a tribute to the kind of friendship that sticks with you like gravel in your shoes—but in a good way.

So sit back, enjoy the ride, and after the film, we'll have a short Q&A with [insert name if applicable].

Now, without further ado—*Tracing the Divide*.

? Q&A Discussion Guide (for filmmaker or moderator)

Sample Questions for the Filmmakers or Riders:

1. What inspired you to take on the Continental Divide in the first place?
 2. How did the idea to turn this journey into a film come about?
 3. What was the hardest moment on the trail—and how did you get through it?
-

4. Were there any moments you wished the cameras weren't rolling?
5. How did your friendship evolve over the course of the ride?
6. What role did food—especially candy and pizza—play in keeping you going?
7. What advice would you give someone considering a similar adventure?
8. How did the physical landscape shape your emotional experience of the trip?
9. What did you learn about yourselves by the end of the journey?
10. Would you do it again?

Poster Layout (Content + Structure)

Poster Size Suggestion: 24"x36" or 18"x24" (vertical)

Headline/Title:

TRACING THE DIVIDE

One trail. Two friends. A lifetime of memories.

Main Visual:

- A wide landscape of the Continental Divide with two cyclists in silhouette or mid-ride.
- Overlay images: licorice, pizza slice, candy bag — subtle, almost "hidden" in the corners for fun.

Tagline (choose one or rotate):

- *"Thousands of miles. Endless laughs. One unforgettable ride."*
- *"Adventure is sweeter with Mike and Ikes."*

Details:

- Now Showing
- [Theatre Name]
- [Date + Time]
- [Website or Ticket QR Code]

Credits/Bottom Text:

Directed by [Director Name]
A Documentary by [Production Company, if applicable]
[Social Media Handles / Website]

Social Media Templates

Instagram / Facebook Caption (Short-Form):

  **TRACING THE DIVIDE** is now playing!
Watch two childhood friends take on the Continental Divide—powered by grit, laughs, and a questionable amount of candy.

 Tickets at [Insert Link]

📍 [Theatre Name] | [Date/Time]
#TracingTheDivide #DocumentaryFilm #BikeAdventure

Instagram Story Ideas (Use in Sequence):

Slide 1:

📍 Coming to [Theatre Name]

 **TRACING THE DIVIDE**

One trail. Two friends. A lifetime of memories.

Slide 2 (video clip or photo):

 Over 2,700 miles by bike

 Through the rugged beauty of the Continental Divide

 Fueled by pizza, licorice & friendship

Slide 3:

 Tickets on sale now

Swipe up or visit: [Link]

 [Date] at [Time]

 [Theatre Location]

#Don'tMissTheRide

Eventbrite Ticketing Page Copy

Event Title:

Tracing the Divide – Film Screening

Subtitle (optional):

A documentary about two friends, one epic ride, and the candy-fueled adventure of a lifetime.

Event Description:

About the Film:

Tracing the Divide is a moving and often hilarious documentary that follows two lifelong friends as they cycle the entire Continental Divide. With nothing but their bikes, backpacks, and a seemingly endless supply of pizza, licorice, and Mike and Ikes, they take on one of North America's most scenic—and challenging—routes.

This isn't just a story of distance traveled. It's a story of resilience, connection, and what it means to grow up *and* grow together.

Event Info:

 *Film Length:* [Runtime]

 *Location:* [Theatre Name + Address]

 *Date/Time:* [Insert Date & Time]

 *Tickets:* [General Admission / VIP / Donation tiers if needed]

Don't miss this inspiring story of friendship, endurance, and the joy of life's simple pleasures.

1. Printable Poster Design (24" x 36")

Layout Guide (Top to Bottom)

Top Section

- **Title:**
TRACING THE DIVIDE (Big bold font, center-aligned)
Subtitle (smaller): "One trail. Two friends. A lifetime of memories."

Hero Image

- Large background photo: scenic Continental Divide landscape with two cyclists
- Optional: faded overlay of pizza, Mike & Ikes, or licorice in corners (fun touch)

Mid Section

- **Text Block:**
"A visually stunning documentary that follows two childhood friends as they take on the entire Continental Divide—fueled by grit, laughter, pizza, and candy."
It's more than a ride. It's a story of endurance, friendship, and the small joys that carry us forward."

Event Details Box (Bold and High-Contrast)

-  Theatre Name: [Theatre Name]
-  Date & Time: [Insert date + time]

- 🎫 Tickets: [Insert website or QR code]

📌 Footer

- "Directed by [Director Name]"
- [Social media handles / website]
- Film laurels or festival selections (If applicable)

📌 2. Canva / Social Templates Guide

A. Instagram Square Post (1080x1080)

Top Caption:

TRACING THE DIVIDE
Now Playing at [Theatre Name]

Image:

- Cyclists mid-ride OR wide shot of mountain landscape

Text Overlay Options:

"Two friends. One epic ride."
"Fueled by friendship... and candy."

Footer Tagline:

🎫 Tickets: [Insert Link] | 📅 [Date]

B. Instagram Story (1080x1920)

Slide 1 – Teaser

Big Text: TRACING THE DIVIDE
Small: *A story of grit, gear, and Mike & Ikes*
[Background: Still from film or trail shot]

Slide 2 – Build-up

🚴 2,700+ miles
🍕 Pizza breaks and candy pit stops
🗺️ One unforgettable journey

Slide 3 – Call to Action

🎫 Tickets available now
📍 [Theatre Name]
🕒 [Date & Time]
[Include Swipe-Up or QR code if used]

📌 3. Eventbrite Copy Formatting for Designer

Use this structure to lay out content cleanly on your Eventbrite event page:

Event Title:

Tracing the Divide – Film Screening

Subtitle (Optional):

A documentary about two friends, one epic ride, and the candy-fueled adventure of a lifetime.

Main Image:

Use a scenic still or a shot of the two riders

About the Film (Event Description):

Tracing the Divide follows two lifelong friends as they bike the entire Continental Divide—over 2,700 miles of grit, laughter, and junk food-fueled endurance.

It's a film about adventure, connection, and the small joys—like a shared slice of pizza—that keep us going through life's biggest climbs.

🕒 Runtime: [Insert Length]

🎬 **Filmmaker:** [Insert Name]

📍 **Location:** [Theatre Name + Address]

📅 **Date & Time:** [Insert]

🎟️ **Tickets:** [Insert Price or "Free with RSVP"]

Ticket Options (If Any):

- General Admission
 - VIP / Meet the Filmmaker
 - Donation-based entry
-

Have fun...go ride your bike,

Ann Esarco
Avant Cycles
912 S. Wells St
Lake Geneva, WI 53147
(815) 382-1688 (cell)
Text or email preferred

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

Revised December 2024

Date Submitted: 8/28/2025

Organization: ASR Events, LLC

Contact Person: Bill Wolfe & Dana Sabia, Owners

Phone Number: 618-558-5663 / 815-988-0594

Street Address: 5258 Rockton Ave

City, State, Zip: Rockford, IL 61103

Email Address: bwolfe@abominablesnowrace.com

Name of Event: Abominable Trail Race

Date(s) of Event: November 15, 2025

Deadline for receipt submittal to the City (45 days after event ending): Dec 30, 2025

Location of Event: Lake Geneva Ziplines & Adventures

Type of Event: Sporting - Trail Race (5k, 15k, 30k)

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

Estimated Number of Attendees: 300

Have you Applied Before? Yes or No; Explain: Yes

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

N3232 Co Trunk H, Lake Geneva, WI 53147

What other governmental bodies have been approached for support and what amount has been received? n/a

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 n/a

Estimated Number of Overnight Stays: 50-75 based on prior year

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: \$3,000

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 beware 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



Abominable Trail Race

Lake Geneva Tourism Grant Application

September 8, 2025



**LAKE GENEVA
ZIPLINES &
ADVENTURES**

November 15, 2025

About Abominable Trail Race



Our mission is to inspire racers to get out to play in the Fall Season, promoting fitness, family, and fun!



ATR was started in 2023. ATR is a fall trail race held at Lake Geneva Ziplines & Adventures. Racers can run as an individual or a team and conquer 5k, 15k, or 30k distances



ASR Events was founded in Jan 2015, is locally owned and based in Rockford, IL. Our 1st annual event was the Abominable Snow Race hosted in Jan 2016 at Veteran Acres Park in Crystal Lake, IL.



Over 13,000 racers have conquered Events held by ASR Events, LLC, from 2016 – 2025. ~55% of our racer base is in the Chicago, Rockford, Milwaukee areas, 44% travel from outside these regions, and 1% is from Lake Geneva



7 of our total 10 years in business, we have held our events in Lake Geneva.

ADVENTURE | FUN | FOOD | CRAFT BEER | COMMUNITY

ABOMINABLE TRAIL RACE

AGES 6 AND UP

30% OFF

**NOV 15, 2025
LAKE GENEVA**

CODE: VISITLG

Scan Me

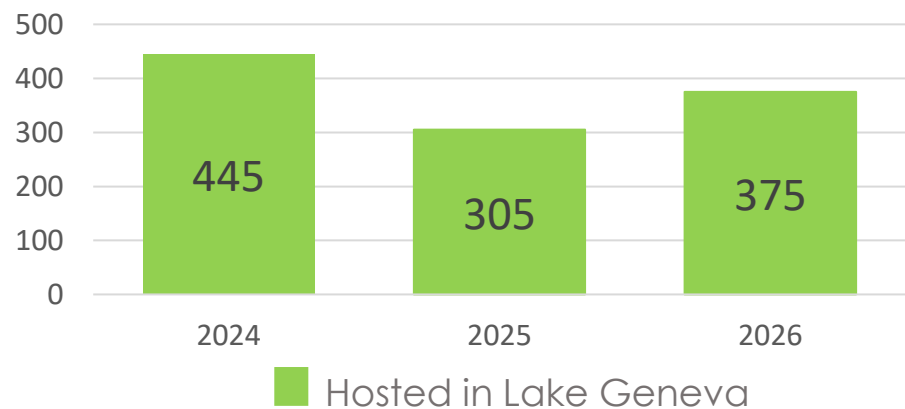
5K | 15K | 30K

REGISTER AT
[ABOMINABLETRAILRACE.COM](https://abominabletrailrace.com)

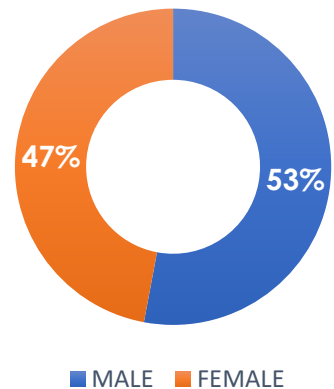
LG HOTELS DEALS
& REGISTRATION

Registrations, Hotel Stays, & Demographics

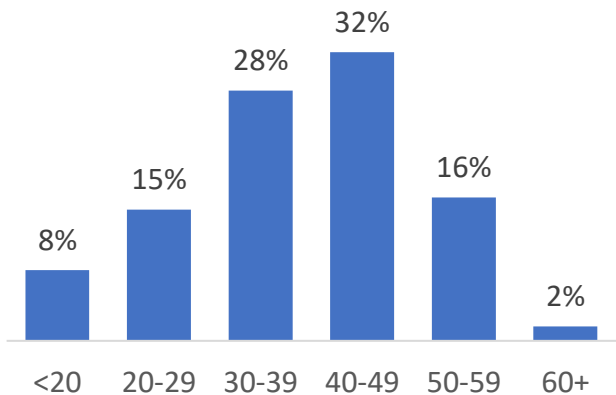
Registrations



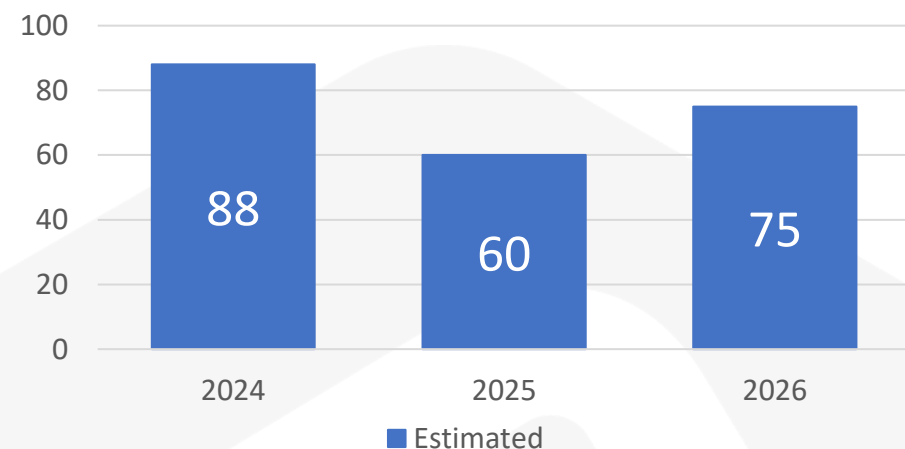
Racer Gender



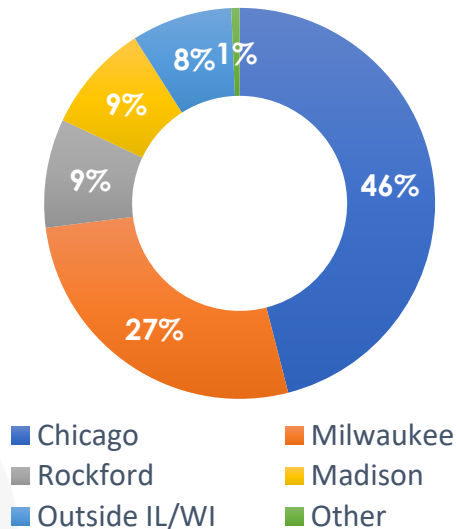
Racer Age Groups



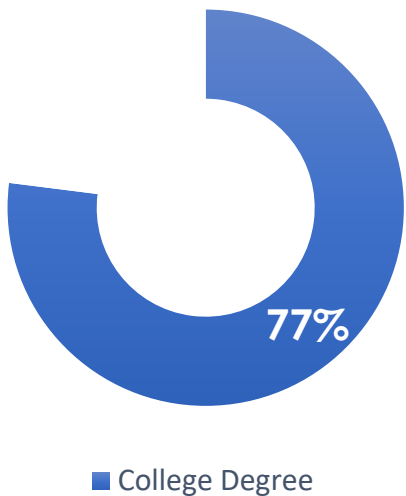
Hotel Stays



Racer Geography



Racer Education



2025 Grant Request



ATR is seeking a grant of \$3,000 in support of marketing efforts to convert 50-100 hotel stays tied to Abominable Trail Race 2025

-  Expecting 350-400 racers in our third year.
-  Leverage Print and digital marketing campaigns to expand beyond Chicagoland Markets. 2025/2026 additional focus on Milwaukee & Madison markets
-  Increase focus on targeted email campaigns - Email has proven to generate a higher conversion rate.
-  Continue to leverage Yeti Sightings with LG partners to attract new overnight visitors and patrons to downtown businesses.
-  Host Sunday Stroll & Snack teambuilding event. Run/Walk around Lake Geneva, and lunch downtown. Expect 30-50 participants

Grant Use Summary	Amount
Digital /Print / Email / Social	\$ 3,000
Total Grant Request	<u>\$ 3,000</u>

2026 ATR Budget	Amount
Direct Race Support	\$ 12,000
Maketing/Professional	\$ 6,000
Total Event Budget	<u>\$ 18,000</u>



New for 2025 – Sunday Post Race Team Building



To encourage overnight stays (Fri & Sat)

- Sunday Run/Walk around Lake Geneva
- Team Lunch downtown
- Expect 30-50 participants
- Start of a longer-term strategy to host a "2-day" Trail Race



ASR Community Partnerships 2017 - 2025



2022-2025 ASR Charity Efforts

\$25k Cash Donations

>1 Ton of food







Thank You!

Questions?

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

Revised December 2024

Date Submitted: 08/28/2025

Organization: ASR Events, LLC

Contact Person: Bill Wolfe & Dana Sabia, Owners

Phone Number: 618-558-5663 / 815-988-0594

Street Address: 5258 Rockton Ave

City, State, Zip: Rockford, IL 61103

Email Address: bwolfe@abominablesnowrace.com

Name of Event: Abominable Snow Race

Date(s) of Event: January 31, 2026

Deadline for receipt submittal to the City (45 days after event ending): Mar 17, 2026

Location of Event: Lake Geneva Ziplines & Adventures

Type of Event: Sporting - Obstacle Race (5k, 10k, 20k)

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

Estimated Number of Attendees: 1000

Have you Applied Before? Yes or No; Explain: Yes

Where is this event physically located? (street address and governmental jurisdiction):
N3232 Co Trunk H, Lake Geneva, WI 53147

What other governmental bodies have been approached for support and what amount has been received? n/a

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 n/a

Estimated Number of Overnight Stays: 300

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: \$10,000

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 beware 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



Abominable Snow Race

Lake Geneva Ziplines & Adventures

January 31, 2026



About Abominable Snow Race



Our mission is to inspire racers to get out to play in the Winter seasons, promoting fitness, family, and fun!



ASR started as a Winter Obstacle Race challenging racers to reconnect with their inner child, embrace teamwork, and make new friends. It's about creating warm memories in the coldest time of the year!



ASR Events was founded in Jan 2015, is locally owned and based in Belvidere, IL. Our 1st annual event was hosted in Jan 2016 at Veteran Acres Park in Crystal Lake, IL.



Over 13,000 racers have conquered ASR from 2016 – 2025. ~55% of our racer base is in the Chicago, Rockford, Milwaukee areas, 44% travel from outside these regions, and 1% is from Lake Geneva



7 of our total 10 years in business, we have held our events in Lake Geneva. ASR 2026 will be held at Lake Geneva Zipline & Adventure Park.

RESERVE YOUR ROOM

ABOMINABLE GROUP RATES EXPIRE JANUARY 10TH.

COMFORT SUITES LG EAST

3 MILES FROM COURSE

\$112-\$122

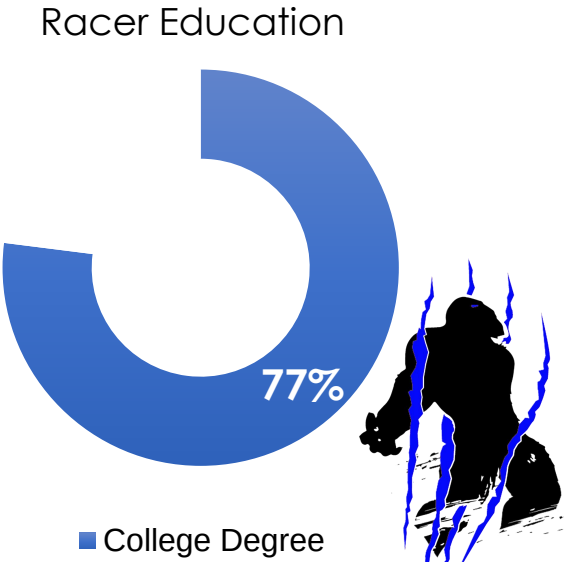
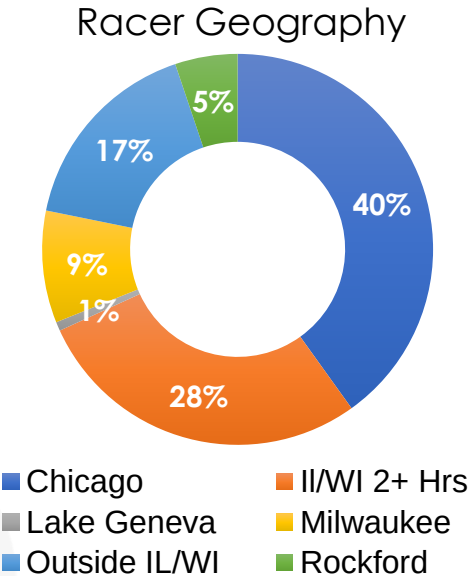
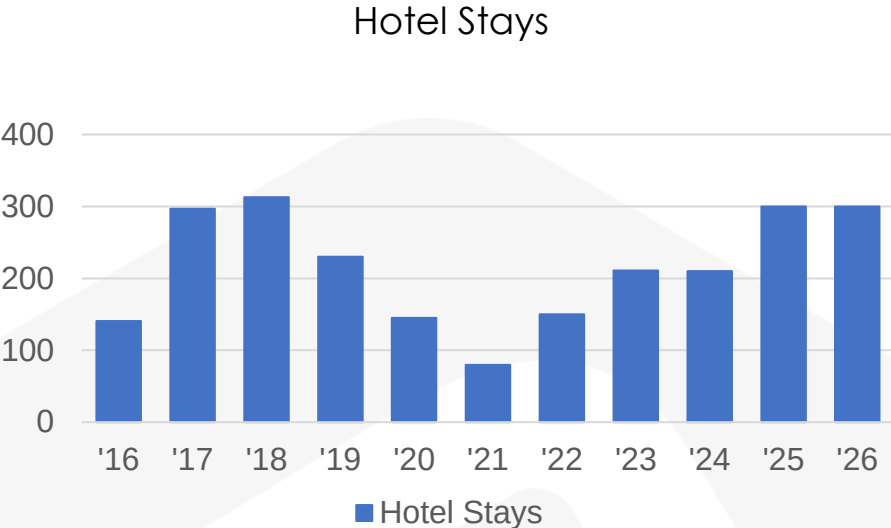
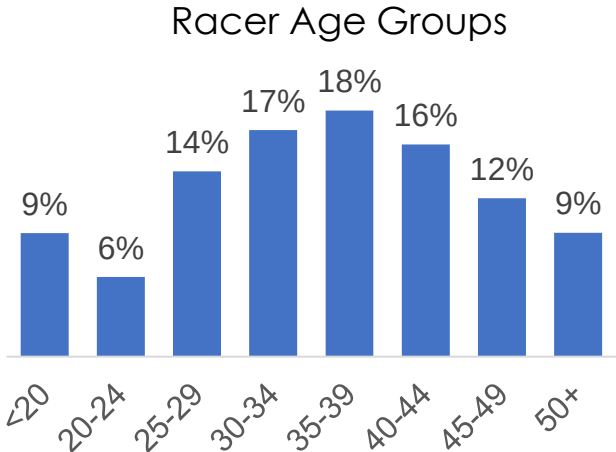
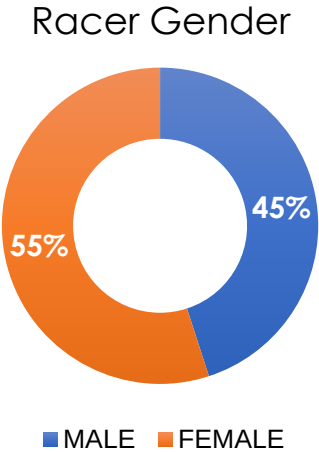
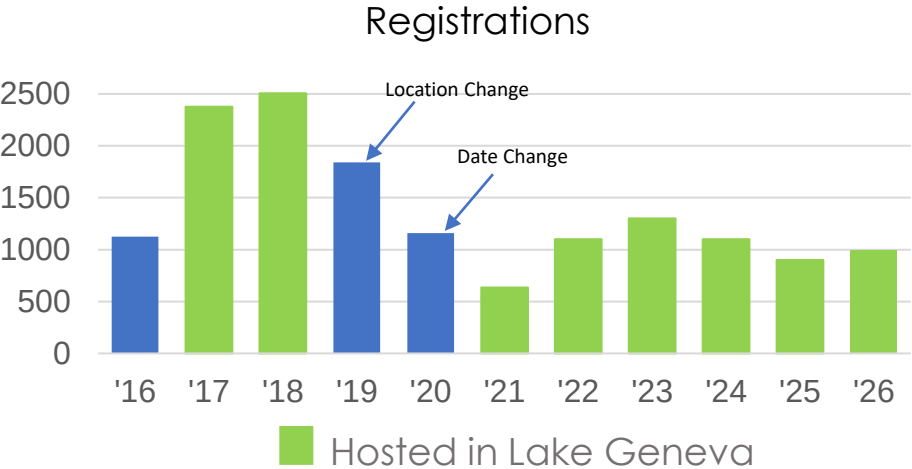
FAIRFIELD INN AND SUITES

2 MILES FROM COURSE

\$124-\$144



Registrations, Hotel Stays, & Demographics



2026 Grant Request



ASR is seeking a grant of \$10,000 in support of marketing efforts to convert ~300 hotel stays tied to Abominable Snow Race 2026

-  Leverage Print and digital marketing campaigns to expand beyond Chicagoland Markets. 2025/2026 additional focus on Milwaukee & Madison markets
-  Increase focus on targeted email campaigns - Email has proven to generate a higher conversion rate.
-  Continue to leverage Yeti Sightings with LG partners to attract new overnight visitors and patrons to downtown businesses.

Grant Use Summary	Amount
Digital /Print / Email / Social	\$ 10,000
Total Grant Request	<u>\$ 10,000</u>

2026 ASR Budget	Amount
Direct Race Support	\$ 50,000
Festival Support	\$ 5,000
Maketing/Professional	\$ 20,000
Overheads	\$ 7,500
Total Event Budget	<u>\$ 82,500</u>



ASR Community Partnerships 2017 - 2025

2022-2025 ASR Charity Efforts

\$25k Cash Donations

>1 Ton of food







Thank You!

Questions?

Section 1-Submit for Approval

City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

Revised December 2024

Date Submitted: 8/21/25
Organization: Celebration Management
Contact Person: Charlie Lorenzi
Phone Number: 262-215-1859
Street Address: 1611 Evergreen Ln
City, State, Zip: Lake Geneva, WI 53147
Email Address: lgwinterbndalexpo@gmail.com
Name of Event: Lake Geneva Winter Bndal Expo
Date(s) of Event: January 17, 2026
Deadline for receipt submittal to the City (45 days after event ending): March 3, 2026
Location of Event: The Riviera, Bella Vista, Harbor Shores, The Cove
Type of Event: Bndal Expo/convention
(Festival, Cultural, Convention, Tour, Sporting, Other)
Estimated Number of Attendees: 1000+
Have you Applied Before? Yes or No; Explain: Yes, this is our 6th year

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

812 Wngley Dr., 335 Wngley Dr., 300 Wngley Dr., 111 Center St

What other governmental bodies have been approached for support and what amount has been received? None

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~~ Not needed per Lana Kropf

Estimated Number of Overnight Stays: Thousands, Bella Vista booked over 600 room block nights in 2025

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: \$30,000.00

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 beware 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

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?
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: Fred Grah Date: 2/23/25

Name of Organization: LAKE GENEVA COMMUNITY FOUNDATION

Email: FRANK.ELSTRATZGICFR Phone: 917 509 1990
1.com

CITY OF LAKE GENEVA TOURISM COMMISSION

-GRANT EVALUATION FORM- 07/23/25

1. MEDIA SYNOPSIS

Customer responses-115

Media-radio, print ,direct -mail, on-line.

Target Markets-regional, Metro-Chicago; couples, families, individuals

2. ATTENDEES-250-275

3. ESTIMATED STAYS-75-100

4. INCOME/EXPENSE STATEMENT

-INCOME-

DONATIONS-\$1,000.	\$1,000.
--------------------	----------

-EXPENSES-

City Lake Geneva

Application	\$100
-------------	-------

Pavillion rental-	\$250
-------------------	-------

Parking Lot Rental-	\$650
---------------------	-------

Radio Ads-	\$1200
------------	--------

Printing

Flyers/Posters-	\$500
-----------------	-------

Band-	\$3015
-------	--------

Design/Graphics-	\$1200.
------------------	---------

Facebook Page/Create/Manage-	\$400.
------------------------------	--------

Social media	\$400
--------------	-------

Evite/Create/Manage-	\$1000.
----------------------	---------

Banners/Signs-	\$171.50
----------------	----------

Shirts-	<u>\$165.</u>
	\$9051.50

5. Additional Information-

The Lake Geneva Community Foundation presented a free Jazz concert.

The goal was to focus on building community through getting residents to come together to enjoy quality music, in the park at the lakefront, spending time together.

There were over 250 people in attendance. Seating for 125 people was made available with 60-inch round tables and padded white folding seats.

Others brought outdoor chairs or, blankets to enjoy the lawn.

Celebrations On Wells provided a food truck with angus beef sliders, hot dogs and chicken sandwiches. Community State bank provided free ice cream served from a retro-tear-drop trailer. Ice cream sandwiches, fudge bars and popsicles were quite popular for all ages.

The Geneva Lake Children's Museum had a booth promoting their new project and passed out whimsical pinwheels and toys to the many children in attendance.

First Congregational Church also had a booth. They featured their commitment to community and highlighted their food pantry, day-care and commitment to supporting local charities through their traditional Christmas cookie sale in December.

The event was unique and well received. Local people, enjoying a beautiful local park, and the historic lakefront. All ages, and all interests, coming together to share an enjoyable evening amongst classic jazz performed by an award winning youth ensemble.

Norman Rockwell would have been proud.

Name-Fred Gahl Date07/23/25

Organization-Lake Geneva Community Foundation

Email-fgahl@strategicfr.com

Phone-917-509-1990

LAKE GENEVA COMMUNITY FOUNDATION

BRINGING RESIDENTS TOGETHER
TO BUILD COMMUNITY

FREE
ADMISSION



“JAZZ BY THE LAKE”

FEATURING
MIDWEST YOUNG ARTISTS CONSERVATORY
MIDWEST'S LARGEST YOUTH MUSIC PROGRAM



LIVE MUSIC & LOCAL EATS!

SAT JULY 19TH | 4-8 PM | FLAT IRON PARK, LAKE GENEVA

BRING A PICNIC • PREORDER A BOX-LUNCH FROM **THE CHEESE BOX** AT THE RIV
• ENJOY THE **CELEBRATION ON WELLS** FOOD TRUCK • GRAB A SCOOP FROM
A RETRO ICE CREAM TRUCK, COURTESY OF **COMMUNITY STATE BANK**



LAKEGENEVACOMMUNITYFOUNDATION.COM



Lake Geneva Community Foundation
For Us, By Us Together!

JAZZ

by the Lake

Lake Geneva Community Foundation is dedicated to bringing residents together to build and share our community in order to enhance the quality of life in Lake Geneva.

Midwest Young Artists Conservatory based in Highwood is the region's largest youth music ensemble program.

MYAC offers unparalleled orchestral, chamber, jazz, and choral music education and performances.



July 19 • 5-7PM • Flat Iron Park

MIDWEST YOUNG ARTISTST CONSERVATORY • MYA.ORG

In partnership with Lake Geneva Community Foundation • Event is rain or shine!

VISIT *Lake Geneva*





Lake Geneva
Community Foundation
presents

JAZZ *by the Lake*

5-7PM • SAT JULY 19 • FLAT IRON PARK

Lake Geneva Community Foundation is dedicated to bringing residents together to build and share our community in order to enhance the quality of life in Lake Geneva.

Midwest Young Artists Conservatory based in Highwood is the region's largest youth music ensemble program.

MYAC offers unparalleled orchestral, chamber, jazz, and choral music education and performances.





PRESS RELEASE

FOR IMMEDIATE RELEASE

Date

Lake Geneva Community Foundation to host Midwest Young Artists Conservatory for an outdoor “Jazz by the Lake” concert on Saturday July 19

With a goal of bringing the local community together, the newly established Lake Geneva Community Foundation hosts its first event “Jazz by the Lake” on July 19 at Brunk Pavilion in Flat Iron Park. For one night only, jazz students from Midwest Young Artists Conservatory (MYAC) will travel to Lake Geneva to perform.

xx more event details xx

xx insert event link xx

About Lake Geneva Community Foundation:

The Lake Geneva Community Foundation is dedicated to bringing residents together to build, share, and protect our community in order to enhance the quality of life in Lake Geneva. They offer services such as grantmaking programs, community leadership initiatives, and philanthropic partnerships. They believe in the power of philanthropy to drive positive change and create a more vibrant and equitable community for everyone.

About Midwest Young Artists Conservatory (MYAC):

Midwest Young Artists Conservatory empowers young musicians through transformative music education, focusing on ensemble collaboration across multiple music programs.

As the region’s largest youth music ensemble program, MYAC offers unparalleled orchestral, chamber, jazz, and choral music education of the highest quality. They empower nearly 1000 students annually of all ages and abilities, from over 70 communities in Illinois, Wisconsin, and beyond to study and rehearse at their facility in Highwood, Illinois.

Their programs consist of 6 orchestras, 40+ chamber ensembles, 3 jazz big bands including 6 combos, 3 choral ensembles, early childhood music classes, music theory & history classes, festivals and workshops, summer camps, master classes, and national concerto and chamber competitions.

For media inquiries, please contact:

XXXXXXXXX

-CITY OF LAKE GENEVA TOURISM REIMBURSEMENT FORM-



262-248-2545

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

Invoice

Date	Invoice #
8/1/2025	344882

Bill To

P.O. Number	Job Name
	LGFC

Quantity	Item Code	Description	Price Each	Amount
150	Color Copies	150 qTY Color Copies	1.50	225.00T
1	Flyers	500 qTY Flyers	250.00	250.00T
PAID				

Thank you for your business.

Subtotal	\$475.00
Sales Tax (5.5%)	\$26.13
Total	\$501.13

R2F Creative LLC
1514 NW Maple Place
Ankeny, IA 50023
+15157218158
crystal@r2fcreative.com



BILL TO

Fred Gahl
281 Sheridan Springs Road
Lake Geneva, WI 53147

INVOICE # 922

DATE 07/30/2025

DUE DATE 08/29/2025

TERMS Net 30

Graphic Design	1	1,200.00
Comprehensive Graphic + Digital Design/Web/Promotional Service		
Digital Design	1	400.00
Social Media		
Digital Design	1	400.00
Facebook Page		
Digital Design	1	1,000.00
Evite - Design/Implement		

Please send a check with the payment to

Crystal Beach

1514 NW Maple Place

Ankeny, IA 50023

A 1 1/2% monthly service charge is payable on all overdue balances. The Client shall assume responsibility for all collection of legal fees necessitated by default in payment. At all times, R2F Creative, LLC will retain/retains the right to use the final design(s) and all preliminary design(s) in design competitions, publications on design, and in marketing of R2F Creative, LLC.

SUBTOTAL	3,000.00
TAX (0%)	0.00
TOTAL	3,000.00
BALANCE DUE	\$3,000.00

PAID
7/31/25
outlet
#1004



Memo

To: Tourism Commission

From: David De Angelis, Administrator, Laura Pisarcik, Finance Director

Date: August 5th, 2025

RE: Knowles Nelson Grant Matching Funds

Previously the Tourism Commission to supply the matching funds for the Knowles Nelson Grant in the event the City was successful in getting the award. The City has been successful and we were awarded the grant for the project which was a total of \$485,000. The City is therefore respectfully requesting the approval of the transfer of funds for the \$242,500 for the matching portion of the Knowles Nelson Grant, all of which was approved in the 2025 budget.

This transfer will work just like the current one we do for the debt service portion that the Tourism helps supplement for the current bond for the Riviera.

Please feel free to contact either of us if you have any questions.

State of Wisconsin
Department of Natural Resources
dnr.wi.gov

Stewardship Local Assistance, Federal Land & Water Conservation Fund, & Recreational Trails Program Grant Application

Form 8700-191 (R 01/2024)

Page 1 of 6

Notice: Use of this form is required by the Department of Natural Resources (DNR) for any application filed pursuant to ss. NR 50.06, NR 50.21, and NR 51, Subchapters XI-XV, Wis. Adm. Code. Personal identifiable information will only be used in conjunction with the programs listed above. If you have any questions contact your local community service specialist. Personally identifiable information provided on this form will be used for program administration and will be available to requesters as required under Wisconsin's Public Records Law [ss. 19.31 - 19.39, Wis. Stats.].

Applicant		Individual Authorized to Act on Behalf of Applicant	
City of Lake Geneva		Charlene Klein	
Street or PO Box		Title	
626 Geneva St.		Mayor	
City, State, Zip Code		Telephone Number	Fax Number
Lake Geneva, WI 53147		(262) 215-3563	
County		E-Mail Address	
Walworth		Mayor@cityoflakegeneva.com	

Grant Payment Information:

ACH Payment Email Address or ☐ **Check Mailing Address (if different from applicant)**

treasurer@cityoflakegeneva.com	Name	Address		
	Organization:	City	State	ZIP Code

Section 1: Project Information

Financial Summary

Grant Programs Applicant is Eligible For:

(refer to eligibility chart in program guidance)

☒ Stewardship ☐ Land and Water Conservation Funding ☐ Recreational Trails Program

Project Type (select one) ☐ Acquisition ☒ Development ☐ Rehabilitation ☐ Maintenance

Project Title: Hillmoor Trail System

Financial Summary

(Manually complete blue boxes)

Grant Request STEW/LWCF (up to 50%)

\$242,500

Grant Request RTP (up to 80%)

Match Sources

Sponsor Funds (Cash and/or Force Account)

\$242,500

Donations (Cash, Labor, Materials, Equipment)

Other (list):

Total Sponsor Match:

\$242,500

Total Project Costs STEW/LWCF

\$485,000

Total Project Costs RTP

Project Location

Township	Range	☐ E ☒ W	Section	¼ ¼	¼	GPS Coordinates (Decimal Degrees):	County
02 N	18		30	SW	SW	Lat: 42.598191 Long: -88.423117	Walworth
UEI # (12 digits)						Congressional/Legislative District Numbers (link)	
CH5VLMDL1826						WI Senate 11	WI Assembly 32 US Congress 1

Census Tract #: 55127001502

(Go to <https://screeningtool.geoplatform.gov/en/#3/33.47/-97.5>; Zoom in on location and click to get Census Tract #)

Section 2: Project Details**1. What is the primary purpose of the project?**

The City of Lake Geneva purchased the 189-acre Hillmoor property in 2022. The purpose of installing public hiking trails is to provide safe and scenic public access for residents and visitors to hike the property. The grant will allow the City of Lake Geneva to create 3 1/2 miles of hiking trails on the property, the majority of which will be ADA compliant and user friendly. During public input sessions following the purchase, almost 90 percent of citizens who spoke at the meeting said that this was the number one recreational use they wanted for the property.

2. Describe in detail which elements of the project will be completed with the requested funds. Please do not include information about tasks which are not part of this funding request.

The 3 1/2 miles of hiking trails will be created with the grant, as well as a bridge across the White River that allows for emergency vehicle access. In addition, a landscape architect will be hired to recommend landscaping that will add to the scenic beauty of the new trails. The grant does not cover the cost of these trees, shrubs, etc. Finally, the grant will fund five signs for the five trailheads to enter the property that will include a map of the trails and rules for use. QR codes will be provided on the signs.

3. How will the public use and access the project?

There are five major entry points. The first is from the Main Street that takes pedestrians across a railroad bridge to an existing trail while the second begins near Eastview Elementary school where there is a public parking lot and city restrooms. The second is off Haskins Street where parking is allowed on the street. At the north end of the property, the city owns a large lot that will provide grass parking for more than 100 cars and there will be a fourth entry point and the fifth entry point is off Highway 50 near the current entrance to the property where there will be parking. Since the uses of these upland areas have not yet been decided, there will be parking on the grass until it is determined what materials and size are needed for parking in this area.

4. What key partnerships are involved in this project?

The Geneva Lake Conservancy, an accredited land trust, has developed and opened five public nature preserves and offered to partner with the city on this project. They have used their consultants to develop the trail map and write the grants needed to fund the project. In addition, the Conservancy has completed a management plan for the floodplains and wetland on the northern part of the property and is holding volunteer work days to begin removing invasive species from the property. Other partners include the Friends of Hillmoor, which is removing debris from the southern upland areas and VISIT Lake Geneva, which will feature trail maps and information on the trails at their Visitors Center and on-line. The Hillmoor Ad Hoc committee, composed of a group of citizens and groups that want to support Hillmoor, has been formed by the City Council to determine the other uses of the property.

5. Who will complete the operations and maintenance of the project?

The trail system will be installed by a contractor hired by the City of Lake Geneva Public Works Department. Staff from the Geneva Lake Conservancy who have installed previous trail systems will assist. The maintenance of the trails and bridges will be the responsibility of the City of Lake Geneva Public Works Department. Signs will be created and ordered through the Hillmoor Ad Hoc Committee and the landscape architect will also be managed by the committee with final recommendations approved by the City Council.

6. How did the public provide input for this project? Is there any opposition to the project? If opposition, please explain.

After purchase was completed in 2022, two public input sessions were held in January, 2023. More than 80 percent of the speakers spoke in favor of keeping the majority of the Hillmoor property as a park with hiking trails and nature activities. In addition, in 2019, public workshops held to update the City's Comprehensive Plan identified new bicycle and pedestrian paths as the major use for this property. There was no opposition to the final hiking trail system although some trails were moved from the wetlands to the uplands to address flooding concerns near the White River.

7. Explain the approval process for this project.

The Hillmoor Ad Hoc Committee voted on March 14, 2024 to recommend the final 3 1/2 mile Hillmoor trail system and the Knowles Nelson grant application to the City Council for approval. The City Council approved the plan on xxxxx. The City Council also included the match for the grant in its 2024 budget.

8. How will the in-perpetuity obligations of these grant funds be managed? Who will be responsible for long-term operation and maintenance of the project and how will future funding be obtained?

The City of Lake Geneva will include operations and maintenance costs for the trail system in its annual budget.

**Stewardship Local Assistance, Federal Land & Water
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Grant Application**

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-
9. **Park/Trail/Recreational Area Name:** Hillmoor (i.e. Lakeshore Park, Big Ben Recreational Area, Six Mile Wilderness Trail, etc.)
- Total Park Acreage:** 189.00 **Acreage for this Project:** 120.00
- ☐ Project site is undeveloped ☒ Project site is partially developed
10. **Are there any underground utility easements or overhead power lines on the property?** Explain:
Yes, there are water, electric and gas underground utility easements on the property that are managed by the Utility working with the City of Lake Geneva's Public Works Dept. Because the paths require only shallow digging they will not adversely impact the utility easements. When the bridges are constructed, the utility easements will be considered in the final locations and DIGGERS hotline will be called to mark the locations associated with the bridges.
-
11. **When will the property or facility be open to the public?** Temporary mowed hiking trails opened April, 2024
12. **Who is the primary project manager?** ☒ Applicant from Page 1 ☐ Other - Specify: _____
-
13. **Who is handling the financial administration of the project?** ☒ Applicant from Page 1
☐ Other - Specify: _____
14. **Estimated Project Timeline:**
- Acquisition:** Have you already purchased the property? If yes, date 12/22/2022
If so, have you received a DNR "letter of retroactivity" for the project? ☐ Yes ☒ No
If no, anticipated closing date: _____
- Development:** Anticipated Start Date 10/01/2024
Anticipated Completion Date 06/01/2025
15. **Describe the current project site and use.** (Include physical characteristics, topography, vegetation cover type, presence of any waterways/wetlands, current land use and zoning classification, etc.)
The majority of the property or about 120 acres is an abandoned golf course with scattered trees and overgrown grass that slopes north towards the White River. The river has its original meander on the north end of the property and is surrounded by a 60-acre floodplain dominated by buckthorn and other invasive species. The river is ditched as it flows out of Lake Geneva into Hillmoor. In total, there are approximately 5,600 linear feet of the river on the property, including both banks. A Primary Environmental Corridor overlays most of the wetlands and floodplains. There is a medium quality oak savanna on the eastern edge of the property with oaks and other native trees scattered throughout the property. The property is currently zoned private recreational use.
-
16. **If applying for RTP, will any tree removal occur? If yes, how many trees and what is the average d. b. h. (diameter, breast, height)?**
We are not applying for an RTP. Only dead and diseased native trees will be removed.
-
17. **Has the area been surveyed for endangered and rare species?** If yes, explain.
The SEWRPC biologist Zach Kron is coming out to survey the property this sMay. In a 1990s survey, no rare or endangered species were identified on the site, but the segment of the White River did contain two species of
-

**Stewardship Local Assistance, Federal Land & Water
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concern, including the least darter, a species of concern and the long-tailed sunfish, a state threatened species. Zach Kron says the aquatic survey is being updated and he will let us know if these species are still present when it is completed.

18. Have you discussed the project with your regional DNR Regional Project Manager within the past 3 months?

☒ Yes ☐ No

DNR Contact Sara Debruijn

19. Has consultation with a DNR Water Management Specialist occurred prior to submitting the application? (if applicable)

☒ Yes ☐ No

DNR Water Management Specialist Contact Erin Cox

IF ACQUISITION:

20. The landowner (seller) is a(an): ☐ Individual ☐ Developer ☐ Corporation ☐ Other: _____

21. Is the property located within the boundaries of another unit of government?

☐ Yes ☐ No

If yes, attach copy of approval resolution from other jurisdiction.

22. Is the property currently being leased or rented? ☐ Yes ☐ No

If yes, Date agreement expires: _____

If yes, explain and include copy of the lease.

23. Are there any buildings on the property?

☐ Yes ☐ No

If yes, explain what will be done with them.

24. After (or at the time of) the land purchase, will a conservation easement be executed on the property? ☐ Yes ☐ No

If yes, explain and attach draft easement.

25. Did the seller originally acquire property 3 or less years before expected date of purchase?

☐ Yes ☐ No

If yes, attach copy of seller's deed for potential grant calculation purposes.

26. Will the property be transferred to another eligible sponsor?

☐ Yes ☐ No

If yes, explain and provide the adopting resolution from the accepting sponsor

Stewardship Local Assistance, Federal Land & Water Conservation Fund, & Recreational Trails Program Grant Application

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27. Is seller requiring payment for property over time?

☐ Yes ☐ No

If yes, explain.

IF DEVELOPMENT:

28. Does someone other than the applicant from page 1, own the site?

☐ Yes ☒ No

If yes, explain and attach easement or lease document.

29. Does the State of Wisconsin own the site?

☐ Yes ☒ No

If yes, explain and attach the land use agreement/memorandum of understanding.

30. What soil disturbance will be occurring on the site and what is the size of the total disturbed area?

The crushed limestone path will be put on top of the soils and the asphalt paths will require minor digging. The bridge will require digging for the support beams but th soil disturbance will be less than one acre.

Required Application Attachments

Please submit the following documents as attachments to the grant application. Note that some attachments are only applicable to select project types.

Acq. Project	Dev. Project	Required Application Documents	
☐	☒	1	Grant Application (Form 8700-191) – Must be Signed by Project Applicant
☐	☒	2	Response to Ranking Questions & Criteria (Form 8700-338) and required documentation
☐	☐	3	Grant Applicant Governing Board Resolution supporting the project and approval of budgeted matching funds. Refer to a sample resolution template found at Local units of government application process Wisconsin DNR in the application tab.
☐	☒	4	Project Location Map
☐	☒	5	Project Boundary Map
☐	☒	6	USGS TopoQuad Map of project area – https://dnr.wisconsin.gov/topic/SurfaceWater/swdv . Contact regional project manager for assistance.
☐	☒	7	Aerial photo map
☐	☒	8	Recordable Legal Description and GPS Coordinates
☐	☒	9	Environmental Hazards Assessment Form (Form 1800-001)
☐	☒	10	Cost Estimate Worksheet (Form 8700-014)
☐	☒	11	Estimated Construction/Acquisition Timeline
☐	☒	12	Site Plan (<i>for Development Projects: show facilities to be constructed with grant assistance; for Acquisition Projects: identify planned trails or facilities</i>)
☐	☐	13	Remediation Plan and (if available) signed DNR Final Close-out Letter (<i>applicable only to projects with brownfields</i>)
☐	☐	14	Copy of related Grant Application and/or Grant Agreement (<i>applicable only if applicant is proposing a grant as all or part of their local match</i>)
☐	☒	15	Public Access & Acceptable Uses Form (Form 8700-322)

Stewardship Local Assistance, Federal Land & Water Conservation Fund, & Recreational Trails Program Grant Application

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☐	N/A	16	Appraisal (applicable to all acquisition projects and development projects that propose land donations as match)
☐		17	Offer to Purchase (<i>if available</i>)
☐		18	Relocation Plan (<i>if applicable</i>)
☐		19	Copy of Seller's Deed (<i>applicable only if seller has owned property for less than three years</i>)
☐		20	If acquisition is located outside of the applicant's jurisdiction, a resolution is required from the jurisdiction where the property is located
☐		21	Land Management Plan
☐		22	Agricultural Resource Impact Determination document from DATCP (<i>applicable only to acquisition projects with agricultural activity on the property</i>)
N/A	☐	23	Copy of Warranty Deed, Draft or Final Easement, Land Use Agreement, or Lease Document
	☐	24	Required permits, if available

Certification

I certify that information in this application and all its attachments are true and correct and in conformity with applicable Wisconsin Statutes.

Name of Authorized Representative

Title

Signature

Date Signed

Instructions: Refer to the ranking questions and criteria in the Grant Program Guidance for the Stewardship Local Assistance (LUG), Federal Land and Water Conservation (LWCF) and Federal Recreation Trails (RTP) grant programs. This form may be used to submit the required responses with the application package. Indicate "N/A" for any questions that are not applicable to the project.

Notice: Project selection criteria for these grant programs are developed per Ch. 23, Wis. Stats. NR 51, Wis. Admin. Code, NR 50, Wis. Admin. Code, and provisions of the programs outlined in federal law. Personal information collected on this form will be used for administrative purposes and may be provided to requesters to the extent required by Wisconsin's Public Records law [ss. 19.31-19.39, Wis. Stats.].

Project Sponsor	Project Name	County	Date
City of Lake Geneva	Hillmoor Trail System-Phase I	Walworth	03/24/2024

If any discrepancies exist between form 8700-338 and published grant guidelines, the grant guidelines shall take precedence.

Section A: All Applicants

Initial Eligibility Ranking Questions	Max. Points	Question Details and Documentation Notes	DNR Use Only
1 COMPREHENSIVE OUTDOOR RECREATION PLAN (CORP): - Is the project identified in a Comprehensive Outdoor Recreation Plan approved by the applicant or the County where the applicant resides? - Does the project support a goal identified in an approved Comprehensive Outdoor Recreation Plan? - Does the project support a goal identified in the State Comprehensive Outdoor Recreation Plan (SCORP)? (RTP only)	N/A	Provide plan name, copy of cover page, and page number/ chapter reference. For projects that support a goal of the Statewide Comprehensive Outdoor Recreation Plan, please identify the specific goal(s) supported by the proposed project. LWCF projects must be specified in a CORP; Stewardship projects must be consistent with CORP goals. A CORP must be updated every five years. It may be referred to as a Parks and Open Space Plan. The CORP is not the same as the Comprehensive Plan, which refers to plans developed and adopted per requirements of S. 66.1001, Wis. Stats.	
Applicant Response The Hillmoor project meets the goals of the Park and Open Space Plan for Walworth County updated in 2022 (p.54), including the following: Goal 1 -To provide an integrated system of public general use outdoor recreation sites . . .that allow residents to participate in a wide range of outdoor recreation activities. The Hillmoor Trail System provides a variety of outdoor recreational activities including hiking, wildlife viewing and fishing; Goal 4 - To provide sufficient outdoor recreation facilities to allow the resident population adequate opportunity to participate in extensive land-based outdoor recreational activities; Goal 5 To provide sufficient access areas t(there is 5 access areas in the proposed Hillmoor Trail System) to allow the resident population to participate in extensive water-based outdoor recreational activities on lakes and rivers; and Goal 6- to preserve sufficient high quality open space lands to protect the underlying and sustaining natural resource base and enhance the social and economic well-being , environmental quality and biodiversity of the County (p. 54) The trail system also allows for protection and restoration of the Primary Environmental Corridor identified on p. 66 "that contain critical species habitat" as defined by the state threatened long-eared sunfish and species of concern least darter identified in this segment of the White River.			

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Project Sponsor City of Lake Geneva	Date 2024-03-24
Project Name Hillmoor Trail System-Phase I	County Walworth

LUG, LWCF and RTP Grant Program Ranking Question & Criteria Responses

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Initial Eligibility Ranking Questions	Max. Points	Question Details and Documentation Notes	DNR Use Only
The proposed project also supports the goals of the Comprehensive Outdoor Recreation Plan for the City of Lake Geneva (p.20-22), including Goal 4 - provide a seamless network of trails that provide safe and easy access for residents. The Phase I trail system includes five access points -- including one from the Main Street Business District, one from the existing city park near Eastview School, one from Haskins Road and one from Sheridan Springs Road and one from Highway 50 - the later two will have parking for more than 100 cars and are easily accessed by car from Highway 12. The new Hillmoor Trails will link with existing pedestrian trails at both the White River Park and Sheridan Springs road trailheads. The project also supports strategies under Goal 1 including Strategy 8 - Increase the diversity of recreational opportunities (active and passive, resource-oriented and non-resource-oriented, water based and land based) and ensure that they are well distributed throughout the City and Strategy 10 -- Provide ADA complaint barrier-free access in all new and improved park facility construction. The 10 foot wide crushed limestone trails and existing and new asphalt golf cart trails meet ADA standards and are user friendly. In addition, the trail system ensures access to restore previously unreachable wetland areas along the White River by organizing volunteer groups to remove invasive buckthorn and honeysuckle thereby meeting Goal 2 of preserving the City's natural resources and amenities for the benefit of current and future residents. Finally, the Hillmoor Trail System, which was developed under a partnership with the Geneva Lake Conservancy, supports Goal 3, Strategy 3 -- Establish new methods for the development of recreational facilities (i.e. public-private partnerships). The Conservancy is a 501c3 not-for-profit organization, which already owns and manages 5 public nature preserves with more than 5 miles of trails and has agreed to partner with the city to both raise tfunds for the project and help Public Works employees oversee the installation of the trail. The proposed Hillmoor 3 1/2 mile trail system meets the first three goals of the SCORP plan 2019-2023 (p.50)by boosting participation in outdoor recreation by providing parks near population centers. As the map shows, Hillmoor is within the city limits of Lake Geneva and provides access to the more than 8,000 residents and visitors who spend \$61 million annually on recreational activities. (See attached VISIT LAKE GENEVA letter). The second goal is partnerships and the city will be working with an accredited land trust, the Geneva Lake Conservancy to create the trail system based on the Conservancy's experiences of opening 5 public nature preserves and working with Walworth County to fund the bridges and natural area restoration at White River County Park. The third goal is to provide high-quality experiences and the trail winds through a Primary Environmental Corridor along a meandering section of the White River, through an oak savanna and among oaks and other native plants and trees on this 189-acre property, providing excellent wildlife viewing. It also meets Gaps and Needs identified in the SCORP plan on page 52, including the need for more trails (2) and water access (3) by providing this high quality trail system along the White River, where users can fish and wade in the river. Finally, the SCORP plan identifies that walking and hiking are one of the Top 5 nature-based outdoor activities favored by Wisconsin residents and the number #1 need identified in their home county is hiking, walking and running trails (p.2)			

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Project Sponsor City of Lake Geneva	Date 2024-03-24
Project Name Hillmoor Trail System-Phase I	County Walworth

LUG, LWCF and RTP Grant Program Ranking Question & Criteria Responses

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Initial Eligibility Ranking Questions		Max. Points	Question Details and Documentation Notes	DNR Use Only
2	LAND MANAGEMENT PLAN (Acquisition Projects Only): The applicant has a plan for long-term management of the property that preserves and enhances its conservation and/or recreational value.	N/A	Submit copy of land management plan. For local governments, this information may be included in the CORP, parks management plan, or other document. NCOs are required to submit a Land Management Plan if they intend to keep the property long-term. For Stewardship and LWCF acquisition projects, sponsors must adhere to the program requirements in perpetuity.	
Applicant Response				
3	LEGAL RIGHT TO CONSTRUCT (Development Projects Only): The applicant has the legal right to construct the proposed project and meet post-grant compliance requirements.	N/A	Submit copy of deed, lease, easement, memorandum of understanding, or other documentation. Draft lease or easement documents are acceptable if negotiation of key components (e.g. legal description, compensation) have been deemed acceptable to all parties.	
Applicant Response See deed in notebook				

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Project Sponsor City of Lake Geneva	Date 2024-03-24
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LUG, LWCF and RTP Grant Program Ranking Question & Criteria Responses

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Section B: All Applicants

Ranking Questions		Max. Points	Question Details and Documentation Notes	DNR Use Only
4	DURATION - PROJECT AREA ON LAND OWNED BY OTHER ENTITY: Trail project area is located on an easement or leased land where the applicant holds a 25-year or greater easement or lease as of the date of application. (1 pt.)	1	Applicants should provide a copy of the easement or lease documentation. <i>If applicant owns the land, this question does not apply.</i>	
Applicant Response The City of Lake Geneva purchased the entire property in December 2022.				
5	GREEN TIER: The applicant is a designated Green Tier Legacy community or part of another Green Tier Charter. (0.1 pt.)	0.1	See the Green Tier website for eligible Legacy Communities for this point. Clear Waters Initiative Communities are eligible for this point if the proposed project will benefit water resources. https://dnr.wisconsin.gov/topic/GreenTier/Participants/CharterPages/LegacyCommunities.html	
Applicant Response n/a				
6	RAILROAD CORRIDOR: The project will acquire or develop an abandoned rail corridor for outdoor recreation. (0.1 pt.)	0.1	This tiebreaker is only awarded for the acquisition or initial development of a property.	
Applicant Response The initial development of the property for public recreation will include the use of an old railroad bridge over the White River that provides access to the trails from the Main Street business district. A trailhead with maps will be located there.				

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Project Sponsor City of Lake Geneva	Date 2024-03-24
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LUG, LWCF and RTP Grant Program Ranking Question & Criteria Responses

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Ranking Questions		Max. Points	Question Details and Documentation Notes	DNR Use Only
7	SAFE ACCESS: Users have an existing opportunity for safe and legal parking and access to the project site or the proposed project will significantly improve safe and legal access to the site. (0.1 pt.)	0.1	Projects that provide access only via roadside parking would not receive points for this question.	
	Applicant Response Yes, there are 5 entry points to the trail system as shown on the attached map Q7. Beginning at the northern entry to the property (E4), there is a grass lot owned by the city that provides entry from Sheridan Springs Road. A parking lot there could provide parking for more than 100 cars. There is a second parking lot on the south side of the property at the historic entrance (E5) to the former Hillmoor golf course that will provide parking for an additional 20-30 cars. The entry point on Main Street (E1) is for pedestrians who want to enter from the Main Street Shopping District. On the west side of the property near Eastview School (E2) there is city parking for approximately 30-40 cars for the existing dog park and frisbee golf course that will be retained. There are also city restrooms at this location. Further north is an entry point (E3) from Haskins Street where there is public parking on the street.			
8	RURAL PROSPERITY INITIATIVE: The project area is located in a rural city, village, town or township of less than 2,500 residents. (1 pt.)	1	For counties, the city, village, town or township project site within the county is less than 2,500 residents. Provide 2020 project site census data.	
	Applicant Response n/a			

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Project Sponsor City of Lake Geneva	Date 2024-03-24
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LUG, LWCF and RTP Grant Program Ranking Question & Criteria Responses

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Ranking Questions		Max. Points	Question Details and Documentation Notes	DNR Use Only
9	PROJECT ADDRESSED IN PLANS OTHER THAN A CORP OR COMPREHENSIVE PLAN: The project is referenced in or supports other applicable plans, such as a local green space plan, integrated resource management plan, riverfront restoration plan, water quality plan, or other applicable plan approved by a governmental unit (including DNR Master Plans or State Trail Plans). (1 pt.)	1	Provide copies of the plan cover page and page(s) that describe the subject project. The SCORP is not considered an additional plan.	
	Applicant Response Yes, the project is addressed in the SEWRPC Regional Natural Areas and Critical Species Habitat Protection and Management Plan for Southeastern Wisconsin, Planning Report No. 42. as two State-designated threatened fish species have been identified in the segment of the White River on the Hillmoor property. See attached.			
10	INTERGOVERNMENTAL COOPERATION: The project is being developed in close cooperation between two separate governmental entities. (2 pts.) Note: Nonprofits are not eligible for these points. The project will fulfill goals for two separate governmental entities. Both entities will contribute to the project either financially (land, matching funds), with labor or management of the property once the project is complete. OR The project is being developed in a joint effort between two or more governmental entities.	2	Provide plan name, copy of cover page, and page number/ chapter reference, if applicable. The partner jurisdiction must have a joint role in the project, such as voluntary contribution of matching funds or force account services. Letters of support are not sufficient to receive these points. Regional projects that are being developed cooperatively by multiple governmental entities also will receive credit for this question. Land owned by one government entity and developed by a separate government entity would be eligible for these points.	
	Applicant Response n/a			

Project Sponsor City of Lake Geneva	Date 2024-03-24
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LUG, LWCF and RTP Grant Program Ranking Question & Criteria Responses

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Ranking Questions		Max. Points	Question Details and Documentation Notes	DNR Use Only
11	PREVIOUS GRANT COMPLETION: - Applicant has successfully completed and closed all previous Stewardship Local Assistance, LWCF, or RTP grants. (1 pt.) - Applicant did not receive a Stewardship Local Assistance, LWCF, or RTP grant in application years 2019-2023 (Fiscal Years 2020-2024). (1 pt.)	2	Applicants should provide a list of applicable grants. Stewardship Local Assistance, LWCF, or RTP grants executed in application year 2022 (Fiscal Year 2023) and RTP maintenance grants (all years) are not considered when evaluating eligibility to receive these points.	
	Applicant Response The City of Lake Geneva did not receive a Stewardship Local Assistance, LWCH or RTP grant in application years 2019-2023. It did receive a Stewardship Local Assistance grant approximately 10 years ago to purchase 90 acres of the Hillmoor property, but did not use the grant to purchase the property at that time.			
12	SUSTAINABILITY AND CLIMATE RESILIENCY: Project will use sustainable and green infrastructure practices and products in both development and acquisition projects. Applicant will take steps to: <u>Reduce Contributors to Climate Change</u> Examples: reduce heat island effect, cool/green roofs, canopy improvement, use of renewable/zero emissions energy sources, etc. OR <u>Improve Water Quality</u> Examples: stormwater retention and/or filtering (bio basins for site), eliminate impervious surfaces, use of pervious pavements, protection and restoration of wetlands, provide public a source for contaminate-free drinking water. (1 pt.)	1	Applicant should describe the way materials, design, and other project elements promote and reduce contributors to climate change, improve water quality or similar sustainability principles. For development projects, applicants should provide documentation regarding the extent to which proposed practices or products are above-and-beyond traditional construction. Stormwater retention ponds exceeding the size of the requirements. Installation of solar lighting will qualify for the point. Use of LED lighting is standard practice and will not result in receiving the point. For acquisitions, applicants should explain how the property will increase green space, improve water quality or climate resiliency in the community.	
	Applicant Response The Hillmoor Management Plan included in this application will improve water quality particularly in Area 1 and 2, which is categorized as degraded riparian wetland. The goals are to restore the native plant communities by removing the invasive species, particularly the European alder, buckthorn and honeysuckle. and reseed them with native sedges, grasses and wildflowers. Removal of the invasive species will also allow the regeneration of existing native seed banks. All of these restored areas of native plants will help filter stormwater runoff into the White River and improve water quality.			

Project Sponsor City of Lake Geneva	Date 2024-03-24
Project Name Hillmoor Trail System-Phase I	County Walworth

Ranking Questions		Max. Points	Question Details and Documentation Notes	DNR Use Only
13	ACCESS TO OTHER OUTDOOR RECREATION FACILITIES: The proposed project provides access to other existing developed facilities, such as campground, fishing pier, local park, etc. (1 pt.)	1	Provide documentation that shows the relationship between the proposed project and the existing facility/facilities.	
Applicant Response Yes, the proposed project will improve access to the dog park and frisbee golf course by providing pedestrian access from Main Street (E1) and from the Haskin Street access point (E3).				

Project Sponsor City of Lake Geneva	Date 2024-03-24
Project Name Hillmoor Trail System-Phase I	County Walworth

LUG, LWCF and RTP Grant Program Ranking Question & Criteria Responses

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Section C: Stewardship Local Assistance & LWCF Eligible Projects

Ranking Questions	Max. Points	Question Details and Documentation Notes	DNR Use Only
14 FINANCIAL SUPPORT: - Applicant has identified external (non-applicant) funding sources of at least 50% of the applicant's proposed matching funds. (1 pt.) - Applicant has an existing agreement with a nonprofit, service, or similar organization that decreases the applicant's costs for ongoing operation and maintenance. (1 pt.)	2	Applicants must provide letters of commitment from local contributors, proof of budget approval, or similar documentation of financial support. For the ongoing operation and maintenance point, applicants must provide a copy of a Memorandum of Understanding or similar agreement executed with the partner organization. Note: Tax Increment Funding (TIF) district funds are considered applicant funds.	
Applicant Response n/a			
15 PROJECT IMPACT: - The project is the first-of-its-kind for the applicant. (1 pt.) - The project is adjacent to and supports a recreational resource that draws visitors from the region. Data must be provided to receive these points. (2 pts.)	3	"First-of-its-kind" means the applicant has never done this type of project at any sites within their jurisdiction. To receive full points for this question, applicants must provide suitable documentation that supports the regional nature of the recreational resource (e.g. tourism or seasonal increase in population statistics)	
Applicant Response Yes, this is a "first of its kind" project for the City of Lake Geneva, which has never created 3 1/2 hiking trails that are ADA user friendly. The Hillmoor Hiking Trail System is adjacent to the White River, which is a recreational resource and provides 90 acre of floodplain and a total of 189 acres of scenic and natural open space for residents and visitors to explore. The trail system is designed to have multiple access points, including pedestrian access from the Main Street Business District and by car at four other access points. The Main Street Business District on the shores of Lake Geneva draws more than 15,000 visitors a year and new signage will direct them to the trail system and park..			

Project Sponsor City of Lake Geneva	Date 2024-03-24
Project Name Hillmoor Trail System-Phase I	County Walworth

LUG, LWCF and RTP Grant Program Ranking Question & Criteria Responses

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Ranking Questions		Max. Points	Question Details and Documentation Notes	DNR Use Only
16	NATURAL HERITAGE INVENTORY (NHI): Acquisition: Proposed acquisition includes property that is on the NHI list or otherwise formally recognized. (1 pt.) OR Development: Development plans that identify the NHI resource and how the applicant will enhance and protect these features on the property. (1 pt.)).	1	Provide documentation that the property is included on the DNR Natural Heritage Inventory and/or narrative description of the location of NHI resources relative to proposed site development plan. Describe what measures will be taken to preserve, enhance, and protect NHI features.	
	Applicant Response n/a			
17	UNIQUE NATURAL FEATURES: Acquisition: The proposed project includes acquisition of land with unique aesthetic/scenic value, natural value, ecological value, unique natural features. (1 pt.) OR Development: The proposed project includes development of recreational opportunities that support unique natural features and/or scenic highways. (1 pt.)	1	Applicant should submit information documenting the specific unique natural features being protected or enhanced by the proposed project.	
	Applicant Response Yes, the new trail system will provide access to a natural meandering area of the White River where those on the trail can wade, fish or just admire the view of a river that has not been ditched.			
18	DAM REMOVAL: The project was identified in or supports goals of a DNR-approved dam abandonment plan. (2 pts.)	2	Provide plan name, copy of cover page, and page number/ chapter reference, if applicable. If the dam abandonment plan is more than five years old, the applicant should provide documentation demonstrating that the plan is still viable and current.	
	Applicant Response			

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LUG, LWCF and RTP Grant Program Ranking Question & Criteria Responses

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Ranking Questions		Max. Points	Question Details and Documentation Notes	DNR Use Only
19	URBAN POPULATIONS (list located on pg. 31): The project includes land acquisition or development of a property in a designated urban/urbanized area or project site is located outside of, but primarily serves, a designated urban/urbanized area as identified on page 31. (1 pt.)	1	See the Community and Population Information located on pg. 31 . If applicant is not on the list of qualifying urban/urbanized areas, but serves a transient population, the applicant should provide documentation regarding recreational needs of transient populations that would be met by the proposed project.	
	Applicant Response			
20	DIVERSITY OF INTENDED USERS: The project is intended to serve specific diverse populations (e.g. elderly, minority, disabled, low-income). Describe the intended users and how they will benefit from this project. (1 pt. ADLP, UR; 2 pts. LWCF)	1-2	Provide intended user demographics and how users are benefitting from this project. Note: 1. Serving nearby schools is not sufficient to qualify for this point. 2. This is not intended to be an ADA compliance question.	
	Applicant Response			
21	WATER ACCESS: The project will significantly improve or expand existing water access for water-based outdoor recreation within the applicant's jurisdiction. (1 pt.)	1	Direct water access includes frontage on rivers, streams, lakes, estuaries, reservoirs, and flowages where there currently is no public access. An example is an ADA pier to provide new, enhanced access.	
	Applicant Response Yes, the project will significantly improve existing water access through entry on the north end of the Hillmoor property to the White River, which has more than 5,600 linear feet frontage on the Hillmoor property. . A proposed kayak/canoe launch from Haskin Street is planned from the existing road down to the River. The Water Trail would follow the White River to White River County Park where paddlers could disembark.			

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Ranking Questions		Max. Points	Question Details and Documentation Notes	DNR Use Only
22	BROWNFIELDS: The project involves brownfield redevelopment, as the term is defined in S. 23.09(19)(a)1., Wis. Stats. (2 pts.)	2	Provide documentation showing that the site meets definition per Wis. Stat. § 23.09(19)(a)1. and applicant is allowed to acquire or develop the site (e.g. site closure letter, environmental reporting, blight district, etc.).	
	Applicant Response n/a			
23	NATURE-BASED OUTDOOR ACTIVITIES (Acquisition Projects Only): After acquisition, the public will be able to conduct all five designated nature-based outdoor activities on the project property. (2 pts.)	2	This question applies to acquisition projects only. Applicants submitting a development project application should answer “N/A” to this question. Nature-based outdoor activities include hunting (gun and bow), trapping, fishing, hiking, and cross-country skiing (as defined in Ch. NR 52, Wis. Admin. Code). For acquisition of properties with no water access, applicants should consider fishing as an available activity for purposes of this question.	
	Applicant Response n/a			

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Ranking Questions		Max. Points	Question Details and Documentation Notes	DNR Use Only
24	COMMUNITY GARDENS (Acquisition Projects Only): The project will provide land for non-commercial gardening activities within or serving residents of urban areas. (1 pt.)	1	This question applies to acquisition projects only. Applicants submitting a development project application should answer "N/A" to this question.	
	Applicant Response n/a			
25	PROJECT CONTINUITY: Acquisition: Applicant has already acquired some of the land for the project. (1 pt.) Development: Applicant has already acquired or developed some eligible facilities for the project without grant assistance. (1 pt.)	1	Provide narrative description of acquisition and/or facilities being developed, including type of funding used.	
	Applicant Response Yes, this is a development project but the City of Lake Geneva already has a dog park and frisbee golf course on the site. In addition, mowed walking trails were created to allow pedestrian access in the spring of 2024.			
26	PRODUCTS: Project will use products made in Wisconsin from recycled materials. (1 pt.)	1	Provide documentation showing products to be used and anticipated vendors.	
	Applicant Response Yes, the trail system will feature benches and trash receptacles made from recycled plastic made by Thomas Steele of Wisconsin.			

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Ranking Questions		Max. Points	Question Details and Documentation Notes	DNR Use Only
27	PRODUCTS TIMELINE: Acquisition: - Land can be acquired within one year. (1 pt.) - The property appraisal is complete. (1 pt.) - Applicant has a seller accepted offer-to-purchase or option. (2 pt.) Development: - The project can be completed prior to June 30, 2027. (1 pt.) - Design work is at 30% or more. (1 pt.) - Ch. 30 and/or 31 required permit application(s) have been submitted. (1 pt.)	4-3	Applicant should provide a current timeline for the acquisition or development project. Applicants are highly encouraged to contact DNR prior to executing an appraisal contract for grant purposes. Similarly, contact DNR Wetlands/Waterways and/or DNR Stormwater staff if permitting is needed for proposed project. Provide engineer drafted plan set showing 30% design completed or similar site plan as approved by applicant public works department. For Ch. 30 and 31 permits provide DNR notice of application receipt.	
	Applicant Response The project, including trails and bridge is expected to be completed in 2025. Erin Cox, DNR Wetlands/waterways specialist has visited the site and given preliminary approval for the trails and bridge in the wetlands, but permit requests have not yet been submitted.			
28	RIVERWAY ACQUISITION (Acquisition Projects Only): For land acquisition projects, the proposed acquisition will contribute significantly to the overall success of an urban river project or comprehensive riverway or lake management plan. (1 pt.)	1	Applicants should describe how the proposed acquisition contributes to the success of the plan.	
	Applicant Response n/a			

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Ranking Questions		Max. Points	Question Details and Documentation Notes	DNR Use Only
29	COMPREHENSIVE PLAN (Not the CORP): - The applicant has or is developing a comprehensive plan for their local jurisdiction (as defined in S. 66.1001, Wis. Stats.) with provisions that support intergovernmental cooperation. (1 pt.) - The proposed project is supported by or included in the applicant's comprehensive plan. (1 pt.) Note: Nonprofits are not eligible for this point.	2	Provide a link or copies of the Comprehensive Plan and the location of relevant information and data supporting this project. "Comprehensive Plan" refers to plans developed and adopted per requirements of Wis. Stat. § 66.1001. This plan is not the same as the Comprehensive Outdoor Recreation Plan (CORP). See https://doa.wi.gov/Pages/LocalGovtsGrants/Comprehensive-Planning.aspx for more details.	
	Applicant Response Yes, the City of Lake Geneva adopted an updated Comprehensive Plan on March 9, 2020. The goal of keeping the Hillmoor property as public open space for hiking and other recreational activities is included on pages 17 and 21 of the updated plan.			
30	RESTORATION OR RENOVATION OF RECREATIONAL FACILITIES (Development Only): - The project will specifically provide for the renovation or replacement of outdoor recreation facilities that are in danger of being lost for public use or updating the existing facilities to meet current Americans with Disabilities Act requirements. (2 pts.) - The project was previously funded with LWCF funding. (1 pt.) (2 pts. ADLP, UR; 3 pts. LWCF)	2-3	For renovation projects provide documentation that shows the project will address safety issues and/or ADA compliance. For replacement facilities provide documentation of the need for the facilities and an increase in users.	
	Applicant Response Yes, the project will provide for renovation and replacement of hiking trails that have been used by the public since the golf course was closed in 2007 until the property was bought by White River Holdings in 2016. The existing hiking trails were not ADA compliant or user friendly but the new trail system will ensure that all the trails except those mowed in the wetlands are ADA compliant and user friendly. Purchase and development of the Hillmoor property as a public nature preserve to prevent loss of existing hiking trails for residents and visitors is a major goal of the city.			

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Section D: RTP Eligible Projects

Ranking Questions		Max. Points	Question Details and Documentation Notes	DNR Use Only
33	RTP PROJECT TYPE (see page 16 in Guidance Booklet for Definitions): • Rehabilitation and/or Maintenance(8 pts.) • Development (3 pts.)	8	Projects that include more than one activity type will be reviewed to determine which category is appropriate.	
	Applicant Response			
34	YEAR-ROUND USE: Project area is open for year-round use. (1 pt.)	1		
	Applicant Response Yes, as stated earlier the park will be open year-round for hiking, water access, snowshoeing, cross-country skiing and wildlife viewing.			

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LUG, LWCF and RTP Grant Program Ranking Question & Criteria Responses

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Ranking Questions		Max. Points	Question Details and Documentation Notes	DNR Use Only
35	NUMBER OF COMPATIBLE USES: - Motorized Activities: 1 pt. if any of the following are allowed on the trail — ATV/UTVs — Off-Highway Motorcycles — Snowmobiles — E-bikes — E-scooters — Segways - Pedestrian Activities: 1 pt. if any of the following are allowed on the trail — Cross-country skiing (ungroomed) — Hiking/walking/jogging/running — In-line skating — Photography — Snowshoeing — Wildlife observation/bird watching - Other Activities: 1 pt. if any of the following are allowed on the trail — Biking — Canoe/kayak access — Cross-country skiing (groomed) — Horses	3	Please list all compatible uses for the project area. Compatible uses can include a mix of motorized and nonmotorized uses (e.g. hiking, bicycling, in-line skating, equestrian use, cross-country skiing, snowmobiling, all-terrain vehicle riding, four-wheel driving, or using other off-road motorized vehicles). All uses must share the same project (trail) area to be counted. Points can also be given for trailhead and restroom projects.	
Applicant Response Pedestrian Activities - hiking/walking/jogging/running, cross-country skiing, snowshoeing, photography, wildlife observation. Other Activities - canoe/kayak access, cross-country skiing (groomed).				

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Ranking Questions		Max. Points	Question Details and Documentation Notes	DNR Use Only
36	RESOLVES CONFLICTS BETWEEN USERS: Proposed trail project will provide for increased safety of recreational users by separating uses on a shared corridor, e.g. separating motorized use from nonmotorized, establishing trail segments to resolve pedestrian conflicts, or creating pedestrian paths at blind curves. (1 pt.)	1	Typically, user conflicts are resolved via development projects, not rehabilitation or maintenance. Resolution may occur through, development of separate trails for different use types, etc. Applicants must provide documentation regarding historical user conflicts on the existing trail.	
	Applicant Response Motorized vehicles will not be used on the trails and it is planned to close off the trail through the oak savanna on the east side of the property in winter for cross-country skiing.			
37	TRAIL PATROL: The applicant has the ability to ensure enforcement and safety for trail users, either directly or through cooperative agreements with non-governmental organizations or other governmental entities. (1 pt.)	2	Applicants may receive points for this question if the applicant patrols the trail or if the applicant has a written trail patrol agreement with another non-state entity. An email or letter from the local police or similar enforcement entity stating how often they check the trail is sufficient.	
	Applicant Response See attached letter from the Lake Geneva Police Department.			

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LUG, LWCF and RTP Grant Program Ranking Question & Criteria Responses

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Ranking Questions		Max. Points	Question Details and Documentation Notes	DNR Use Only
38	SAFE TRAIL DESIGN: Proposed project area does not cross or use any public motorized vehicular or access roads unless the road is closed for maintenance seasonally or is a maintenance-only road. Trailhead-only projects receive this point and water trails can receive this point if there are no portages that cross public motorized vehicular roads. (1 pt.)	1	Applicants should provide a map showing the proposed project relative to the overall trail system, roads, and bridges. For full credit on this question (1 pt.), the project needs to be located completely off the road surface with no at-grade crossings. The only exception are roads that are closed to motorized vehicles seasonally (when trail use is in effect), or roads that are used for maintenance-only access to a property. If a driveway crosses the trail, the applicant may not receive this point.	
Applicant Response The proposed trail system does not cross any public roads and the roads on the property are maintenance-only roads. See map.				
39	LOCAL DONATIONS AND VOLUNTEER SUPPORT: - Project will include donations of labor materials, and/or equipment from sources other than the applicant unless the applicant is a non-governmental entity. (1 pt.) - Donations comprise 20% or more of the total project cost. (1 pt.) - Applicant manages the trail system where the project area is located but does not own the property and has a written agreement in place with the property owner for this management. (1 pt.)	3	Letters of support are not sufficient to receive points for this question. Applicants must provide letters of commitment from local contributors, proof of budget approval, or similar documentation of financial support and provide management agreement documentation.	
Applicant Response Yes, the Geneva Lake Conservancy, a 501c3 organization has and will continue to provide equipment including loppers and saws for volunteer work days on the property to remove invasive species where the trail route is proposed and to hire a contractor to herbicide the stumps of buckthorn, honeysuckle and other invasive species on the property. See attached letter. Donations of labor and materials comprise 20 percent of the project cost.				

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LUG, LWCF and RTP Grant Program Ranking Question & Criteria Responses

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Ranking Questions		Max. Points	Question Details and Documentation Notes	DNR Use Only
40	QUALIFIED YCC OR SERVICE CORPS: Applicant has entered into a contract or service agreement with a state youth conservation or service corps to perform construction or maintenance on the project. (2 pts.)	2	Applicants should provide a copy of the contract or service agreement. Corps Network: https://corpsnetwork.org	
Applicant Response n/a				
41	INNOVATIVE TRAIL DEVELOPMENT OR RENOVATION: Trail development or renovation includes innovative or unique design to accommodate or appeal to persons with disabilities and/or other diverse populations. (2 pts.)	2	Applicants should provide documentation demonstrating how the trail will appeal to persons with disabilities and/or diverse populations (e.g. minorities, low income, and/or elderly. Required ADA standards do not receive these points). Examples include sensory trails (e.g., incorporating sounds, textures, smells), braille on interpretive trail signs, trail tells a story, etc.	
Applicant Response These are not planned at this time but may be added in another phase of the project.				
42	TRAIL CONNECTIVITY (Development Only): The applicant will develop a new segment of a linear corridor that connects one or more segments of an already established trail. (2 pts.)	2	Provide a narrative description of the relationship between the proposed project and the linear corridor. This does not apply to trails leading into campgrounds, parks, etc. unless directly connecting to another trail. Applicants should include a map that shows the trail connectivity.	
Applicant Response Yes, the Hillmoor trail will connect with a walking/biking trail along Edwards Boulevard that will eventually link to White River County Park. . The trail system also connects on the South End through Donian Park on Main Street to the Lake Geneva shorepath, which allows the public to hike the entire 21 miles of Geneva Lake's lakeshore.				

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Section E: LWCF Eligible (Active Recreation) Projects

43	WISCONSIN'S STATEWIDE COMPREHENSIVE OUTDOOR RECREATION PLAN (SCORP): Wisconsin's SCORP has identified five goals for outdoor recreation. Explain how your project application supports one or more of these priorities: 1. Boost participation in outdoor recreation. 2. Grow partnerships. 3. Provide high-quality experiences. 4. Improve data to enhance visitor experiences and benefits. 5. Enhance funding and financial stability.	N/A	Provide an explanation or documentation of how the project meets one or more of the SCORP priorities.	
	Applicant Response The 3 1/2 miles of free trails in the proposed trail system will allow many city residents and visitors to access the trails without driving a car and boost outdoor recreation opportunities for the 8,000 residents of the city as well as the 15,000 visitors it experiences annually. It has also grown partnerships with the Geneva Lake Conservancy, Friends of Hillmoor and other groups that are expected to join in the landscaping of Hillmoor such as the Lake Geneva Garden Club, Rotary Club etc. The scenic beauty of the 189-acre property and the White River will provide a high-quality experience for hikers.			
44	PROXIMITY OF RECREATION OPPORTUNITY: Explain how the project provides recreation land where a scarcity of recreation opportunities exists. (1 pt. development; 2 pts. acquisition)	1-2	Explain where the nearest recreational opportunity exists. Provide a map showing other recreational facilities.	
	Applicant Response Few cities offer a 189-acre park for public use and the hiking trails are only Phase I of the proposed development of outdoor recreational opportunities at Hillmoor that may include an ice skating rink, splash pads, outdoor amphitheater, golf park etc. None of the activities listed are currently available within the city of Lake Geneva. The increase in warmer temperatures has meant that the lake freezes fewer days each winter for ice skating while the proposed ice rink would include a refrigerated base that allows for skating most of the winter.			

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Ranking Questions		Max. Points	Question Details and Documentation Notes	DNR Use Only
45	ALTERNATIVE ACCESS FOR TRANSPORTATION TO THE PROJECT SITE: • The project site will be accessible by an off-road trail. (1 pt.) • The project site is on a mass public transportation route (e.g., bus, train). (1 pt.)	2	Explain how users will access the property and provide a map showing off-road trail access or bus/train route to property. Define what the connecting properties are.	
	Applicant Response Yes, the hiking trail system is accessible by an off-road trail from the Main Street Business District.			
46	IMMEDIATE NEED FOR THE PROJECT: Please explain any threats to losing recreational use of the property or facility if not immediately acquired or developed. (1 pt. development; 2 pts. acquisition)	1-2	Is there a possibility this property or facility will no longer be used for outdoor recreation purposes in the next three years? Provide information showing potential threat to the property or facility.	
	Applicant Response As the city owns the property, there are no immediate threats to the loss of recreational use.			

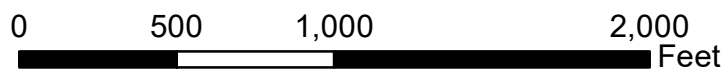
Hillmoor Preliminary Trail Plan

Legend

- Existing Paved Cart Path (8,270 lf)
- New 10' Compacted Gravel Trail (5,750 lf)
- New 10' Mowed Path (2,380 lf)
- Existing Road (3,300 lf)
- New Paved Paths (2,180 lf)
- P Parking
- } Bridge
- Entry Point



Prepared by: Midwest Prairies, LLC and David Holman



State of Wisconsin
Department of Natural Resources
PO Box 7921, Madison WI 53707-7921
dnr.wi.gov

Recreation Grant Project Cost Estimate Worksheet

Form 8700-014 (R 02/23)

Page 1 of 2

For use with Recreation Grant Application Forms

Project Name:		Prepared By:	Date
Hillmoor Preliminary Trail Plan		Karen Yancey	04/02/2024
County	Project Applicant:	Landowner Name	☒ Public
Walworth	City of Lake Geneva	City of Lake Geneva	☐ Private

Indicate - (C) Contract , (F) Force Acct., (D) Donated					
	DEVELOPMENT PROJECT ITEMS <i>List by individual item or break down by Use Areas</i> (See Item List On Back Of This Form)	Quantity	Unit of Measure	Component Costs	Estimated Total Item Cost
	Resurfaced asphalt paved cart paths	8,270	linear ft	\$8.00	66,160.00
	New crushed limestone paths	5,750	linear ft	\$32.00	184,000.00
	New asphalt paved paths	2,180	linear ft	\$15.00	32,700.00
	Cleared mowed paths in Wetlands	2,380	linear ft	\$4.00	9,520.00
	Bridge over White River	1		\$96,000.00	96,000.00
	Signs	4		\$2,500.00	10,000.00
	Benches, trash cans, lighting	8		\$1,500.00	12,000.00
	Landscape Architect/Project Manager	1		\$75,000.00	75,000.00
TOTAL \$					\$485,380.00

NOTE:

- For development projects, contingency and indirect costs are not eligible expenses.
- For acquisition projects, complete the Acquisition Project Cost Estimate Section of this form.

ACQUISITION PROJECT COST ESTIMATE:		NOTE: If project includes more than two parcels, attach additional information.	
	Parcel 1	Parcel 2	Total
1. Parcel Owner			
2. Number of Acres being Purchased			
3. Grant Eligible Acres			
4. Option Expiration Date			
5. Option Amount	\$	\$	\$
6. Appraised Value : Land	\$	\$	\$
Improvements	\$	\$	\$
7. Subtotal	\$	\$	\$
8. Estimated Other Eligible Acquisition Costs Total	\$	\$	\$
List costs included in above:	\$	\$	
	\$	\$	
	\$	\$	
	\$	\$	
	\$	\$	
	\$	\$	
	\$	\$	
9. Grand Total Project Costs: (Add Lines 7 & 8)			

DEVELOPMENT PROJECT ITEMS LISTING:		NOTE: This list is intended as a guideline and is not a complete list.	
SERVICES Pre-approval Engineering Post-approval Engineering Supervision Feasibility Studies Planning Administration BOATING AREA Ramp Apron Launch Ramp Bulkhead/Seawall Riprap Security Lighting CAMPSITES Tables Grills/Fire Rings Camp Pads (Gravel, Asphalt) Refuse Containers EQUIPMENT Benches Trash Receptacles Other (identify) FISHING AREA Fishing Pier Bank Stabilization Riprap Bank Fishing Site LANDSCAPING Tree/Shrub Planting Sodding/Grass Seed Mulch/Fertilizer Retaining Walls OTHER/MISCELLANEOUS Specify	PARKING Gravel/Paving Curbs/Bumper blocks Striping PICNIC AREA Tables/Grills Trash Receptacles Shelters General Construction Electrical/Water Service PLAY AREA Play Equipment Equipment Installation Surfacing Material ROADS Gravel Base/Paving Curb and Gutter SIGNING Signs Posts/Hardware Installation Walkways/Trails Interpretive/Informational Parking SITE PREPARATION Cleaning/Grubbing Rough Grading/Fine Grading Fill/Top Soil Building Demolition Drainage Structures Storm Sewers	SPORT COURTS Tennis Sand Lift Gravel/Paving Fencing Color Coating Lighting Volleyball Basketball Hockey Rinks Sand/Gravel Base Dasher Boards Lighting Water Hydrant Multipurpose Courts SPORTS FIELDS-should include specific items as shown under Softball. Softball Infield Mix Backstop/Fencing Grass Seeding/Sodding Player Enclosures Bleachers with Pads Lighting Sprinkling Sys/Drainage Tile SOCCER / FOOTBALL Baseball Skating Rinks Multipurpose Game Fields Sledding/Toboggan Hills SWIMMING AREA Beach Dredging Sand Blanket Raft/Pier Guard Towers Buoys & Ropers Bathhouse	SWIMMING / WADING POOL Pool Tank Filtration Equipment Fencing Pool Equipment TOILETS Flush Toilets General Construction Plumbing Electrical Sewer/Water Laterals Vault Toilets TRAILS Clearing Surfacing Overview Structures Boardwalks Culverts Bridges Grading UNDERGROUND ELECTRIC Trenching Junction Boxes Conduit Transformers WALKWAYS Fill Gravel Paving Culverts Bridges Curb Cuts WATER SYSTEMS Well Pump Distribution Fountains Spigots/Hose Bibs

Notice: This form must be completed and approved by the Department of Natural Resources (DNR) before grant funds can be expended for land acquisition and development projects. Please complete all sections. Use additional page if necessary. Collection of this information is authorized under ss. 23.0915 - 23.0917, Wis. Stats. Failure to provide this information may result in denial or repayment of grant awards. Personal information collected will be used for management of DNR programs and grants, and may be made available to requesters to the extent required by Wisconsin's Public Records laws (ss. 19.31-19.39, Wis. Stats.).

1. General Information

Applicant Name City of Lake Geneva	Project / Parcel Hillmoor	County Walworth
Property Owner Name City of Lake Geneva	Property Street Address	
Close / Intersecting Roads Highway 50 and Edwards Blve.		

Legal Description:	$\frac{1}{4}$ $\frac{1}{4}$ SW	$\frac{1}{4}$ SW	Section 30	Township 02 N	Range 18	☐ E ☒ W
--------------------	-----------------------------------	---------------------	---------------	------------------	-------------	---

2. Environmental Condition Statement of Property

Complete the checklist to the best of your knowledge through inspection of the site. Indicate if any of the following conditions currently exist on site:

Yes No

- | | | |
|-----------------------|----------------------------------|--|
| ☐ | ☒ | Known spills, release of chemicals, hazardous substances or fuels |
| ☐ | ☒ | Dumps, debris piles, stockpiles of waste, containers, barrels or drums |
| ☐ | ☒ | Sludge |
| ☐ | ☒ | Discolored or odorous soil |
| ☐ | ☒ | Areas of stressed vegetation, absence of vegetation, areas previously burned |
| ☐ | ☒ | Unusual or noxious odors |
| ☐ | ☒ | Discolored, polluted, foul water (in standing water, wells, or wetlands) |
| ☐ | ☒ | Is an existing well located on site? If yes, where is it located? |
| | | |
| ☐ | ☒ | Old pipes, electrical equipment |
| ☐ | ☒ | Unusual or irregular depressions or mounds on surface |
| ☐ | ☒ | Other evidence of possible contamination- If yes, describe: |

If the answer to any question above is yes:

- Attach description or explanation and site map showing location of item(s) checked.
- The property may require a Phase I or further investigation/inspection. Talk to your regional grant specialist listed in the application form.

3. Land Use History

A. Current Uses of the Property:

- | | | | | | |
|---|-------------------------------------|--------------------------------------|-----------------------------------|---|------------------------------------|
| ☐ Industrial | ☐ Commercial | ☐ Agriculture | ☐ Orchards | ☐ Railroads and Railroad Spurs | ☐ Landfills |
| ☒ Other - Explain: golf course vacant land | | | | | |

B. Historical Uses of the Property (for the past 20 years):

- | | | | | |
|---|--|--------------------------------------|-----------------------------------|---|
| ☐ Industrial | ☐ Commercial | ☐ Agriculture | ☐ Orchards | ☐ Railroads and Railroad Spurs |
| ☐ Suspected Former Landfills | ☒ Other - Explain: golf course | | | |

C. To the best of your knowledge does the property have evidence of the following?

Yes No

- | | | |
|-----------------------|----------------------------------|--|
| ☐ | ☒ | Has the site been used for the storage or warehousing of commercial or industrial materials? |
| ☐ | ☒ | Are there areas with a history or likelihood of underground storage tanks? |
| ☐ | ☒ | Are there monitoring wells on site? |
| ☐ | ☒ | Is there any history of contamination on the property? |
| ☐ | ☒ | Is there any history of contamination on any adjacent properties? |

If you checked any boxes in Sections 3A or 3B above, or answered yes to any question in Section 3C, the property may require a Phase I or further investigation/inspection. Talk to your regional grant specialist listed in the application form.

4. Site Investigation DocumentationHas a Phase I or Phase II Site Investigation been completed on the property? ☐ Yes ☒ No

If yes, attach a copy of the conclusions.

5. Certification

I hereby certify that I have inspected the property and contacted the current owner regarding environmental contamination. The information provided is a full disclosure of my findings and is true and complete to the best of my knowledge.

Printed Name of Preparer	Title
--------------------------	-------

Signature of Preparer	Date Signed
-----------------------	-------------

If you are submitting this form as a condition of a Nonpoint Targeted Runoff Management or Nonpoint Urban Storm Water-Construction grant, please also indicate the following:

Printed Name of Authorized Representative	Title
---	-------

Signature of Authorized Representative	Date Signed
--	-------------

Leave Blank – DNR Use Only**6. Search of DNR Records**A. Does the property appear on the most recent version of the Bureau of Remediation and Redevelopment Tracking System (BRRTS)? ☐ Yes ☐ No

If yes, Site Name: BRRTS Activity #:

B. Does the property appear on the most recent version of the DNR Registry of Waste Disposal Sites in Wisconsin? ☐ Yes ☐ No

If yes, Site Name:

C. Does the property appear on the most recent version of the Solid and Hazardous Waste Information Management System (SHWIMS)? ☐ Yes ☐ No

If Yes, Site Name:

7. Conclusions☐ Based on the information available in DNR's Regional files at this time, no additional investigation recommended.☐ Further investigation Needed; Consult with Region R & R Program for Recommendation.

Additional Information

Printed Name of DNR Reviewer	Title
------------------------------	-------

Signature of DNR Reviewer	Date Signed
---------------------------	-------------

State of Wisconsin
 Department of Natural Resources
dnr.wi.gov

Knowles-Nelson Stewardship Grant Public Access and Acceptable Uses Application

Form 8700-322 (R 02/23)

Page 1 of 2

Personally identifiable information collected will be used for program administration and may be made available to requesters as required under Wisconsin's Public Records Law [ss. 19.31 - 19.39, Wis. Stats.].

For Acquisition Projects: You should complete this form as early as possible in your project planning process and **contact your regional Community Services Specialist** to discuss your project **before submitting a completed application**.

For Development Projects: Submit this form with the rest of your grant application.

Grant Project Information

Applicant / Sponsor	Year of Application	Project Type:
City of Lake Geneva	2024	☒ Development
Municipality	County	☐ Fee Simple Acquisition
City of Lake Geneva	Walworth	☐ Easement Acquisition
Park or Area Name (after acquisition)	Specific Tract Name	
Hillmoor	Hillmoor	

Public Uses / Activities (select all that apply)

Before Grant	After Grant		Before Grant	After Grant	
☐	☐	1. 4-Wheel Drive Vehicles	☐	☐	14. Motorized boat launch
☐	☐	2. ATV and/or UTV Trail	☐	☐	15. Mountain Biking
☐	☐	3. Biking	☐	☒	16. Nature study/wildlife observation/photography
☐	☐	4. Camping facilities	☐	☒	17. Non-motorized boat
☐	☐	5. Community Gardens	☐	☐	18. Off-Highway Motorcycles
☐	☒	6. Cross-county skiing	☐	☐	19. Picnic area
☐	☐	7. E-bikes	☐	☐	20. Playground/playfield/intensive recreational area
☐	☐	8. E-scooters	☐	☐	21. Primitive camping
☐	☒	9. Fishing	☐	☐	22. Running/Jogging
☒	☒	10. Hiking	☐	☐	23. Segways
☐	☐	11. Horseback riding	☐	☐	24. Snowmobile trail
☐	☐	12. Hunting	☐	☒	25. Snowshoeing
☐	☐	13. Inline Skating	☐	☐	26. Swimming area
☐	☐	27. Trapping			
☐	☐	28. Other activities (describe): While the public could hike on mowed trails and the existing cart path trails from the old golf course, the new trail system will include repair of the asphalt cart paths, crushed limestone trails and mowed trails in the floodplain area. All but the mowed trails will be ADA compliant and user friendly trails.			

Other Comments

Activity Descriptions

- Provide descriptions of the activities listed below that are available on the grant property.
- Explain reasons** if the activities listed below are not available or are restricted on the grant property.
- Attach a **plat map** identifying the specific property to be acquired with this grant.
- If the Land Management Plan for the larger project conflicts with this document with regard to allowable public uses, this form will be the official documentation for uses of this specific property.

Hiking

- ☒ No ordinances currently restrict this activity.
☐ An ordinance(s) will restrict or prohibit this activity. Attach a copy of the ordinance.

Hunting

- ☐ No ordinances currently restrict this activity.
- ☒ An ordinance(s) will restrict or prohibit this activity. Attach a copy of the ordinance.

Fishing

- ☒ No ordinances currently restrict this activity.
- ☐ An ordinance(s) will restrict or prohibit this activity. Attach a copy of the ordinance.

Trapping

- ☒ No ordinances currently restrict this activity.
- ☐ An ordinance(s) will restrict or prohibit this activity. Attach a copy of the ordinance.

There is no ordinance that currently restricts this activity but one may be put in place as the park is to be a nature park.

Cross-Country Skiing

- ☒ No ordinances currently restrict this activity.
- ☐ An ordinance(s) will restrict or prohibit this activity. Attach a copy of the ordinance.



April 28, 2023

Grant Administrator
Wisconsin Dept. of Natural Resources
100 S. Webster St.
P.O. Box 7921
Madison, WI 53707

Dear Grant Administrator:

Please accept this letter acknowledging VISIT Lake Geneva's support of the City of Lake Geneva's application for a Knowles Nelson Stewardship Grant for the Aid for Acquisition and Development of Local Parks program that will help fund the Hillmoor Trail System.

As a Destination Marketing Organization tasked with promoting tourism and economic development in the City of Lake Geneva, we are fully supportive of initiatives that provide additional amenities and natural resources for visitors and residents to enjoy the outdoors. Passive recreational activities including hiking, fishing and bird watching continue to be among visitors' top interests, as are more adventurous activities such as biking. The Hillmoor Trail System would meet this growing interest and contribute positively to Lake Geneva tourism.

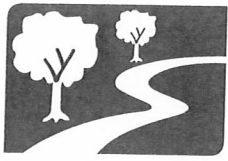
Direct visitor spending in the Lake Geneva region totaled \$457 million in 2021, \$61.1 million of which was spent on recreational activities. The Lake Geneva region also accounted for 77% of Walworth County visitor spending and the City of Lake Geneva sits in the epicenter of this tourism activity. Additionally, more than 4,500 jobs and \$46.9 million in state and local taxes are also generated by tourism here. New recreational resources such as the Hillmoor Trail system would add to the positive economic impact on the city, county, and State of Wisconsin by drawing more outdoor enthusiasts to our area and contributing to the economic health of local businesses and residents.

Therefore, we urge you to support the City of Lake Geneva's application for the Knowles Nelson Stewardship Grant.

Sincerely,

A handwritten signature in black ink that reads "Deanna Goodwin".

Deanna Goodwin
Vice President of Marketing, Communications & Development
VISIT Lake Geneva



Geneva Lake Conservancy

Q 39

"PROTECT AND RESTORE THE LANDS AND WATERWAYS OF WALWORTH COUNTY AND BEYOND"

P.O. Box 588 • 398 Mill Street • Fontana, WI 53125 • Phone (262) 275-5700 • Email GLC@GenevaLakeConservancy.org

BOARD OF DIRECTORS

March 5, 2024

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Susan E. Steele

Dear DNR Grant Administrator:

The Geneva Lake Conservancy is pleased to be partnering with the City of Lake Geneva to develop and complete the Hillmoor Trail System and Land Management Plan for the wetlands and floodplains that the trail passes through.

When the City of Lake Geneva successfully purchased the 190-acre Hillmoor property from a developer in 2022, the Conservancy board realized that helping the city restore the wetlands and oak savanna on the property was in line with the Conservancy's mission of preserving and restoring the lands and lakes of Walworth County. The board agreed to focus primarily on the 90 acres of wetland and floodplain along the White River, which is severely degraded and needs to be restored while also allowing the public to see the scenic value of the river, which still had its natural meandering path through the wetlands.

In 2023, the GLC's Executive Director joined the City's Ad Hoc Hillmoor Committee and working with a contractor developed a Restoration and Management Plan for the 90 acres of floodplain at a cost of approximately \$4,000. The GLC staff also led 4 work days on the property to begin to remove invasive species in the wetlands.

The Restoration Plan and Trail System will be implemented with the help of Conservancy staff and volunteers. Staff time spent on the project in 2023 included approximately 250 hours for meetings and organizing work days at \$50 an hour or a total of \$12,500. We expect to spend the same amount of time attending meetings, organizing work days and finalizing the details of the trail system in 2024 and 2025 for a total of 500 additional hours or \$25,000. Total staff time in 2023, 2024 and 2025 is valued at \$37,500.00

In addition, the Conservancy's four planned work days from 9 a.m. to noon in 2023 drew 20 volunteers each at \$15 per hour for a total of \$2,520 in volunteer time. We expect to lead the same amount of work

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The GLC is a tax-exempt, 501(c)(3) not-for-profit organization and recognized land trust. FEIN: 39-1418947
www.GenevaLakeConservancy.org



days in 2024 and 2025 with an average of 20 volunteers attending 4 work days a year, totaling a value of \$5,040 in volunteer hours.

In addition, in 2023 the Conservancy applied for a grant to help cover the cost of the bridges and received \$25,000 from the Wegner Essman Foundation and expects to apply for a similar amount of funds from the foundation in 2024. In total, the Geneva Lake Conservancy as a partner in the Hillmoor Restoration and Trail System project expects to have invested or raised \$96,540.00 for the project.

The new trail system and restored wetlands will provide a scenic trail system for residents and visitors to the Hillmoor property as well as provide restored habitat for wildlife. We are pleased to be working with the City of Lake Geneva on this project and look forward to many successes along the way that benefit the ecological health of our region and the residents of and visitors to Walworth County.

Sincerely,

 K.T

Kevin Brunner

Chair



CLEARWATER
OUTDOOR

Clear Water Outdoor | 744 West Main Street Lake Geneva, WI 53147

April 28, 2023

Dear Knowles Nelson Grant Administrator:

We are writing in support of the City of Lake Geneva's request for a Knowles Nelson grant to help the cost of a 3 ½ mile hiking trail on the Hillmoor property, which was recently purchased by the City of Lake Geneva.

As the City of Lake Geneva's only outdoor clothing and kayak rental retail store, we are fully in support of this grant as it will draw more hikers and outdoor enthusiasts to Lake Geneva for hiking, wildlife viewing and other recreational activities. One of the trailheads (near Eastview School) will be in walking distance from our store. People who need hiking gear, such as shoes, backpacks, jackets and other outdoor equipment will stop at our store. We will feature the Hillmoor property trails prominently in the hiking maps we hand out at our store.

A recent study published in the Washington Post on April 12, 2023 show that "green exercise," meaning physical exercise done in nature, improves working memory and concentration substantially and helps people to relax more than doing the same exercise indoors. The new Hillmoor trail will follow the White River and provide a beautiful setting for walkers and runners. It will be ADA compliant. The Lake Geneva area and Walworth County need more hiking trails and the scenic Hillmoor property and its new trail system will help to meet that need.

Please support businesses that promote outdoor exercise as well as our area restaurants and other local businesses by providing a Knowles Nelson grant to help the City of Lake Geneva develop new trails on this site. The trails will bring more visitors to our city who will be customers at our local stores and restaurants. Thank you.

Sincerely,

Sean Payne

Manager

Clear Water Outdoor

744 W. Main St.

Lake Geneva, Wisconsin



THE ENVIRONMENTAL EDUCATION FOUNDATION, INC.
AN AFFILIATE OF THE GENEVA LAKE ASSOCIATION

THOMAS E. REYNOLDS, FOUNDER, 1980

April 24, 2023

Grant Administrator
Wisconsin Dept. of Natural Resources
100 S. Webster St.
P.O. Box 7921
Madison, WI 53707

Dear Grant Administrator:

We, the Environmental Education Foundation, write in support of the City of Lake Geneva's application for a Knowles Nelson Stewardship Grant for the Aid for Acquisition and Development of Local Parks program that will help fund the Hillmoor Trail System.

As a foundation that supports the education of both adults and children, we value area resources that provide outdoor experiences for members of our community. We work closely with area educators to provide grants to schools for outdoor education. We fund multiple scholarships each year for students pursuing college programs that prepare them for an environmentally focused career. In researching ways to increase the participation in these programs, area high school leaders identified the need to inspire students to learn more about the value of outdoor resources, engage with nature, and research ways to protect our natural world. To facilitate this, we are reframing our grant program to help educators and local scientists engage students in environmental research, but in addition are also excited about the supporting resources such as those this grant will help develop.

The grant proposal for the trail system will increase the access to this 200-acre property, while ensuring that this sensitive area is protected. Having this resource in the City of Lake Geneva will create a valuable "outdoor classroom" for all ages. For local researchers hoping to engage students in their projects, having an "outdoor laboratory" with a critical watershed and habitat for a host of birds and fish. This will provide educators with a local area for classes and workshops on water, native trees and plants, birds, fish, and the value of natural areas. For adults, the ability to walk or bike more than three miles of trails along the White River will not only provide a wonderful outing but should also remind them of the importance of protecting nature and reenergize their love for the outdoors.

We stand in strong support of this grant and hope that this resource becomes a key element in our community's quest to inspire our current generation and future generations to enjoy and protect our Geneva Lake area's natural resources.

Sincerely,
Bill Thompson

Bill Thompson
Board President, Environmental Education Foundation inc.

The Environmental Education Foundation Inc.
P.O. Box 244, Fontana, Wisconsin 53125
(262) 203-7108
Website: eefscholars.org
General email: eefscholars@gmail.com Office email: eefoffice@aol.com



HILLMOOR PROPERTY

MANAGEMENT PLAN

Prepared for

Geneva Lake Conservancy

Property located in Lake Geneva, Wisconsin

By

Midwest Prairies, LLC

Edgerton, Wisconsin

Primary Author: Carl Korfmacher

April, 2023

INTRODUCTION

The purpose of this management plan is to provide a structured approach to the improvement of ecological health on the Hillmoor property. The plan breaks the site into units that are manageable in size and have somewhat consistent spatial and/or ecological context. This plan includes the following attributes:

- A brief background on the regional ecological and human use history
- A historical interpretation of the property itself
- A statement of the general goals of the site which may evolve or be modified
- A somewhat detailed description of the overall approach proposed including description of the primary methods and techniques used in ecological restoration as applied to the property in question
- An analysis of the land cover types found on the site and accompanying map
- Descriptions of the management units identified in the plan and accompanying map
- Goals and prescriptions to meet the goals for each unit
- Proposed trail layout

It is possible to develop more detailed analysis of the site that might include additional field work such as tile surveys, soil tests and detailed plant lists. These additional items may be useful but it is doubtful that they would change the overall plan as described. What is most important is that the goals of the property owner are aligned with the plan.

PRE-SETTLEMENT BACKGROUND

Prior to settlement, the area that is now the Hillmoor property was a mosaic of prairie, savanna, and wetland habitats that were grazed by bison and periodically burned by fires often set by Native Americans. The site would have had a park-like appearance in the drier areas with scattered trees and open meadows. Some areas may have had denser tree cover but not as much as we currently see in many parts of the property.

The wetter areas would have been covered with a diverse array of sedges, grasses, reeds and perhaps some shrubs and trees. The diversity and productivity of these landscapes was quite incredible. An oak savanna on this property with its wonderful mix of sun and shade, wet and dry conditions and variations in slope and aspect would have supported several hundred native plant species, dozens of bird species, and countless insects.

Oak ecosystems (woodlands, savannas, barrens) were and remain the cornerstone of southern Wisconsin's ecosystems. These ecosystems, combined with prairies and wetlands, created a mosaic of unparalleled diversity and productivity. It is important to note that these landscapes were highly affected by Native American land management practices. It is common knowledge now that they used fire extensively. In addition to fire, they used many other management

techniques still in use today such as selective thinning, coppicing, and girdling. They also farmed, but in a more sustainable way and at a much smaller scale than current practices. In addition to human influence, elk, bison, and even passenger pigeons had a profound effect on the land.

Unfortunately, over the past 150 years of settlement, these management practices and the large grazers have been eliminated. The result has been a decrease in diversity, resiliency and the services that native ecosystems provide, such as improved water quality, flood reduction, and wildlife habitat. While we can never go back to a pre-settlement condition, we can restore diversity, resiliency and other ecosystem services to a large extent. When carried through to completion, such efforts require only modest management in perpetuity when done right.

INVASIVE SPECIES

The property is host to numerous invasive species including buckthorn, honeysuckle, multiflora rose, reed canary grass, garlic mustard and European (black) alder. These plants crowd out natives because they have few natural predators or diseases to keep populations intact. More importantly, they provide very little habitat value. Deer don't browse on them. Birds don't nest in them, and beneficial insects like butterflies can't use them.

Contrast that with native plants which have evolved to host thousands of species of insects, mostly beneficial, which provides food for dozens of species of birds and small mammals. Oak trees in particular, provide such enormous habitat benefits that it is hard to overestimate them. They host hundreds of species of insects including dozens of caterpillars which provide food for migratory songbirds. In fact, insects and spiders utilize oaks throughout the winter providing food for resident birds like chickadees. There is a wealth of information available regarding the importance of native plants relative to invasives. To learn more about the critical value of oaks, consider reading *The Nature of Oaks* by Doug Tallamy.

It is generally impossible to completely eradicate invasive species, but by aggressively diminishing them at the same time native systems are restored, it is possible to make them a minor component that are easily managed. A healthy native ecosystem is able to resist re-colonization by invasive species with proper management including the use of prescribed fire or effective alternatives.

HISTORICAL INTERPRETATION

The golf course was developed in 1924. The earliest aerials from 1937 and 1940 show scattered oak trees on the uplands in the center of the property and a denser patch that remains toward the east. Based on the woodland cover that remains on the two cul-de-sacs (Country Club Drive

and Havenwood Drive) to the southwest, it would appear that the entire golf course was likely covered with an open oak woodland or savanna prior to development of the course.

A fairly large, cultivated field existed just west of the Home Depot. It seems that this field was abandoned in the 70s after which it was left fallow.

To the north and west is the floodplain of the White River. The early aerials clearly show a farmstead north of the property with a farm road leading into the river bottom. Here there is a patch of land that is a bit higher than the surrounding floodplain. The road ran south across a farm bridge crossing the White River. The aerials do not show obvious signs of cultivation, so the floodplain was likely used as pasture and hay meadow. There were no trees evident, however, it is likely that swamp white oak, silver maple, red twig dogwood, alder, black and sandbar willow were present prior to settlement in areas that are slightly higher in elevation.

The White River drains directly from Lake Geneva to the north and then east to its confluence with the Fox River in Burlington. It is very unusual in that the Hillmoor stretch does not accept farm runoff, and the flooding that might occur during wet periods is buffered by the lake. The water quality is very good. Patches of silt are found, but most of the stream bed is rocky, gravelly or sandy. The general stream profile downstream of the water treatment plant appears mostly unaltered in its cross section with cut banks being only a foot or at most two above the surrounding land. The course of the stream was straightened where it flows north out of the lake until it is past the water treatment facility. Thereafter, it shows little evidence of alteration. Oxbow scars are evident which implies very little sedimentation from flooding and an absence of cultivation.

Many of these upland wooded areas retain large mature white and bur oak. The age of the trees in these groves is likely about 150 to 200 years. They are reaching the natural end of their lives. However, oak regeneration is spotty and not widespread, so the groves are transitioning toward a much lower quality ecosystem. The ground cover, where it has not been shaded out by invasives, includes some native cover as well as cool season grasses commonly used for lawns and pastures. There is tremendous opportunity to restore the original oak savanna/prairie ecosystem in most of these areas.

GENERAL GOALS

The goals presented here are an attempt to interpret the needs and desires of interested parties as a starting point for broader discussions.

1. Improve the ecological health of the property. Ecological health is defined as increased diversity of native species and age classes, improved resiliency, and minimal deleterious effects of invasive species.

2. Restore an aesthetic that is more like it was when the golf course was built with open meadows and views from the higher points on the property.
3. Provide access to the community utilizing cart paths, gravel trails, mowed paths and boardwalks.

Should the goals stated above change, the recommendations described below may also need to change.

APPROACH

In order to restore the property to a more sustainable condition, it is best to execute phases of the work described below over a period of five years or less. Otherwise, there is a risk that areas improved will degrade to their prior condition before reaching a more sustainable condition over the entire phase. It is useful to think in terms of building design and construction. When planning a new building such as an office, there is an upfront capital cost and long-term maintenance costs. A well-designed building includes high quality plumbing, electrical and HVAC systems. These systems may be more expensive to build initially than cheaper alternatives but are likely to result in lower operating costs down the road. If work stops halfway through construction, the consequences are obvious. The work completed degrades slowly until eventually, it may be necessary to start over. The same is true of ecological restoration.

Using this analogy, the work we are proposing to reduce or eliminate invasive species and return native ground cover and shrub components can be considered a “capital cost.” If properly conceived and executed, the result will be a property that requires very little maintenance. Alternatively, if the work is halfway completed and then stopped, the site will revert to its former state rather quickly. As an example, if we cut and stump treat buckthorn in a given area, some of the buckthorn will survive and some will grow from seed. Two things need to happen after this initial work is completed: 1) re-establishment of native ground layer vegetation; 2) follow up applications of herbicide. If this work is completed over the following 2-3 years, the resulting plant community will be very resilient and resistant to new invasion. If not, the surviving buckthorn will recolonize rather rapidly.

The primary tool for long term maintenance is prescribed fire. Fire stimulates the growth of native grasses, sedges and wildflowers, while killing seedlings of invasive species that will attempt to recolonize. In wetlands, fire tends to favor natives at the expense of invasives, although it typically will not eliminate invasives. At the same time, prescribed fire encourages oak regeneration. This is absolutely essential for the long-term health of the site as the oaks provide habitat and structural qualities for which there is no substitute. It is possible to manage the property without fire, but every effort should be made to utilize it.

For woodland and meadow areas, the approach recommended is to remove invasives and thin or remove less desirable trees like ash, box elder, cherry, mulberry, walnut, black locust and elm. After this is accomplished, re-establishing native wildflowers, grasses and sedges is critical. Many areas at Hillmoor may have all existing trees removed (see land cover type analysis below). Where oaks and hickories are present, these should be protected, and other trees removed to reduce competition. The result will be a beautiful landscape with park-like appearance and habitat values that greatly exceed the current condition. Not coincidentally, it will closely resemble the landscape that was present when the golf course was originally built.

Regarding savanna and woodland restoration, the general steps in this process are as follows:

1. Mow small and medium sized invasives using a forestry mower where possible.
2. Cut smaller, less desirable trees that are encroaching on oaks and in areas where prairie will be restored. These trees include ash, box elder, cherry, elm, mulberry, black locust, and walnut. Burn brush piles in winter.
3. Apply herbicide to invasives that re-sprout after forestry mowing. This will take multiple treatments.
4. Where necessary, install native grass, sedge and wildflower seed.
5. Begin maintenance process by introducing prescribed fire and/or mowing and also by killing invasives as they arise. With a healthy ground cover layer that is maintained with fire, invasives will struggle to get established and herbicide treatments will eventually be rare.

Forestry mowing is the most cost-effective means of eliminating invasives up to about 6" in diameter. The forestry mower looks like a small caterpillar with a cutting head. The cost is about \$700-900 per acre depending on the size and complexity of the site as well as the density and age of the material to be cut. Forestry mowing leaves behind a coarse layer of debris that maybe scraped up or left to decompose and disappear over time. Within the first year most of the debris will be invisible if the ground covers get established quickly.

For removal of smaller trees, a "tree shear" can be used. This hydraulic shear quickly cuts and stacks medium size undesirable trees up to about 12" diameter. Larger trees and target brush

and trees on steep slopes will have to be cut by hand. These trees will be stacked in piles and burned under appropriate conditions.

Regarding wetlands, a key consideration is whether the site is subject to periodic flooding and transport of sediment, nutrients and weed seed from off-site. If so, it will be very difficult to restore a wetland to a state of ecological health without a high degree of maintenance. If a wetland is relatively isolated from flooding, sediment deposition, nutrient inputs and weed seed transport, then the likelihood of success is high. In this case, the White River meets all the criteria for a wetland that can be restored with considerable success.



Figure 1: Forestry Mower

Often, wetlands were grazed in the past and when they had been degraded were planted with reed canary grass as a highly nutritious pasture grass that grows in wet conditions. In many cases, the native plant communities are present under the carpet of reed canary grass. In that event, periodic and consistent burning will encourage the natives to compete. Use of grass-specific herbicides can also shift the balance toward native sedges and wildflowers. It is very difficult to eliminate reed canary grass, but with proper management it will become a minor component where wetlands are isolated from off-site negative inputs described above.

Phragmites (aka common reed) is a highly invasive plant. There is a native variety of phragmites that is smaller and less aggressive and generally is not a major problem. The cultivated varieties of phragmites have been bred to be aggressive and were originally used to stabilize shorelines. This plant continues to play an important role in stabilizing shorelines along the gulf coast. In the great lakes states, it has become a major nuisance. There are really only two potential remedies – excavation and herbicide application. Both are quite effective and because often these cultivated varieties do not produce viable seed, permanent elimination is possible.

Other wetlands may be degraded by buckthorn and other native and non-native woody plants like box elder. The Hillmoor site has a substantial stand of black alder, a European invader that can be quite aggressive. Elimination of these woody components and re-introduction of native sedges, grasses and wildflowers will stabilize soils and improve habitat quality. Hand cutting and stump treating with herbicide is usually the best method, but where the ground can support machines when frozen or dry, the same process used in upland wooded areas can be used.

HERBICIDE USE

Most landowners are concerned about the use of herbicides when trying to improve ecological health. It is possible to conduct ecological restoration work without herbicides, especially on a small scale, but it is prohibitively expensive in most situations. For instance, buckthorn is fairly easy to pull up from the ground. Small ones can be pulled using a weed wrench that is hand operated. Larger ones can be pulled with a skid steer and a specialized implement. The cost to pull, stack and burn is 5 to 20 times higher than the most cost-effective techniques that involve the use of herbicides. The downside of pulling is that there is considerable soil disturbance and pitting that will last for many years. This allows more opportunities for other weeds and re-colonization by buckthorn.

Our goal when using herbicides is to eliminate invasives completely and in the shortest time possible. If properly executed and maintained with prescribed fire and/or mowing, an ecological restoration project should only require minimal if any herbicide inputs in the future.

The herbicides used for woody species are usually triclopyr and metsulfuron methyl. These are safe and effective broadleaf herbicides with modest residual times in the soil. The initial application is done later in the summer. By this time many of the native wildflowers have bloomed and died back for the season and will be less likely to be inadvertently hit by herbicide. The end result of this initial process is a rather unattractive landscape of small dead shrub saplings and scattered debris. However, within a year it will start to resemble the beautiful verdant natural woodland that is the goal.

The herbicide used to treat reed canary grass is clethodim. This herbicide only kills grasses so it can be used very selectively. Other herbicides are also used, always with the intention of using the most selective herbicide possible.

LAND COVER TYPES

The site was surveyed in the fall of 2022 and early spring of 2023. Unfortunately, a careful survey during the growing season was not possible at the time of publication. Using this information along with aerial photos and topographic mapping, the site has been broken down into land cover types. A land cover type is a unit of land with consistent vegetative cover. Please see associated map.

Remnant Savanna/Prairie Complex

This includes most of the higher ground in the middle of the property. It includes patches of mature bur and white oaks as well as younger shagbark hickory. These can be plainly seen on the 1940 aerial (see maps at the end of the plan). Over the past 80 years, the entire area has become overgrown with invasives such as buckthorn and honeysuckle as well as young, small undesirable trees such as green ash (most of which is dead), cherry (also largely dead), walnut, eastern red cedar, mulberry and other trees. Apart from the oaks and hickory, these areas are

of low habitat value, are not attractive, create unnecessary visual barriers and would benefit greatly from efforts to restore the original oak savanna and prairie ecosystem.

Degraded Riparian Wetlands

To the north, the land is flat and primarily covered with reed canary grass, shrub willow and a few patches of cattail and phragmites. In slightly drier areas, buckthorn and honeysuckle are present. A large stand of European alder is found in the northeast quadrant of the property. Large cottonwoods, silver maple, some black willow, black alder, and dead green ash are also found in most of the area where reed canary grass is not dominant. The area occasionally floods which presents some challenges for habitat improvements and trail construction.

Within the degraded areas described above there are patches of high-quality vegetation including tussock sedge, blue joint grass and native blue iris. The fact that these areas remain in a healthy state supports the thesis that the remainder of the site can be restored to a higher level of ecological health by reducing invasives and reintroducing natives.

Degraded Open Oak Woods

This area has the highest habitat value on the property. The 1940 aerial clearly shows this area to be more densely wooded than other areas. The canopy is roughly 80% cover which indicates an open woodland rather than a savanna. While invasives such as buckthorn and honeysuckle are present, they are not as overwhelming, and the oak canopy is largely intact except where the cart path bisects the unit. Native ground layer vegetation is present and with the elimination of invasives and reintroduction of fire can reasonably be expected to thrive without further intervention.

Highly Degraded Woods

These areas were disturbed in the past and have grown up in a variety of undesirable trees and invasives. Black locust is abundant and was probably planted which differentiates it from the "wooded old field" land cover type.

Wooded Old Field

This area was cultivated into the 1970s and then abandoned. Many invasives are present along with a few small red oak and hickory. This area should be cleared except for the oaks and hickories and then prepped and reseeded. Additional plantings of oaks in this and other areas will ensure the important open oak woodland and savanna habitat remains for generations to come.

MANAGEMENT UNITS

The purpose of breaking the site up into management units is to allow for better prioritization and logical progression of work. The units often follow trails or proposed trails. These trails will double as fire breaks making prescribed burning much easier. Where possible, management units will include the fewest land cover types possible, but usually there is more than one.

Unit 1

This unit includes all the floodplain and wetland north of the river. The DNR considers all of this area to be wetland. The entire area is covered by land cover type *degraded riparian wetland*. A large patch of European (black) alder is present in the northeast quadrant encompassing approximately ten acres. Most of this area is higher in elevation and accessible to equipment under frozen or dry conditions. Patches of phragmites and cattails are present.

Goals

- Restore native plant community where practical
- Provide trail access and entry point from city-owned property to the north

Prescription

- Eradicate European alder, buckthorn and honeysuckle by forestry mowing and/or cutting and shearing. Treat with herbicide
- Burn reed canary grass areas and apply grass specific herbicide to test whether native plant community is present.
- Re-seed native sedges, grasses and wildflowers where necessary.
- Designate and clear a trail keeping to the higher elevations. Provide bridges across the river to create a loop trail.

Unit 2

Like Unit 1, Unit 2 is entirely composed of *degraded riparian wetland* cover type except for a small area in the southeast corner. Unlike Unit 1, there is very little European alder. Many green ash have fallen and will fall in the ensuing years so the area is a bit trashy in appearance. Buckthorn and honeysuckle are present in some places, but not terribly dense. A large patch of shrub willow is present. Patches of native plants and reed canary grass are found. A patch of phragmites is located near the pump house.

Goals:

- Restore native plant community where practical
- Provide trail access from Unit 1 to remainder of property

Prescription

- Forestry mow and/or cut buckthorn and honeysuckle where practical. Use basal bark treatment where access is difficult.
- Thin trees in areas where they are dense to improve the health of remainder. Use girdling method where practical.

- Burn reed canary grass areas and apply grass specific herbicide to test whether native plant community is present.
- Re-seed native sedges, grasses and wildflowers where necessary.
- Designate and clear a trail keeping to the higher elevations. Provide bridges across river to create a loop trail.

Unit 3

This unit is composed entirely of *highly degraded woods* cover type. The unit contains many black locust and few desirable natives. The cost and level of effort required to eliminate black locust in this area is quite high and therefore it is recommended that it be a lower priority.

Goals:

- Eradicate invasives and replant with high quality native trees, shrubs and ground layer vegetation.

Prescription

- Girdle black locust and allow to stand dead for one year to eliminate likelihood of resprouting. After one year, remove black locust.
- Plant bur and white oak, hazelnut, dogwood and other native shrubs
- Re-establish native ground layer vegetation.

Unit 4

This unit is mostly composed of *remnant savanna/prairie complex* cover type. A small section of *highly degraded woods* is located on the eastern edge. In this area, black locust has spread from Unit 3 and is invading into the unit. The 1940 aerial shows a substantial disturbance along the western edge of this unit, but it is unclear what the cause is. Where mature oaks are found, native ground layer vegetation is present. In other areas the composition is much like wooded old field in that it contains many undesirable trees including dead and dying green ash and cherry. Little evidence of oak regeneration was found.

Where oaks are not present, the area was open meadow or possibly prairie in the early years of the golf course. All woody vegetation other than mature oaks and hickories has become established over the past fifty years.

Goals:

- Restore native savanna/prairie plant communities
- Provide trail access and overlook near ponds

Prescription:

- Forestry mow, shear or cut all woody vegetation that is not oak or hickory.
- Treat with herbicide to eradicate invasives.

- Replant open areas with prairie vegetation
- In areas where mature oaks are present, assess recovery of native plant species and consider seeding.

Unit 5

This unit is entirely upland and consists of remnant *savanna/prairie complex*, *wooded old field* and *degraded open oak woods* cover types. As discussed previously, the wooded old field cover type includes young red oak and hickory along with an assortment of invasives and less desirable natives. The savanna prairie complex is a continuation of the area discussed under Unit 4 above. The degraded open oak woods is in relatively good shape.

Goals:

- Restore native savanna/prairie plant communities
- Provide trail access and overlook near ponds

Prescription:

- Forestry mow, shear or cut all woody vegetation that is not oak or hickory.
- Treat with herbicide to eradicate invasives.
- Replant open areas with prairie vegetation
- In areas where mature oaks are present, assess recovery of native plant species and consider seeding.

Unit 6

This unit has is designated remnant savanna/prairie complex although it also contains a parking lot and roadway. A few mature oaks are present and the ponds create a nice gateway into the natural areas in the uplands.

Goals:

- Restore oak savanna where mature oaks are found
- Continue trail access through the unit

Prescription:

- Forestry mow, shear or cut all woody vegetation that is not oak or hickory.
- Treat with herbicide to eradicate invasives.
- Replant open areas with prairie vegetation
- In areas where mature oaks are present, assess recovery of native plant species and consider seeding

Execution and Budget

The budgets presented below are estimates and no attempt has been made to estimate inflationary changes to pricing that might occur. It is important to note that it is not necessary to start all six management units at the same time. It would be possible, for instance, to initiate work for YEAR ONE on Units 4 and 5 (which are recommended as the highest priority). Then in the following year, Units 4 and 5 would enter YEAR TWO of the phased tasks at which time you could initiate work on Units 1 and 2 with YEAR ONE tasks.

YEAR ONE						
Units	1	2	3	4	5	6
Forestry Mowing	9,500	5,000		15,000	19,000	2,000
Tree Shear/Hand Cut	14,000	4,000		35,000	22,000	6,000
Herbicide Re-sprouts	4,500	2,500		6,500	7,000	2,000
Prescribed Burn	3,000	2,000				
Herbicide Reed Canary	2,500	2,000				
Herbicide Phragmites	1,000	1,000				
Herbicide Weeds				3,500	4,500	4,000
Girdle Black Locust			3,000			
Total By Unit	34,500	16,500	3,000	60,000	52,500	14,000
Contingency (20%)	36,100					
Yearly Total	216,600					

YEAR TWO						
Units	1	2	3	4	5	6
Herbicide Re-sprouts	2,000	900		2,200	2,500	800
Herbicide Reed Canary	1,000	700				
Herbicide Weeds				1,500	2,000	800
Seed Natives	15,000	8,000		10,000	12,000	1,500
Cut and Remove Black Locust			7,000			
Herbicide Phragmites	500	500				
Total By Unit	18,500	10,100	7,000	13,700	16,500	3,100
Contingency (20%)	13,780					
Yearly Total	82,680					

YEAR THREE

Units	1	2	3	4	5	6
Mow Seeded Areas				7,000	7,000	2,500
Herbicide Re-sprouts	1,000	600		1,000	1,000	500
Herbicide Reed Canary	1,000	700				
Herbicide Weeds				1,000	1,000	1,000
Seed Natives			4,000			
Herbicide Phragmites	500	500				
Plant Native Trees/Shrubs	5,000	5,000	10,000	10,000	10,000	5,000
Water/Maintain Plants	2,000	1,000	8,000	4,000	4,000	4,000
Total by Unit	7,500	6,800	14,000	19,000	19,000	9,000
Contingency (20%)	15,060					
Yearly Total	90,360					

YEAR FOUR

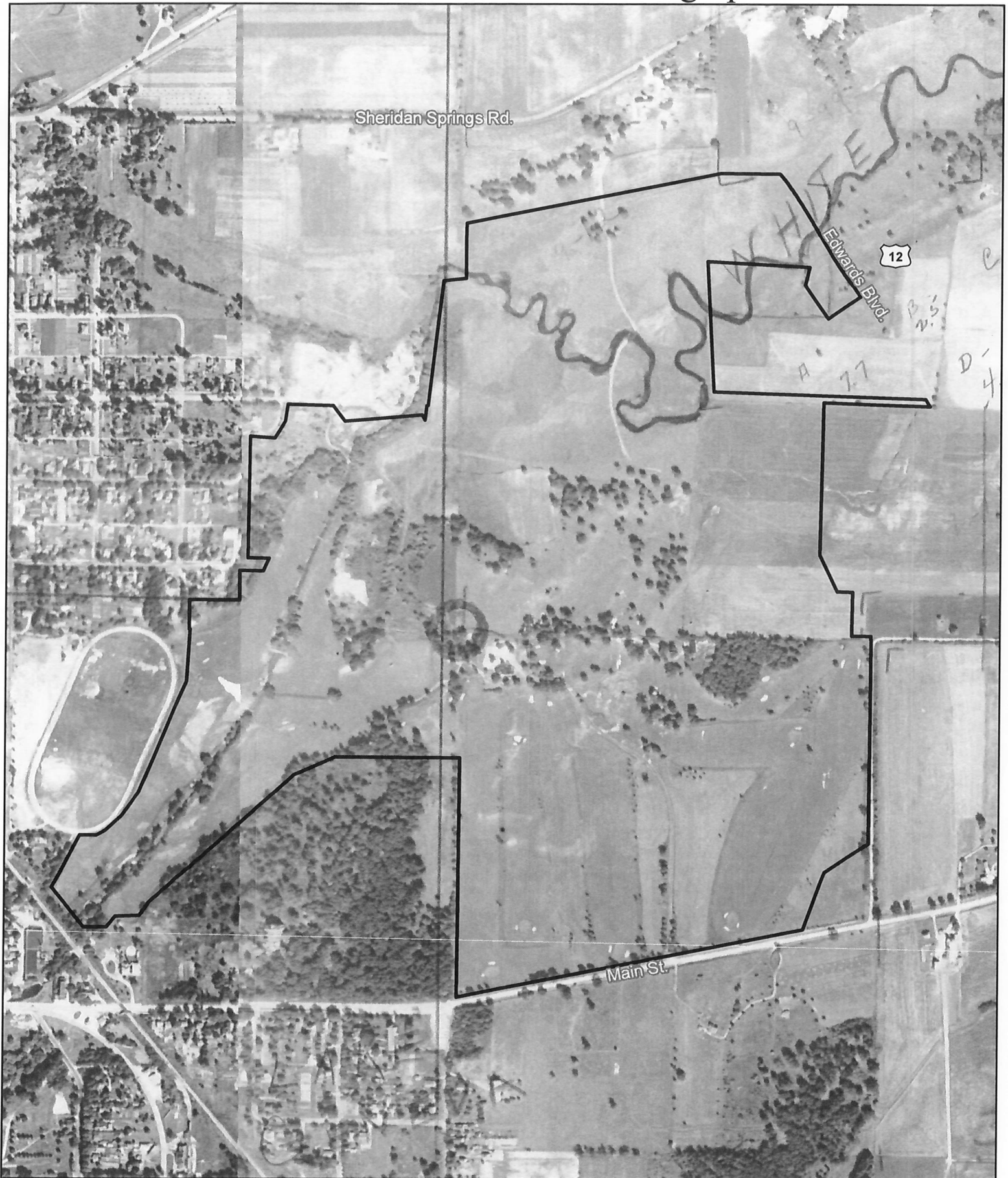
Units	1	2	3	4	5	6
Mow Seeded Areas			2500			
General Herbicide Maintenance	2,000	2,000	800	2,000	2,000	800
Water/Maintain Plans	1000	500	2000	2000	2000	1000
Prescribed Burn	4,000	4,000		4,000	4,000	2,000
Total By Unit	7,000	6,500	2,800	8,000	8,000	3,800
Contingency (20%)	7,220					
Yearly Total	43,320					

ESTIMATED ONGOING MAINTENANCE BUDGET PER
YEAR FOR ENTIRE SITE

Herbicide Invasives	5,000
Prescribed Burning	5,000
Other	5,000

Ongoing maintenance estimate only includes natural resources work and does not include things such as trail maintenance or cleaning up downed wood.

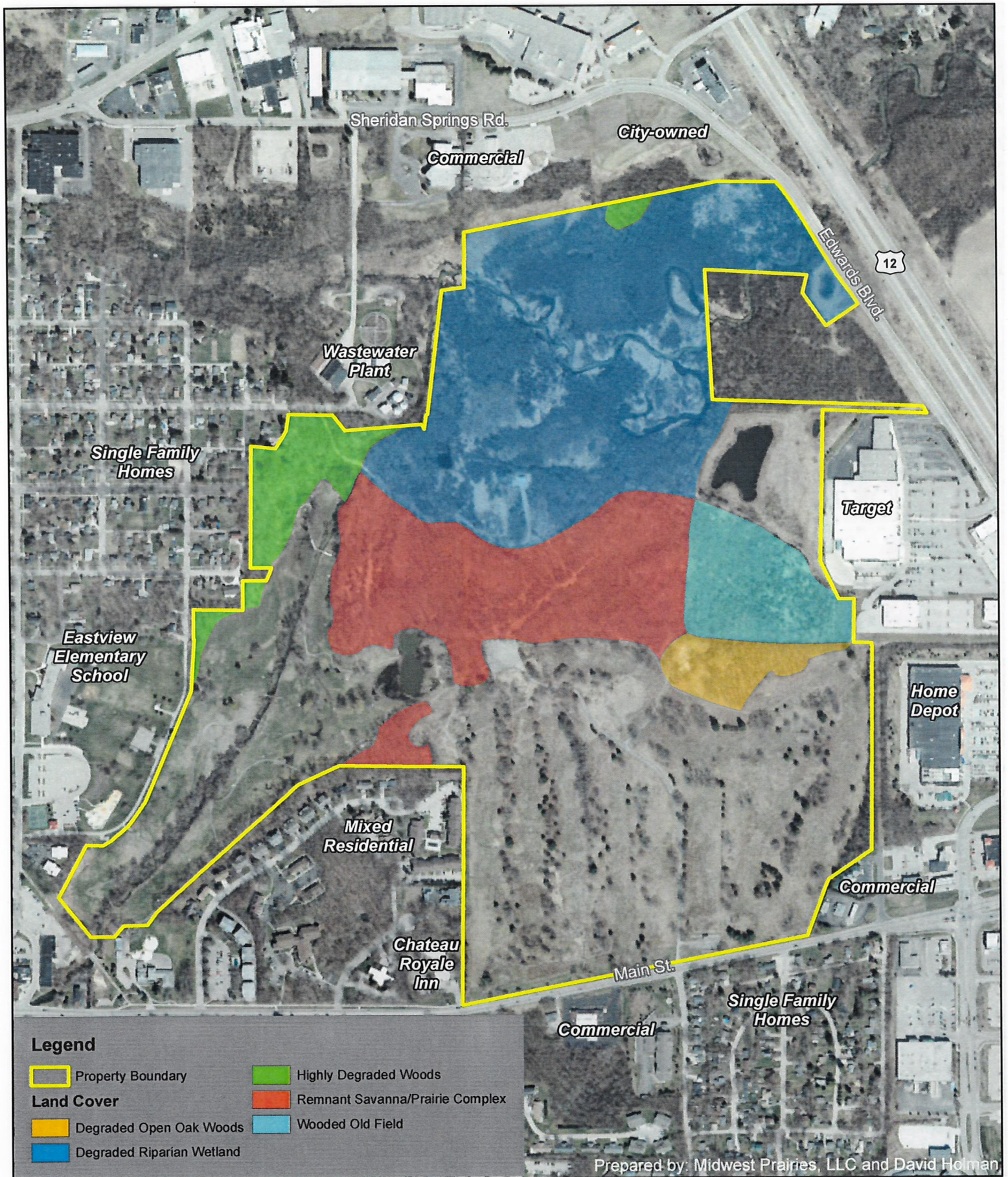
Hillmoor - 1940 Aerial Photograph



0 500 1,000 2,000 Feet

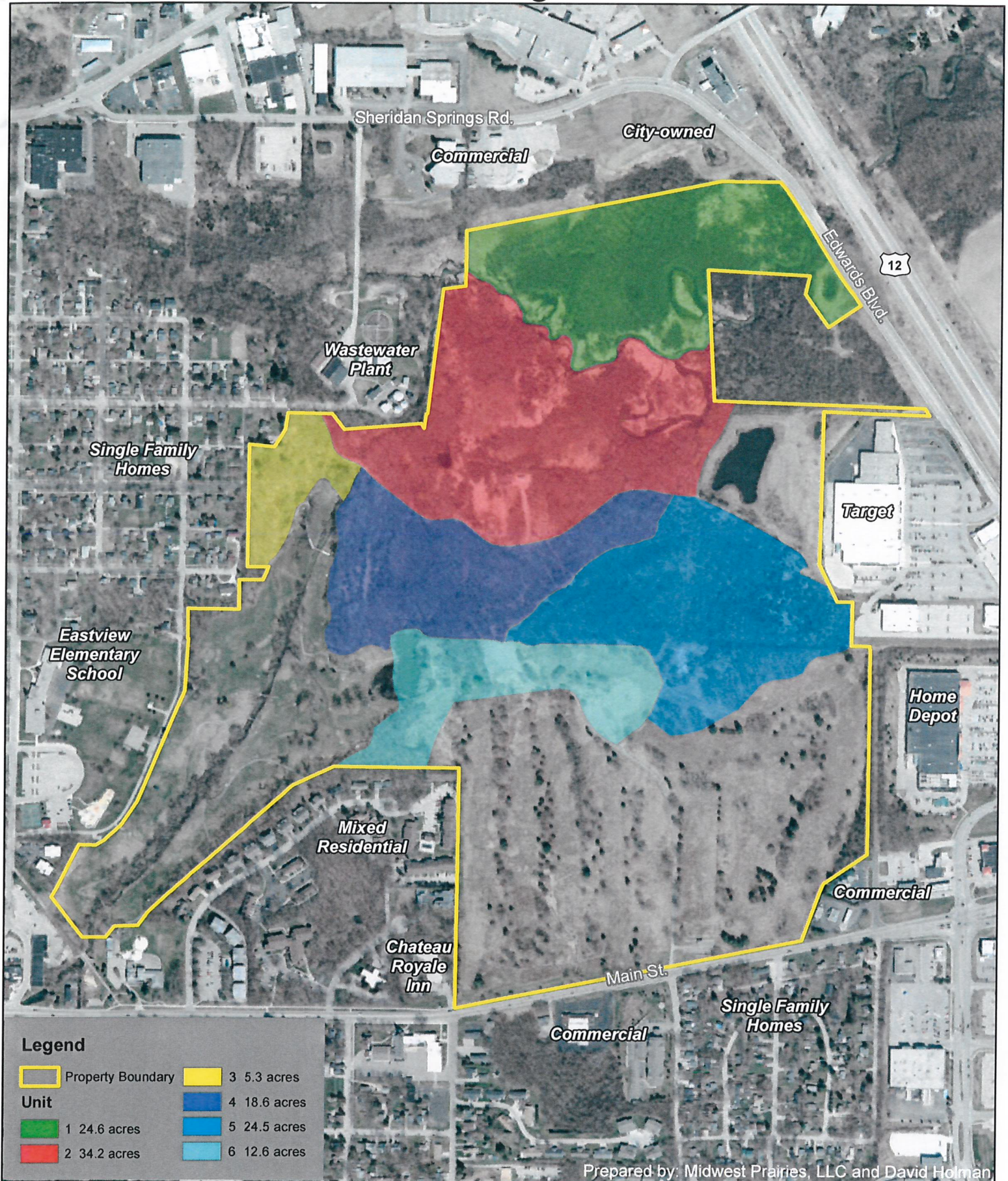


Hillmoor - Land Cover



0 500 1,000 2,000 Feet

Hillmoor - Management Units



0 500 1,000 2,000 Feet



S. Hay + Associates

(a)

1. Renamed cart path
cart
2. Entrance to 50%
3. Repair switchgear cart path
4. Estimate Goods for.

EXHIBIT B

State Bar of Wisconsin Form 6-2003
SPECIAL WARRANTY DEED

Document Number

Document Name

THIS DEED, made between White River Holdings LLC_____
("Grantor," whether one or more),
and City of Lake Geneva_____
("Grantee," whether one or more).
Grantor, for a valuable consideration, conveys to Grantee the following described real
estate, together with the rents, profits, fixtures and other appurtenant interests, in
Walworth County, State of Wisconsin ("Property") (if more space is
needed, please attach addendum):

See legal description in Exhibit A, annexed hereto and incorporated by reference

DOCUMENT#: 1072598

12-09-2022 at 2:25 PM

MICHELE JACOBS

REGISTER OF DEEDS

WALWORTH COUNTY, WISCONSIN

Pages: 4 Fee Amount: \$30.00

Fee Exempt 77.25- 12

***The above recording information verifies
this document has been electronically
recorded and returned to the submitter***

Recording Area

Name and Return Address

Atty. Daniel S. Draper
500 Commercial Court
Lake Geneva, Wisconsin 53147ZOP 00001; ZYUP 00131; ZYUP 00001A;
ZYUP 00001C; ZYUP 00153

Parcel Identification Number (PIN)

This is not homestead property.
(is) (is not)Grantor warrants that the title to the Property is good, indefeasible in fee simple and free and clear of encumbrances arising by,
through, or under Grantor, except that this Deed is subject to the restriction contained in Exhibit B, annexed hereto and
incorporated by reference.Dated December 9, 2022

Paul Fiteantmet (SEAL) _____ (SEAL)
* for White River Holdings, LLC *

* (SEAL) _____ (SEAL)

AUTHENTICATION

Signature(s) of Paul Fiteantmetauthenticated on December 9, 2022

Alan Marcuvitz
* Alan Marcuvitz Esq.

TITLE: MEMBER STATE BAR OF WISCONSIN

(If not
authorized by Wis. Stat. § 706.06)

THIS INSTRUMENT DRAFTED BY:

Alan Marcuvitz, Esq.

SBN: 1007942

ACKNOWLEDGMENT

STATE OF WISCONSIN)
) ss.
_____ COUNTY)Personally came before me on _____
the above-named _____to me known to be the person(s) who executed the foregoing
instrument and acknowledged the same.

*
Notary Public, State of Wisconsin
My Commission (is permanent) (expires: _____)

(Signatures may be authenticated or acknowledged. Both are not necessary.)

NOTE: THIS IS A STANDARD FORM. ANY MODIFICATIONS TO THIS FORM SHOULD BE CLEARLY IDENTIFIED
SPECIAL WARRANTY DEED © 2003 STATE BAR OF WISCONSIN FORM NO. 6-2003

* Type name below signatures.

line of Haskins Street; thence South 89° 59' East along the South line of Haskins Street and its Easterly extension, 429.22 feet; thence South 55° 18' 30" East, 100.43 feet; thence North 73° 50' East, 206.17 feet to the West line of Lot "H" of the Geneva Lake Crawford Manufacturing Company's Addition to the City of Lake Geneva; thence North 6° 32' East, (recorded as North 6° 15' East) 645.5 feet to the Northwest corner of said Lot "H"; thence North 82° East, 112.3 feet more or less along the North line of said Lot "H" to the East line of said Section 25; thence South along the said East line of Section 25, 1807.75 feet more or less to the point of beginning.

Tax Key No: ZYUP 00001C

PARCEL 3:

Part of the Southeast 1/4, Southwest 1/4, Northeast 1/4 and Northwest 1/4 of the Southwest 1/4 of Section 30, Town 2 North, Range 18 East, in the City of Lake Geneva, Walworth County, Wisconsin, bounded and described as follows:

Commencing at the Southeast corner of the Southwest 1/4 of Section 30; thence South 89°54'09" West along the south line of said Southwest 1/4 Section 548.11 feet to the point of beginning of the lands to be described; thence continuing South 89°54'09" West along said south line 2056.22 feet to a point on the west line of the Southwest 1/4 of Section 30; thence North 00°46'41" West along said west line 2081.15 feet to a point; thence North 77°28'13" East 1301.13 feet to a point; thence North 89°32'32" East 414.52 feet to a point on the westerly line of USH "12"; thence South 33°01'04" East along said westerly line 203.83 feet to a point; thence South 11°20'04" West 309.68 feet to a point; thence North 88°00'24" West 522.16 feet to a point; thence South 04°06'36" East 697.13 feet to a point; thence South 89°15'36" East 557.97 feet to a point; thence South 00°00'15" West 775.32 feet to a point; thence South 26°19'37" East 207.41 feet to a point; thence North 89°27'46" East 74.05 feet to a point; thence South 00°32'08" East 230.92 feet to a point; thence North 88°22'57" East 95.37 feet to a point; thence South 00°26'51" East 15.38 feet to the point of beginning.

EXCEPTING THEREFROM THE FOLLOWING:

Lot 1 of Certified Survey Map No. 1918 being part of the Southwest 1/4 of the Southeast 1/4 of Section 30, Town 2 North, Range 18 East, City of Lake Geneva, Walworth County, Wisconsin bounded and described as follows:

Commencing at the Southwest corner of said Section 30; thence North 0°46'41" West 607.53 feet; thence South 63°27'02" East 237.52 feet to the point of beginning; thence North 0°46'41" West 369.72 feet; thence North 89°13'19" East 200.00 feet; thence South 0°46'41" East 346.37 feet; thence South 55°16'59" West 128.36 feet; thence North 63°27'12" West 105.25 feet to the point of beginning.

Tax Key No: ZYUP 00153

Karen Yancey

From: Kiera Theys
Sent: Monday, May 1, 2023 3:46 PM
To: Karen Yancey
Subject: Hillmoor GPS Coordinates

Here are the GPS Coordinates Info:

Middle of Golf Course: 42.59454 N, 88.41945 W
Middle of N 84 Acre Parcel: 42.60006 N, 88.42025 W
Entrance by School: 42.59421 N, 88.43082 W
South Entrance off of E Main St: 42.59244 N, 88.41952 W
North Entrance off of Sheridan Springs Rd: 42.60369 N, 88.41998 W

Kiera Theys
Land Protection Manager
Geneva Lake Conservancy
398 Mill Street, Fontana WI 53125
Office: 1 (262)-275-5700
Cell: 1 (847)-830-1541
Fax: 1 (262)-275-0579



EXAMPLE APPLICANT RESOLUTION FOR OUTDOOR RECREATION GRANT APPLICATIONS

WHEREAS, the City of Lake Geneva is interested in acquiring or

developing lands for public outdoor recreation purposes as described in the application; and

WHEREAS, financial aid is required to carry out the project;

THEREFORE, BE IT RESOLVED, that the City of Lake Geneva *Has*

Budgeted in 2024 a sum sufficient to complete the project or acquisition and

HEREBY AUTHORIZES Charlene Klein, Mayor to act on behalf of
City of Lake Geneva to:

Submit an application to the State of Wisconsin Department of Natural Resources for any financial aid that may be available;

Submit reimbursement claims along with necessary supporting documentation within 6 months of project completion date;

Submit signed documents; and

Take necessary action to undertake, direct and complete the approved project.

BE IT FURTHER RESOLVED that City of Lake Geneva will comply with state or federal rules for the programs; may perform force account work; will maintain the completed project in an attractive, inviting and safe manner; will keep the facilities open to the general public during reasonable hours consistent with the type of facility; and will obtain from the State of Wisconsin Department of Natural Resources or the National Park Service approval in writing before any change is made in the use of the project site.

Adopted this 8th _____ day of April _____, 2024_____.

I hereby certify that the foregoing resolution was duly adopted by City of Lake Geneva at a legal meeting on 8th _____ day of April _____, 2024_____.

Authorized Signature: _____ **Title:** _____

IMPORTANT NOTE: *The DNR expects the individual authorized by this resolution to become familiar with the applicable grant program's procedures for the purpose of taking the necessary actions to undertake, direct, and complete the approved project. This includes acting as the primary contact for the project, submitting required materials for a complete grant application, carrying out the acquisition or development project (e.g., obtaining required permits, noticing, bidding, following acquisition guidelines, etc.), and closing the grant project (e.g., submitting grant reimbursement forms and documentation, and organization of project files for future monitoring of compliance with grant program.*