



LAKE GENEVA TOURISM COMMISSION AGENDA

Monday, October 13, 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 September 8, 2025
5. Update from Heather Jones (Independent Contractor for Tourism Commission) Meet at the Lake Promotional Activity
6. Review/Discussion and Possible Action regarding the Independent Contractor Agreement for the Lake Geneva Cooperative Convention Center Special Events Coordinator
7. Update from Tourism Entity (VISIT Lake Geneva) on Promotional Activity, Calendar, and Hotel performance
8. Update from Lake Geneva Business Improvement District (events and mission)
9. Written financial update regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements, list of outstanding (unpaid) tourism grants awarded
10. Discussion/Action on Tourism Promotional Grant Program and Requests: **Maximum ten (10) minute presentation per request:**
 - a. Window Covering Update; The Riviera Ballroom
 - b. World's Talles Glass Tree; Mack Glass NFP, DBA World's Tallest Glass Tree
 - c. Downtown Lake Geneva Ice Sculpture Walk; VISIT Lake Geneva
 - d. Gary Con 2026; Gary Con, a wholly-owned division of Gaxx Worx, LLC
11. Final Event Evaluations from organizations receiving Tourism Grants
 - a. Art in the Park; Geneva Lake Arts Foundation

- b.** PROST! Das Fest Wisconsin; Wisconsin 2GO LLC
 - c.** Taco Fest; Adams Multimedia
 - d.** Venetian Festival; Lake Geneva Jaycees
- 12.** Tourism Commission related forms, paperwork, and grant procedures review
 - a.** Discussion/Action on proposed Municipal Development Grant Informational Guide and Application
 - b.** Discussion/Action on proposed changes to the Tourism Commission Promotional Grant Informational Guide & Application
- 13.** Next Meeting Date & Time; November 10, 2025 at 4:00 pm
- 14.** Future Agenda Items
- 15.** 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, September 8, 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, Alder Fesenmaier, Alder Frame, Shelley Rowell, Stephanie Klett (Ex-Off), Mayor Krause (Ex-Off), Laura Pisarcik (Ex-Off)

Absent: Troy Migut

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

None.

Approval of Tourism Commission minutes from August 11, 2025

Motion by Waspi, second by Pirzada, to approve the minutes from August 11, 2025.

Unanimously carried.

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

Jones reviewed the Marketing Update section of her monthly report. She is excited about the positive results from the google ads for the Tourism Commission website of City hotels. Jones noted she added the comp information to the chart as requested last month. We are well above pace for Riviera bookings.

Update from Tourism Entity – Visit Lake Geneva

Ms. Klett gave the report in Goodwin's absence. The Monthly Partner Meeting will be held September 16 at The Cove and include a Hwy. 50 Construction update.

Mark your calendar for the Annual Dinner and Impact Awards being held on October 14 at Grand Geneva Resort.

Twelve top travel writers visited the area for the September Media Tour. There is a much quicker turnaround now when they publish their articles bringing tourists here sooner than ever before.

Chicago will see cars and subway trains "wrapped" with marketing messages to visit Lake Geneva this fall.

Question will be referred to Deanna regarding whether it is possible to add a column to the RFP list to separate out the City of Lake Geneva Hotels and to add a chart of RFPs indicating just small meeting spaces.

Another question was asked about the Tourism Commission applying for a Tourism grant to be a Title Sponsor or a Bonfire Sponsor. Klett explained the new sponsorships were needed due to increased costs, specifically the need for prize money or per diem for snow sculpture teams, now that Visit Lake Geneva acquired the competition.

Update from Lake Geneva Business Improvement District (BID) – Alexandria Binanti

Binanti started by handing out two documents – "Planning for Road Construction" and "Downtown Development Toolkit" for the Hwy. 50 Construction update as requested by the

Commission. She gave the information under her report although Commissioners had asked for a separate repeated monthly agenda item.

Binanti reported that the Saturday of Maxwell Street Days was the busiest with record-breaking sales. The Lemonade Crawl, centered in Flat Iron Park with additional vendors and activities experienced a fantastic turnout with 500 tickets “sold.” All proceeds from the tickets will be used in future mural projects. They will be planning creatively for 2026 on August 20 as it overlaps with the annual Venetian Festival.

BID is working with Evergreen Banners for new Spring and Summer designs to be hung downtown. They are cooperating with Public Works on the bench inventory to rehab the benches in time for placement in spring.

BID will apply for a Façade Grant through the Main Street Program and is using Vibe Map for their go-to events communications channel.

Written financial update provided by City Comptroller

Balance Sheet from July 31, 2025

Total Assets - \$1,054,735.32

Restricted Fund Balance - \$1,075,073.65

Note: Lake Geneva Jaycees’ payment for May is correct at \$27,500. July should be corrected to be an additional \$2650 according to the July minutes.

Tourism Commission Budget

The Commission reviewed the proposed 2026 budget request of \$1,684,655 for revenues/expenses. Comptroller explained that if the Commission exceeds the promotional grant amount, we can use the reserves. *Motion by Waspi, second by Rowell, to recommend the proposed 2026 budget. Unanimously carried.*

Motion by Waspi, second by Pirzada, to move Item B Tracing the Divide grant before Item A on the agenda. Unanimously carried.

Tourism Promotional Grant Program and Requests

Tracing the Divide, Avant Fall Cider Tour; Avant Cycles, Ann Esarco

Ann presented the event for a film titled, “Tracing the Divide” and 15-mile bike tour including stops at several of our local parks. The marketing materials need to be turned in for the event including the Tourism Logo and Tourism website of City Hotels URL. *Motion by Waspi, second by Frame, to approve the grant.* Discussion continued regarding the marketing plan including items that would not be used for marketing (i.e. airfare, pizza, candy). *Motion to amend grant to \$4000 by Pirzada, second by Waspi. Amendment carries. Main motion as amended to \$4000 for the event on October 25 and 26, 2025. Unanimously carried.*

Lake Geneva Oktoberfest; Downtown Lake Geneva BID, Alexandria Binanti

Binanti announced the 30th year for the downtown Oktoberfest. Event will be moved back to Flat Iron Park. New year is the Pumpkin Stroll, similar to the Ice Sculptures, on the sidewalks downtown. Store owners will have the option of rolling the pumpkins into their stores for preservation overnight. Stellar application which included detailed marketing budget and sample marketing materials. *Motion by Frame, second by Pirzada, to approve \$22,005.56 for Oktoberfest on October 11 and 12, 2025. Unanimously carried.*

Abominable Trail Race; ASR Events, LLC

The event is a repeat. Organizer will send in a more **detailed** marketing budget. *Motion by Waspi, second by Frame, to approve \$3000 for the Abominable TRAIL Race on November 15, 2025, conditional on revising marketing materials to include the Tourism Logo and Tourism website of City Hotels URL. Unanimously carried.*

Abominable SNOW Race; ASR Events, LLC

The event is extremely popular, and the organizer does a fantastic job of marketing with a presence at other local events including Yeti appearances. Needs to send in a **detailed** marketing budget and marketing flyer to include the Tourism Logo and Tourism website of City Hotels URL. *Motion by Pirzada, second by Waspi, to approve \$10,000 for the Abominable SNOW Race on January 31, 2026. Unanimously carried.*

Lake Geneva Winter Bridal Expo; Celebration Management, Charlie Lorenzi

Lorenzi explained the bridal event's success from past years including 700 attendees this past year. This is their 7th Annual event which will now focus on a city-wide celebration including all the city hotels (notified by email) with the primary focus on the Riviera. The marketing budget was not included in the application or packet. Lorenzi passed out paper copies at the meeting. *Motion by Fesenmaier, second by Pirzada, to award \$30,000 for the Winter Bridal Expo on January 17, 2026. Unanimously carried.*

Final Event Evaluations from organizations receiving Tourism Grants

Jazz by the Lake; Lake Geneva Community Foundation, Fred Gahl

Concerns regarding smaller size attendance than estimated, majority of locals in attendance versus visitors with overnight stays, timing of the event that coincided with other popular events such as Country Thunder and Das Fest, and not using full marketing budget.

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 meeting)

This item was continued from the August discussion. *Motion by Frame, second by Pirzada, to approve moving \$242,500 from the Tourism Commission account to the General Fund for use as matching funds for the Knowles-Nelson Grant received by the City for Zone 1 of the Hillmoor property per the conditions of the grant. Unanimously carried.*

Tourism Commission related forms, paperwork, and grant procedures review

Commissioners discussed creating a separate application for municipal development request noting the information required is different from the grant applications.

Waspi will also check the grant application to ensure that previously approved changes were made on the actual form. *Continue to October agenda and packet for review of both items.*

Future meeting agenda items and next meeting date –

- Add to each month's agenda: Hwy. 50 Update, BID
- Winterfest Grant for Title Sponsorship and/or Bonfire Sponsorship by the Commission
- Updated grant application.
- New form for municipal development requests.
- List future meeting date/time and agenda items.

Monday, October 13, 2025, at 4:00 PM

Motion by Pirzada, second by Waspi, to adjourn at 5:49 p.m. Carried.

Respectfully submitted, Alderman Fesenmaier, Secretary

Riviera Ballroom/MATL Update- Tourism Commission Meeting

October 2025

Marketing Update

- Website Analytics Update: Past 30 Days:
 - Site Sessions: 2,204 (-14%)
 - Site Sessions by traffic source
 1. Direct (902)
 2. Google (876)
 3. Social Media Ads (202)
 4. City of Lake Geneva (57)
 5. Bing (31)
 - Active Inquiries: 159, 121 recorded for September 2024
 - Avg. Session Duration: 1m 59s (+6%)
 - Site Bounce Rate: 59% (-6%)
- WeddingWire & TheKnot: September Stats
 - 457 Visitors
 - 38 Link Clicks
 - 35 Saves
 - 43 leads
- Hotels & Lodging Analytics Update Past 30 days:
 - 69 Page Views (-23 from last month)
 - Avg. time spent on page: 3min 38sec (+8s)
- www.lakegenevahotels.org Analytics- past 30 days
 - 1,675 Site Sessions (-2%)
 - (1145) Google Ad
 - (214) BID
 - (136) Direct
 - (117) YouTube Wix/Google Ads
 - (4) City of Lake Geneva
 - Avg. Session Duration: 4m 23S

Sales Update

	2019	2020	2021	2022	2023	2024	2025	2026	2027
Weddings	28	9	54	55	52	43	44	43	2
Social	1	0	1	5	4	5	3	4	
Corporate	2	1	1	2	3	1	4	1	
Non-Profit	10	0	3	1	5	4	6	3	
Event Total	41	10	60	62	64	54	57	51	2
Cancellation Total	0	40	11		3	2	4	3	
Rescheduled	0	20	4		1	1	2		
Comp		5	2	5	6	6	8		
Pending Comp Req							2		

2025 Comp Space:

- Winterfest- 6 days
- Bid breakfast
- Visit LG – partner meeting
- Pending: Veterans’ Day Program (Library) & Midwest Young Artists

Sales by year September 2025:

- 2025: One corporate contract out for signature. One date change from December 2025 to November 2026
- 2026: Contracts returned; four weddings, two non-profit, one corporate & one social. Two wedding contracts out for signature. One non-profit contract cancelation for April 2026.
- 2027: No change
- Last Year, reported on October 7; 53 events booked for 2024 and 34 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	\$303,349.55

CATERING REVENUE

\$14,688.76	\$4,337.68	\$32,970.09	\$46,691.72	\$48,795.80	\$47,914.74	\$34,434.46
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Independent Contractor Agreement

Lake Geneva Cooperative Convention Center Special Events Coordinator

This Agreement ("Agreement") s made and entered into this **1st day of November, 2023** by and between **Heather Jones**, ("Contractor") and the **Lake Geneva Tourism Commission**, a Commission of the City of Lake Geneva, a municipal corporation.

WITNESSETH:

WHEREAS, the Lake Geneva Tourism Commission wishes to retain the services of Contractor to perform technical and administrative services related to special event coordination to increase overnight stays in the City of Lake Geneva, Wisconsin, and

WHEREAS, Contractor wishes to work as an Independent Contractor to work and consult with the LGTC as a special event coordinator with the goal of coordinating group sales to increase overnight stays in the City of Lake Geneva, Wisconsin,

NOW THEREFORE in consideration of the sum of Ten and no/100 (\$10.00) Dollars, the mutual covenants contained herein and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged hereto, the parties agree as follows:

1. **Term.** Lake Geneva Tourism Commission hereby retains Contractor for an initial term commencing **November 1, 2023**, and ending **October 31, 2024** ("Initial Term"). Upon conclusion of the Initial Term, this Agreement may be renewed for additional one-year terms ("Additional Term(s)") by mutual agreement between the parties.
2. **Engagement of Services.** Contractor will provide Lake Geneva Tourism Commission with technical and administrative services related to special event coordination and will participate in the formulation of the Lake Geneva Tourism Commission's goals, objectives, plans, programs, policies and budget. The Contractor will adhere to the following goals in performing services for the Lake Geneva Tourism Commission:
 - Update Lake Geneva Tourism Commission regularly by attending Tourism Commission meetings, and other assigned group, trade show, and conferences as needed.
 - Market, show and book events at the Riviera Ballroom on behalf of the City of Lake Geneva in order to promote tourism and increase room stays in the City of Lake Geneva.
 - After obtaining authorization from the Lake Geneva Tourism Commission, retain outside services where and when appropriate to assist and support tourism initiatives, marketing, brochures, social media, public relations and website development/maintenance.
 - Manages group and trade show planning and member/vendor relations.

- Due to working in government planning, this person shall be required to follow laws and policies while remaining sensitive to open meeting laws and ethics violations.
3. **Compensation.** Lake Geneva Tourism Commission shall pay Contractor \$70,000.00 per year which shall be paid monthly in installments of \$5,833.33 on the 1st of each month. It is anticipated that Contractor will perform services for Lake Geneva Tourism Commission for approximately 40 hours per week. The Contractor will invoice the Lake Geneva Tourism Commission (with a copy to the Comptroller for the City of Lake Geneva) each month for her services.
 4. **Expense Reimbursement.** As an independent contractor, it is assumed that the Contractor will supply the instrumentalities, tools, and place of work for her services, however, in the event extraordinary expenses are incurred by Contractor and she wants reimbursement for said expenses, the Lake Geneva Tourism Commission must preapprove those expenses prior to their expenditure.
 5. **Independent Contractor Relationship.** It is explicitly understood and agreed that Contractor's relationship with the Lake Geneva Tourism Commission will be that of an independent contractor, and nothing in this Agreement is intended to, or should be construed to, create a partnership, agency, joint venture, or employment relationship. Contractor will not be entitled to any benefits that Lake Geneva Tourism Commission or the City of Lake Geneva may make available to its employees, including but not limited to group health insurance, life insurance, disability insurance, profit-sharing, retirement benefits, paid vacation, holidays or sick leave, or workers' compensation insurance. No part of Contractor's compensation will be subject to withholding by Lake Geneva Tourism Commission for the payment of any social security, Medicare, federal, state or any other employee payroll taxes. The Lake Geneva Tourism Commission will regularly report amounts paid to Contractor by filing a Form 1099-MISC with the Internal Revenue Service as required by law. Contractor may perform the services required by this Agreement at any place or location and at such times as Contractor shall determine. Contractor agrees to provide all tools and instrumentalities, if any, required to perform the services under this Agreement.
 6. **Nondisclosure and Confidentiality.** The Lake Geneva Tourism Commission and Contractor acknowledge and confirm that Contractor may by virtue of Contractor's relationship with the Lake Geneva Tourism Commission obtain access to sensitive, confidential, restricted and proprietary information of the Lake Geneva Tourism Commission and Lake Geneva Tourism Commission's clients, including, without limitation, financial records and client's records and files. Contractor agrees that any such confidential information of which Contractor acquires knowledge in the course of Contractor's performance of her services hereunder shall be used solely in connection with such services and shall not be used in any other manner whatsoever. Contractor agrees that they will not, without the prior written consent of the Lake Geneva Tourism Commission, disclose, divulge or publish to others any confidential information of which they have acquired knowledge in the course of their

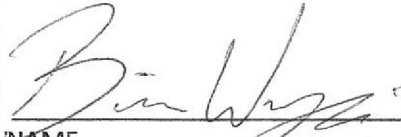
services hereunder. Contractor further acknowledges and confirms that such confidential information is the exclusive property of the Lake Geneva Tourism Commission, and under no circumstances whatsoever shall Contractor have the right to any of such information subsequent to the termination of this agreement. Upon request of the Lake Geneva Tourism Commission, Contractor shall deliver to the Lake Geneva Tourism Commission any and all such confidential information, including all copies of such information prepared or produced in connection therewith, pertaining to the Lake Geneva Tourism Commission's business or Contractor's services for the Lake Geneva Tourism Commission, whether made or compiled by Contractor or furnished to Contractor in connection with such services to the Lake Geneva Tourism Commission.

7. **Ownership of Property.** Contractor acknowledges and agrees that all documents produced by Contractor, including but not limited to memoranda, research notes, correspondence, emails, and reports in the course of his work for Lake Geneva Tourism Commission, shall be the property of Lake Geneva Tourism Commission, and Contractor shall retain no ownership, interest, or rights therein. Upon termination of this agreement, irrespective of the time, manner or cause of said termination, Contractor will surrender to the Lake Geneva Tourism Commission all such records, and all other professional, or financial information regarding the Lake Geneva Tourism Commission's business.
8. **Governing Law.** This Agreement shall be governed in all respects by the laws of the United States of America and by the laws of the State of Wisconsin. Each of the parties irrevocably consents to the exclusive personal jurisdiction of the federal and state courts located in Wisconsin, as applicable, for any matter arising out of or relating to this Agreement, except that in actions seeking to enforce any order or any judgment of such federal or state courts located in Wisconsin, such personal jurisdiction shall be nonexclusive.
9. **Severability.** If any provision of this Agreement is held by a court of law to be illegal, invalid or unenforceable, (a) that provision shall be deemed amended to achieve as nearly as possible the same economic effect as the original provision, and (b) the legality, validity, and enforceability of the remaining provisions of this Agreement shall not be affected or impaired thereby.
10. **Injunctive Relief for Breach.** Contractor agrees that his obligations under this Agreement are of a unique character that gives them particular value; Contractor's breach of any of such obligations will result in irreparable and continuing damage to the Lake Geneva Tourism Commission, for which there will be no adequate remedy at law; and, in the event of such breach, the Lake Geneva Tourism Commission will be entitled to injunctive relief and/or a decree for specific performance, and such other and further relief as may be proper (including monetary and punitive damages if appropriate).
11. **Termination of Agreement.** In October of each year, LGTC shall assess Contractor's performance related to duties and responsibilities performed under this Agreement. Upon conclusion of the assessment, LGTC and Contractor will determine whether to continue the Agreement for an Additional Term. The Lake Geneva Tourism Commission may take action to increase the base

compensation, bonus or any other elements of compensation for any subsequent year of this Agreement. In addition, thereto, the Lake Geneva Tourism Commission and Contractor shall be entitled to terminate this agreement for cause or without cause after providing 10 days' written notice to the other party.

12. All other agreements between the parties whether written or oral, are superseded by this agreement. All previous agreements between the parties whether written or oral are hereby terminated, determined to be null and void, and of no further effect.

IN WITNESS WHEREOF, the parties to this Agreement have signed below with the Effective Date as set forth above.

Contractor	Lake Geneva Tourism Commission
	
NAME	NAME
10/16/23	TITLE Chairman 11-13-23



**Lake Geneva Tourism Commission
OCTOBER 13, 2025
VISIT Lake Geneva Update**

Partner Events

- Annual Dinner & Impact Awards – October 14 at Grand Geneva Resort (SOLD OUT)
- Monthly Partner Meeting – November 18 @ 8am at Horticultural Hall

Public Events

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

Earned Media Highlights – SEPTEMBER 2025

- Twin Cities Pioneer Press | [Live that \(fabulous\) lake life in Lake Geneva](#)
- Travel & Tour World | [Discover the Best of Antique and Classic Boats at Geneva Lakes Boat Show 2025 in Walworth, USA](#)
- World Atlas | [11 Incredible Vacation Spots in Wisconsin](#)
- Travel + Leisure Asia | [Where to Experience the World's Most Spectacular Winter Festivals](#)
- World Atlas | [6 Main Streets Where Wisconsin Comes Alive](#)
- World Atlas | [13 Ideal Wisconsin Destinations for a 3-Day Weekend in 2025](#)
- KTVZ21 (Bend, OR) | [The top small towns for taking in the fall foliage](#)
- Thrillist | [A Family-Friendly Guide to Wisconsin: Buckle up and get ready for the best road trip of your life](#)
- Fodor's Travel | [10 Most Beautiful Libraries in the United States](#)
- Luxury Travel | [Top 7 Luxury Weekend Getaways](#)
- Midwest Living Magazine | [11 Unexpected Ways to See Fall Color in the Midwest](#)
- Milwaukee Journal Sentinel | [What are the best small towns to visit in Wisconsin? Here's World Atlas' top 10 picks](#)
- Yahoo News | [What are the best small towns to visit in Wisconsin? Here's World Atlas' top 10 picks](#)
- World Atlas | [10 Best Small Towns to Visit in Wisconsin](#)

MARKETING METRICS – SEPTEMBER 2025

WEBSITE – VisitLakeGeneva.com

- Visitor Sessions – 199,172 (+57.1%) | YTD 1,577,883 (+21.4%)
- Pageviews – 436,409 (+15.9%) | YTD 3,993,066 (+1%)
- Users – 156,826 (+56.2%) | YTD 1,180,041 (+17.8%)
- Online Guide Visits – 4,657 | YTD 29,380

- **Top Pages**

1. Events	66,983 Pageviews
2. Things to Do	24,527
3. Things to Do Fall Activities	21,438
4. Things to Do Shore Path	19,670
5. Home	15,345
6. Meetings & Groups	11,959
7. Stay	11,920
8. Food & Drink	11,376
9. Events Events This Week	10,375
10. Stay Hotels & Resorts	9,681

- **Top Cities**

1. Chicago	16,317 Users
2. (not set)	12,346
3. Milwaukee	3,612
4. Lake Geneva	1,774
5. New York	1,562
6. Minneapolis	1,300
7. Madison	1,279
8. Los Angeles	823
9. Rockford	749
10. Indianapolis	720

SOCIAL MEDIA

- Facebook – 79,269 Followers (+512 MoM) | 2,309,400 Monthly Views
- Instagram – 19,977 Followers (+255 MoM) | 214,269 Monthly Views
- X – 3,585 Followers (+2 MoM) | 784 Monthly Impressions
- LinkedIn – 2,035 Followers (+49 MoM) | 333,727 Monthly Impressions
- TikTok – 4,183 Followers (+112 MoM) | Monthly Views

EMAIL SUBSCRIBERS

- Subscribers – 53,308 (-187)
- Open Rate – 33.2%

VISITOR CENTER ACTIVITY – SEPTEMBER

- Phone Calls – 220 (-13) | YTD 2,125 (-480)
- Walk-ins – 1,536 (-4279) | YTD 11,554 (-1,595)
- Emails – 893 (+7) | YTD 8,839 (-261)
- Visitors Guides Fulfilled – 802 (-84) | YTD 8,181 (-382)

HOTEL ACTIVITY – AUGUST 2025

- Occupancy – 80.8% (+9.7%) | YTD 59.0% (+8.0%)
- ADR - \$247.97 (+6.6%) | YTD \$214.70 (+8.2%)
- RevPar - \$200.24 (+16.9%) | YTD \$126.61 (+16.9%)

MEETINGS & EVENTS RFP ACTIVITY – SEPTEMBER 2025

RFP #	Total Attendees	Total Room Nights	Type	Event Date	Properties Sourced	City of Lake Geneva Properties Sourced
1546	45	40	Social	SEP 2026	Grand Geneva, Abbey, The Cove	The Cove
1547	52	44	Social	DEC 2025	Harbor Shores, Grand Geneva	Harbor Shores
1548	12	12	Corporate	DEC 2025	Abbey	
1549	200	376	Corporate	JUL 2028	Abbey, Grand Geneva	
1550	10	10	Corporate	DEC 2025	Grand Geneva	
1551	50	265	Corporate	JUN 2026	Grand Geneva	
1552	50	265	Corporate	SEP 2026	Grand Geneva	
1553	200	515	Corporate	APR 2028	Grand Geneva	
1554	300	465	Corporate	MAR 2027	Grand Geneva, Lake Lawn	
1555	20	90	Corporate	JUL 2026	Abbey, Grand Geneva, Maxwell Mansion, Geneva Inn	Maxwell Mansion
1556	45	88	Association	SEP 2026	Grand Geneva	
1557	13	27	Association	APR 2026	Grand Geneva	
1558	28	28	Corporate	MAY 2026	Abbey, Grand Geneva, Maxwell Mansion, The Cove, Harbor Shores, Geneva Inn	Maxwell Mansion, The Cove, Harbor Shores
1559	13	39	Corporate	OCT 2025	Grand Geneva	
1560	45	44	SMERF	AUG 2025	Abbey Resort, Harbor Shores	Harbor Shores
15	1083	2308	September 2025 Totals			

Year-to-Date

- RFPs Distributed – 109
- RFP Room Nights – 26,145
- RFP Attendees – 17,398

**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	12,453.49	-	60,545.69	-	
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	208,382.45	-	467,911.04	59,586.95	7/11/2025
July	157,080.41	219.27	121,128.93	-	278,428.61	223,216.47	8/8/2025
August	228,543.98	404.45	-	-	228,948.43	92,716.74	9/5/2025
September	798.74	-	-	-	798.74	136,244.59	10/10/2025
October					-		
November					-		
December					-		
	<u>561,202.02</u>	<u>444,836.70</u>	<u>511,284.87</u>	<u>-</u>	<u>1,517,323.59</u>	<u>541,684.52</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	20,369.50	1,910.50	9/26/2025
	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	2,650.00	Lake Geneva Jaycees (add'l Request)	August 13-17, 2025	-	2,650.00	
August	Honoring our Military Heroes	20,000.00	Geneva Lake Museum	Opening April 2026	-	20,000.00	
September	Tracing the Divide	4,000.00	Avant Cycles	October 25-26, 2025	-	4,000.00	
	Oktoberfest	22,005.56	Downtwon Bid	October 11-12, 2025	-	22,005.56	
	Abominable Trail Race	3,000.00	ASR Events, LLC	November 15, 2025	-	3,000.00	
	Abominable Snow Race	10,000.00	ASR Events, LLC	January 31, 2026	-	10,000.00	
	Lake Geneva Winter Bridal Expo	30,000.00	Celebration Management	January 17, 2026	-	30,000.00	

CITY OF LAKE GENEVA
BALANCE SHEET
AUGUST 31, 2025

FUND 47 - TOURISM

<u>ASSETS</u>		
47-00-00-11111	FUND CASH	999,014.83
	TOTAL ASSETS	999,014.83
<u>LIABILITIES AND EQUITY</u>		
<u>FUND EQUITY</u>		
47-00-00-34800	RESTRICTED FUND BALANCE	1,075,073.65
	REVENUES OVER EXPENDITURES - YTD	(76,058.82)
	TOTAL FUND EQUITY	999,014.83
	TOTAL LIABILITIES & EQUITY	999,014.83

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	181,797.53	571,763.79	1,400,000.00	561,089.95	59.92
47-00-00-46100	TOURISM MISC REVENUE	.00	.00	.00	.00	.00
47-00-00-48110	INTEREST INCOME	3,017.24	25,877.70	10,000.00	19,078.37-	290.78
47-00-00-49350	TRANSFER FROM GENERAL FUND	.00	.00	.00	.00	.00
Total TOURISM:		184,814.77	597,641.49	1,410,000.00	542,011.58	61.56
47-00-00-57100	HOTEL/MOTEL ASSN-CHAM OF COM	223,216.47	312,723.19	680,000.00	274,560.07	59.62
47-00-00-57210	EVENTS COORDINATOR	.00	.00	.00	.00	.00
47-00-00-57212	RIVIERA MARKETING COORDINATOR	5,833.34	46,666.72	70,000.00	17,499.94	75.00
47-70-00-57150	PROMOTIONAL GRANT	3,500.00	304,495.53	200,402.00	124,463.03-	162.11
47-70-00-57155	TOURISM MUNICIPAL DEVELOPMENT	485.45	9,814.87	221,425.00	211,157.41	4.64
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:		233,035.26	673,700.31	1,410,000.00	616,927.39	56.25
Net Total TOURISM:		48,220.49-	76,058.82-	.00	74,915.81-	.00
Net Grand Totals:		48,220.49-	76,058.82-	.00	74,915.81-	.00

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
FUND CASH			07/31/2025 (07/25) Balance	47-00-00-11111			1,054,735.32
09/30/2025	CA	13	Cash Allocation - Created: 09/17/25 11:37 AM		3,017.24		
08/31/2025	CA	24	Cash Allocation - Created: 09/23/25 2:55 PM			3,017.24-	
08/06/2025	CA-CD	17	CDA Fund Allocation - Created: 08/05/25 4:37 P			7,500.00-	
08/08/2025	CA-CD	25	CDA Fund Allocation - Created: 08/08/25 11:37			226,749.20-	
08/21/2025	CA-CD	56	CDA Fund Allocation - Created: 08/22/25 1:51 P			419.99-	
08/29/2025	CA-CD	67	CDA Fund Allocation - Created: 08/29/25 10:52			5,866.07-	
08/31/2025	CA-JE	11	JE Fund Allocation - Created: 09/03/25 4:59 PM		181,797.53		
08/31/2025	CA-JE	17	JE Fund Allocation - Created: 09/23/25 2:54 PM		3,017.24		
			08/31/2025 (08/25) Period Totals and Balance		187,832.01 *	243,552.50- *	999,014.83
RESTRICTED FUND BALANCE			07/31/2025 (07/25) Balance	47-00-00-34800			1,075,073.65-
			08/31/2025 (08/25) Period Totals and Balance		.00 *	.00 *	1,075,073.65-
ROOM TAX			07/31/2025 (07/25) Balance	47-00-00-41210			389,966.26-
08/31/2025	JE	18	TRANSFER ROOM TAX TO TOURISM FUND-			112,714.47-	
08/31/2025	JE	18	TRANSFER ROOM TAX TO TOURISM FUND-			69,083.06-	
			08/31/2025 (08/25) Period Totals and Balance		.00 *	181,797.53- *	571,763.79-
YTD Encumbrance	.00	YTD Actual	-571,763.79 Total	-571,763.79 YTD Budget	-1,400,000.00 Unearned	828,236.21	
INTEREST INCOME			07/31/2025 (07/25) Balance	47-00-00-48110			22,860.46-
08/31/2025	JE	28	REC AUG LGIP ACTIVITY			3,017.24-	
			08/31/2025 (08/25) Period Totals and Balance		.00 *	3,017.24- *	25,877.70-
YTD Encumbrance	.00	YTD Actual	-25,877.70 Total	-25,877.70 YTD Budget	-10,000.00 Unearned	(15,877.70)	
HOTEL/MOTEL ASSN-CHAM OF COMM			07/31/2025 (07/25) Balance	47-00-00-57100			89,506.72
08/06/2025	AP	86	LAKE GENEVA CONVENTION		223,216.47		
			**Desc: 2025 ROOM TAX SHARE-JAN-JUL 2025				
			08/31/2025 (08/25) Period Totals and Balance		223,216.47 *	.00 *	312,723.19
YTD Encumbrance	.00	YTD Actual	312,723.19 Total	312,723.19 YTD Budget	680,000.00 Unexpended	367,276.81	
RIVIERA MARKETING COORDINATOR			07/31/2025 (07/25) Balance	47-00-00-57212			40,833.38
08/22/2025	AP	833	JONES, HEATHER		5,833.34		
			**Desc: RIVIERA EVENTS COORDINATOR-SEP 2025				
			08/31/2025 (08/25) Period Totals and Balance		5,833.34 *	.00 *	46,666.72
YTD Encumbrance	.00	YTD Actual	46,666.72 Total	46,666.72 YTD Budget	70,000.00 Unexpended	23,333.28	
PROMOTIONAL GRANT			07/31/2025 (07/25) Balance	47-70-00-57150			300,995.53
08/06/2025	AP	105	LAKE GENEVA COMMUNITY FOUNDATION		3,500.00		
			**Desc: JAZZ BY THE LAKE TORUSIM GRANT				
			08/31/2025 (08/25) Period Totals and Balance		3,500.00 *	.00 *	304,495.53
YTD Encumbrance	.00	YTD Actual	304,495.53 Total	304,495.53 YTD Budget	200,402.00 Unexpended	(104,093.53)	
TOURISM MUNICIPAL DEVELOPMENT			07/31/2025 (07/25) Balance	47-70-00-57155			9,329.42
07/12/2025	AP	113	US CELLULAR		32.73		
			**Desc: RIVIERA CELL-HEATHER				

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
08/14/2025	AP	665	CHARTER COMMUNICATIONS **Desc: INTERNET SVC AUG 2025		119.99		
07/28/2025	AP	690	ELAN FINANCIAL SERVICES **Desc: WIX-GOOGLE ADS-RENEWAL		300.00		
08/12/2025	AP	811	US CELLULAR **Desc: RIVIERA CELL-HEATHER		32.73		
08/31/2025 (08/25) Period Totals and Balance					485.45 *	.00 *	9,814.87
YTD Encumbrance	.00	YTD Actual	9,814.87 Total	9,814.87 YTD Budget	221,425.00 Unexpended	211,610.13	

Number of Transactions: 18 Number of Accounts: 8

Total TOURISM:

Number of Transactions: 18 Number of Accounts: 8

Grand Totals:

Debit	Credit	Proof
420,867.27	428,367.27-	7,500.00-
420,867.27	428,367.27-	7,500.00-

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"

Section 1-Submit for Approval

City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

Revised December 2024

Date Submitted: 10/6/25
Organization: The Riviera Ballroom
Contact Person: Heather Jones
Phone Number: 262-344-8246
Street Address: 812 Wrigley dr
City, State, Zip: Lake Geneva WI 53147
Email Address: lake geneva riviera @ gmail.com
Name of Event: Window Covering Update
Date(s) of Event: TBD
Deadline for receipt submittal to the City (45 days after event ending): TBD
Location of Event: The Riviera Ballroom
Type of Event: _____

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

Estimated Number of Attendees: N/A

Have you Applied Before? Yes or No; Explain: N/A

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

N/A

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 N/A

Estimated Number of Overnight Stays: N/A

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

Annual Event (Yes/No): N/A

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: \$ 89,050 (Electric roller shade, Baffle panels + lighting)

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



705 Madison St. #101
Lake Geneva, WI 53147

Office: (262) 203-7034
www.glen-fern.com

September 3, 2025

To: Heather Jones
The Riviera Ballroom
812 Wrigley Drive
Lake Geneva, WI 53147

Re: Budget Proposal for Window Covering Update with Sound Baffles and Lighting

Dear Heather,

Thank you very much for the opportunity you have provided us with to submit our proposal.
We value the opportunity to be able to assist you in your future visioning of the Riviera Ballroom.

Introduction

To help you better understand how we develop a project budget we use multiple sources of information to better understand your needs and the expected scope of the project. This includes information we gathered from our meeting with you and historical costs which we gather from similar past projects.

With this information and our understanding of the scope we have been able to identify the key trade work required as part of the project. Furthermore, we then identify the elements of each trade work into smaller measurable tasks that can be identified and by using historical data are able to project the anticipated cost to complete.

The tasks required for your project include direct costs such as individual trade work provided by individual firms, material costs for products included in the project, and indirect costs such as insurance, permitting, project management and contractor fees.

Key tradework:

Project Management: Office and onsite supervision, building permits, payment and performance bonds, General Liability Insurance including Workman's Compensation coverage, safety fencing, dust barriers...

Demolition: Demolish and remove all existing materials such as the existing wall coverings and components.

Carpentry: This includes both rough and finish carpentry provided onsite. Rough carpentry includes wood framing used to create the valance that will conceal and support the new roller shades. Finish carpentry includes wood trim work of the valance cover and accent trims.

Sound Baffles: This includes the procurement of baffle panels with installation on the valance face. The option is also provided to install additional panels on the angle ceiling above the windows.

Painting: Painting scope includes painting of the newly installed valances and trims.

Electrical: this work includes all the required to install the optional electric roller shades and optional owner provided lighting.

Proposed Project Budget:

The budget we are providing reflects what we believe are the most realistic costs you would expect to receive from general contractors who would be bidding on this project based on the same project design, timelines and site factors.

The actual bids do have a possibility of varying depending on multiple factors such as specific product selections, higher detail expectations for products which are not typically required, or needs of the project which require additional levels of management or impact on the time related to the phasing of the project.

Manual Roller Shade Option:

The total cost for the work noted above is \$53,000.00.

Electric Roller Shade Option:

The total cost for the work noted above is \$73,100.00.

Ceiling Sound Baffle Panel Option:

The total cost for the work noted above is \$6,700.00.

Owner Provided Lighting Option:

The total cost for the work noted above is \$9,250.00.

Conclusion and Closing:

Should you have any questions or need additional information, reach out to us and we are happy to meet and discuss this.

I sincerely thank you for this opportunity to provide this proposal.

Please feel free to contact me anytime if you have any questions or need additional information.

Respectfully Submitted,

Joseph Grabowski

Joseph Grabowski

Glen Fern Construction, LLC









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

Revised December 2024

Date Submitted: 10/08/2025

Organization: Mack Glass NFP, DBA World's Tallest Glass Tree

Contact Person: Rob Elliott

Phone Number: 630-244-3477

Street Address: P.O. Box 201

City, State, Zip: Williams Bay , WI 53191-0201

Email Address: roberttelliott1@gmail.com

Name of Event: World's Tallest Glass Tree

Date(s) of Event: December 5,6,7 and December 11,12,13, and 14

Deadline for receipt submittal to the City (45 days after event ending): January 31, 2026

Location of Event: Yerkes Observatory 373 Geneva Street, Williams Bay, WI

Type of Event: Holiday Festival of Arts and Science

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

Estimated Number of Attendees: 18,000

Have you Applied Before? Yes or No; Explain: Yes, In 2024 we were awarded a Grant.

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

Yerkes Observatory 373 Geneva Street, Williams Bay, WI 53191

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 Yes

Estimated Number of Overnight Stays: 6800

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: \$102,600.00

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

THE WORLD'S TALLEST GLASS TREE

City of Lake Geneva Tourism Promotional Grant

1: Event Overview and Description:

Overview and Description of The World's Tallest Glass Tree at Yerkes Observatory

The World's Tallest Glass Tree is a remarkable art installation located at the historic Yerkes Observatory in Williams Bay, Wisconsin. Standing at an impressive 36 feet tall, this unique tree is constructed entirely from recycled glass bottles collected from communities in Wisconsin and Illinois. The tree's construction is a community-driven effort, allowing visitors to participate in the process by adding molten glass to the structure.

The event takes place over two weekends in December, specifically from December 5-7 and December 12-14. During these weekends, attendees can witness live glassblowing, steel sculpting, and woodworking demonstrations. Guests can also enjoy delicious food, beer, wine and desserts. Special guest artists, including Netflix star Rae Ripple, collaborate with the Mack Glass team to create custom handblown glass and steel art pieces. The event also features a Winter Market with local artisans and craftspeople offering handmade glassware and other curated gift items.

One of the highlights of the event is the Star Topping Ceremony, where a hand-blown glass star is placed atop the tree, marking the culmination of the construction process. This ceremony is a celebration of art, sustainability, and community involvement. The tree is not only a visual spectacle but also promotes environmental responsibility by using recycled glass and supporting local recycling programs.

Visitors can enjoy guided tours of the Yerkes Observatory, which includes a showcase of the world's largest refracting telescope. The observatory's gift shop is also shifted to a heated festival tent, offering a variety of unique gifts and souvenirs.

The World's Tallest Glass Tree event is a family-friendly experience, with kids' activities and attractions for all ages. It provides an opportunity for the community to come together, celebrate the holiday season, and contribute to a sustainable and creative project.

2: Event Budget and how funds will be used:

The event budget is \$285,000.00 with a marketing and PR budget of \$102,600.00. \$159,400 is operational expenses and production fees, and approximately \$25,000.00 in staffing wages.

THE WORLD'S TALLEST GLASS TREE

3: Mockup of marketing material:

While we are still in the process of designing some of our print material, please see the attached golden ticket we plan to distribute to schools.

4: Marketing plan for the event

With a proposed marketing and PR budget of \$102,600.00 We encompass a wide range of approaches to marketing. Video and photo production are a very important part of the picture, we leverage these assets through many different outlets including social media, press releases, strategic signage, and partner allocation. We intend to work with multiple social media influencers to bring more cross promotional awareness to the event. With a full-fledged media junket of multiple news appearances, radio interviews, podcast appearances, live broadcasts, social media marketing, documentary coverage, and special stories, there is no shortage if media coverage.

We have hired local artist Paul Turnbaugh, to hand paint this year's commemorative poster. Our print distribution network is extensive, encompassing direct mail campaigns and poster placements throughout the tri-state area. We distribute posters in a guerrilla marketing circus tactic. We also print Lake Geneva Tourism Branded tickets that we offer to schools as well as hotels for promotional purposes. With strategically placed large format signage, we can raise awareness and attract guests. We market heavily through WGN radio, Big Radio, Lake 96.1, radio Milwaukee and these have all proven to be effective in translating to visitor ship.

We look forward to another incredible year of great media coverage, viral online social media presence and record-breaking attendance.

5: How will this grant generate overnight stays in the city?

This grant will help create overnight stays in our community by allowing our marketing and media reach to expand beyond the local region. The grant will allow us to reinvest those marketing dollars into the overhead of the event, allowing us to create more elevated experiences for our guests. The majority of our guests travel from outside the area. Last year we found the largest concentration of guests to be from the Chicagoland area, followed by Walworth County and then Milwaukee, Madison, and Janesville. While these guests could all travel home, we found a lot of them were creating weekend long experiences in the area. In collaboration with local hotels, motels, and Geneva Lake Vacations, we intend to cross-promote a variety of overnight packages with our partners, aimed at encouraging longer guest stays.



6: How did we calculate estimated overnight stays?

We estimated overnight stays by having follow-up meetings with our hotel and lodging partners. In 2024 our partners reported an extensive increase in overnight stays during the weekends of our event. In 2025 we plan to market and preselling lodging packages, that will help us in tracking visitor ship.

7: Any other helpful info?

In 2024, our social media grew extensively, and we were able to reach over 17 million accounts with hundreds of millions of impressions. We hosted over 12 thousand visitors from all over the region. One family flew their own Piper Cherokee from south Missouri to Lake Lawn and used Uber to come see the tree because they saw a video of it online.

In 2025 we have some great advancements we look forward to bringing to the table, including a larger vendor market, more food, kids' activities, and a RED TREE! We have procured a large batch of recycled ruby red glass that we will be able to mix with donated bottles to create a ruby red tree this year. It's going to be awesome.

Throughout the 3 years of The World's Tallest Glass Tree, we have diverted over 30 tons of glass from landfills, and made sure it went back into the glass manufacturing system. We are currently in the process of creating year-round commercial glass collection for bars, restaurants, and hotels. But there is a problem, in 2025 we no longer qualify for the \$38,000 state marketing grant that has been helping us for the past two years. So, we are in a bit of a pinch. Your consideration of this grant will help ensure the continued success of this incredibly unique annual holiday event and help divert tons of glass from landfills. Please help us keep The World's Tallest Glass Tree here for generations to come.

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

Revised December 2024

Date Submitted: October 6, 2025

Organization: VISIT Lake Geneva

Contact Person: Deanna Goodwin

Phone Number: (262) 812-0021

Street Address: 527 Center Street

City, State, Zip: Lake Geneva, WI 53147

Email Address: deanna@visitlakegeneva.com

Name of Event: Downtown Lake Geneva Ice Sculpture Walk

Date(s) of Event: January 28 - February 1, 2026

Deadline for receipt submittal to the City (45 days after event ending): March 18, 2026

Location of Event: Downtown Lake Geneva BID District

Type of Event: Public art installation in conjunction with Winterfest

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

Estimated Number of Attendees: 65,000 - 70,000 (Winterfest est. attendance)

Have you Applied Before? Yes or No; Explain: Yes - recipient of Tourism Commission grant 2021 through 2025.

Where is this event physically located? (street address and governmental jurisdiction):
In front of participating businesses within the BID district.

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 YES

Estimated Number of Overnight Stays: 1,200 - 1,500

Historical data over Winterfest dates - STR occupancy reporting, PlacerAI data.

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: \$15,900

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



Lake Geneva Tourism Commission Grant Application

Downtown Ice Sculpture Walk

A 31st Annual Winterfest Event • January 28 - February 1, 2026

In its seventh year as a companion event to Lake Geneva Winterfest 2026, the **Downtown Lake Geneva Ice Sculpture Walk** will be part of a 31st-anniversary celebration of winter artistry in Lake Geneva. Winterfest has drawn record crowds of nearly 70,000 in recent years and is positioned to attract even more as the new America's Snow Sculpting Invitational competition will bring professional teams from all corners of the U.S. and potentially international destinations this year.

The Downtown Ice Sculpture event has become a beloved element of Winterfest, growing to more than 40 professionally carved ice sculptures sponsored in part by Downtown businesses. The storefronts and sidewalks of Downtown Lake Geneva will be transformed into an imaginative and wintery art installation that gives visitors a truly unique winter experience. Each year, the event has grown in popularity and participating businesses recognize the marketing value and goodwill it brings to their business, the Downtown district, and the City of Lake Geneva.

The Ice Sculpture Walk has become a popular attraction for not only business owners but for visitors as well. Each year, we have seen increasing engagement by visitors as they explore the sculptures Downtown, and online as they share their Ice Walk experience on their social media pages. While Winterfest continues to draw crowds in record numbers to see the snow



sculptures at the Riviera and Flat Iron Park, visitors also continue to anticipate this engaging art



show Downtown and build the Ice Walk into their Lake Geneva plans. Like the snow sculptures, the Ice Sculpture Walk has become a see-it-while-you-can attraction, tempting would-be visitors to witness the one-of-a-kind art pieces before they melt. In some years, extended cold temperatures during and after Winterfest have kept the ice sculptures up

for additional days or weeks, drawing even more visitors after the main event. Downtown Lake Geneva has become a social media hotspot with thousands of visitors posting their ice and snow sculpture photos and videos to Instagram, Facebook, X and TikTok.

While the appeal of the ice sculptures in the eyes of visitors has been evident by the constant flow of people throughout Downtown, VLG also continues to hear from business owners expressing their pleasure over the increased foot traffic and customer engagement that the event produced.

The difference between Winterfest years with the ice sculpture walk (2020-2025) and prior years is significant, with many business owners and managers reporting that Winterfest visitors are now spending more time exploring Downtown shops, restaurants, and attractions instead of leaving after experiencing the snow sculpting competition. After witnessing the positive impact of the Ice Walk over the last several years, we know that many businesses are seeing the return on investment that such a cooperative endeavor provides, and we hope the Tourism Commission feels the same about its investment as well.



Visit Lake Geneva will once again engage the services of professional ice carving company, Art Below Zero, to produce and install the sculptures early Thursday morning, January 29th. They'll remain on display until melted. Each sculpture will be displayed on a sturdy wood frame and enhanced with LED lighting and signage that includes the sponsoring business and Lake Geneva Tourism Commission logos. The purpose of this development grant request is to assist Downtown businesses with the cost of the ice sculptures and ensure the number of sculptures provides a quality visitor experience. Our small business community often experiences budget constraints during the winter months, and inflation is also raising business costs throughout the year. To help ease the financial burden and ensure ample participation, we are requesting funding from the Tourism Commission Grant Program to subsidize a portion of the project to keep the cost to businesses affordable.



Art Below Zero's costs have risen slightly since last year, and the cost of each ice sculpture will be \$10 more than last year. The cost per sculpture in 2026 will be \$425 plus tax. (*)However, we will not need to rent pedestals and light kits from Art Below Zero going forward, as we've partnered with the Downtown Lake Geneva BID

to share the cost of building pedestals that will be used for Oktoberfest and Winterfest installations. The one-time cost of \$1,650 is a savings of \$850 over renting annually from ABZ. For the 2026 Ice Sculpture Walk, we're proposing that businesses pay half the cost of the ice sculpture and tax (\$225), and the grant cover the other half, along with the one-time pedestal/light kit build cost, delivery fee, and marketing costs. We will cap the number of subsidized sculptures at 50 participants. Businesses will pay their portion of the cost directly to VISIT Lake Geneva, which will pay Art Below Zero in full. The breakdown of the project budget is below.

Ice Sculpture Walk Cost Breakdown

Standard Sculpture Cost	\$425
+ Sales Tax	\$ 25
Total Cost per Sculpture	\$450
Portion Paid by Business	\$225
Portion Paid by Grant	\$225
x 50 Sculptures (max)	\$11,250
+ Delivery/Set Up Fee	\$500
+ Pedestal & Light Kit	\$1,650*
+ Dedicated Marketing	\$2,500
TOTAL GRANT REQUEST	\$15,900**

(*) One-time cost to build 50 pedestals with light kit. Minimal annual storage cost may be applied in future years.

(**) Maximum grant payout based on 50 sculptures. Actual reimbursement will reflect the final number of sculptures purchased by businesses. In 2025, 36 sculptures were purchased, resulting in a total grant reimbursement of \$10,369.

The Downtown Ice Sculpture Walk will be promoted via a dedicated marketing budget and as part of Winterfest's overall marketing plan.

Ice Sculpture Walk Marketing Plan (\$2,500)

Visit Lake Geneva will execute a dedicated marketing plan to provide exclusive promotion and advertising specifically for the Downtown Ice Sculpture Walk, targeting visitors in geographical DMAs including Chicago, Rockford, Madison, Green Bay/Appleton, and Milwaukee:

- SEM (Search Engine Marketing) - **\$400**
- Social Media Advertising (Facebook/Instagram) - **\$800**
- Online Programmatic Advertising - **\$1,300**

Winterfest Marketing Plan (\$0)

The Ice Sculpture Walk will be included in the overall Winterfest marketing and promotional plan, including:

- Dedicated web page within Winterfest microsite on VisitLakeGeneva.com
- Event listing on VisitLakeGeneva.com
- Feature in the Official Winterfest Event Program
- Custom map of sculpture locations
- Posters and rack cards
- Media releases and outreach
- Social Media – Facebook/Instagram/TikTok/X/LinkedIn, YouTube organic and paid advertising
- Email – E-marketing to opt-in subscriber list of 53,000+
- Radio – Chicago, Milwaukee & Lake Geneva ads & interviews

- TV – Milwaukee station spotlight interviews
- Out of Home – Billboards in Chicago, Milwaukee & Madison; car wraps in Chicago

VISIT Lake Geneva will request assistance from the Lake Geneva BID to share this opportunity with its business members and cross-promote the event on its marketing channels. If a Tourism Commission grant is extended to VISIT Lake Geneva for this project, Visit Lake Geneva will immediately begin outreach to Downtown businesses to solicit participation in the 2026 Downtown Ice Sculpture Walk at the reduced sculpture cost. Pricing will reflect the net price of the sculpture to the business and will highlight the amount being subsidized through the Lake Geneva Tourism Commission Grant program.



Thank you for your consideration.

VISIT Lake Geneva

CITY OF LAKE GENEVA TOURISM COMMISSION



TOURISM PROMOTION GRANT INFORMATIONAL GUIDE

December 2024

Grand Geneva Resort and Spa, 7036 Grand Geneva Way, Lake Geneva, WI 53147\

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 lodging list website: www.lakegenevahotels.org (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 regard 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: 10/8/2025

Organization: Gary Con a wholly-owned division Gaxx Worx, LLC

Contact Person: Luke Gygax

Phone Number: 262.893.4167

Street Address: 1931 Erbes Road

City, State, Zip: Thousand Oaks, CA 91362

Email Address: luke@garycon.com

Name of Event: Gary Con

Date(s) of Event: March 18, 2026 to March 22, 2026

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

Location of Event: Grand Geneva and places in Lake Geneva proper

Type of Event: Role Playing Game Convention

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

Estimated Number of Attendees: 4000

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

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

Grand Geneva Resort and Spa, 7036 Grand Geneva Way, Lake Geneva, WI 53147

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

Estimated Number of Overnight Stays: 11,250 room nights for 4000 guests

3750 getting rooms for 4.5 nights on average. 2500 guests will be sharing rooms (so make that 1250)

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 lodging list website: www.lakegenevahotels.org (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: \$12,000

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 and Tourism Commission's Lodging List Website: www.lakegenevahotels.org (Link or QR Code)
- 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: Luke Gygax

Organization Name: Gary Con

Payment made Payable to: Gaxx Worx

Remittance Address: _____

Contact Phone #: 262.893.4167 Email: luke@garycon.com

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

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

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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 provided. 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: _____

GARY CON 2026 – EVENT PROSPECTUS

Celebrating the Legacy of Gaming in Lake Geneva, Wisconsin

I. EVENT SUMMARY

Gary Con is an annual tabletop gaming convention honoring Gary Gygax, co-creator of Dungeons & Dragons. It celebrates the legacy of role-playing games and attracts thousands of gamers, creators, and enthusiasts from around the world. The 2026 event will be held March 18–22, 2026 (Wednesday–Sunday) at the Grand Geneva Resort & Spa in Lake Geneva, Wisconsin.

II. EVENT BUDGET

The budget items below are part of the items we’re looking for grant money.

Shuttle from Grand Geneva to the City of Lake Geneva	\$11,0000	Getting people back and forth from downtown hotels and getting people at the Grand campus out to to downtown
Signage	\$700	Signs, like bus pickup here, etc
Promotions	\$300	Updating GC website with Lake Geneva Hotels link, sending notifications out to our 10K+ email subscribers, posting on our 10K+ social channels about the engagement with the city

III. KEY EVENT DATA

Event Name	Gary Con Gaming Convention
Dates	March 18–22, 2026 (Wednesday–Sunday)
Host Venue	Grand Geneva Resort & Spa – Lake Geneva, WI
Attendance	3,500 – 4,500 attendees
Website	https://garycon.com/
Contact	Luke Gygax, President luke@garycon.com 262.893.4167

IV. ROOM NIGHT ESTIMATES (GENERATING OVERNIGHT STAYS)

Estimated total of 10,000 – 13,000 room nights across the Grand Geneva Resort & Spa and overflow hotels.

Method of calculation: Grand Geneva campus can hold about 1000 people across 660 rooms (GG is 358, TRL is 224, HICV is 136). That leaves 3000 attendees, 500 of which will be local (i.e. one animation studio owner bought a house in Elkhorn to have a place to stay at Gary Con), so 2500 are looking for rooms and will go to our partner hotels, VRBOs, AirBnBs, or any place they can find.

Day	Estimated Rooms	Notes
Saturday	10	Early staff arrivals
Sunday	70	Early staff arrivals, Tournament arrivals
Monday	100	Early staff arrivals, Tournament
Tuesday	500	Early staff, attendees, Tournament, & exhibitor arrivals
Wednesday	1500-2000	Exhibitor setup, Tournament, & Early attendees
Thursday	2000-2500	Opening day; Peak arrival
Friday	2000-2500	Peak night
Saturday	2000-2500	Peak night
Sunday	1000	Closing day

Monday	100	Staff, late staying attendees, & tear down
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V. FUNCTION SPACE REQUIREMENTS

Gary Con requires flexible and contiguous meeting and exhibit areas with 18-hour access to gaming halls, a vendor/exhibit area, panel rooms, hospitality suites, and social spaces.

Function	Set / Capacity	Days	Location
Registration Area	Reg (5,000–7,000 SF)	Wed–Sun	Grand Ballroom Foyer, Galewood C & D
Vendor Hall	60,000–70,000 SF	Thu–Sun	Forum and Forum Lobby
Open Gaming Halls	125,000 SF (18-hr)	Wed–Sun	Convention area
Seminar/Panel Rooms	4 rooms, 15–50 capacity	Thu–Sun	Galewood C, Swinghurst, Evolve, Grand Suite
Opening Ceremony	GG Forum Lobby	Thu	Convention area
VIP Mixer	150 guests	Thursday	Evolve and Grand Suite
White Glove Guest Suites	10 suites	Wed–Sun	*** for celebrities
Hospitality Suite	2 suites	Wed–Sun	Galewood D and Chophouse PDR
Staff Offices	2,000 SF	Sun–Mon	Conference Point, Forum Coat Check
Storage Area	1,500 SF	Sun–Mon	Conference Point Closet, Forum Coat Check

VI. FOOD & BEVERAGE REQUIREMENTS

- Welcome Reception (Wednesday evening, 500 guests)
- GM Lounge (Daily, 8am–10pm)
- VIP Mixer (Thursday, 150 guests)
- Concession outlets for grab-and-go meals
- Tableside Service/Food & Beverage

VII. TRANSPORTATION & LOGISTICS

Airports:

- Milwaukee Mitchell International (MKE) – 50 miles
- Chicago O’Hare International (ORD) – 80 miles

Ground transportation:

- Shuttle service coordination with Grand campus
- Parking management for 1,500–2,000 vehicles per day
- Exhibit loading dock access beginning Wednesday 8:00 am

VIII. LOCAL PARTNERSHIPS & CITY COORDINATION

Gary Con will coordinate with the City of Lake Geneva and Visit Lake Geneva to enhance attendee experience, including visitor information, transportation logistics, city signage, and local business

engagement. Local restaurants, breweries, and retailers will be encouraged to participate in themed promotions.

IX. PROJECTED ECONOMIC IMPACT

- 3,500–4,500 visitors generating over 10,000 - 13,000 room nights
- Estimated total visitor spending: \$6M – \$9M (lodging, dining, retail)
- Increased national visibility for Lake Geneva as the birthplace of tabletop gaming
- Strong community goodwill and recurring tourism benefits

X. MOCK UPS

We'll update our Gary Con Website hotel page:

<https://garycon.com/hotels/> with a link here off of a Visit Lake Geneva graphic:

<https://www.lakegenevahotels.org/> or to Visit Lake Geneva, whatever makes the most sense.



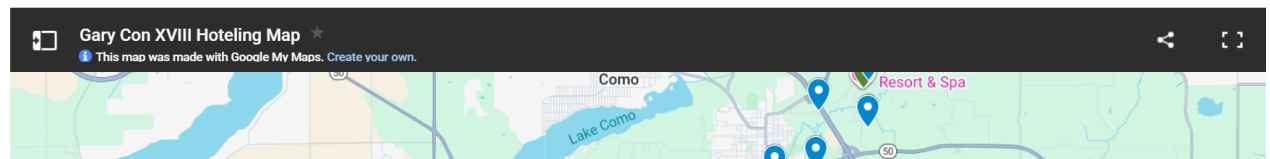
HOTELS – BOOKING LINKS ARE NOW LIVE!

The information available on this page reflects the most recent data we have from our partner hotels and will be updated time to time as needed. Please let us know if any of the information available below is inaccurate.

HOTEL & LODGING PARTNERS:



Gary Con has worked with these partner hotels for the convention and has compiled this list for your convenience. Group rates have limited availability, so please make your reservations as soon as possible. Please review the details outlined below with our partner hotels when making your reservation—by doing this, you will ensure all the details you need are accurate and up to date at the time of your booking.*



XI. MARKETING PLAN

We'll update our Gary Con Website hotel page, print and digital event guides, and social media channels with Visit Lake Geneva and Lake Geneva Hotels.

XII. CONTACT INFORMATION

Luke Gygax

President, Gary Con

luke@garycon.com

262.893.4167

<https://garycon.com/>

Josh Popp
Executive Officer, Gary Con
josh@garycon.com
773.316.7765
<https://garycon.com/>



Gary Con Event Prospectus

www.garycon.com

of Gaxx Worx

Gary Con, a division



What Is Gary Con?

Gary Con is an annual role-playing game convention honoring Gary Gygax, co-creator of Dungeons & Dragons. It celebrates the legacy of role-playing games and attracts thousands of gamers, creators, and enthusiasts from around the world. The 2026 event will be held March 19–22, 2026 (Thursday–Sunday) at the Grand Geneva Resort & Spa in Lake Geneva, Wisconsin.

Gary Con XVIII

Gary Con is celebrating its 18th year in Lake Geneva this upcoming March with a greater of games, additional partners, extra events, new experiences, and more attendees! This continued growth has led Gary Con to expand beyond just a single location now offering Lake Geneva Experiences for gamers and fans of the greatest RPG on Earth!

LAKE GENEVA & GARY CON

Gary Con would like to coordinate with the City of Lake Geneva and Visit Lake Geneva to enhance attendee experience, including visitor information, transportation logistics, city signage, and local business engagement. Local restaurants, breweries, and retailers will be encouraged to participate in themed promotions.



PRIMARY POINT OF CONTACT

Luke Gyga is an Ennie Award winning designer, Founder of Gary Con®(garycon.com), Gyga Ink, and the son of Dungeons & Dragons (D&D) creator, Gary Gyga. Luke is thoroughly enjoying being a leader in the gaming community after retiring from the US Army in 2022. Luke resides in Southern California with his beautiful wife, Bouchra, their three daughters, Miriam, Amira and Sabrina, as well as his faithful canine companion, Grogu Spoticus Gyga.



Luke Gyga
President

262.893.4167
luke@garycon.com



SECONDARY POINT OF CONTACT

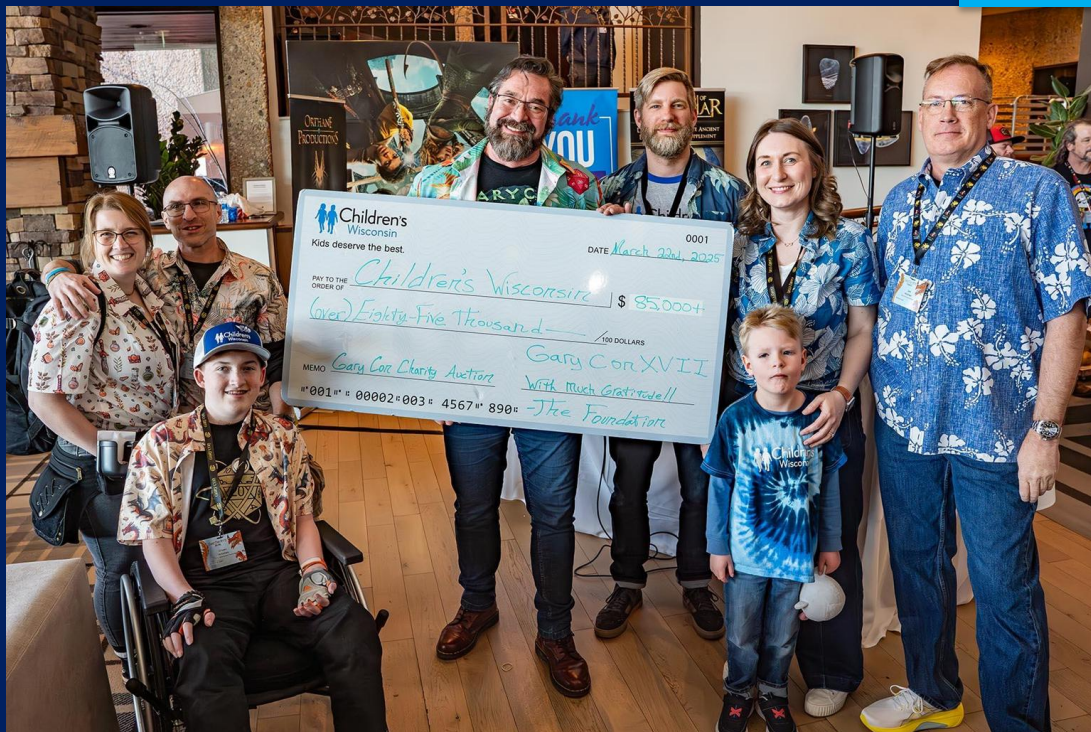
Josh got back into Role Playing Games when he had kids; they play D&D together and have a blast. Gary Con 12 (in 2020) was supposed to be his first RPG convention where he would meet up with all his online Greyhawk friends, but alas, plans changed. So, he threw himself into running virtual cons, backing into the con business and when in-person became available again, he was asked to join the Gary Con staff.



Josh Popp

Executive Officer

773.316.7765
josh@garycon.com



A Community Partner

Over \$200,000 in Donations

Over the last 3 years, Gary Con attendees have donated over \$200,000 to Children's Wisconsin.



\$92,500 Donated in 2025!

Last year saw the most generous donations to our charity partner. With this in mind, we are looking to break the \$100,000 mark with the generous donations of our attendees.

PROJECTED ECONOMIC IMPACT

- 3,500–4,500 visitors generating over 10,000 room nights.
- Estimated total visitor spending: \$6M – \$9M (lodging, dining, retail).
- Increased national visibility for Lake Geneva as the birthplace of tabletop gaming.
- Strong community goodwill and recurring tourism benefits.



Bringing
Gamers to
Lake Geneva

SOCIAL MEDIA OUTREACH

Gary Con's Social Reach

Email Subscribers

11K

Facebook Followers

11K

Website Visitors

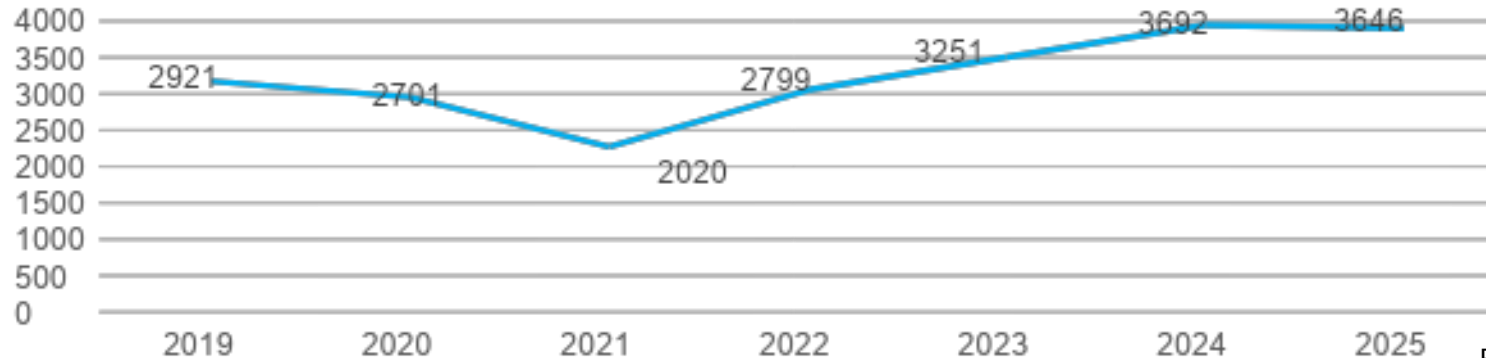
6K unique/month

25K+

Followers

3000+ Attendees

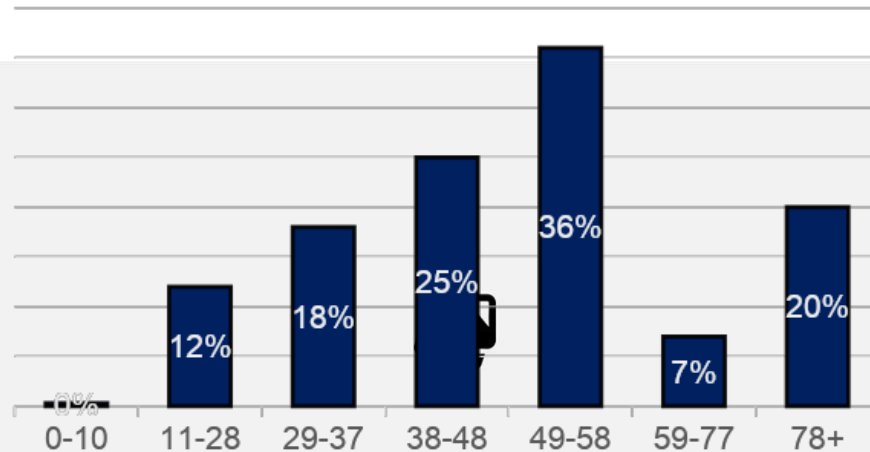
Gary Attendees



FUN FOR EVERYONE

Gary Con is an inclusive gaming event that hosts gamers from every walk of life. This diversity creates a unique atmosphere at the convention that can positively impact local businesses.

Gamer Ages



Gamer Gender



- Male
- Female
- Other

Gamer Education



- 78% College Graduate

Opportunity

Gary Con's attendees provide additional opportunities for Lake Geneva businesses due to geography, education and income, and marital status.

Gamer Residence



- 56% Within 1 State Radius

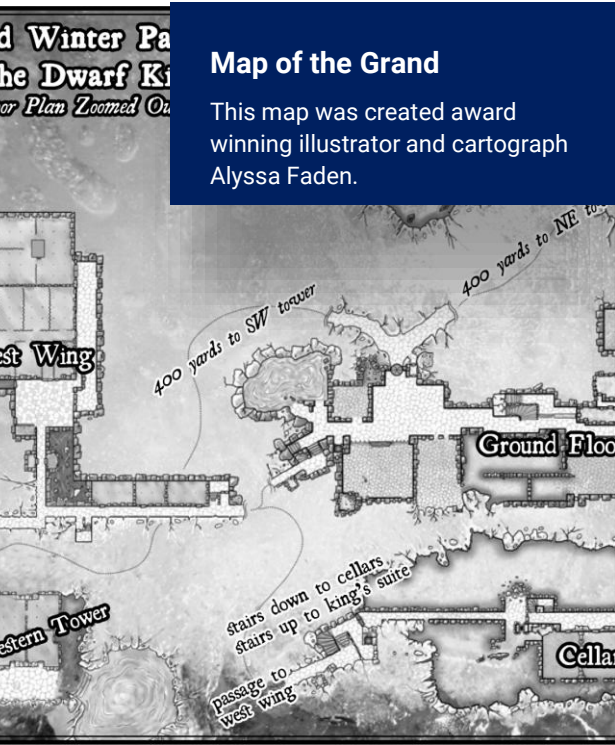
56% of Gary Con Attendees are Married

UNIQUE OPPORTUNITIES

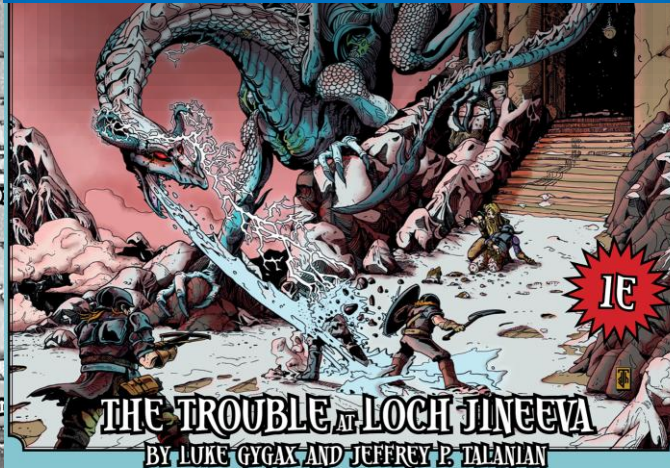
Local businesses, the tourism board, and the city of Lake Geneva have unique advertising opportunities in partnering with Gary Con.

Map of the Grand

This map was created award winning illustrator and cartograph Alyssa Faden.

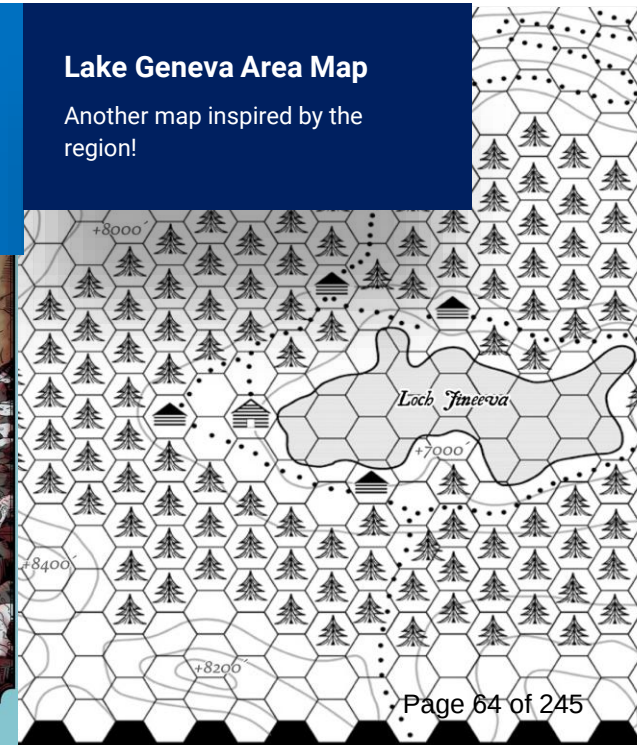


Luke Gyax's The Trouble at Loch Jineeva inspired this adventure that was introduced at a previous Gary Con.



Lake Geneva Area Map

Another map inspired by the region!





Gary Con

Questions?

www.garycon.com

of Gaxx Worx

Gary Con, a division

September 17, 2025

TO: City Administrator of Lake Geneva

FROM: Geneva Lake Arts Foundation

RE: Grant Reimbursement/Final Evaluation

Enclosed please find the Reimbursement/Final Evaluation form for the Tourism Grant to Geneva Lake Arts Foundation for Art in the Park, held August 9 and 10, 2025. Please contact me if you have any questions or need further information. Thank you.

Julie Sarton

Treasurer, Geneva Lake Arts Foundation

jsarton@wi.rr.com

262-949-7651

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

Art in the Park: Lake Geneva's Summer Art Celebration

Section 1 - Overview

Art in the Park is a two-day art fair sponsored by the Geneva Lake Arts Foundation, Inc. (GLAF), a 501 3C non-profit corporation. GLAF's mission is to support and encourage individual artistic growth and to foster community awareness and appreciation of the Fine Arts. GLAF achieves its mission with artist exhibits, monthly programs, classes, lectures, a Gallery presence, an annual High School exhibit, programs at assisted living facilities, and with the continuation of this well-attended public art fair.

By the Numbers:

- 90 artists
- 4-8 food vendors
- 4,000 - 6,000 art show shoppers over two days

This vibrant event is an economic engine and a mainstay for Lake Geneva, injecting over \$300,000 into the community each year.

Section 2 - Event Budget

The proposed event budget is \$22,280. Please refer to the table in the appendix for details.

Section 3 - Mock-ups

One example is attached in the Appendix. Other marketing materials will closely follow the 2024 plan.

Section 4 - Marketing Plan

Target Audience:

Artists: Nationally, across diverse media

Attendees: Local Lake Geneva residents, Wisconsin, Illinois, and Midwest art enthusiasts

Promotion Channels:

For Artists:

- Email targeting art communities: Partnering with national, regional, and genre-specific online art communities and galleries.
- Facebook groups, Instagram & online art forums: Post engaging stories and visuals, showcasing successful past artists and the stunning Lake Geneva backdrop.
- Social media ads: Targeted ads toward artists based on specific media and location interests.
- Dedicated landing page: The GLAF website has been completely revamped with a dedicated landing page and with clear/streamlined application details, FAQs, and highlights of our unique event.

Promotion Channels:

For Attendees:

- Email marketing: Segmented approach to the following groups: local residents, regional audiences, and the broader Midwest reach. Includes enticing visuals and artist previews.
- Digital advertising: Targeted ads on popular websites and social media platforms relevant to art enthusiasts and regional tourism.
- Local print media: Partnering with newspapers, magazines, and community calendars in Lake Geneva, surrounding areas, and key cities in neighboring states.
- Social media: Launch Facebook and Instagram campaigns. Share artist sneak peeks and event updates.
- Radio: Multiple 30-second spots in the weeks leading up to the event, 20 spots on Milwaukee Public Radio.
- Partnerships: Collaboration with local businesses, tourism boards, and cultural institutions for cross-promotion.
- Influencer marketing: Partnering with local and regional art influencers to share their excitement and generate buzz.

Key Messages:

- Beautiful lakefront setting with excellent tourist amenities (restaurants, attractions, resorts, etc.)
- Well-respected art show attracting established and emerging talents
- High-quality and diverse artwork (applicants are screened for quality by a jury)
- Family-friendly activities (free family art activities, music, food, chalk art, etc)

Section 5 & 6 - Overnight Stays

Art in the Park has a long history and a great reputation with artists and attendees. It draws artists from around the country and art show shoppers from the local area, the surrounding States and the Midwest region. In 2023 we increased advertising to art show shoppers from distances far enough away that an attendee is likely to stay overnight. In 2024 we expanded the food truck offering and saw a nice increase in show traffic as a result.

Detailed calculations for overnight stays and economic impact are shown in the appendix. Estimates are based on prior years experience. We estimate 4-6,000 attendees, however the low end attendance was used to calculate room stays. This results in an estimated 1,090 overnight stays. If the attendance reaches 6,000, another 500 overnight stays will be needed.

The local economic impact from this event is estimated at over \$300,000. This estimate is based on the 2022 Wisconsin Department of Tourism data for their Joint Effort Marketing Program. Details are shown on the table in the Appendix

Appendix:**Art in the Park 2025 Advertising Proposal**

Vendor	Budget	Medium	Media Type	Description
Janesville Gazette/Evvnt	\$1,500	Evvnt	Digital	Email reaching 30,000 subscribers, Co-listing on 30 Midwest event sites
Southern Lakes News	\$2,500	LG Regional News	Print	1/2 pg color ad
		Spirit of Geneva Lakes	Print	1/4 page color ad
		My Kenosha/My Racine	Digital	Banner ads reaching Racine/Kenosha Counties
Daily Herald	\$3,200	Daily Herald	Print	3 print ads reaching 58,000 subscribers
		Summer Fun Guide	Print	1/4 page color ad
		Dailyherald.com	Digital	100,000 impressions
		Weekly Things To Do	Digital	Email blast to 23,000 subscribers
Nei Turner	\$2,000	At The Lake	Print	1/2 pg color ad
		Lake Geneva Area Visitors Guide	Print	1/2 pg color ad
Milwaukee Magazine	\$2,300	milwaukeeemag.com	Print	1/2 pg color ad
Visit Lake Geneva	\$400	visitlakegeneva.com	Digital	Email blast to 53,000 subscribers
A+ Graphics and Central Printing	\$2,000	Printed Materials	Print	Postcards, rack cards, brochures, fliers, signage
Madison State Journal	\$2,000	Madison Magazine	Print	1/3 pg color ad
On Milwaukee	\$1,500	onmilwaukee.com	Digital	Ads on website, Facebook and Instagram boosted campaigns
Art Fair Calendar/Call for Artists	\$850	artfaircalendar.com callsforartists.com	Digital	Event listing on website and targeted email blasts to 30,000 subscribers
Art Show advertising sites	\$550	artshow.com festival.net	Digital	Event listing on website and targeted email blasts
WLKG	\$780	WLKG	Radio	49 - thirty second ads
WUWM	\$1,200	WUWM	Radio	20 messages to engage public radio listeners to attend
Graphic Design Services	\$1,500	Rowanberry Studio		Design service for all print and digital assets
Grand Total	\$22,280			

Overnight Stay Calculations

Assumptions	Stays	Local Economic Impact	Amount
90 vendors each day with 50% needing rooms for two nights	90	Overnight stay @ \$157/day	\$14,130
1000 overnight attendees (25% of 4,000 attendees for 1 night)	1000	Overnight stay @ \$157/day	\$157,000
2,000 day trip attendees	0	Day trip attendee @ \$75/day	\$150,000
1,000 local attendees	0	Local Attendee @ \$0/day	\$0
Total Overnight Stays	1090	Total Incremental Local Revenue	\$321,130

Example Artwork:

Very similar to prior years. Work is in progress for the 2025 show.

CALL FOR ARTISTS

45th Annual
Juried Fine Art
& Craft Fair

Located in Flat Iron Park
on the beautiful lakefront
in Lake Geneva, WI

Art in the Park is presented by:

GENEVA
LAKE
ARTS
FOUNDATION

Visit our Gallery Downtown!
Gallery 223
223 Broad St. • Lake Geneva, WI

ART IN THE PARK

Best of Show 2024
Benjamin Calvert

AUG. 9 & 10, 2025
Saturday 10 - 5
Sunday 10 - 4

- Over 80 Artists
- Free Admission
- Free Shuttle
- Silent Auction
- Kids Art Area
- Food & Beverages

More about GLAF
& Art in the Park

genevalakeartsfoundation.org

Grant Evaluation and Final Media Synopsis for Art in the Park 2025

Grant Evaluation

This grant and the associated advertising allow the non-profit Geneva Lake Arts Foundation to have a successful fundraising event each year. Estimated attendance was in line with prior years at 8-9,000 visitors over the two-day event. Rain discouraged artists and attendees on Sunday and the show only ran until a severe rain storm hit around 1pm. Of the 95 vendors, it's estimated that 35 vendors stayed a total of 70 room nights. It's estimated that the 8,000 attendees generated 350-400 room nights over the two days.

Advertising for local attendees included print and email campaigns. Advertising to reach potential overnight visitors relied mainly on website listings on national and midwestern tourism sites. Print ads in the Chicago area drew day-trip and overnight visitors.

An expanded food truck offering, with trucks placed on Wrigley Drive, helped draw more attendees. The remote parking shuttle drop-off location at the Bella Vista significantly improved the show exposure.

Media Synopsis

OnMilwaukee

OnMilwaukee and LiFT Digital Solutions are a digital-only media and agency with an audience in Southeast Wisconsin and Northern Illinois.

Call for artists sent to Social Audience on Facebook, Instagram and email

WUWM

Milwaukee Public Radio

As advocates for arts and culture, WUWM 89.7 FM – Milwaukee's NPR helps local events connect with thousands of loyal listeners who are searching for unique experiences in our area. Consider: **1 in 4 attended a performance, cultural event or exhibit after hearing an on-air message**

50 Underwriting messages promoting the show in the three weeks before the event

Milwaukee Magazine

Milwaukee Magazine reaches more than 121,000 active, engaged readers who have the discretionary income to purchase the products and services catering to their lifestyles.

Print - ½ page color ad in July magazine

Digital - event email blast

Nei Turner Media

Full-service marketing and publishing agency specializing in high-quality tourism guides and magazines in Southeast Wisconsin.

Visitor Guide - ½ page color ad in the annual magazine

At the Lake - ½ page color ad in Summer edition

Southern Lake Newspapers

Extensive local print and social media coverage for Lake Geneva, Racine, and Kenosha.

Wonders of Walworth - ½ page color ad

Spirit and Geneva Lakes Breeze - ½ page color ad

Spirit and The Beacon - ½ page color ad

Madison Magazine

Madison Magazine is a monthly magazine published by Madison Magazine, Inc. and is affiliated with Television Wisconsin, Inc. (WISC-TV 3, Madison). The dining, lifestyle, and business publication provides in-depth coverage of the Madison region.

Madison Magazine - ⅓ page color ad

Daily Herald/Paddock Publications

Daily Herald Media Group offers a portfolio of products designed to deliver solutions for newspaper readers, online visitors, mobile users, and advertisers in north, west, and northwest suburban Chicago.

Daily Herald Newspaper - 3 weekly print ads

Daily Herald Time Out - 2 weekly print ads

Summer Fun Guide

Dailyherald.com & In Compass Network - 100,000 impressions on each site

Wisconsin Valley News

Local print and electronic media reaching 40,000 readers in Southeast Wisconsin.

Lake Geneva Resorter - print ad

Journaltimes.com - banner ads in Kenosha/Racine

Janesville Gazette - EVVNT

The Gazette covers Rock and Walworth counties and a wider audience through EVVNT marketing.

Targeted email to 13,000 opt-in subscribers

Event listed on local events calendar online

Event announcement co-listed on 30 travel/event sites across the US and 4-5 international sites

Visit Lake Geneva

Lake Geneva Chamber of Commerce

Targeted email blast to subscriber list

Central Printing

Print media including postcards, street banners, event tri-fold brochures

A+ Graphics

Event signage

Lake 96.1

Local radio station reaching Southeast Wisconsin and Northern Illinois

37 thirty-second radio spots running in late July/early August

FestivalNet, Artshow, ArtFair Calendar

Online listing sites that are used for Calls for Artists. These sites have national and international reach. We attracted artists from further away with new attendees from the Midwest and Sunbelt states.

Jeff Russart - Director, Art in the Park

Section 2-Submit For Reimbursement/Final Evaluation

City of Lake Geneva Tourism Commission Reimbursement Form

Name: JULIE SARTON, TREASURER

Organization Name: GENEVA LAKE ARTS FOUNDATION, INC.

Payment made Payable to: GENEVA LAKE ARTS FOUNDATION

Remittance Address: 223 BROAD ST, LAKE GENEVA, WI 53147

Contact Phone #: 262-948-7651 Email: JSARTON@WLRR.COM

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

Invoice Date	Invoice #	Vendor Name	Purchase Description	Purchase Amount	Date Paid
✓ 1/13/25	4HV482 766470 57212	THIRD SOUTH ART LLC	ART IN THE PARK ADS/ON LINE	150.00	1/14/25
✓ 1/15/25	CFE4	ARTSHOW. COM	ART IN THE PARK CALL FOR ARTIST ADS	160.00	1/15/25
✓ 1/16/25	3867	KODEX10	ART IN THE PARK CALL FOR ARTIST ADS	120.00	1/16/25
✓ 1/16/25	808364 25471	ART FAIR CALENDAR.COM	ART IN THE PARK CALL FOR ARTISTS ADS	465.00	1/16/25
✓ 1/16/25	111600	FESTIVAL NET.COM	ART IN THE PARK ON LINE ADS	244.00	1/16/25
✓ 3/31/25	74573 646341 072547	THIRD SOUTH ART LLC	ART IN THE PARK ON LINE ADS	30.00	3/31/25
✓ 5/15/25	241 281	NEI-TURNER MEDIA	ART IN THE PARK AD 'AT THE LAKE' MAG	1210.00	5/21/25
✓ 6/2/25	337 310	DAILY HERALD	ART IN THE PARK NEWSPAPER ADS	450.00	6/4/25
✓ 5/31/25	25028	SOUTHERN LAKES	AITP AD - GENEVA LAKES BREEZE	257.75	6/18/25

ART IN THE PARK = AITP.

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Invoice Date	Invoice #	Vendor Name	Purchase Description	Purchase Amount	Date Paid
✓ 6/9/25	241 556	NEI-TURNER MEDIA	AITP AD - LG VISITOR'S GUIDE	645.00	6/18/25
✓ 6/30/25	14093	MILWAUKEE MAGAZINE	AITP - PRINT AD	2250.00	7/8/25
✓ 7/2/25	486 32	AT GRAPHICS + PRINTING	AITP YARD SIGNS	504.56	7/8/25
✓ 6/28/25	472 046	SOUTHERN LAKE NEWS	AITP - FUN GUIDE PRINT AD	370.00	7/8/25
✓ 7/14/25	EC4M 7RD	EUVENT	AITP - ONLINE ADS	129.00	7/14/25
✓ 7/20/25	EC4M 7RD	EUVENT	AITP - ONLINE ADS	1200.00	7/20/25
✓ 7/10/25	MSN18 5676M	MADISON MAGAZINE	AITP - PRINT AD	1500.00	7/23/25
✓ 7/31/25	194 880	CENTRAL PRINTING	AITP - TRIFOLD BROCHURE	314.39	7/31/25
✓ 7/29/25	16359	ON MILWAUKEE COM/LIFT	AITP - ON LINE ADS	1500.00	8/4/25
✓ 8/1/25	345 964	DAILY HERALD	AITP - PRINT + DIGITAL ADS	1375.00	8/9/25
✓ 8/2/25	250 28	SOUTHERN LAKE	AITP - PRINT ADS IN SPIRIT, BEACON, BREEZE	1148.25	8/9/25
✓ 8/1/25	2507 0098	WLKG-FM 96.1	AITP - RADIO ADS	764.40	8/15/25
✓ 8/13/25	8/13 STMT	ROWANBERRY STUDIO	AITP - GRAPHIC DESIGN FOR ADS	1500.00	8/15/25
✓ 7/27/25	IN-1250 721618	WUWM 89.7	AITP - RADIO ADS	625.00	7/21/25
✓ 8/31	IN-1250 821265	"	"	625.00	7/21/25
✓ 9/1/25	3488 18	DAILY HERALD	AITP - PRINT + DIGITAL ADS	1075.00	9/4/25
✓ 8/30/25	472 686	SOUTHERN LAKE	AITP - AD IN 'SPIRITS'	288.20	9/4/25
✓ 8/14/25	8/14 STMT	VISIT LAKE GENEVA	AITP - DIGITAL EMAIL ADS	350.00	9/4/25

✓	8/31/25	157 808	WISCONN VALLEY MEDIA	AITA ADS - JOURNAL TIMES, KENOSHA NEWS	1118.95	9/12/25
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City of Lake Geneva Tourism Commission

TOTAL

20,369.50

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: JULIE SARTON Date: 9/16/2025

Name of Organization: GENEVA ARTS FOUNDATION, INC.

Email: JSARTON@WI.COM Phone: 262-949-7651

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:

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4. Provide an income and expense statement to include actual paid receipts. Any items that are grouped together in a category (I.e. contributions cash or in-kind trade) must be detailed on a separate sheet.
5. Please include any additional information you would consider pertinent in summarizing your promotion/event.

Name: Tammy Dunn Date: 8/20/2025

Name of Organization: PROST! Das Fest Wisconsin

Email: tammy@dasfestwi.com Phone: 262-749-0033

Section 2-Submit For Reimbursement/Final Evaluation

City of Lake Geneva Tourism Commission Reimbursement Form

Name: Tammy Dunn
 Organization Name: PROST! Das Fest Wisconsin (Wisconsin260 LLC)
 Payment made Payable to: Das Fest Wisconsin
 Remittance Address: PO Box 1092 Lake Geneva WI 53147
 Contact Phone #: 262 749 0033 Email: tammy@dasfestwi.com

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

Invoice Date	Invoice #	Vendor Name	Purchase Description	Purchase Amount	Date Paid
5/26 -7/26	attached	Meta	Facebook/Instagram	5086.58	attached
8/4/25	1296	Lakefront Shuttle	2 buses Lake Geneva Shuttle	5000.00	8/4/25 ...
8/1/25	2025ii- 277	Out and About	Digital Article	240.00	8/7/25
6/16/25	1054886	Adams Outdoor Advertising	Billboard	2687.50	7/14/25
	061225	WLKG Lake 96.1	Radio 100 60sec. 4 Facebook Interviews	2000.00	
				<14.08>	over total amount awarded
				15000.00	

City of Lake Geneva Grant Evaluation Form

Final Media Synopsis

We used social media, billboard advertisements, online advertising, e-newsletters, and a shuttle service, employing Meta, Adams Outdoor Advertising, and Lakefront Shuttle to engage our target markets.

Media Generated Customer Responses

Total Impressions 2,852,348

- Meta (Facebook/Instagram) Reach 533,331, Impressions 1,147,519, Clicks 53,678
- Out and About Digital Magazine (website slider and calendar, social media, e-newsletter) Impressions 44,945
- Adams Outdoor (Billboard) 1,139,884 Impressions
- Lake 96.1 (Radio/Facebook) Reach 260,000 listeners, 10,000 Facebook followers
- Lakefront Shuttle, 80 riders

Target Markets

- Meta (Facebook/Instagram) Midwest including WI/IL/MN/IA/IN/MI
- Out and About (Digital) see City List included in packet
- Adams Outdoor (Billboard) Northern IL, Milwaukee, Racine, Kenosha counties I-94 travelers
- Lake 96.1 (Radio/Facebook) Southeastern WI/Northern IL, streaming listeners Minnesota/Florida
- Lakefront Shuttle adults staying overnight in Lake Geneva

Total Spending

\$5086.58

\$240.00

\$2687.50

\$2000.00

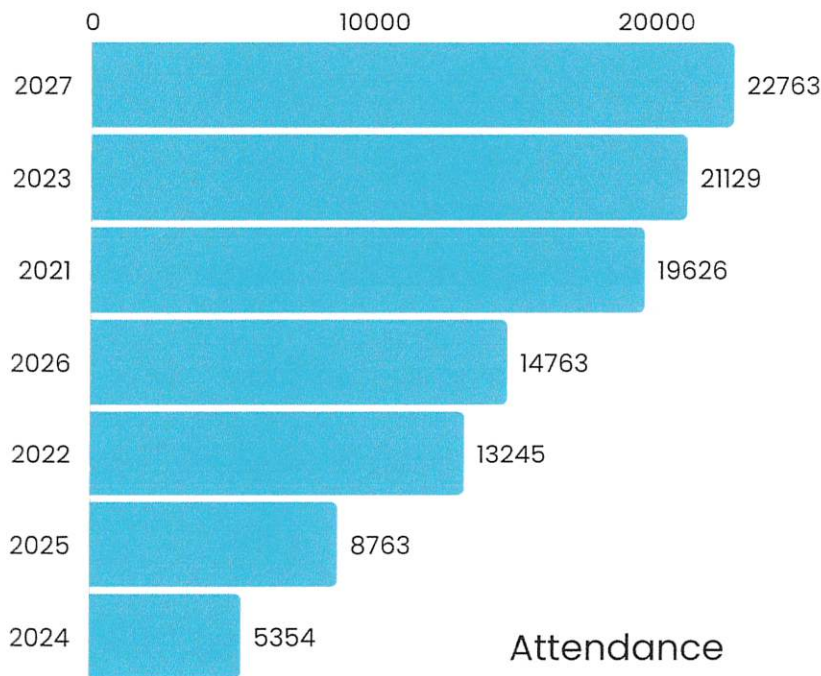
\$5000.00

\$15,014.08

(\$14.08 over allowance)

\$15,000 awarded

Attendance Overview



Initially, our attendance estimate of 25,000 was based on imprecise data given to us by the Walworth County Fairgrounds that we relied on due to free admission. Thanks to a Das Fest sponsor, we now have precise attendance figures from the past five years.

Das Fest's peak attendance was 21,129 in 2023, representing a rise of 7,884 from the previous year. Our second largest attendance year was the first year, 2021, during the pandemic, when most everything in the greater Milwaukee area and Illinois was cancelled. In 2025, 8,763 active cell phones were recorded.

Looking ahead, we anticipate attendance to increase by 6,000 in 2026 and 8,000 in 2027, reaching a projected total of 22,638 by year three at the Kenosha County Fairgrounds.

Although attendance this year did not meet expectations, profitability was the second highest on record, indicating that our location is optimal and growth is on the horizon. The value lies not only in the number of guests but also in their spending and their choice to stay overnight.

Overnight Stays

We originally estimated the number of total overnight stays in Lake Geneva to be 1,313 nights. We believe that 329 nights were booked in Lake Geneva for Das Fest. This estimate comes from data collected during the festival at the admission gate.

Based on Travel Wisconsin's visitor spending calculation of \$219 for overnight guests, this translates to an economic impact of \$72,051 for Lake Geneva during Das Fest.

This number can be significantly increased in the future with an earlier start to marketing the event as well as incentives for overnight guests who choose to stay in Lake Geneva, for example a welcome gift.

Income and Expenses

Please refer to the attached income and expense statement for financial information.

Summary and Impact

This year marked a fresh start for our organization. The grant from the Lake Geneva Tourism Commission was essential to our achievements.

- Guest feedback was overwhelmingly positive; attendees enjoyed the event and are already looking forward to an announcement of 2026 dates.
- We anticipate that future attendees will increasingly choose to stay overnight in Lake Geneva, and we plan to promote this option proactively.
- Our efforts provided exceptional exposure for Lake Geneva and the tourism commission, with additional exposure from the Kenosha County Fairgrounds, Lara Bell (influencer), Chambers of Commerce, Circle Wisconsin, Travel Wisconsin, and press releases/news articles mentioning Lake Geneva.
- With zero incidents, we had positive feedback from all security and safety personnel who cited the overlap with Country Thunder to be a nonissue.
- Over the last five years, Das Fest has contributed \$220,000 to 501c3 organizations in Walworth County.
- We were disappointed that less than 1% of our guests rode the shuttle. We feel this is poor ROI and going forward, we could generate more overnight stays in Lake Geneva by investing this money in online advertising or partnering with Lake Geneva hotels and Uber.

Partnerships and Future Potential

Collaborating with the Kenosha County Fairgrounds has revealed greater potential for increasing overnight stays in Lake Geneva. As more events are hosted, visitors will decide between staying in Kenosha or Lake Geneva, and we hope our efforts will encourage them to choose Lake Geneva.

Uber has a voucher program for rides to events where we could promote “Stay in Lake Geneva and get a \$25 Uber credit”.

Alex Meixner is committed to this event and will return in 2026. This will be a significant draw, and we look forward to discussions with Visit Lake Geneva for a possible return to Concerts in the Park. This could generate mid-week overnight stays.

Das Fest is a great market to advertise Lake Geneva’s year-round events generating overnight stays throughout the year.

Thank you, Lake Geneva Tourism Commission, for supporting our endeavors. We will continue to work hard to make this event one of the best for our area, and one that will drive overnight guests. We believe in the significance of tourism dollars for a thriving community. Thank you!

meta

6/3/2025 10027547914025692-9992813884165765	41 USD
6/3/2025 10035242693256213-10035242699922879	37 USD
6/3/2025 10019799101467240-10019799111467239	35 USD
6/2/2025 10018472964933188-10015442195236261	33 USD
6/2/2025 10012101392237008-9979397585507395	31 USD
6/1/2025 9973835359396951-9923619254418557	29 USD
6/1/2025 9971104476336706-9920952264685256	27 USD
5/31/2025 9997937736986707-10073630069417478	25 USD
5/31/2025 10007292509384565-10087321178048360	23 USD
5/30/2025 10067429740037511-10074614775985668	21 USD
5/30/2025 9988486404598507-9989823957798088	20 USD
5/29/2025 10067550586692087-10085769518203535	19 USD
5/29/2025 9900449616735521-9983318468448634	18 USD
5/29/2025 9983223335124818-9980200878760393	17 USD
5/28/2025 10068863619894116-9977993215647829	16 USD
5/28/2025 10050546015059217-10076154182498402	15 USD
5/28/2025 9889986074448542-9975790022534816	14 USD
5/27/2025 9936986433081844-9886959274751222	13 USD
5/27/2025 10044141912366294-9886136404833509	12 USD
5/27/2025 9979304482183368-10067993999981087	11 USD
5/27/2025 9965915486855602-10056831934430618	10 USD
5/27/2025 9975473902566426-9930380213742466	9 USD
5/26/2025 10044799675633845-10063120603801760	8 USD
5/26/2025 10044162232364256-9878784758902007	7 USD
5/26/2025 9961071404006674-10052782568168888	6 USD
5/26/2025 9960561830724298-10061474390633048	5 USD
5/26/2025 10042753812505098-9927263657387455	4 USD
5/26/2025 10051642284949583-10035006183279867	3 USD
5/26/2025 10042113652569114-9926638024116685	2 USD
5/26/2025 9926278274152660-9962111917235960	2.07 USD
5/26/2025 10059819074131913-9971124056334744	2 USD
5/26/2025 10050510001729478-10033816046732214	2 USD
Total Amount Billed	5,086.58 USD

Meta information

Meta Platforms, Inc.

1 Meta Way

Menlo Park, CA 94025

United States

Advertiser Information

Account: 2125437704569991

Business: Wisconsin2GO LLC

PO Box 1092

Lake Geneva United States

Billing Report: 05/01/2025 - 08/01/2025

Meta Ads payment

Payment Method: American Express - 1006

Date	Transaction ID	Amount	Currency
7/26/2025	24308370695516846-24174745772212672	338.26	USD
7/15/2025	24132595329761046-24132595336427712	330	USD
7/11/2025	24101903322830247-24004170135936899	315	USD
7/8/2025	23981689801518266-23981689804851599	301	USD
7/7/2025	24066699599683953-24147436881610220	287	USD
7/5/2025	24135207379499837-24120345487652700	274	USD
7/4/2025	24113193015034608-24035158606171387	262	USD
7/2/2025	24014220774931834-24095910013429581	250	USD
7/1/2025	23920983270922253-24011705118516736	238	USD
6/28/2025	24070593079294602-23902335389453708	227	USD
6/26/2025	24043387435348506-24065594599794458	1.25	USD
6/25/2025	23877622965258284-23877622971924950	206	USD
6/23/2025	23953759614311286-24036530506034192	187	USD
6/21/2025	23928012543552661-10076371865809961	170	USD
6/18/2025	23908818182138764-10058086340971847	154	USD
6/16/2025	10093551464092006-23900529542967627	140	USD
6/15/2025	23880020925018490-10030165920430556	127	USD
6/13/2025	23940370118983572-23875579465462635	115	USD
6/12/2025	10092556800858136-10091897247590759	104	USD
6/10/2025	23917026404651277-10080707792043038	94	USD
6/9/2025	10071760156271135-10036354863145000	85	USD
6/8/2025	23917199691300608-23906937235660188	77	USD
6/7/2025	23910248531995724-10022178397895980	70	USD
6/6/2025	10015168358596984-10015168368596983	63	USD
6/5/2025	10052985588148590-10043702149076936	57	USD
6/5/2025	23891146530572591-10038270726286744	51	USD
6/4/2025	23894540776899842-23869795456041039	46	USD

Final bill for
ads ending 7/20

Reporting starts	Campaign name	Results	Reach	Impressions	Cost per results	Amount spent (USD)	Ends
5/26/2025	Event: PROST! Das Fest Wisconsin	7112	192579	586530	0.32335771	2299.72	7/18/2025
5/26/2025	PROST! Das Fest Wisconsin Instagram	6168	99930	241655	0.19511187	1204.33	7/18/2025
5/26/2025	Das Fest Video 2025	5280	140801	319312	0.29972159	1582.53	7/20/2025
		18560	433310	1147497		5086.58	

less 14.08 (over the total
amount
awarded)



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

Account: 2125437704569991
Business: Wisconsin2GO LLC
PO Box 1092
Lake Geneva, WV 531473544
United States

Billing Report: 05/26/2025 - 07/27/2025

Meta Ads payment

Payment Method: American Express · 1006

Date	Transaction ID	Amount	Payment Status
07/26/2025	24308370695516846-24174745772212672	\$338.26 USD	Paid
07/15/2025	24132595329761046-24132595336427712	\$330.00 USD	Paid
07/11/2025	24101903322830247-24004170135936899	\$315.00 USD	Paid
07/08/2025	23961689801518266-23981689804851599	\$301.00 USD	Paid
07/07/2025	24066699699683953-24147436881610220	\$287.00 USD	Paid
07/05/2025	24135207379499837-24120346487652700	\$274.00 USD	Paid
07/04/2025	24113193015034608-24035158606171387	\$262.00 USD	Paid
07/02/2025	24014220774931834-24095910013429581	\$250.00 USD	Paid
07/01/2025	23920983270922253-24011705118516736	\$238.00 USD	Paid
06/28/2025	24070593079294602-23902335389453708	\$227.00 USD	Paid
06/26/2025	24043387435348506-24065594599794458	\$1.25 USD	Paid
06/25/2025	23877622965258284-23877622971924950	\$206.00 USD	Paid
06/23/2025	23953759614311286-24036530506034192	\$187.00 USD	Paid
06/21/2025	23928012543552661-10076371865809961	\$170.00 USD	Paid
06/18/2025	23908818182138764-10058086340971847	\$154.00 USD	Paid
06/16/2025	10093551464092006-23900529542967627	\$140.00 USD	Paid
06/15/2025	23880020925018490-10030165920430556	\$127.00 USD	Paid
06/13/2025	23940370118983572-23875579465462635	\$115.00 USD	Paid

06/12/2025	10092556800858136-10091897247590759	\$104.00 USD	Paid
06/10/2025	23917026404651277-10080707792043038	\$94.00 USD	Paid
06/09/2025	10071760156271135-10036354863145000	\$85.00 USD	Paid
06/08/2025	23917199691300608-23906937235660188	\$77.00 USD	Paid
06/07/2025	23910248531995724-10022178397895980	\$70.00 USD	Paid
06/06/2025	10015168358596984-10015168368596983	\$63.00 USD	Paid
06/05/2025	10052985588148590-10043702149076936	\$57.00 USD	Paid
06/05/2025	23891146530572591-10038270726286744	\$51.00 USD	Paid
06/04/2025	23894540776899842-23869795456041039	\$46.00 USD	Paid
06/03/2025	10027547914025692-9992813884165765	\$41.00 USD	Paid
06/03/2025	10035242693256213-10035242699922879	\$37.00 USD	Paid
06/03/2025	10019799101467240-10019799111467239	\$35.00 USD	Paid
06/02/2025	10018472964933188-10015442195236261	\$33.00 USD	Paid
06/02/2025	10012101392237008-9979397585507395	\$31.00 USD	Paid
06/01/2025	9973835359396951-9923619254418557	\$29.00 USD	Paid
06/01/2025	9971104476336706-9920952264685256	\$27.00 USD	Paid
05/31/2025	9997937736988707-10073630069417478	\$25.00 USD	Paid
05/31/2025	10007292509384565-10087321178048360	\$23.00 USD	Paid
05/30/2025	10067429740037511-10074614775985668	\$21.00 USD	Paid
05/30/2025	9988486404598507-9989823957798088	\$20.00 USD	Paid
05/29/2025	10067550586692087-10085769518203535	\$19.00 USD	Paid
05/29/2025	9900449616735521-9983318468448634	\$18.00 USD	Paid
05/29/2025	9983223335124818-9980200878760393	\$17.00 USD	Paid
05/28/2025	10068863619894116-9977993215647829	\$16.00 USD	Paid
05/28/2025	10050546015059217-10076154182498402	\$15.00 USD	Paid
05/28/2025	9889986074448542-9975790022534816	\$14.00 USD	Paid
05/27/2025	9936986433081844-9886959274751222	\$13.00 USD	Paid
05/27/2025	10044141912366294-9886136404833509	\$12.00 USD	Paid
05/27/2025	9979304482183368-10067993999981087	\$11.00 USD	Paid

05/27/2025	9965915486855602-10056831934430618	\$10.00 USD	Paid
05/27/2025	9975473902566426-9930380213742466	\$9.00 USD	Paid
05/26/2025	10044799675633845-10063120603801760	\$8.00 USD	Paid
05/26/2025	10044162232364256-9878784758902007	\$7.00 USD	Paid
05/26/2025	9961071404006674-10052782568168888	\$6.00 USD	Paid
05/26/2025	9960561830724298-10061474390633048	\$5.00 USD	Paid
05/26/2025	10042753812505098-9927263657387455	\$4.00 USD	Paid
05/26/2025	10051642284949583-10035006183279867	\$3.00 USD	Paid
05/26/2025	10042113652569114-9926638024116685	\$2.00 USD	Paid
05/26/2025	9926278274152660-9962111917235960	\$2.07 USD	Paid
05/26/2025	10059819074131913-9971124056334744	\$2.00 USD	Paid
05/26/2025	10050510001729478-10033816046732214	\$2.00 USD	Paid
		Total Amount Billed	\$5,086.58 USD
		Total Funds Added	\$0.00 USD

Account n: Campaign name	Reach	Impressior	Frequency	Amount sp	Attribution	Clicks (all)	CPC (all)	Reporting sta	Reporting ends
PROST! Da Event: PROST! Das Fest Wisconsin	192579	586530	3.045659	2299.72	7-day click	21732	0.105822	5/26/2025	7/31/2025
PROST! Da Das Fest Video 2025	140801	319312	2.267825	1582.53	7-day click	21968	0.072038	5/26/2025	7/31/2025
PROST! Da PROST! Das Fest Wisconsin Instagram	99930	241655	2.418243	1203.45	7-day click	9978	0.12061	5/26/2025	7/31/2025
PROST! Da Das Fest Video 2025 Campaign	21	22	1.047619	0.88	-	0	0	5/26/2025	7/31/2025
	433331	1147519		5086.58		53678			



Invoice/Payment Date
May 26, 2025, 8:35 AM

Payment method
American Express - 1006
Reference Number: LT72NTU6K2

Paid

\$2.00 USD

Transaction ID
10050510001729478-10033816046732214

You're being billed because you reached your \$2.00 payment threshold.

Product Type
Meta ads

Campaigns

Event: PROST! Das Fest Wisconsin		\$2.00
From May 26, 2025, 12:00 AM to May 26, 2025, 8:35 AM		
Event: PROST! Das Fest Wisconsin	253 Impressions	\$2.00



Invoice/Payment Date
May 26, 2025, 8:51 AM

Payment method
American Express • 1006
Reference Number: 3BGZGRQ6K2

Paid

\$2.00 USD

Transaction ID
10059819074131913-9971124056334744

You're being billed because you reached your \$2.00 payment threshold.

Product Type
Meta ads

Campaigns

Event: PROST! Das Fest Wisconsin		\$2.00
From May 26, 2025, 12:00 AM to May 26, 2025, 8:51 AM		
Event: PROST! Das Fest Wisconsin	249 Impressions	\$2.00



Invoice/Payment Date
May 26, 2025, 9:39 AM

Payment method
American Express • 1006
Reference Number: JES3HRQ6K2

Transaction ID
9926278274152660-9962111917235960

Product Type
Meta ads

Paid
\$2.07 USD
You made this manual payment.

Campaigns

PROST! Das Fest Wisconsin Instagram		\$0.23
From May 26, 2025, 12:00 AM to May 26, 2025, 9:32 AM		
Das Fest Instagram 2025	41 Impressions	\$0.23
Event: PROST! Das Fest Wisconsin		\$1.84
From May 26, 2025, 12:00 AM to May 26, 2025, 9:32 AM		
Event: PROST! Das Fest Wisconsin	287 Impressions	\$1.84



Invoice/Payment Date
May 26, 2025, 10:47 AM

Payment method
American Express • 1006
Reference Number: 9BX52RL6K2

Paid

\$2.00 USD

Transaction ID
10042113652569114-8926638024116685

You're being billed because you reached your \$2.00 payment threshold.

Product Type
Meta ads

Campaigns

PROST! Das Fest Wisconsin Instagram		\$0.62
From May 26, 2025, 12:00 AM to May 26, 2025, 10:47 AM		
Das Fest Instagram 2025	86 Impressions	\$0.62
Event: PROST! Das Fest Wisconsin		\$1.38
From May 26, 2025, 12:00 AM to May 26, 2025, 10:47 AM		
Event: PROST! Das Fest Wisconsin	200 Impressions	\$1.38

Receipt for PROST! Das Fest Wisconsin

Account ID: 2125437704569991



Invoice/Payment Date
May 26, 2025, 12:03 PM

Payment method
American Express - 1006
Reference Number: PZUACS86K2

Paid

\$3.00 USD

Transaction ID
10051642284949583-10035006183279867

You're being billed because you reached your \$3.00 payment threshold.

Product Type
Meta ads

Campaigns

PROST! Das Fest Wisconsin Instagram		\$0.71
From May 26, 2025, 12:00 AM to May 26, 2025, 12:03 PM		
Das Fest Instagram 2025	110 Impressions	\$0.71
Event: PROST! Das Fest Wisconsin		\$2.29
From May 26, 2025, 12:00 AM to May 26, 2025, 12:03 PM		
Event: PROST! Das Fest Wisconsin	373 Impressions	\$2.29

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

Wisconsin2GO LLC
PO Box 1092
Lake Geneva, WV 53147
United States

Receipt for PROST! Das Fest Wisconsin

Account ID: 2125437704569991



Invoice/Payment Date
May 26, 2025, 12:42 PM

Payment method
American Express • 1006
Reference Number: 7EJB2RL6K2

Paid

\$4.00 USD

Transaction ID
10042753812505098-9927263657387455

You're being billed because you reached your \$4.00 payment threshold.

Product Type
Meta ads

Campaigns

PROST! Das Fest Wisconsin Instagram		\$0.82
From May 26, 2025, 12:00 AM to May 26, 2025, 12:42 PM		
Das Fest Instagram 2025	135 Impressions	\$0.82
Event: PROST! Das Fest Wisconsin		\$3.18
From May 26, 2025, 12:00 AM to May 26, 2025, 12:42 PM		
Event: PROST! Das Fest Wisconsin	600 Impressions	\$3.18

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

Wisconsin2GO LLC
PO Box 1092
Lake Geneva, WV 53147
United States

Receipt for PROST! Das Fest Wisconsin

Account ID: 2125437704569991



Invoice/Payment Date
May 26, 2025, 1:58 PM

Payment method
American Express · 1006
Reference Number: 3C9GHRQ6K2

Paid

\$5.00 USD

Transaction ID
9960561830724298-10061474390633048

You're being billed because you reached your \$5.00 payment threshold.

Product Type
Meta ads

Campaigns

PROST! Das Fest Wisconsin Instagram		\$1.40
From May 26, 2025, 12:00 AM to May 26, 2025, 1:58 PM		
Das Fest Instagram 2025	236 Impressions	\$1.40
Event: PROST! Das Fest Wisconsin		\$3.60
From May 26, 2025, 12:00 AM to May 26, 2025, 1:58 PM		
Event: PROST! Das Fest Wisconsin	652 Impressions	\$3.60

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

Wisconsin2GO LLC
PO Box 1092
Lake Geneva, WV 53147
United States



Invoice/Payment Date
May 26, 2025, 3:45 PM

Payment method
American Express • 1006
Reference Number: ZQGS5TU5K2

Paid

\$6.00 USD

Transaction ID
9961071404006674-10052782568168888

You're being billed because you reached your \$6.00 payment threshold.

Product Type
Meta ads

Campaigns

PROST! Das Fest Wisconsin Instagram		\$1.74
From May 26, 2025, 12:00 AM to May 26, 2025, 3:45 PM		
Das Fest Instagram 2025	324 Impressions	\$1.74
Event: PROST! Das Fest Wisconsin		\$4.26
From May 26, 2025, 12:00 AM to May 26, 2025, 3:45 PM		
Event: PROST! Das Fest Wisconsin	890 Impressions	\$4.26

Receipt for PROST! Das Fest Wisconsin

Account ID: 2125437704569991



Invoice/Payment Date
May 26, 2025, 5:44 PM

Payment method
American Express - 1006
Reference Number: 5QAQ2RL6K2

Paid

\$7.00 USD

Transaction ID
10044162232364256-9878784758902007

You're being billed because you reached your \$7.00 payment threshold.

Product Type
Meta ads

Campaigns

PROST! Das Fest Wisconsin Instagram		\$2.25
From May 26, 2025, 12:00 AM to May 26, 2025, 5:44 PM		
Das Fest Instagram 2025	374 Impressions	\$2.25
Event: PROST! Das Fest Wisconsin		\$4.75
From May 26, 2025, 12:00 AM to May 26, 2025, 5:44 PM		
Event: PROST! Das Fest Wisconsin	923 Impressions	\$4.75

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

Wisconsin2GO LLC
PO Box 1092
Lake Geneva, WV 53147
United States



Invoice/Payment Date
May 26, 2025, 5:44 PM

Payment method
American Express - 1006
Reference Number: 5QAQ2RL6K2

Paid

\$7.00 USD

Transaction ID
10044162232364256-9878784758902007

You're being billed because you reached your \$7.00 payment threshold.

Product Type
Meta ads

Campaigns

PROST! Das Fest Wisconsin Instagram		\$2.25
From May 26, 2025, 12:00 AM to May 26, 2025, 5:44 PM		
Das Fest Instagram 2025	374 Impressions	\$2.25
Event: PROST! Das Fest Wisconsin		\$4.75
From May 26, 2025, 12:00 AM to May 26, 2025, 5:44 PM		
Event: PROST! Das Fest Wisconsin	923 Impressions	\$4.75

Invoice/Payment Date
May 26, 2025, 8:15 PM

Payment method
American Express • 1006
Reference Number: C9LXCS86K2

Paid

\$8.00 USD

Transaction ID
10044799675633845-10063120603801760

You're being billed because you reached your \$8.00 payment threshold.

Product Type
Meta ads

Campaigns

PROST! Das Fest Wisconsin Instagram		\$3.05
From May 26, 2025, 12:00 AM to May 26, 2025, 8:15 PM		
Das Fest Instagram 2025	529 Impressions	\$3.05
Event: PROST! Das Fest Wisconsin		\$4.95
From May 26, 2025, 12:00 AM to May 26, 2025, 8:15 PM		
Event: PROST! Das Fest Wisconsin	1,050 Impressions	\$4.95



Invoice/Payment Date
May 27, 2025, 12:08 AM

Payment method
American Express - 1006
Reference Number: PYUN3SG6K2

Paid

\$9.00 USD

Transaction ID
9975473902566426-9930380213742466

You're being billed because you reached your \$9.00 payment threshold.

Product Type
Meta ads

Campaigns

PROST! Das Fest Wisconsin Instagram		\$3.65
From May 26, 2025, 12:00 AM to May 27, 2025, 12:08 AM		
Das Fest Instagram 2025	611 Impressions	\$3.65
Event: PROST! Das Fest Wisconsin		\$5.35
From May 26, 2025, 12:00 AM to May 27, 2025, 12:08 AM		
Event: PROST! Das Fest Wisconsin	1,178 Impressions	\$5.35

Invoice/Payment Date
May 27, 2025, 6:10 AM

Payment method
American Express - 1006
Reference Number: GRZW6TU5K2

Paid

\$10.00 USD

Transaction ID
9965915486855602-10056831934430618

You're being billed because you reached your \$10.00 payment threshold.

Product Type
Meta ads

Campaigns

PROST! Das Fest Wisconsin Instagram		\$2.56
From May 26, 2025, 12:00 AM to May 27, 2025, 6:10 AM		
Das Fest Instagram 2025	403 Impressions	\$2.56
Event: PROST! Das Fest Wisconsin		\$7.44
From May 26, 2025, 12:00 AM to May 27, 2025, 6:10 AM		
Event: PROST! Das Fest Wisconsin	1,454 Impressions	\$7.44

Receipt for PROST! Das Fest Wisconsin

Account ID: 2125437704569991



Invoice/Payment Date
May 27, 2025, 12:13 PM

Payment method
American Express - 1006
Reference Number: FKFA4RL6K2

Paid

\$11.00 USD

Transaction ID
9979304482183368-1006799399981087

You're being billed because you reached your \$11.00 payment threshold.

Product Type
Meta ads

Campaigns

PROST! Das Fest Wisconsin Instagram		\$4.12
From May 26, 2025, 12:00 AM to May 27, 2025, 12:13 PM		
Das Fest Instagram 2025	678 Impressions	\$4.12
Event: PROST! Das Fest Wisconsin		\$6.88
From May 26, 2025, 12:00 AM to May 27, 2025, 12:13 PM		
Event: PROST! Das Fest Wisconsin	1,815 Impressions	\$6.88

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

Wisconsin2GO LLC
PO Box 1092
Lake Geneva, WV 53147
United States

Invoice/Payment Date
May 27, 2025, 9:22 PM

Payment method
American Express • 1006
Reference Number: 9LT4FS86K2

Paid

\$13.00 USD

Transaction ID
9936986433081844-9886959274751222

You're being billed because you reached your \$13.00 payment threshold.

Product Type
Meta ads

Campaigns

PROST! Das Fest Wisconsin Instagram		\$4.49
From May 26, 2025, 12:00 AM to May 27, 2025, 9:22 PM		
Das Fest Instagram 2025	710 Impressions	\$4.49
Event: PROST! Das Fest Wisconsin		\$8.51
From May 26, 2025, 12:00 AM to May 27, 2025, 9:22 PM		
Event: PROST! Das Fest Wisconsin	2,269 Impressions	\$8.51



Invoice/Payment Date
May 27, 2025, 6:31 PM

Payment method
American Express - 1006
Reference Number: 7NTXQTU6K2

Paid

\$12.00 USD

Transaction ID
10044141912366294-9886136404833509

You're being billed because you reached your \$12.00 payment threshold.

Product Type
Meta ads

Campaigns

PROST! Das Fest Wisconsin Instagram		\$6.07
From May 27, 2025, 12:00 AM to May 27, 2025, 6:31 PM		
Das Fest Instagram 2025	1,002 Impressions	\$6.07
Event: PROST! Das Fest Wisconsin		\$5.93
From May 27, 2025, 12:00 AM to May 27, 2025, 6:31 PM		
Event: PROST! Das Fest Wisconsin	1,656 Impressions	\$5.93

Invoice/Payment Date
May 28, 2025, 6:56 AM

Payment method
American Express - 1006
Reference Number: BDVJWS46K2

Paid

\$14.00 USD

Transaction ID
9889986074448542-9975790022534816

You're being billed because you reached your \$14.00 payment threshold.

Product Type
Meta ads

Campaigns

PROST! Das Fest Wisconsin Instagram		\$3.34
From May 27, 2025, 12:00 AM to May 28, 2025, 6:56 AM		
Das Fest Instagram 2025	489 Impressions	\$3.34
Event: PROST! Das Fest Wisconsin		\$10.66
From May 27, 2025, 12:00 AM to May 28, 2025, 6:56 AM		
Event: PROST! Das Fest Wisconsin	2,738 Impressions	\$10.66

Receipt for PROST! Das Fest Wisconsin

Account ID: 2125437704569991

 Meta

Invoice/Payment Date

May 28, 2025, 1:43 PM

Payment method

American Express - 1006

Reference Number: KHZNGS86K2

Paid

\$15.00 USD

Transaction ID

10050546015059217-10076154182498402

You're being billed because you reached your \$15.00 payment threshold.

Product Type

Meta ads

Campaigns

PROST! Das Fest Wisconsin Instagram

\$5.46

From May 27, 2025, 12:00 AM to May 28, 2025, 1:43 PM

Das Fest Instagram 2025

903 Impressions

\$5.46

Event: PROST! Das Fest Wisconsin

\$9.54

From May 27, 2025, 12:00 AM to May 28, 2025, 1:43 PM

Event: PROST! Das Fest Wisconsin

2,808 Impressions

\$9.54

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

Wisconsin2GO LLC
PO Box 1092
Lake Geneva, WV 53147
United States

Receipt for PROST! Das Fest Wisconsin

Account ID: 2125437704569991



Invoice/Payment Date
May 28, 2025, 7:14 PM

Payment method
American Express - 1006
Reference Number: NT537RL6K2

Paid

\$16.00 USD

Transaction ID
10068863619894116-9977993215647829

You're being billed because you reached your \$16.00 payment threshold.

Product Type
Meta ads

Campaigns

PROST! Das Fest Wisconsin Instagram		\$6.62
From May 27, 2025, 12:00 AM to May 28, 2025, 7:14 PM		
Das Fest Instagram 2025	1,141 Impressions	\$6.62
Event: PROST! Das Fest Wisconsin		\$9.38
From May 27, 2025, 12:00 AM to May 28, 2025, 7:14 PM		
Event: PROST! Das Fest Wisconsin	3,002 Impressions	\$9.38

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

Wisconsin2GO LLC
PO Box 1092
Lake Geneva, WV 53147
United States

Invoice/Payment Date
May 29, 2025, 6:15 AM

Payment method
American Express - 1006
Reference Number: 4HNZ7RL6K2

Paid

\$17.00 USD

Transaction ID
9983223335124818-9980200878760393

You're being billed because you reached your \$17.00 payment threshold.

Product Type
Meta ads

Campaigns

PROST! Das Fest Wisconsin Instagram		\$4.91
From May 28, 2025, 12:00 AM to May 29, 2025, 6:15 AM		
Das Fest Instagram 2025	929 Impressions	\$4.91
Event: PROST! Das Fest Wisconsin		\$12.09
From May 28, 2025, 12:00 AM to May 29, 2025, 6:15 AM		
Event: PROST! Das Fest Wisconsin	3,774 Impressions	\$12.09

Receipt for PROST! Das Fest Wisconsin

Account ID: 2125437704569991



Invoice/Payment Date
May 29, 2025, 3:28 PM

Payment method
American Express • 1006
Reference Number: P3SD9SG6K2

Paid

\$18.00 USD

Transaction ID
9900449616735521-9983318468448634

You're being billed because you reached your \$18.00 payment threshold.

Product Type
Meta ads

Campaigns

Event: PROST! Das Fest Wisconsin			\$11.65
From May 27, 2025, 12:00 AM to May 29, 2025, 3:28 PM			
Event: PROST! Das Fest Wisconsin	3,765 Impressions		\$11.65
PROST! Das Fest Wisconsin Instagram			\$6.35
From May 27, 2025, 12:00 AM to May 29, 2025, 3:28 PM			
Das Fest Instagram 2025	1,318 Impressions		\$6.35

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

Wisconsin2GO LLC
PO Box 1092
Lake Geneva, WV 53147
United States



Invoice/Payment Date
May 29, 2025, 8:32 PM

Payment method
American Express - 1006
Reference Number: 3XUHVTVU6K2

Paid

\$19.00 USD

Transaction ID
10067550586692087-10085769518203535

You're being billed because you reached your \$19.00 payment threshold.

Product Type
Meta ads

Campaigns

PROST! Das Fest Wisconsin Instagram		\$8.78
From May 29, 2025, 12:00 AM to May 29, 2025, 8:32 PM		
Das Fest Instagram 2025	1,777 Impressions	\$8.78
Event: PROST! Das Fest Wisconsin		\$10.22
From May 29, 2025, 12:00 AM to May 29, 2025, 8:32 PM		
Event: PROST! Das Fest Wisconsin	3,358 Impressions	\$10.22



Invoice/Payment Date
May 30, 2025, 7:36 AM

Payment method
American Express · 1006
Reference Number: TPQCARL6K2

Paid

\$20.00 USD

Transaction ID
9988486404598507-9989823957798088

You're being billed because you reached your \$20.00 payment threshold.

Product Type
Meta ads

Campaigns

Event: PROST! Das Fest Wisconsin		\$13.11
From May 28, 2025, 12:00 AM to May 30, 2025, 7:36 AM		
Event: PROST! Das Fest Wisconsin	3,663 Impressions	\$13.11
PROST! Das Fest Wisconsin Instagram		\$6.89
From May 28, 2025, 12:00 AM to May 30, 2025, 7:36 AM		
Das Fest Instagram 2025	1,213 Impressions	\$6.89

Receipt for PROST! Das Fest Wisconsin

Account ID: 2125437704569991



Invoice/Payment Date
May 30, 2025, 5:03 PM

Payment method
American Express • 1006
Reference Number: V4C4KSC6K2

Paid

\$21.00 USD

Transaction ID
10067429740037511-10074614775985668

You're being billed because you reached your \$21.00 payment threshold.

Product Type
Meta ads

Campaigns

PROST! Das Fest Wisconsin Instagram		\$7.86
From May 30, 2025, 12:00 AM to May 30, 2025, 5:03 PM		
Das Fest Instagram 2025	1,440 Impressions	\$7.86
Das Fest Video 2025 Campaign		\$0.88
From May 30, 2025, 12:00 AM to May 30, 2025, 5:03 PM		
Das Fest Video 2025 Ad set	22 Impressions	\$0.88
Event: PROST! Das Fest Wisconsin		\$6.30
From May 30, 2025, 12:00 AM to May 30, 2025, 5:03 PM		
Event: PROST! Das Fest Wisconsin	1,745 Impressions	\$6.30
Das Fest Video 2025		\$5.96
From May 30, 2025, 12:00 AM to May 30, 2025, 5:03 PM		
Das Fest Video 2025	974 Impressions	\$5.96

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

Wisconsin2GO LLC
PO Box 1092
Lake Geneva, WV 53147
United States



Invoice/Payment Date
May 31, 2025, 3:39 AM

Payment method
American Express · 1006
Reference Number: P2Z2LSC6K2

Paid

\$23.00 USD

Transaction ID
10007292509384565-10087321178048360

You're being billed because you reached your \$23.00 payment threshold.

Product Type
Meta ads

Campaigns

PROST! Das Fest Wisconsin Instagram		\$4.98
From May 29, 2025, 12:00 AM to May 31, 2025, 3:39 AM		
Das Fest Instagram 2025	864 Impressions	\$4.98
Event: PROST! Das Fest Wisconsin		\$11.08
From May 29, 2025, 12:00 AM to May 31, 2025, 3:39 AM		
Event: PROST! Das Fest Wisconsin	2,454 Impressions	\$11.08
Das Fest Video 2025		\$6.94
From May 29, 2025, 12:00 AM to May 31, 2025, 3:39 AM		
Das Fest Video 2025	1,126 Impressions	\$6.94

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United States

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Lake Geneva, WV 53147
United States

Receipt for PROST! Das Fest Wisconsin

Account ID: 2125437704569991



Invoice/Payment Date
May 31, 2025, 11:10 AM

Payment method
American Express - 1006
Reference Number: 3QV2DRL6K2

Paid

\$25.00 USD

Transaction ID
9997937736986707-10073630069417478

You're being billed because you reached your \$25.00 payment threshold.

Product Type
Meta ads

Campaigns

PROST! Das Fest Wisconsin Instagram		\$8.29
From May 30, 2025, 12:00 AM to May 31, 2025, 11:10 AM		
Das Fest Instagram 2025	1,608 Impressions	\$8.29
Das Fest Video 2025		\$5.35
From May 30, 2025, 12:00 AM to May 31, 2025, 11:10 AM		
Das Fest Video 2025	1,098 Impressions	\$5.35
Event: PROST! Das Fest Wisconsin		\$11.36
From May 30, 2025, 12:00 AM to May 31, 2025, 11:10 AM		
Event: PROST! Das Fest Wisconsin	3,077 Impressions	\$11.36

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United States

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United States

Receipt for PROST! Das Fest Wisconsin

Account ID: 2125437704569991



Invoice/Payment Date
Jun 1, 2025, 6:19 AM

Payment method
American Express - 1006
Reference Number: PL4E7T46K2

Paid

\$27.00 USD

Transaction ID
9971104476336706-9920952264685256

You're being billed because you reached your \$27.00 payment threshold.

Product Type
Meta ads

Campaigns

PROST! Das Fest Wisconsin Instagram		\$9.61
From May 30, 2025, 12:00 AM to Jun 1, 2025, 6:19 AM		
Das Fest Instagram 2025	1,696 Impressions	\$9.61
Das Fest Video 2025		\$4.97
From May 30, 2025, 12:00 AM to Jun 1, 2025, 6:19 AM		
Das Fest Video 2025	946 Impressions	\$4.97
Event: PROST! Das Fest Wisconsin		\$12.42
From May 30, 2025, 12:00 AM to Jun 1, 2025, 6:19 AM		
Event: PROST! Das Fest Wisconsin	3,135 Impressions	\$12.42

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Receipt for PROST! Das Fest Wisconsin

Account ID: 2125437704569991



Invoice/Payment Date

Jun 1, 2025, 2:15 PM

Payment method

American Express • 1006

Reference Number: ADXMRS86K2

Paid

\$29.00 USD

Transaction ID

9973835359396951-9923619254418557

You're being billed because you reached your \$29.00 payment threshold.

Product Type

Meta ads

Campaigns

Das Fest Video 2025

\$7.86

From May 31, 2025, 12:00 AM to Jun 1, 2025, 2:15 PM

Das Fest Video 2025

1,736 Impressions

\$7.86

PROST! Das Fest Wisconsin Instagram

\$6.15

From May 31, 2025, 12:00 AM to Jun 1, 2025, 2:15 PM

Das Fest Instagram 2025

1,141 Impressions

\$6.15

Event: PROST! Das Fest Wisconsin

\$14.99

From May 31, 2025, 12:00 AM to Jun 1, 2025, 2:15 PM

Event: PROST! Das Fest Wisconsin

3,848 Impressions

\$14.99

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PO Box 1092
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United States

Receipt for PROST! Das Fest Wisconsin

Account ID: 2125437704569991



Invoice/Payment Date
Jun 2, 2025, 8:05 AM

Payment method
American Express • 1006
Reference Number: 2LY8TS86K2

Paid

\$31.00 USD

Transaction ID
10012101392237008-9979397585507395

You're being billed because you reached your \$31.00 payment threshold.

Product Type
Meta ads

Campaigns

PROST! Das Fest Wisconsin Instagram		\$7.03
From May 31, 2025, 12:00 AM to Jun 2, 2025, 8:05 AM		
Das Fest Instagram 2025	1,614 Impressions	\$7.03
Das Fest Video 2025		\$8.42
From May 31, 2025, 12:00 AM to Jun 2, 2025, 8:05 AM		
Das Fest Video 2025	1,948 Impressions	\$8.42
Event: PROST! Das Fest Wisconsin		\$15.55
From May 31, 2025, 12:00 AM to Jun 2, 2025, 8:05 AM		
Event: PROST! Das Fest Wisconsin	4,871 Impressions	\$15.55

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United States

Receipt for PROST! Das Fest Wisconsin

Account ID: 2125437704569991



Invoice/Payment Date

Jun 2, 2025, 6:02 PM

Payment method

American Express - 1006

Reference Number: Z8T8MTU5K2

Paid

\$33.00 USD

Transaction ID

10018472964933188-10015442195236261

You're being billed because you reached your \$33.00 payment threshold.

Product Type

Meta ads

Campaigns

Das Fest Video 2025

\$7.43

From Jun 1, 2025, 12:00 AM to Jun 2, 2025, 6:02 PM

Das Fest Video 2025

1,434 Impressions

\$7.43

PROST! Das Fest Wisconsin Instagram

\$9.79

From Jun 1, 2025, 12:00 AM to Jun 2, 2025, 6:02 PM

Das Fest Instagram 2025

2,138 Impressions

\$9.79

Event: PROST! Das Fest Wisconsin

\$15.78

From Jun 1, 2025, 12:00 AM to Jun 2, 2025, 6:02 PM

Event: PROST! Das Fest Wisconsin

4,693 Impressions

\$15.78

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United States

Receipt for PROST! Das Fest Wisconsin

Account ID: 2125437704569991



Invoice/Payment Date

Jun 3, 2025, 4:00 PM

Payment method

American Express • 1006

Reference Number: LGRLSG6K2

Paid

\$37.00 USD

Transaction ID

10035242693256213-10035242699922879

You're being billed because you reached your \$37.00 payment threshold.

Product Type

Meta ads

Campaigns

Das Fest Video 2025

\$8.80

From Jun 2, 2025, 12:00 AM to Jun 3, 2025, 4:00 PM

Das Fest Video 2025

1,519 Impressions

\$8.80

PROST! Das Fest Wisconsin Instagram

\$9.36

From Jun 2, 2025, 12:00 AM to Jun 3, 2025, 4:00 PM

Das Fest Instagram 2025

1,805 Impressions

\$9.36

Event: PROST! Das Fest Wisconsin

\$18.84

From Jun 2, 2025, 12:00 AM to Jun 3, 2025, 4:00 PM

Event: PROST! Das Fest Wisconsin

5,756 Impressions

\$18.84

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United States

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PO Box 1092
Lake Geneva, WV 53147
United States

Receipt for PROST! Das Fest Wisconsin

Account ID: 2125437704569991



Invoice/Payment Date

Jun 3, 2025, 1:37 AM

Payment method

American Express • 1006

Reference Number: VJ8TJRL6K2

Paid

\$35.00 USD

Transaction ID

10019799101467240-10019799111467239

You're being billed because you reached your \$35.00 payment threshold.

Product Type

Meta ads

Campaigns

PROST! Das Fest Wisconsin Instagram

\$9.62

From Jun 2, 2025, 12:00 AM to Jun 3, 2025, 1:37 AM

Das Fest Instagram 2025

1,682 Impressions

\$9.62

Das Fest Video 2025

\$10.68

From Jun 2, 2025, 12:00 AM to Jun 3, 2025, 1:37 AM

Das Fest Video 2025

1,706 Impressions

\$10.68

Event: PROST! Das Fest Wisconsin

\$14.70

From Jun 2, 2025, 12:00 AM to Jun 3, 2025, 1:37 AM

Event: PROST! Das Fest Wisconsin

3,820 Impressions

\$14.70

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United States



Invoice/Payment Date
Jun 3, 2025, 11:45 PM

Payment method
American Express • 1006
Reference Number: 4JPUPRY5K2

Paid

\$41.00 USD

Transaction ID
10027547914025692-9992813884165765

You're being billed because you reached your \$41.00 payment threshold.

Product Type
Meta ads

Campaigns

PROST! Das Fest Wisconsin Instagram		\$11.59
From Jun 3, 2025, 12:00 AM to Jun 3, 2025, 11:45 PM		
Das Fest Instagram 2025	1,955 Impressions	\$11.59
Das Fest Video 2025		\$13.34
From Jun 3, 2025, 12:00 AM to Jun 3, 2025, 11:45 PM		
Das Fest Video 2025	2,048 Impressions	\$13.34
Event: PROST! Das Fest Wisconsin		\$16.07
From Jun 3, 2025, 12:00 AM to Jun 3, 2025, 11:45 PM		
Event: PROST! Das Fest Wisconsin	4,722 Impressions	\$16.07



Invoice/Payment Date
Jun 4, 2025, 4:52 PM

Payment method
American Express • 1006
Reference Number: HHBMNRL6K2

Paid

\$46.00 USD

Transaction ID
23894540776899842-23869795456041039

You're being billed because you reached your \$46.00 payment threshold.

Product Type
Meta ads

Campaigns

Das Fest Video 2025		\$12.36
From Jun 2, 2025, 12:00 AM to Jun 4, 2025, 4:52 PM		
Das Fest Video 2025	1,877 Impressions	\$12.36
PROST! Das Fest Wisconsin Instagram		\$10.47
From Jun 2, 2025, 12:00 AM to Jun 4, 2025, 4:52 PM		
Das Fest Instagram 2025	1,943 Impressions	\$10.47
Event: PROST! Das Fest Wisconsin		\$23.17
From Jun 2, 2025, 12:00 AM to Jun 4, 2025, 4:52 PM		
Event: PROST! Das Fest Wisconsin	6,718 Impressions	\$23.17

Receipt for PROST! Das Fest Wisconsin

Account ID: 2125437704569991



Invoice/Payment Date
Jun 5, 2025, 7:47 AM

Payment method
American Express · 1006
Reference Number: 5EV7CUU6K2

Paid

\$51.00 USD

Transaction ID
23891146530572591-10038270726286744

You're being billed because you reached your \$51.00 payment threshold.

Product Type
Meta ads

Campaigns

PROST! Das Fest Wisconsin Instagram		\$15.26
From Jun 3, 2025, 12:00 AM to Jun 5, 2025, 7:47 AM		
Das Fest Instagram 2025	2,315 Impressions	\$15.26
Das Fest Video 2025		\$13.53
From Jun 3, 2025, 12:00 AM to Jun 5, 2025, 7:47 AM		
Das Fest Video 2025	3,011 Impressions	\$13.53
Event: PROST! Das Fest Wisconsin		\$22.21
From Jun 3, 2025, 12:00 AM to Jun 5, 2025, 7:47 AM		
Event: PROST! Das Fest Wisconsin	5,759 Impressions	\$22.21

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United States



Invoice/Payment Date
Jun 5, 2025, 10:19 PM

Payment method
American Express · 1006
Reference Number: TYS8URY5K2

Paid

\$57.00 USD

Transaction ID
10052985588148590-10043702149076936

You're being billed because you reached your \$57.00 payment threshold.

Product Type
Meta ads

Campaigns

Das Fest Video 2025		\$15.25
From Jun 4, 2025, 12:00 AM to Jun 5, 2025, 10:19 PM		
Das Fest Video 2025	3,130 Impressions	\$15.25
PROST! Das Fest Wisconsin Instagram		\$16.73
From Jun 4, 2025, 12:00 AM to Jun 5, 2025, 10:19 PM		
Das Fest Instagram 2025	2,712 Impressions	\$16.73
Event: PROST! Das Fest Wisconsin		\$25.02
From Jun 4, 2025, 12:00 AM to Jun 5, 2025, 10:19 PM		
Event: PROST! Das Fest Wisconsin	6,591 Impressions	\$25.02

Receipt for PROST! Das Fest Wisconsin

Account ID: 2125437704569991



Invoice/Payment Date
Jun 6, 2025, 7:55 PM

Payment method
American Express • 1006
Reference Number: 7NXCTRL6K2

Paid

\$63.00 USD

Transaction ID
10015168358596984-10015168368596983

You're being billed because you reached your \$63.00 payment threshold.

Product Type
Meta ads

Campaigns

PROST! Das Fest Wisconsin Instagram		\$15.60
From Jun 4, 2025, 12:00 AM to Jun 6, 2025, 7:55 PM		
Das Fest Instagram 2025	2,646 Impressions	\$15.60
Das Fest Video 2025		\$16.50
From Jun 4, 2025, 12:00 AM to Jun 6, 2025, 7:55 PM		
Das Fest Video 2025	3,216 Impressions	\$16.50
Event: PROST! Das Fest Wisconsin		\$30.90
From Jun 4, 2025, 12:00 AM to Jun 6, 2025, 7:55 PM		
Event: PROST! Das Fest Wisconsin	6,533 Impressions	\$30.90

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1 Meta Way
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United States

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United States

Receipt for PROST! Das Fest Wisconsin

Account ID: 2125437704569991



Invoice/Payment Date
Jun 7, 2025, 5:51 PM

Payment method
American Express - 1006
Reference Number: ZJ3H7T86K2

Paid

\$70.00 USD

Transaction ID
23910248531995724-10022178397895980

You're being billed because you reached your \$70.00 payment threshold.

Product Type
Meta ads

Campaigns

Das Fest Video 2025		\$16.01
From Jun 5, 2025, 12:00 AM to Jun 7, 2025, 5:51 PM		
Das Fest Video 2025	3,202 Impressions	\$16.01
PROST! Das Fest Wisconsin Instagram		\$17.81
From Jun 5, 2025, 12:00 AM to Jun 7, 2025, 5:51 PM		
Das Fest Instagram 2025	3,046 Impressions	\$17.81
Event: PROST! Das Fest Wisconsin		\$36.18
From Jun 5, 2025, 12:00 AM to Jun 7, 2025, 5:51 PM		
Event: PROST! Das Fest Wisconsin	7,678 Impressions	\$36.18

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United States

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United States

Receipt for PROST! Das Fest Wisconsin

Account ID: 2125437704569991



Invoice/Payment Date

Jun 8, 2025, 5:05 PM

Payment method

American Express · 1006

Reference Number: A3N67TC6K2

Paid

\$77.00 USD

Transaction ID

23917199691300608-23906937235660188

You're being billed because you reached your \$77.00 payment threshold.

Product Type

Meta ads

Campaigns

PROST! Das Fest Wisconsin Instagram

\$19.55

From Jun 6, 2025, 12:00 AM to Jun 8, 2025, 5:05 PM

Das Fest Instagram 2025

3,653 Impressions

\$19.55

Das Fest Video 2025

\$18.75

From Jun 6, 2025, 12:00 AM to Jun 8, 2025, 5:05 PM

Das Fest Video 2025

3,764 Impressions

\$18.75

Event: PROST! Das Fest Wisconsin

\$38.70

From Jun 6, 2025, 12:00 AM to Jun 8, 2025, 5:05 PM

Event: PROST! Das Fest Wisconsin

8,621 Impressions

\$38.70

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United States



Invoice/Payment Date
Jun 9, 2025, 4:32 PM

Payment method
American Express - 1006
Reference Number: N3SZRT46K2

Paid

\$85.00 USD

Transaction ID
10071760156271135-10036354863145000

You're being billed because you reached your \$85.00 payment threshold.

Product Type
Meta ads

Campaigns

PROST! Das Fest Wisconsin Instagram		\$20.75
From Jun 7, 2025, 12:00 AM to Jun 9, 2025, 4:32 PM		
Das Fest Instagram 2025	4,010 Impressions	\$20.75
Event: PROST! Das Fest Wisconsin		\$42.32
From Jun 7, 2025, 12:00 AM to Jun 9, 2025, 4:32 PM		
Event: PROST! Das Fest Wisconsin	9,861 Impressions	\$42.32
Das Fest Video 2025		\$21.93
From Jun 7, 2025, 12:00 AM to Jun 9, 2025, 4:32 PM		
Das Fest Video 2025	4,138 Impressions	\$21.93



Invoice/Payment Date
Jun 10, 2025, 7:32 PM

Payment method
American Express • 1006
Reference Number: WB64ET86K2

Paid

\$94.00 USD

Transaction ID
23917026404651277-10080707792043038

You're being billed because you reached your \$94.00 payment threshold.

Product Type
Meta ads

Campaigns

PROST! Das Fest Wisconsin Instagram		\$24.06
From Jun 8, 2025, 12:00 AM to Jun 10, 2025, 7:32 PM		
Das Fest Instagram 2025	4,958 Impressions	\$24.06
Das Fest Video 2025		\$24.86
From Jun 8, 2025, 12:00 AM to Jun 10, 2025, 7:32 PM		
Das Fest Video 2025	6,616 Impressions	\$24.86
Event: PROST! Das Fest Wisconsin		\$45.08
From Jun 8, 2025, 12:00 AM to Jun 10, 2025, 7:32 PM		
Event: PROST! Das Fest Wisconsin	13,118 Impressions	\$45.08

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Invoice/Payment Date
Jun 12, 2025, 6:09 AM

Payment method
American Express • 1006
Reference Number: ARWZETC6K2

Paid

\$104.00 USD

Transaction ID
10092556800858136-10091897247590759

You're being billed because you reached your \$104.00 payment threshold.

Product Type
Meta ads

Campaigns

PROST! Das Fest Wisconsin Instagram		\$26.71
From Jun 9, 2025, 12:00 AM to Jun 12, 2025, 6:09 AM		
Das Fest Instagram 2025	5,607 Impressions	\$26.71
Das Fest Video 2025		\$26.00
From Jun 9, 2025, 12:00 AM to Jun 12, 2025, 6:09 AM		
Das Fest Video 2025	7,294 Impressions	\$26.00
Event: PROST! Das Fest Wisconsin		\$51.29
From Jun 9, 2025, 12:00 AM to Jun 12, 2025, 6:09 AM		
Event: PROST! Das Fest Wisconsin	16,241 Impressions	\$51.29



Invoice/Payment Date
Jun 13, 2025, 5:50 PM

Payment method
American Express • 1006
Reference Number: RYQ73U46K2

Paid

\$115.00 USD

Transaction ID
23940370118983572-23875579465462635

You're being billed because you reached your \$115.00 payment threshold.

Product Type
Meta ads

Campaigns

PROST! Das Fest Wisconsin Instagram		\$28.77
From Jun 11, 2025, 12:00 AM to Jun 13, 2025, 5:50 PM		
Das Fest Instagram 2025	6,321 Impressions	\$28.77
Event: PROST! Das Fest Wisconsin		\$57.01
From Jun 11, 2025, 12:00 AM to Jun 13, 2025, 5:50 PM		
Event: PROST! Das Fest Wisconsin	15,968 Impressions	\$57.01
Das Fest Video 2025		\$29.22
From Jun 11, 2025, 12:00 AM to Jun 13, 2025, 5:50 PM		
Das Fest Video 2025	6,646 Impressions	\$29.22

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United States

Wisconsin2GO LLC
PO Box 1092
Lake Geneva, WV 53147
United States

Receipt for PROST! Das Fest Wisconsin

Account ID: 2125437704569991



Invoice/Payment Date
Jun 15, 2025, 7:50 AM

Payment method
American Express · 1006
Reference Number: AEQ8VSQ6K2

Paid

\$127.00 USD

Transaction ID
23880020925018490-10030165920430556

You're being billed because you reached your \$127.00 payment threshold.

Product Type
Meta ads

Campaigns

Das Fest Video 2025		\$30.56
From Jun 13, 2025, 12:00 AM to Jun 15, 2025, 7:50 AM		
Das Fest Video 2025	7,002 Impressions	\$30.56
PROST! Das Fest Wisconsin Instagram		\$33.29
From Jun 13, 2025, 12:00 AM to Jun 15, 2025, 7:50 AM		
Das Fest Instagram 2025	7,866 Impressions	\$33.29
Event: PROST! Das Fest Wisconsin		\$63.15
From Jun 13, 2025, 12:00 AM to Jun 15, 2025, 7:50 AM		
Event: PROST! Das Fest Wisconsin	19,818 Impressions	\$63.15

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United States

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PO Box 1092
Lake Geneva, WV 53147
United States

Receipt for PROST! Das Fest Wisconsin

Account ID: 2125437704569991



Invoice/Payment Date
Jun 16, 2025, 9:30 PM

Payment method
American Express - 1006
Reference Number: 5R956VU6K2

Paid

\$140.00 USD

Transaction ID
10093551464092006-23900529542967627

You're being billed because you reached your \$140.00 payment threshold.

Product Type
Meta ads

Campaigns

Das Fest Video 2025		\$36.95
From Jun 14, 2025, 12:00 AM to Jun 16, 2025, 9:30 PM		
Das Fest Video 2025	9,433 Impressions	\$36.95
PROST! Das Fest Wisconsin Instagram		\$34.99
From Jun 14, 2025, 12:00 AM to Jun 16, 2025, 9:30 PM		
Das Fest Instagram 2025	9,726 Impressions	\$34.99
Event: PROST! Das Fest Wisconsin		\$68.06
From Jun 14, 2025, 12:00 AM to Jun 16, 2025, 9:30 PM		
Event: PROST! Das Fest Wisconsin	24,083 Impressions	\$68.06

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1 Meta Way
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United States

Wisconsin2GO LLC
PO Box 1092
Lake Geneva, WV 53147
United States

Receipt for PROST! Das Fest Wisconsin

Account ID: 2125437704569991



Invoice/Payment Date
Jun 18, 2025, 9:35 PM

Payment method
American Express • 1006
Reference Number: WE8AYT86K2

Paid

\$154.00 USD

Transaction ID
23908818182138764-10058086340971847

You're being billed because you reached your \$154.00 payment threshold.

Product Type
Meta ads

Campaigns

PROST! Das Fest Wisconsin Instagram		\$37.76
From Jun 16, 2025, 12:00 AM to Jun 18, 2025, 9:35 PM		
Das Fest Instagram 2025	7,957 Impressions	\$37.76
Das Fest Video 2025		\$40.46
From Jun 16, 2025, 12:00 AM to Jun 18, 2025, 9:35 PM		
Das Fest Video 2025	8,562 Impressions	\$40.46
Event: PROST! Das Fest Wisconsin		\$75.78
From Jun 16, 2025, 12:00 AM to Jun 18, 2025, 9:35 PM		
Event: PROST! Das Fest Wisconsin	20,773 Impressions	\$75.78

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1 Meta Way
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United States

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PO Box 1092
Lake Geneva, WV 53147
United States

Receipt for PROST! Das Fest Wisconsin

Account ID: 2125437704569991



Invoice/Payment Date
Jun 18, 2025, 9:35 PM

Payment method
American Express • 1006
Reference Number: WE8AYT86K2

Paid

\$154.00 USD

Transaction ID
23908818182138764-10058086340971847

You're being billed because you reached your \$154.00 payment threshold.

Product Type
Meta ads

Campaigns

PROST! Das Fest Wisconsin Instagram		\$37.76
From Jun 16, 2025, 12:00 AM to Jun 18, 2025, 9:35 PM		
Das Fest Instagram 2025	7,957 Impressions	\$37.76
Das Fest Video 2025		\$40.46
From Jun 16, 2025, 12:00 AM to Jun 18, 2025, 9:35 PM		
Das Fest Video 2025	8,562 Impressions	\$40.46
Event: PROST! Das Fest Wisconsin		\$75.78
From Jun 16, 2025, 12:00 AM to Jun 18, 2025, 9:35 PM		
Event: PROST! Das Fest Wisconsin	20,773 Impressions	\$75.78

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

Wisconsin2GO LLC
PO Box 1092
Lake Geneva, WV 53147
United States

Receipt for PROST! Das Fest Wisconsin

Account ID: 2125437704569991



Invoice/Payment Date
Jun 21, 2025, 4:43 AM

Payment method
American Express • 1006
Reference Number: KH2G3UC6K2

Paid

\$170.00 USD

Transaction ID
23928012543552661-10076371865809961

You're being billed because you reached your \$170.00 payment threshold.

Product Type
Meta ads

Campaigns

Das Fest Video 2025		\$42.55
From Jun 18, 2025, 12:00 AM to Jun 21, 2025, 4:43 AM		
Das Fest Video 2025	8,051 Impressions	\$42.55
PROST! Das Fest Wisconsin Instagram		\$43.87
From Jun 18, 2025, 12:00 AM to Jun 21, 2025, 4:43 AM		
Das Fest Instagram 2025	9,372 Impressions	\$43.87
Event: PROST! Das Fest Wisconsin		\$83.58
From Jun 18, 2025, 12:00 AM to Jun 21, 2025, 4:43 AM		
Event: PROST! Das Fest Wisconsin	21,228 Impressions	\$83.58

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

Wisconsin2GO LLC
PO Box 1092
Lake Geneva, WV 53147
United States

Receipt for PROST! Das Fest Wisconsin

Account ID: 2125437704569991



Invoice/Payment Date
Jun 23, 2025, 12:32 PM

Payment method
American Express - 1006
Reference Number: S7WPRU46K2

Paid

\$187.00 USD

Transaction ID
23953759614311286-24036530506034192

You're being billed because you reached your \$187.00 payment threshold.

Product Type
Meta ads

Campaigns

PROST! Das Fest Wisconsin Instagram

\$46.41

From Jun 20, 2025, 12:00 AM to Jun 23, 2025, 12:32 PM

Das Fest Instagram 2025

9,176 Impressions

\$46.41

Event: PROST! Das Fest Wisconsin

\$94.57

From Jun 20, 2025, 12:00 AM to Jun 23, 2025, 12:32 PM

Event: PROST! Das Fest Wisconsin

24,611 Impressions

\$94.57

Das Fest Video 2025

\$46.02

From Jun 20, 2025, 12:00 AM to Jun 23, 2025, 12:32 PM

Das Fest Video 2025

9,040 Impressions

\$46.02

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

Wisconsin2GO LLC
PO Box 1092
Lake Geneva, WV 53147
United States

Receipt for PROST! Das Fest Wisconsin

Account ID: 2125437704569991



Invoice/Payment Date
Jun 25, 2025, 11:39 PM

Payment method
American Express - 1006
Reference Number: GESDTVU6K2

Paid

\$206.00 USD

Transaction ID
23877622965258284-23877622971924950

You're being billed because you reached your \$206.00 payment threshold.

Product Type
Meta ads

Campaigns

PROST! Das Fest Wisconsin Instagram

\$52.79

From Jun 22, 2025, 12:00 AM to Jun 25, 2025, 11:39 PM

Das Fest Instagram 2025

10,774 Impressions

\$52.79

Das Fest Video 2025

\$53.56

From Jun 22, 2025, 12:00 AM to Jun 25, 2025, 11:39 PM

Das Fest Video 2025

11,694 Impressions

\$53.56

Event: PROST! Das Fest Wisconsin

\$99.65

From Jun 22, 2025, 12:00 AM to Jun 25, 2025, 11:39 PM

Event: PROST! Das Fest Wisconsin

25,915 Impressions

\$99.65

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

Wisconsin2GO LLC
PO Box 1092
Lake Geneva, WV 53147
United States



Invoice/Payment Date
Jun 26, 2025, 6:28 AM

Payment method
American Express - 1006
Reference Number: 3MSBYU46K2

Transaction ID
24043387435348506-24065594599794458

Product Type
Meta ads

Paid
\$1.25 USD
Ads spend since Jun 25, 2025.

Campaigns

Das Fest Video 2025		\$0.26
From Jun 25, 2025, 12:00 AM to Jun 25, 2025, 11:59 PM		
Das Fest Video 2025	53 Impressions	\$0.26
PROST! Das Fest Wisconsin Instagram		\$0.27
From Jun 25, 2025, 12:00 AM to Jun 25, 2025, 11:59 PM		
Das Fest Instagram 2025	44 Impressions	\$0.27
Event: PROST! Das Fest Wisconsin		\$0.72
From Jun 25, 2025, 12:00 AM to Jun 25, 2025, 11:59 PM		
Event: PROST! Das Fest Wisconsin	167 Impressions	\$0.72

Receipt for PROST! Das Fest Wisconsin

Account ID: 2125437704569991



Invoice/Payment Date
Jun 28, 2025, 10:08 PM

Payment method
American Express • 1006
Reference Number: 6FGXPU86K2

Paid

\$227.00 USD

Transaction ID
24070593079294602-23902335389453708

You're being billed because you reached your \$227.00 payment threshold.

Product Type
Meta ads

Campaigns

Das Fest Video 2025		\$55.44
From Jun 25, 2025, 12:00 AM to Jun 28, 2025, 10:08 PM		
Das Fest Video 2025	10,220 Impressions	\$55.44
Event: PROST! Das Fest Wisconsin		\$113.93
From Jun 25, 2025, 12:00 AM to Jun 28, 2025, 10:08 PM		
Event: PROST! Das Fest Wisconsin	24,438 Impressions	\$113.93
PROST! Das Fest Wisconsin Instagram		\$57.63
From Jun 25, 2025, 12:00 AM to Jun 28, 2025, 10:08 PM		
Das Fest Instagram 2025	10,182 Impressions	\$57.63

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

Wisconsin2GO LLC
PO Box 1092
Lake Geneva, WV 53147
United States

Receipt for PROST! Das Fest Wisconsin

Account ID: 2125437704569991



Invoice/Payment Date
Jul 1, 2025, 5:06 AM

Payment method
American Express • 1006
Reference Number: 82GE7WU6K2

Paid

\$238.00 USD

Transaction ID
23920983270922253-24011705118516736

You're being billed because you reached your \$238.00 payment threshold.

Product Type
Meta ads

Campaigns

Das Fest Video 2025		\$45.86
From Jun 27, 2025, 12:00 AM to Jul 1, 2025, 5:06 AM		
Das Fest Video 2025	9,539 Impressions	\$45.86
Event: PROST! Das Fest Wisconsin		\$134.25
From Jun 27, 2025, 12:00 AM to Jul 1, 2025, 5:06 AM		
Event: PROST! Das Fest Wisconsin	28,519 Impressions	\$134.25
PROST! Das Fest Wisconsin Instagram		\$57.89
From Jun 27, 2025, 12:00 AM to Jul 1, 2025, 5:06 AM		
Das Fest Instagram 2025	10,802 Impressions	\$57.89

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

Wisconsin2GO LLC
PO Box 1092
Lake Geneva, WV 53147
United States

Receipt for PROST! Das Fest Wisconsin

Account ID: 2125437704569991



Invoice/Payment Date
Jul 2, 2025, 4:23 PM

Payment method
American Express • 1006
Reference Number: JVDJMTL6K2

Paid

\$250.00 USD

Transaction ID
24014220774931834-24095910013429581

You're being billed because you reached your \$250.00 payment threshold.

Product Type
Meta ads

Campaigns

Das Fest Video 2025		\$67.32
From Jun 30, 2025, 12:00 AM to Jul 2, 2025, 4:23 PM		
Das Fest Video 2025	13,603 Impressions	\$67.32
Event: PROST! Das Fest Wisconsin		\$134.74
From Jun 30, 2025, 12:00 AM to Jul 2, 2025, 4:23 PM		
Event: PROST! Das Fest Wisconsin	31,820 Impressions	\$134.74
PROST! Das Fest Wisconsin Instagram		\$47.94
From Jun 30, 2025, 12:00 AM to Jul 2, 2025, 4:23 PM		
Das Fest Instagram 2025	11,114 Impressions	\$47.94

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

Wisconsin2GO LLC
PO Box 1092
Lake Geneva, WV 53147
United States

Receipt for PROST! Das Fest Wisconsin

Account ID: 2125437704569991



Invoice/Payment Date

Jul 5, 2025, 5:05 PM

Payment method

American Express - 1006

Reference Number: ZDGJXTY5K2

Paid

\$274.00 USD

Transaction ID

24135207379499837-24120345487652700

You're being billed because you reached your \$274.00 payment threshold.

Product Type

Meta ads

Campaigns

Das Fest Video 2025

\$72.49

From Jul 3, 2025, 12:00 AM to Jul 5, 2025, 5:05 PM

Das Fest Video 2025

13,104 Impressions

\$72.49

PROST! Das Fest Wisconsin Instagram

\$53.15

From Jul 3, 2025, 12:00 AM to Jul 5, 2025, 5:05 PM

Das Fest Instagram 2025

11,904 Impressions

\$53.15

Event: PROST! Das Fest Wisconsin

\$148.36

From Jul 3, 2025, 12:00 AM to Jul 5, 2025, 5:05 PM

Event: PROST! Das Fest Wisconsin

34,315 Impressions

\$148.36

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

Wisconsin2GO LLC
PO Box 1092
Lake Geneva, WV 53147
United States



Invoice/Payment Date
Jul 7, 2025, 6:00 AM

Payment method
American Express - 1006
Reference Number: MUN2ZUG6K2

Paid

\$287.00 USD

Transaction ID
24066699599683953-24147436881610220

You're being billed because you reached your \$287.00 payment threshold.

Product Type
Meta ads

Campaigns

Das Fest Video 2025		\$79.06
From Jul 4, 2025, 12:00 AM to Jul 7, 2025, 6:00 AM		
Das Fest Video 2025	15,321 Impressions	\$79.06
PROST! Das Fest Wisconsin Instagram		\$56.22
From Jul 4, 2025, 12:00 AM to Jul 7, 2025, 6:00 AM		
Das Fest Instagram 2025	12,220 Impressions	\$56.22
Event: PROST! Das Fest Wisconsin		\$151.72
From Jul 4, 2025, 12:00 AM to Jul 7, 2025, 6:00 AM		
Event: PROST! Das Fest Wisconsin	38,008 Impressions	\$151.72

Receipt for PROST! Das Fest Wisconsin

Account ID: 2125437704569991



Invoice/Payment Date

Jul 8, 2025, 7:50 PM

Payment method

American Express - 1006

Reference Number: 7SNF3UL6K2

Paid

\$301.00 USD

Transaction ID

23981689801518266-23981689804851599

You're being billed because you reached your \$301.00 payment threshold.

Product Type

Meta ads

Campaigns

Das Fest Video 2025

From Jul 6, 2025, 12:00 AM to Jul 8, 2025, 7:50 PM

\$85.30

Das Fest Video 2025

15,620 Impressions

\$85.30

PROST! Das Fest Wisconsin Instagram

From Jul 6, 2025, 12:00 AM to Jul 8, 2025, 7:50 PM

\$55.65

Das Fest Instagram 2025

11,715 Impressions

\$55.65

Event: PROST! Das Fest Wisconsin

From Jul 6, 2025, 12:00 AM to Jul 8, 2025, 7:50 PM

\$160.05

Event: PROST! Das Fest Wisconsin

39,248 Impressions

\$160.05

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

Wisconsin2GO LLC
PO Box 1092
Lake Geneva, WV 53147
United States

Receipt for PROST! Das Fest Wisconsin

Account ID: 2125437704669991



Invoice/Payment Date
Jul 11, 2025, 2:30 PM

Payment method
American Express - 1006
Reference Number: K7YKNV86K2

Paid

\$315.00 USD

Transaction ID
24101903322830247-24004170135936899

You're being billed because you reached your \$315.00 payment threshold.

Product Type
Meta ads

Campaigns

PROST! Das Fest Wisconsin Instagram

From Jul 7, 2025, 12:00 AM to Jul 11, 2025, 2:30 PM

\$91.74

Das Fest Instagram 2025

17,548 Impressions

\$91.74

Das Fest Video 2025

From Jul 7, 2025, 12:00 AM to Jul 11, 2025, 2:30 PM

\$128.96

Das Fest Video 2025

22,693 Impressions

\$128.96

Event: PROST! Das Fest Wisconsin

From Jul 7, 2025, 12:00 AM to Jul 11, 2025, 2:30 PM

\$94.30

Event: PROST! Das Fest Wisconsin

21,531 Impressions

\$94.30

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

Wisconsin2GO LLC
PO Box 1092
Lake Geneva, WV 53147
United States

Receipt for PROST! Das Fest Wisconsin

Account ID: 2125437704569991



Invoice/Payment Date

Jul 15, 2025, 9:48 AM

Payment method

American Express - 1006

Reference Number: K3ZEXV86K2

Paid

\$330.00 USD

Transaction ID

24132595329761046-24132595336427712

You're being billed because you reached your \$330.00 payment threshold.

Product Type

Meta ads

Campaigns

PROST! Das Fest Wisconsin Instagram

From Jul 10, 2025, 12:00 AM to Jul 15, 2025, 9:48 AM

\$75.61

Das Fest Instagram 2025

14,319 Impressions

\$75.61

Das Fest Video 2025

From Jul 10, 2025, 12:00 AM to Jul 15, 2025, 9:48 AM

\$199.48

Das Fest Video 2025

40,228 Impressions

\$199.48

Event: PROST! Das Fest Wisconsin

From Jul 10, 2025, 12:00 AM to Jul 15, 2025, 9:48 AM

\$54.91

Event: PROST! Das Fest Wisconsin

16,477 Impressions

\$54.91

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

Wisconsin2GO LLC
PO Box 1092
Lake Geneva, WV 53147
United States

Receipt for PROST! Das Fest Wisconsin

Account ID: 2125437704569991



Invoice/Payment Date
Jul 26, 2025, 4:29 AM

Payment method
American Express - 1006
Reference Number: VR6H4X46K2

Paid

\$338.26 USD

Transaction ID
24308370695516846-24174745772212672

Ads spend since Jul 14, 2025.

Product Type
Meta ads

Campaigns

PROST! Das Fest Wisconsin Instagram

From Jul 14, 2025, 12:00 AM to Jul 20, 2025, 11:59 PM

\$52.75

Das Fest Instagram 2025

9,695 Impressions

\$52.75

Das Fest Video 2025

From Jul 14, 2025, 12:00 AM to Jul 20, 2025, 11:59 PM

\$248.61

Das Fest Video 2025

52,133 Impressions

\$248.61

Event: PROST! Das Fest Wisconsin

From Jul 14, 2025, 12:00 AM to Jul 20, 2025, 11:59 PM

\$36.90

Event: PROST! Das Fest Wisconsin

11,332 Impressions

\$36.90

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

Wisconsin2GO LLC
PO Box 1092
Lake Geneva, WV 53147
United States

stay & play in Lake Geneva
and ride the

FREE SHUTTLE TO DAS FEST

July 18th - 20th
@dasfestwi.com

Das Fest
WILCOUVASSE

LAKE GENEVA

dasfestwisco

📢 The schedule is out!

Thanks to the Lake Geneva Tourism Commission you can RIDE THE FREE LAKEFRONT SHUTTLE from Lake Geneva to and from Das Fest!

Plan your day here:
<https://dasfestwi.com/fest-info>

#prostdasfest #prostringforcharity #dasfestwisconsin

View insights

Boost post

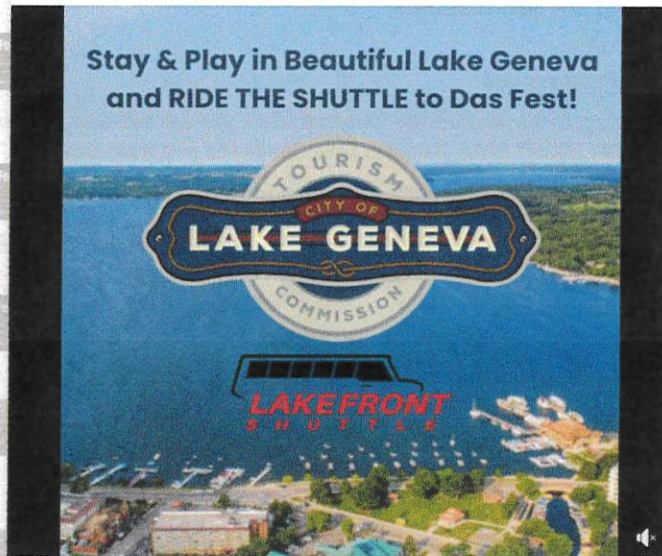
👍👍👍 Liked by erica_roth12 and 7 others

July 3

Add a comment...

Comment Thread

✕



FRI, JUL 18

PROST! Das Fest Wisconsin
Kenosha County Fairgrounds



Comment as PROST Das Fest Wisconsin

👍 🗨️ 📷 📺

Comment Thread

✕



PROST Das Fest Wisconsin

Published by Tammy Dunn • May 26

THE German American summer festival you DON'T want to miss! 🍷 🍺 🍻



INSTAGRAM.COM

Wilmot, WI: July 18-20, 2025. 18 bands, Dachshund & Corgi race...

📷 Visit Instagram profile

👍 🗨️ 📷 📺 LUDY and his LADY, Scrolling Rose Woodworks and 239 others

30 comments · 48 shares



PROST Das Fest Wisconsin

May 13 · 🌐

HUGE NEWS! Thank you to the Lake Geneva Tourism Commission for awarding Das Fest an advertising grant last night.... See more



👍 Lake Geneva Lions Club, The Bottle Shop - Lake Geneva and 35 others

3 comments

dasfestwi.com/sponsors



VIELEN DANK FOR THE SUPPORT!

Crawford and Wright Orthodontics

SPECIAL THANKS TO THE LAKE GENEVA TOURISM COMMISSION!



Stay and play in Lake Geneva and ride the free shuttle to Das Fest!

SPONSOR INFORMATION

PROST Das Fest Wisconsin
Published by Tammy Dunn · July 11 ·

IN ONE WEEK:
THE German festival/fundraiser of the summer begins!
... See more



JULY 18 - 20, 2025
WILMOT, WI

PROST!
Das Fest
wisconsin

Stay & Play in beautiful Lake Geneva!
RIDE THE SHUTTLE!

LAKE GENEVA

WWW.DASFESTWI.COM

18 BANDS!
DACHSHUND & CORGI RACES
\$2 ADMISSION
FREE PARKING

[See insights and ads](#)

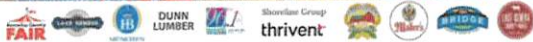
[Boost post](#)

LUDY and his LADY Moose & Gus and 23 others

4 comments 16 shares

PROST Das Fest Wisconsin
Published by Tammy Dunn · July 11 ·

KID ZONE!
Free games, activities, prizes, Dachshund and Corgi meet and greets, plus visits from Das Fest's friendly mascot, Anton!... See more



[See insights and ads](#)

[Boost post](#)

PROST Das Fest Wisconsin
Published by Tammy Dunn · May 13 ·

HUGE NEWS! Thank you to the Lake Geneva Tourism Commission for awarding Das Fest an advertising grant last night.... See more



See insights and ads

Boost post

The Runaway Micropub and Nanobrewery, The Swing Crew and 48 others

5 shares

PROST Das Fest Wisconsin's Post

- Top fan
Paul Young
Awesome news!!
41w Like Reply Hide
- Christiane Berkel
🇩🇪🇩🇪 Looking forward to it.🇩🇪🇩🇪
41w Like Reply Hide
- Top fan
David Reidenbach
Camp site booked 🙌🙌
41w Like Reply Hide
- Top fan
Steve Schultz
Great event and close to home...
41w Like Reply Hide
- Top fan
Zenja Auksts
Just booked a hotel...hoping there will be shuttles 🙏
41w Like Reply Hide
- PROST Das Fest Wisconsin replied · 2 Replies
- Stan Neu
Glad you are going there we love Das fest. I would like a sign too.
41w Like Reply Hide

See more



INVOICE



Lakefront Shuttle

300 Wrigley Dr., Lake Geneva, WI 53147, UNITED STATES

lakefrontshuttle@gmail.com; Website: lakefrontshuttle.com

PAID

Invoice No#: 1296

Invoice Date: Aug 4, 2025

Due Date: Aug 4, 2025

\$0.00

AMOUNT DUE

BILL TO

Das Fest
tammy@dasfestwi.com

#	ITEMS & DESCRIPTION	PRICE	AMOUNT(\$)
1	Shuttle Service July 18,19,20 2025 Roundtrip Shuttle Service - Lake Geneva and Das Fest (Kenosha County Fairgrounds). 46 passenger and 14 passenger.	\$5,000.00	\$5,000.00
Subtotal			\$5,000.00
TOTAL			\$5,000.00 USD
Amount paid			\$5,000.00
AMOUNT DUE			\$0.00 USD

NOTES TO CUSTOMER

Thank You for choosing Lakefront Shuttle for your transportation needs.

08/07/2025

Out & About Wisconsin

2028

240.00

Town Bank Checking 2907

240.00



Foxx Interactive Services
610 Pleasant St. - Scandinavia, WI 54977
(715) 467-3132

Publisher of



Invoice

Bill To:

Tammy Dunn
PROST! Das Fest Wisconsin
PO Box 1092
Lake Geneva, 53147

DATE	INVOICE #	DUE DATE	SALES REP
8/1/2025	2025ci-277	upon receipt	Norma Jean Fochs

Product	Position	Issue	Year	Reg. Rate	Discount Details	Net	Amount
OAWI MAGAZINE_PT-D	MAG - Advertorial Pg	July	2025	\$40.00		\$40.00	\$40.00
OAWI MAGAZINE_PT-D	MAG - Advertorial Pg	July	2025	\$40.00		\$40.00	\$40.00
OAWI MAGAZINE_PT-D	MAG - Advertorial Pg	July	2025	\$40.00		\$40.00	\$40.00
OAAWI.COM Website banner/tile	WEB - MED RCTNGL RUN OF SITE		2025	\$100.00	Misc. adjustment: 100.00	\$0.00	\$0.00
OAWI MAGAZINE_PT-D	MAG - Advertorial Pg	July	2025	\$40.00		\$40.00	\$40.00
OAAWI.COM Event Calendar	WEB- CAL FULL FEATURE LISTING		2025	\$100.00	Misc. adjustment: 100.00	\$0.00	\$0.00
OAWI MAGAZINE_PT-D	MAG - Advertorial Pg	July	2025	\$40.00		\$40.00	\$40.00
OAWI MAGAZINE_PT-D	MAG - Advertorial Pg	July	2025	\$40.00		\$40.00	\$40.00
Total							\$240.00

Total:	\$240.00
---------------	-----------------

Thank you for your business.

PROOF OF PUBLISHING LINKS (feel free to request a printed version of this invoice sent to you via snail mail):

- Magazine: access through menu (Digital Magazine | Current issue) on our Website: <https://outandaboutwisconsin.com/>
- Calendar: <https://outandaboutwisconsin.com/things-to-do-in-wisconsin/>
- FB page: <https://www.facebook.com/DoWhatYouLike2Do/>
- IG page: <https://www.instagram.com/outandaboutwisconsin/>
- Website: <https://outandaboutwisconsin.com/>

PAYMENT DETAILS

- Payment is considered due upon receipt of this invoice.
- Payments may be made via check, Zelle or PayPal (3.75% fee added for PayPal/paying by credit card).
- Contact your rep. to arrange for electronic invoice/payment request.

#	
# Demographic details: Region	
# Account: OutAndAboutWisconsin	
# Start date: 20250629	
# End date: 20250720	
Region	City
Wisconsin	Milwaukee
Wisconsin	Green Bay
Wisconsin	Madison
Wisconsin	Appleton
Wisconsin	Ashwaubenon
Wisconsin	Oshkosh
Wisconsin	Wausau
Wisconsin	Marshfield
Wisconsin	Neenah
Wisconsin	Sheboygan
Wisconsin	West Bend
Wisconsin	Bellevue
Wisconsin	De Pere
Wisconsin	Waupaca
Wisconsin	Fond du Lac
Wisconsin	La Crosse
Wisconsin	Plymouth
Wisconsin	Sun Prairie
Wisconsin	Waukesha
Wisconsin	Allouez
Wisconsin	Eau Claire
Wisconsin	Janesville
Wisconsin	Manitowoc
Wisconsin	Rhineland
Wisconsin	Howard
Wisconsin	Mequon
Wisconsin	New London
Wisconsin	Plover
Wisconsin	Wauwatosa
Wisconsin	Wisconsin Rapids
Wisconsin	Antigo
Wisconsin	Beloit
Wisconsin	Harrison
Wisconsin	Kaukauna
Wisconsin	Kronenwetter
Wisconsin	Manawa
Wisconsin	Shawano
Wisconsin	Suamico
Wisconsin	Waunakee
Wisconsin	Waupun

Wisconsin	Weston
Wisconsin	Delafield
Wisconsin	Fox Crossing
Wisconsin	Greenfield
Wisconsin	Hartford
Wisconsin	Hobart
Wisconsin	Kenosha
Wisconsin	Marinette
Wisconsin	Menomonee Falls
Wisconsin	New Berlin
Wisconsin	Oak Creek
Wisconsin	Onalaska
Wisconsin	Pulaski
Wisconsin	Salem Lakes
Wisconsin	Sparta
Wisconsin	Stevens Point
Wisconsin	Sussex
Wisconsin	Two Rivers
Wisconsin	West Allis
Wisconsin	Baldwin
Wisconsin	Baraboo
Wisconsin	Brillion
Wisconsin	Brown Deer
Wisconsin	DeForest
Wisconsin	Elkhart Lake
Wisconsin	Elkhorn
Wisconsin	Franklin
Wisconsin	Green Lake
Wisconsin	Hudson
Wisconsin	Jackson
Wisconsin	Lac du Flambeau
Wisconsin	Lake Arrowhead
Wisconsin	Marion
Wisconsin	Merrill
Wisconsin	Merton
Wisconsin	Middleton
Wisconsin	Nekoosa
Wisconsin	Pewaukee
Wisconsin	Racine
Wisconsin	Richfield
Wisconsin	Saint Francis
Wisconsin	Sherwood
Wisconsin	Stoughton
Wisconsin	Sturgeon Bay
Wisconsin	Viroqua
Wisconsin	Watertown

Wisconsin	Westfield
Wisconsin	Weyauwega
Wisconsin	Woodruff
Wisconsin	Wrightstown
Wisconsin	Abbotsford
Wisconsin	Algoma
Wisconsin	Arcadia
Wisconsin	Ashland
Wisconsin	Bayside
Wisconsin	Beaver Dam
Wisconsin	Belgium
Wisconsin	Berlin
Wisconsin	Bloomer
Wisconsin	Boscobel
Wisconsin	Boulder Junction
Wisconsin	Burlington
Wisconsin	Cadott
Wisconsin	Caledonia
Wisconsin	Cambridge
Wisconsin	Chilton
Wisconsin	Chippewa Falls
Wisconsin	Clintonville
Wisconsin	Cottage Grove
Wisconsin	Crandon
Wisconsin	Crivitz
Wisconsin	Cudahy
Wisconsin	Deerfield
Wisconsin	Delavan
Wisconsin	Delavan Lake
Wisconsin	Denmark
Wisconsin	Dodgeville
Wisconsin	Durand
Wisconsin	Eagle River
Wisconsin	East Troy
Wisconsin	Edgerton
Wisconsin	Fall Creek
Wisconsin	Fort Atkinson
Wisconsin	Germantown
Wisconsin	Glenwood City
Wisconsin	Grafton
Wisconsin	Greendale
Wisconsin	Greenwood
Wisconsin	Hayward
Wisconsin	Holmen
Wisconsin	Iola
Wisconsin	Jefferson

Wisconsin	Kiel
Wisconsin	Lake Delton
Wisconsin	Lake Geneva
Wisconsin	Lake Wisconsin
Wisconsin	Lauderdale Lake
Wisconsin	Lomira
Wisconsin	Luxemburg
Wisconsin	Mauston
Wisconsin	Mayville
Wisconsin	Medford
Wisconsin	Menasha
Wisconsin	Mercer
Wisconsin	Mount Pleasant
Wisconsin	Mukwonago
Wisconsin	Muscoda
Wisconsin	Muskego
Wisconsin	Oconomowoc
Wisconsin	Oconto
Wisconsin	Oconto Falls
Wisconsin	Okauchee Lake
Wisconsin	Pleasant Prairie
Wisconsin	Portage
Wisconsin	Poynette
Wisconsin	Rice Lake
Wisconsin	Sheboygan Falls
Wisconsin	Slinger
Wisconsin	South Milwaukee
Wisconsin	Spencer
Wisconsin	Stratford
Wisconsin	Superior
Wisconsin	Three Lakes
Wisconsin	Tomah
Wisconsin	Tomahawk
Wisconsin	Turtle Lake
Wisconsin	Twin Lakes
Wisconsin	Union Grove
Wisconsin	Verona
Wisconsin	Wabeno
Wisconsin	Waterford
Wisconsin	West Salem
Wisconsin	Whitewater
Wisconsin	Wild Rose
Wisconsin	Wind Lake
Wisconsin	Windsor
Wisconsin	Wittenberg
Wisconsin	Gillett

Wisconsin	Iron River
Wisconsin	Mount Horeb
Wisconsin	Omro
Wisconsin	Tichigan

July 18-20

Kenosha County
Fairgrounds in
Wilmot



The top five reasons to check out PROST! Das Fest Wisconsin at the Kenosha County Fairgrounds in Wilmot, WI

Break out the lederhosen, don your best dirndl, and roll out the barrel, it's time to PROST! Das Fest Wisconsin, a 3-day German festival will be held July 18-20, 2025, at the Kenosha County Fairgrounds in Wilmot, Wisconsin. Das Fest is the ultimate family-friendly summertime ethnic festival. Here are the top five reasons it should be part of your summer fun:

1 Entertainment beyond oom-pah.

18 bands across 3 stages. There will be traditional German music, plus Americana favorites, jazz hits, soulful rock, and Bluegrass tunes. Returning to headline Das Fest on Saturday and Sunday is fest favorite, The Alex Meixner Band. Grammy-nominated and International Polka Hall of Fame inducted, Alex Meixner plays over twelve instruments and can sing in eleven languages, including a stellar rendition of Ozzy Osbourne's Crazy Train on the accordion. The band's high energy and sheer talent will have everyone singing, dancing, and reveling in *gemütlichkeit*. You'll find a grand entrance by the Blooze Brothers Band on Saturday afternoon. Or you can spend your Sunday with well-known musicians, The Copper Box Band followed by The Jimmys. Beyond all the singing and dancing, you'll be entertained by strolling alphorn players, a magician, glassmaking and wooden shoe carving demonstrations, and German dance performances.





2 The Little Leg Races.

Over 300 Dachshunds and their Welsh friends, the Corgis, take the field to compete in multiple races over three days. One of the many Saturday afternoon highlights at Das Fest is the Little Leg Costume Contest. This is the Doxie Corgi Social of the Year and there's nothing else, nowhere else like it.



3 Prosting for charity.

PROST! Das Fest Wisconsin is brought to life annually by a group of volunteers whose mission is to give the festival's profits to multiple charities and service clubs across three counties. When you leave Das Fest, you can rest assured that you made a difference in someone's life.





4 The best in fest food and drink.

The famous Mader's Restaurant brings all the favorites to Das Fest including giant pretzels, the Original Reuben rolls, schnitzel, sauerbraten, and Lake Geneva Country Meats German-award-winning bratwurst. Feast your way through Das Fest on a huge selection of food like pierogis, currywurst, raclette sandwiches, spätzle, potato pancakes, BBQ, smash burgers, and summertime-favorite corn on the cob. Save room for dessert from the German bakery, Oma Jean's Konditorei, featuring Black Forest and Bienenstich cakes. At Das Fest you'll find plenty of thirst-quenching, delicious beverages to fill your stein including German imports straight from the ship to the fest, like Hofbräu, Hacker-Pschorr, Paulaner, and Camba Bavaria. Sharing the beer spotlight is the recently unveiled and brewed exclusively for Das Fest by Duesterbeck's Brewing Company, PROST! Pilsner. Das Fest also serves local brews from Topsy Turvy and Public Brewing.



5 Unique things to see and do.

Kids of all ages love Das Fest! In addition to the carnival, there are free games, activities, and prizes in the Kid Zone. There is plenty of shopping throughout Das Fest, including authentic German lederhosen and dirndls. You can play a round or two of Bingo, but if you have the winning card, you'll need to shout out the German word, "Volltreffer!" Adults can challenge friends to the popular hammer and nail game, Hammerschlagen, test their strength in a stein hoisting competition, or reserve a seat and sample wines from around the world with the Wines for Humanity experience.

Admission to Das Fest is only \$2.00 for ages 10+, and parking is plentiful and free. You can also ride the free shuttle from Lake Geneva. Plus, showing up early at Das Fest has its perks. When the gates open each day, while supplies last, guests will be greeted with free swag. At Das Fest, it's all about the friendly, fun atmosphere, often referred to as *gemütlichkeit*. There's enjoyment and activities around every corner for all ages. And profits from Das Fest Wisconsin support multiple nonprofit organizations across three counties. ■ O&A

More information including daily schedules can be found at www.dasfestwi.com or by calling 262-613-3377.




adams

INVOICE

INVOICE # 1054886
INVOICE DATE: 06/16/2025

BILL TO:
Prost! Das Fest Wisconsin
P.O. Box 1092
Lake Geneva, WI 53147

DUE DATE: 07/16/2025
TERMS: NET 30 DAYS
CUSTOMER #: 010_PROS001
ACCOUNT EXECUTIVE: Clint Wiedholz

CONTRACT #	ADVERTISER	PO NUMBER
HUB37444146229 6-16-25 to 7-20-25	Das Fest Wisconsin	

DESCRIPTION	AMOUNT
Digital: D539-1A	\$2,687.50
TOTAL	\$2,687.50

Das Fest Wisconsin

07/14/2025

Adams Outdoor Advertising
billboards

2211

2,687.50

FNBT DFWI

2,687.50



dasfestwi.com

JULY 18-20
★ **WILMOT, WI** ★

STAY & PLAY!



FUN FOR THE ENTIRE FAMILY!

PROST!

**Das
Fest**

wisconsin

JULY 18-20

★ **WILMOT, WI** ★

STAY & PLAY



RIDE THE SHUTTLE

DASFESTWI.COM



JULY 18-20
WILMOT, WI

PROST!
Das Fest
wisconsin

STAY & PLAY IN LAKE GENEVA!

LAKE GENEVA

dasfestwi.com



★ THE JIMMYS ★



★ ALEX MEIXNER BAND ★



★ COPPER BOX ★



WLKG-FM RADIO
500 INTERCHANGE N, STE 100
LAKE GENEVA, WI 53147
262-249-9600

* INVOICE NO. 061225 *

June 12, 2025

CLIENT: DAS Fest Wisconsin

DATE	DESCRIPTION	AMOUNT	TOTAL
6/12/25	Contract for advertising with Lake 961 WLKG-FM Includes 100 sixty-second commercials, 4 Facebook posts, and interviews with Tammy Dunn and DAS Fest entertainment		\$2,000.00
8/18/25	PAID IN FULL		-2,000.00

TOTAL AMOUNT: \$0.00

"or you can ride the free shuttle from Lake Geneva
Sponsored by the City of Lake Geneva"

complete audio avail. on request

Income	
Sales	112599
Services	57243
Total Sales and Services	169842
Cost of Goods	35991
Gross Profit	133851
Expenses	
Ad and Promo	29344
Grounds	21300
Entertainment	38549
Insurance	7889
Charitable Donations	22200
Total Expenses	119282
Net Profit	14569

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: _____

Contact Person: _____

Phone Number: _____

Street Address: _____

City, State, Zip: _____

Email Address: _____

Name of Event: _____

Date(s) of Event: _____

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

Location of Event: _____

Type of Event: _____

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

Estimated Number of Attendees: _____

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

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

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 **prior** to applying for a tourism grant). Yes / No_____

Estimated Number of Overnight Stays: _____

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

Annual Event (Yes/No): _____

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: _____

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: Robert Ireland_____

Organization Name: Adams Multimedia _____

Payment made Payable to: Adams MultiMedia _____

Remittance Address: APG of Southern Wisconsin P.O. Box 313 Ashland, WI 54806-0313_____

Contact Phone #: 262-949-6281_____ Email: Robert.Ireland@adamspg.com

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

Invoice Date	Invoice #	Vendor Name	Purchase Description	Purchase Amount	Date Paid
Sept. 1	46447	Local Matters Digital	Digital Marketing Services	\$10,000	Sept. 23

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

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: Robert Ireland_____ Date: Sept. 23, 2025_____

Name of Organization: Adams Multimedia_____

Email: Robert.Ireland@adamspg.com_____ Phone: 262-949-6281_____

Lake Geneva TacoFest 2025 Tourism Commission Grant Report

Executive Summary

Lake Geneva TacoFest 2025 was a three-day cultural and culinary festival that attracted over 2,400 attendees across the weekend. The event delivered strong return on investment through a multi-channel marketing campaign including SEM, Facebook/Instagram, OTT/CTV, display, targeted email, TikTok, and local media. Placer.ai data confirms meaningful out-of-market visitation, with more than 40% of attendees traveling over 30 miles, aligning directly with the grant objective of driving overnight stays. Using a conservative estimate of 15% of attendees booking hotel stays, the event generated approximately 360 room nights in the Lake Geneva area.

Media & Marketing Performance

META

We ran social media campaigns, with multiple creative sets, in the Chicagoland and Madison markets. We served 1.257 million impressions on the platforms, received 81,333 clicks and enjoyed at 6.47% CTR.

Targeted Email Campaigns

Four targeted email campaigns were deployed to Chicago and Madison audiences. The initial Chicago drop reached 100,000 recipients, generating 18,421 opens (18.4%) and 2,460 clicks (2.46%). The Madison drop reached 50,000 recipients, with 9,543 opens (19.1%) and 1,010 clicks (2.02%). A Chicago redrop (20,000) produced 3,718 opens (18.6%) and 433 clicks (2.17%), while the Madison redrop (20,000) yielded 2,526 opens (12.6%) and 324 clicks (1.62%). Mobile devices drove over 90% of clicks across all sends.

WalCo Sponsored Content

As part of the media strategy, TacoFest 2025 invested in a sponsored promotional placement through the Walworth County Visitors Bureau. This paid piece positioned TacoFest as a signature regional event, highlighting live music, traditional Mexican performances, family activities, and unique attractions. By leveraging the Visitors Bureau's established tourism channels, the campaign reached prospective visitors actively seeking travel experiences in Walworth County, further reinforcing TacoFest as a destination event.

The WalCo email was sent to 9,036 recipients, and enjoyed a 36.6% open rate. It also had a click-rate of 1.1%

SEM Campaign

The SEM campaign delivered 21,979 impressions and 3,539 clicks, achieving a strong 16.1% CTR. High-performing keywords included 'fall festivals near me' (48% CTR), 'outdoor activities lake geneva' (57% CTR), and 'things to do in lake geneva' (24% CTR). Campaigns reached both Wisconsin and Illinois audiences, with significant traffic from Chicago, Milwaukee, and Madison.

OTT/CTV Campaign

The OTT/CTV campaign produced 22,267 impressions with 21,795 completions, a completion rate of 97.9%. Ads ran across premium networks including AMC, A&E, MTV, History, and Fubo TV. Geographic delivery concentrated in Chicago suburbs such as Schaumburg, Elgin, and Elmhurst, driving high-value awareness in out-of-market areas.

Display Campaign

The display campaign delivered 1,258 impressions with an engagement rate of 15.2%. Although smaller in scale than SEM and OTT, display reinforced campaign reach in Illinois suburbs, particularly Chicago, Elgin, and Palatine.

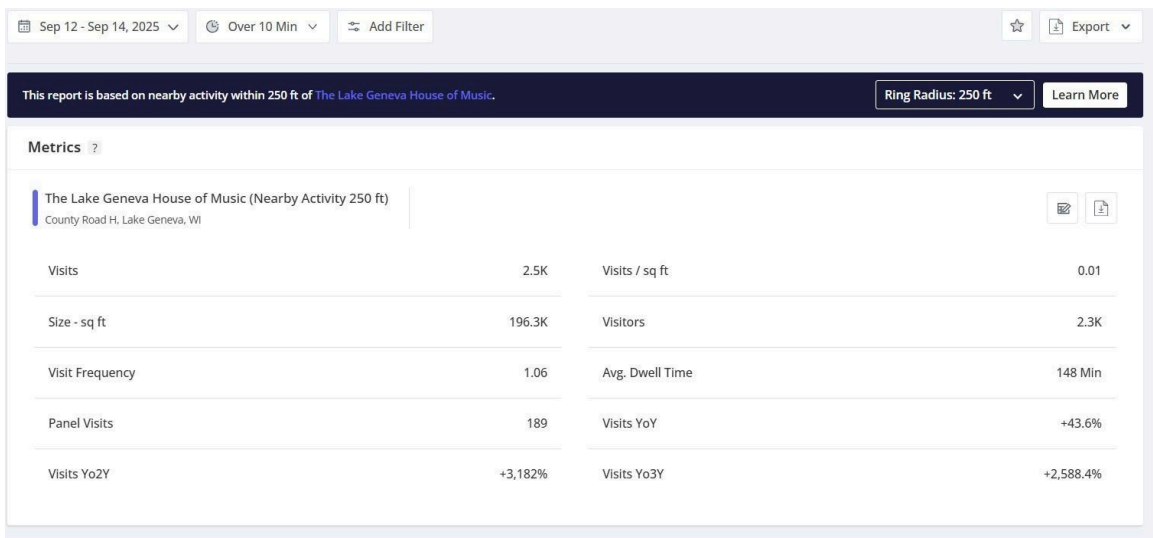
TikTok Campaign

The TikTok campaign generated 160,000 impressions, expanding reach to a younger demographic and reinforcing the festival's visibility across social channels.

Local Media

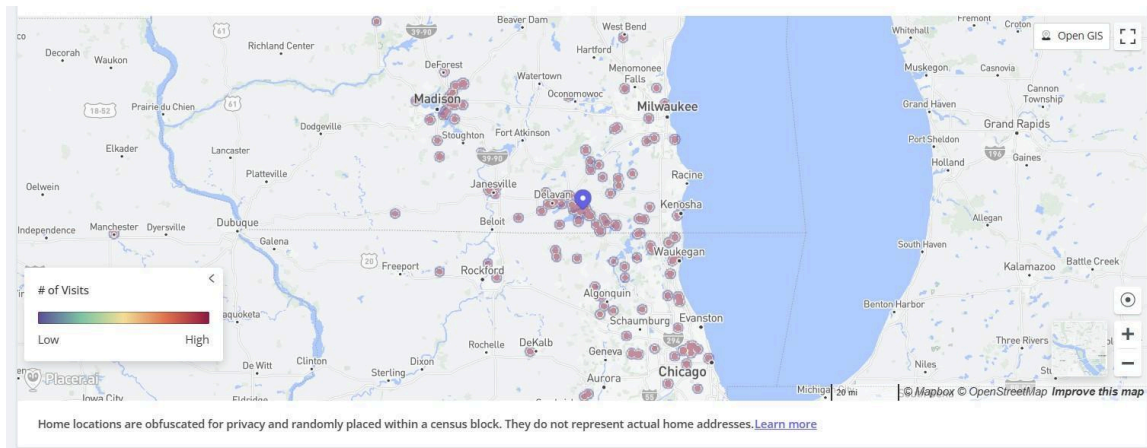
Promotion was supported by placements on the Beloit Daily News website, reaching approximately 5,000 daily visitors and generating incremental awareness within the

Stateline area.



Attendance & Visitor Insights

Placer.ai data provides detailed insight into the TacoFest audience. Attendance was estimated at 664 on Friday, 1,200 on Saturday, and 614 on Sunday, totaling 2,478 attendees. Demographic analysis shows a diverse audience with strong Hispanic representation, as well as affinity for casinos and hotels, underscoring the likelihood of overnight stays. Travel data indicates 20.9% of attendees came from within 10 miles, while 41.6% traveled more than 30 miles, demonstrating strong regional draw.



Tourism Impact

Applying a conservative multiplier of 15% for overnight stays, TacoFest generated an estimated 360 hotel room nights in the Lake Geneva area. This aligns with the Placer.ai data showing significant out-of-market visitation. The festival not only provided immediate economic impact through lodging, dining, and shopping, but also positioned Lake Geneva as a destination for cultural and culinary tourism.

City of Lake Geneva Tourism Commission Questions

1. Media Synopsis:

Campaigns utilized included SEM, OTT/CTV, display, targeted email, TikTok, and local media. Key markets targeted were Chicago, Madison, and northern Illinois suburbs. Campaign results demonstrated high CTRs, near-total video completions, and measurable website traffic.

2. Actual Attendance: 2,478 attendees (Fri: 664, Sat: 1,200, Sun: 614). We drew similar attendance in 2024. We hoped 3,000 to 4,000 in 2025.

3. Estimated Overnight Stays: ~360 room nights (15% of attendees). Estimate based on Placer.ai data showing more than 40% of attendees traveled over 30 miles.

4. See separate report.

5. Additional Information: The festival drove awareness for Lake Geneva through premium video, digital, and social media placements. Event surveys and anecdotal feedback suggest strong satisfaction from attendees and increased visibility for the community.

Town of Geneva Tourism Commission Questions

1. Most Effective Media:

Facebook and Instagram has proven to be an incredibly effective event strategy. OTT/CTV and SEM proved most effective, delivering high completion rates and strong CTRs. Targeted emails also produced measurable traffic to the event website.

2. Attendance: 2,478 total attendees (ticketing/entry estimates supported by Placer.ai validation).

3. Hotel Room Blocks: [No contracted blocks; estimate of ~360 overnight stays].

4. Weather Impact: No significant weather disruptions were noted.

5. Other Factors: TikTok and local media efforts extended reach into younger and nearby audiences, complementing targeted digital campaigns in Chicagoland and Dane County.

6. Follow-up Questionnaires: [No formal survey conducted; feedback collected informally].

7. Additional Notes: The event strengthened Geneva Lake area's reputation as a regional festival hub and provided measurable ROI to grant funds through overnight tourism impact and wide-reaching digital campaigns.

Conclusion

Lake Geneva TacoFest 2025 successfully leveraged grant funding to generate measurable ROI for both the City and Town of Geneva. With 2,478 attendees, an estimated 360 overnight stays, and over 200,000 combined digital impressions across SEM, Facebook/Instagram, OTT, display, and TikTok, the event demonstrated strong tourism value. These outcomes support the commissions' mission to increase overnight visitation and expand the region's appeal as a cultural destination.

Grant Reimbursement Note

The expenses associated with the Meta campaigns are being submitted to the city of Lake Geneva Tourism Commission. The expenses related to the remaining marketing efforts, SEM, Targeted Email, WalCo, Printing Posters, Display, TikTok and other streaming services are being submitted to the town of Geneva Tourism Commission.



Local Matters Digital
1 S. Parker Drive. Janesville, WI 53545

INVOICE

Invoice Date: Sept. 01, 2025
Due upon receipt

46447

BILL TO

APG Southern Wisconsin
Beloit Daily News
690 3rd St. Suite 120. Beloit, WI 53511

SHIP TO

APG Southern Wisconsin
Beloit Daily News
690 3rd St. Suite 120. Beloit, WI 53511

DESCRIPTION	QTY	TOTAL
Social Media Madison (English)	388,753 impressions	\$3,000.00
Social Media Madison (Spanish)	148,088 impressions	\$1,200.00
Social Media Chicago (English)	440,728 impressions	\$3,800.00
Social Media Chicago (Spanish)	279,510 impressions	\$2,000.00

Remarks / Payment Instructions:	\$10,000.00
	\$0.00
	\$10,000.00
	\$0.00
	\$0.00
	\$0.00
	\$10,000.00

PAYMENT RECEIPT

Local Matters Digital
1 S. Parker Drive
Janesville, WI 53545

Account: 44943
Account Name: Lake Geneva Taco Fest
Account Address: 690 3rd St. Suite 120
City/State/Zip Beloit, WI 53511

Tickets:
389583
389584
389585
389586

Amount Paid: \$10,000
Paid by: Adams Publishing Group
Payment Date: June 24, 2025

City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

Revised December 2024

Date Submitted: 7/7/25

Organization: Lake Geneva Jaycees

Contact Person: Keith Felt

Phone Number: 262-215-1164

Street Address: 906 Badger Lane

City, State, Zip: Lake Geneva, WI 53147

Email Address: kfelt.lgjc@gmail.com

Name of Event: Venetian Festival

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

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

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

Type of Event: Festival

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

Estimated Number of Attendees: 20,000+

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

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

Flat Iron Park, Library Park, & Seminary Park

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

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

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

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

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

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

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

Provide as attachment the following:

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

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

Please send the completed application with required additional information, one week prior to meeting, to cityadmin@cityoflakegeneva.gov

Appendix I

Event Overview & Description:

Venetian Festival

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

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

The purpose of Venetian Festival is twofold:

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

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

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

Appendix II

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

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

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

Use of Funds – Venetian Festival Tourism Grant Application

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

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

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

Promotional & Printed Materials: \$30,150

Digital Marketing: \$16,800

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

Radio & TV Advertising: \$12,900

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

Billboard: \$450

- **Highway 12 Digital Billboard**

Appendix III (attached in email)

Appendix IV

Marketing Plan

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

Primary Goals

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

Target Audience

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

Marketing Channels & Tactics

1. Digital Display & Retargeting

- 187,500 targeted impressions via geofencing, behavioral data, and interest targeting

- Keyword targeting tied to event attractions and music lineup (to be finalized)
- Retargeting based on website visits, abandoned cart behavior, and social engagement

2. Digital Audio

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

3. YouTube TrueView Ads

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

4. CTV (Connected TV) Advertising

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

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

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

6. Social Media Marketing

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

7. Public Relations

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

8. Grassroots & Local Outreach

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

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

Geographic Focus

As per the proposal:

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

Timeline Summary

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

Appendix VI

Estimated Fully Booked Lodging – 4 Nights

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

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

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

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

The estimated number of overnight stays was determined by evaluating:

- **The average number of out-of-town visitors** based on ticket presales, historic attendance patterns, and travel trends

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

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

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: Richard Keith Felt

Organization Name: Lake Geneva Jaycees

Payment made Payable to: Lake Geneva Jaycees

Remittance Address: Po Box 411 672 W Main St, Lake Geneva, WI 53147

Contact Phone #: 262-215-1164 Email: kfelt.lgjc@gmail.com

• Please use the table below to list invoices for reimbursement; remember to attach copies of paid invoices for verification.

Reimbursement forms need to include the Grant Evaluation Form before grant funds will be released.

Invoice Date	Invoice #	Vendor Name	Purchase Description	Purchase Amount	Date Paid
8/31/2025	240062246	Spectrum	Digital Display Ads - Aug	1,150	9/17/2025
8/31	240062244	Spectrum	Advanced Advertising - Aug Video	1,000	9/17/2025
8/31	240062245	Spectrum	Linear TV Advertising - Aug	988.90	9/17/2025
8/31	240062243	Spectrum	Streaming TV Advertising - Aug	731.71	9/17/2025
7/31/2025	240062246	Spectrum	Digital Display Ads - July	1,150	8/15/2025
7/31	240062244	Spectrum	Advanced Advertising - July Video	1,000	8/15/2025
7/31	240062245	Spectrum	Linear TV Advertising - July	988.90	8/15/2025
7/31	240062243	Spectrum	Streaming TV Advertising - July	731.71	8/15/2025

8/18	2227	Cutwing Marketing Solutions	Social Media Management and Advertising	7,500	9/17/2025
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8/14	345021	Copies & Prints Plus	Printed Advertising Materials	2,344.79	8/31/2025
Invoice Date	Invoice #	Vendor Name	Purchase Description	Purchase Amount	Date Paid
7/31	1649322-1	Connoisseur Media (Alpha Media)	Targeted Display, YouTube, Audience Extension-TV, & Digital Audio Extension - July	3,467.50	9/17/2025
8/31	1649322-2	Connoisseur Media (Alpha Media)	Targeted Display, YouTube, Audience Extension-TV, & Digital Audio Extension - August	3,467.50	9/17/2025
8/31	1651607-1	Connoisseur Media & Start 105.5 (Alpha Media)	Star 105.5 Radio Spots	2,590	9/17/2025
8/31	20904-0825	Adams Publishing Group	Digital Billboard	449	9/17/2025
7/27	3111114-1	Audacy Operations, LLC	WUSN- US99 Radio Advertising	680	9/1/2025
8/17	3111114-2	Audacy Operations, LLC	WUSN- US99 Radio Advertising	1,520	9/1/2025

Venetian Festival 2025 – Marketing & Media Performance Summary

Prepared for the Lake Geneva Tourism Commission

Executive Overview

Venetian Festival 2025 achieved exceptional visibility and engagement across multiple media platforms. Campaign efforts spanned television, digital display, social media, billboards, and email, collectively generating millions of impressions, significant regional reach, and measurable action from potential visitors.

In addition, the Venetian Festival website welcomed **169,000 visitors**, underscoring the event's strong pull as a tourism driver for Lake Geneva. Importantly, the campaign succeeded in expanding reach **well beyond the typical one-hour travel radius**, supporting the dual goals of driving "heads into beds" at local hotels and increasing foot traffic at surrounding businesses, in addition to the festival's core fundraising mission.

Key Performance Highlights

Television & Connected TV

- 92,400 impressions across top streaming and broadcast platforms, including Roku, Pluto, WGN-TV, Sling, and Samsung TV Plus.
- Completion rate of **97.9%**, indicating near-total audience retention of video messaging.

Digital Display & Audio

- **293,060 impressions** delivered via Alpha Media, with an engagement rate of **2.73%**, outperforming industry benchmarks.
- **74,805 audio impressions** served regionally, achieving a **91.6% completion rate**, demonstrating strong listen-through of messaging.
- **30,719 YouTube impressions** with over **17,000 video views** (55.5% view rate).

Billboard Advertising

- Billboard along a major Wisconsin highway delivered **87,500 total vehicle views** over a 35-day run.

Social Media Campaigns (via Cutwing Media)

- **78 organic posts** across Facebook & Instagram reached **95,534 people** with 1,571 engagements.
- **5 Facebook ad campaigns** generated nearly **1 million impressions (976,658)**, reaching **394,487 unique users**, and driving **33,632 link clicks** to festival content.
- Geographic reach was strongest in **Illinois (269,953 people)** and **Wisconsin (134,400 people)**, proving the campaign expanded well beyond the immediate Lake Geneva market.
- **Snapchat ads** added 207,924 impressions and 3,313 clicks.
- Partner promotions through VISIT Lake Geneva included e-blasts with **16,416 opens** and social/event ads totaling **31,655 impressions**.

Spectrum Media (Geographic Targeting)

- Campaigns strategically targeted **Milwaukee (north/west)** and the **full Madison DMA**, ensuring the festival drew audiences planning overnight or weekend trips.

Impact & Takeaways

- Venetian Festival’s multi-channel marketing efforts collectively delivered **millions of impressions** across TV, digital, social, and outdoor.
- Engagement and completion rates consistently met or exceeded industry standards, indicating strong creative resonance with audiences.
- The festival website drew **169,000 visitors**, reinforcing its role as both an information hub and conversion driver.
- The campaign succeeded in extending the festival’s reach **beyond a one-hour radius**, directly supporting the goal of filling hotels (“heads in beds”) and driving visitors into Lake Geneva’s local businesses.

Conclusion

Venetian Festival 2025 successfully leveraged a diverse media mix to expand reach, engage audiences, and drive tourism to Lake Geneva. By effectively drawing visitors from outside the immediate area, the festival not only raised funds for community projects but also contributed meaningfully to the local economy through lodging and business traffic.

CUTWING MARKETING SOLUTIONS, LLC
PO Box 253
Necedah, WI 54646-0253
+12622480288
andrea@cutwing.com
www.cutwingmarketing.com

Invoice

BILL TO
Lake Geneva Jaycees P.O. Box 411 Lake Geneva, WI 53147

INVOICE #	DATE	TOTAL DUE	DUE DATE	TERMS	ENCLOSED
2227	08/18/2025	\$7,500.00	08/28/2025	Net 10	

	QTY	AMOUNT
Social Media Management Venetian Fest 2025 Social Media Planning and Management	1	2,000.00
Social Media Advertising Venetian Fest 2025 Social Media Advertising Spend	1	4,700.00
Online Advertising VISIT LG Marketing Spend	1	800.00

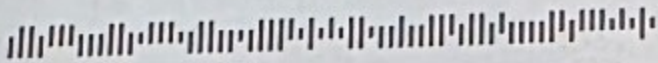
BALANCE DUE **\$7,500.00**



1001 Morehead Square Drive, Ste 500, Charlotte NC, 28203

6810 1100 DY RP 19 08192025 NNNNNNNN 01 001143 0003 6021028 (2 of 3)

LAKE GENEVA JAYCEES
PO BOX 411
LAKE GENEVA WI 53147-0411



Open Balance Statement
08/19/25

Customer Support

Phone: 877-286-7117
Email: reachbusops@charter.com
Customer Account Number
40085756

Valued Client,

Enclosed is the summary of your account balance as of 8/19/2025. Please note you have invoice(s) open totaling \$3,629.39 that require your immediate attention. For quick access to pay your account balance or to download invoices please visit <https://clientportal.spectrumreach.com>.

ACCOUNT SUMMARY

Advertiser	Open Balance	Credit	Current	Over 30	Over 60	Over 90	120+
LAKE GENEVA JAYCEES	\$3,629.39		\$3,629.39				
TOTAL	\$3,629.39		\$3,629.39				

OPEN BALANCE DETAIL

Date	Advertiser Name	Transaction Type	Document #	Credit	Debit	Balance
07/27/25	LAKE GENEVA JAYCEES	INVOICE	220058400		\$711.10	\$711.10
07/27/25	LAKE GENEVA JAYCEES	INVOICE	220058401		\$1,150.00	\$1,150.00
07/27/25	LAKE GENEVA JAYCEES	INVOICE	220058402		\$768.29	\$768.29
07/27/25	LAKE GENEVA JAYCEES	INVOICE	220058403		\$1,000.00	\$1,000.00
Total					\$3,629.39	\$3,629.39

For additional account details or to make a payment please visit our Client Portal @ <https://Clientportal.Spectrumreach.com>
To send a check, please Mail Payments to SPECTRUM REACH PO BOX 936671 ATLANTA, GA 31193-36671

INVOICE NUMBER 240062243

INVOICE PERIOD 07/28/25-08/31/25

ORDER SUMMARY

CUSTOMER NAME: LAKE GENEVA JAYCEES
CUSTOMER ID: 40085756

ADVERTISER: LAKE GENEVA JAYCEES

Product Type	Order #	Client Code	Product Code	Estimate	Account Executive	Currency	Qty Delivered	Total Cost
Streaming TV	IB60045921		STRETV		Jennifer Pizur	Contract	Contract	\$731.71
Advertisers Total								\$731.71



TOTAL COST	
Advertising Total	\$731.71
Invoice Amount	\$731.71
Total Due	\$731.71

Payment Terms: 30 days Due net

INVOICE NUMBER 240062244

INVOICE PERIOD 07/28/25-08/31/25

COMMERCIAL SUMMARY

Order Number W111411023	Product Advanced Advertising Video (online)	Advertiser LAKE GENEVA JAYCEES	Account Executive Jennifer Pizur
PO Number OLV	Contract Number PL2082866	Estimate Number OLV	
Package	Ext. Order	EDI Product	Client

Spot Title/ID	ISCI	Network(s)	Spots Aired	Total Cost
VenetianFest_15_0625 / SRGAP660	VenetianFest_15_0625	TPRL	1	\$1,000.00
Total				\$1,000.00

ORDER LINE SUMMARY

Line Start	Line End	Line No.	Time Period	Network	Reg/Ret	Syscode	Spots Ordered	Spots Aired	Rate	Total Costs
08/31/25	08/31/25	2	12:00 AM-11:59 PM	TPRL	DIMI	8626	1	1	\$1,000.00	\$1,000.00
Total										\$1,000.00

AFFIDAVIT TIME CHARGES - ALL PROGRAM TITLES ARE ESTIMATES

Line	Retail Unit/Region Description	Sys code	Network	Date/Time	Spot Title	Program	Len	Charges
2	DIMI/Advanced Milwaukee	8626	TPRL	08/31/25 03:08 AM	VenetianFest_15_0625	1 HR Sem-Active	15	\$1,000.00
Network TPRL Sub Total (1)								\$1,000.00
Region DIMI Sub Total (1)								\$1,000.00
Order W111411023 Sub Total (1)								\$1,000.00

INVOICE NUMBER 240062245

INVOICE PERIOD 07/28/25-08/31/25

COMMERCIAL SUMMARY

Order Number W11411041	Product Linear TV Advertising	Advertiser LAKE GENEVA JAYCEES	Account Executive Jennifer Pizur
PO Number LINEAR	Contract Number PL2082930	Estimate Number LINEAR	
Package	Ext. Order	EDI Product	Client

Spot Title/ID	ISCI	Network(s)	Spots Aired	Total Cost
VenetianFest_30_0625 / SRGAN133	VenetianFest_30_0625	AEN, AMC, CMDY, CMT, DISC, FBN, FWIA, FXNC, GSN, HGTV, HIST, ID, MAG, MLBN, MNBC, MTV, NGC, PAR, S1MK, TBSC, TVL	742	\$988.90
Total				\$988.90

ORDER LINE SUMMARY

Line Start	Line End	Line No.	Time Period	Network	Reg/Ret	Syscode	Spots Ordered	Spots Aired	Rate	Total Costs
08/11/25	08/16/25	1	10:00 AM-6:00 PM	AEN	MIWB	4150	12	12	\$0.50	\$6.00
07/28/25	08/03/25	5	10:00 AM-6:00 PM	AEN	MIWB	4150	12	12	\$0.50	\$6.00
08/04/25	08/10/25	6	10:00 AM-6:00 PM	AEN	MIWB	4150	13	13	\$0.50	\$6.50
08/11/25	08/16/25	7	5:00 AM-10:00 AM	AEN	MIWB	4150	12	12	\$0.40	\$4.80
07/28/25	08/03/25	11	5:00 AM-10:00 AM	AEN	MIWB	4150	12	12	\$0.40	\$4.80
08/04/25	08/10/25	12	5:00 AM-10:00 AM	AEN	MIWB	4150	12	12	\$0.40	\$4.80
07/28/25	08/03/25	16	10:00 AM-6:00 PM	AMC	MIWB	4150	5	5	\$0.60	\$3.00
08/04/25	08/10/25	17	10:00 AM-6:00 PM	AMC	MIWB	4150	5	5	\$0.60	\$3.00
08/11/25	08/16/25	18	10:00 AM-6:00 PM	AMC	MIWB	4150	5	5	\$0.60	\$3.00
08/11/25	08/16/25	19	5:00 AM-10:00 AM	AMC	MIWB	4150	7	7	\$0.40	\$2.80
07/28/25	08/03/25	22	5:00 AM-10:00 AM	AMC	MIWB	4150	12	12	\$0.40	\$4.80
08/04/25	08/10/25	23	5:00 AM-10:00 AM	AMC	MIWB	4150	12	12	\$0.40	\$4.80
08/11/25	08/16/25	24	10:00 AM-6:00 PM	CMDY	MIWB	4150	12	12	\$0.40	\$4.80
07/28/25	08/03/25	28	10:00 AM-6:00 PM	CMDY	MIWB	4150	12	12	\$0.40	\$4.80
08/04/25	08/10/25	29	10:00 AM-6:00 PM	CMDY	MIWB	4150	12	12	\$0.40	\$4.80
08/11/25	08/16/25	30	10:00 AM-6:00 PM	CMT	MIWB	4150	12	12	\$0.40	\$4.80
07/28/25	08/03/25	34	10:00 AM-6:00 PM	CMT	MIWB	4150	6	6	\$0.40	\$2.40
08/04/25	08/10/25	35	10:00 AM-6:00 PM	CMT	MIWB	4150	6	6	\$0.40	\$2.40
08/11/25	08/16/25	36	6:00 PM-11:59 PM	CMT	MIWB	4150	8	8	\$0.60	\$4.80
07/28/25	08/03/25	40	6:00 PM-11:59 PM	CMT	MIWB	4150	8	8	\$0.60	\$4.80
08/04/25	08/10/25	41	6:00 PM-11:59 PM	CMT	MIWB	4150	8	8	\$0.60	\$4.80
08/11/25	08/16/25	42	10:00 AM-6:00 PM	DISC	MIWB	4150	11	11	\$0.60	\$6.60
07/28/25	08/03/25	46	10:00 AM-6:00 PM	DISC	MIWB	4150	11	11	\$0.60	\$6.60
08/04/25	08/10/25	47	10:00 AM-6:00 PM	DISC	MIWB	4150	12	12	\$0.60	\$7.20
08/11/25	08/16/25	48	10:00 AM-6:00 PM	FBN	MIWB	4150	12	12	\$0.40	\$4.80
07/28/25	08/03/25	52	10:00 AM-6:00 PM	FBN	MIWB	4150	12	12	\$0.40	\$4.80
08/04/25	08/10/25	53	10:00 AM-6:00 PM	FBN	MIWB	4150	12	12	\$0.40	\$4.80
08/11/25	08/16/25	54	5:00 AM-10:00 AM	FBN	MIWB	4150	10	10	\$0.40	\$4.00
07/28/25	08/03/25	58	5:00 AM-10:00 AM	FBN	MIWB	4150	10	10	\$0.40	\$4.00
08/04/25	08/10/25	59	5:00 AM-10:00 AM	FBN	MIWB	4150	10	10	\$0.40	\$4.00
07/28/25	08/03/25	63	6:00 PM-11:59 PM	FBN	MIWB	4150	8	8	\$0.70	\$5.60
08/04/25	08/10/25	64	6:00 PM-11:59 PM	FBN	MIWB	4150	8	8	\$0.70	\$5.60
08/11/25	08/16/25	65	10:00 AM-6:00 PM	FWIA	MIWB	4150	12	12	\$1.70	\$20.40
07/28/25	08/03/25	69	10:00 AM-6:00 PM	FWIA	MIWB	4150	12	12	\$1.70	\$20.40
08/04/25	08/10/25	70	10:00 AM-6:00 PM	FWIA	MIWB	4150	12	12	\$1.70	\$20.40

INVOICE NUMBER 240062246

INVOICE PERIOD 07/28/25-08/31/25

COMMERCIAL SUMMARY

Order Number W111411022	Product Advanced Advertising Display (online)	Advertiser LAKE GENEVA JAYCEES	Account Executive Jennifer Pizur
PO Number DISPLAY	Contract Number PL2082874	Estimate Number DISPLAY	
Package	Ext. Order	EDI Product	Client

Spot Title/ID	ISCI	Network(s)	Spots Aired	Total Cost
Digital Display / IN00005259	Digital Display	TDEV	1	\$1,150.00
Total				\$1,150.00

ORDER LINE SUMMARY

Line Start	Line End	Line No.	Time Period	Network	Reg/Ret	Syscode	Spots Ordered	Spots Aired	Rate	Total Costs
08/31/25	08/31/25	2	12:00 AM-11:59 PM	TDEV	DIMI	8626	1	1	\$1,150.00	\$1,150.00
Total										\$1,150.00

AFFIDAVIT TIME CHARGES - ALL PROGRAM TITLES ARE ESTIMATES

Line	Retail Unit/Region Description	Sys code	Network	Date/Time	Spot Title	Program	Len	Charges
2	DIMI/Advanced Milwaukee	8626	TDEV	08/31/25 12:20 AM	Digital Display	1 HR Sem-Active	30	\$1,150.00
Network TDEV Sub Total (1)								\$1,150.00
Region DIMI Sub Total (1)								\$1,150.00
Order W111411022 Sub Total (1)								\$1,150.00



262-248-2545

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

Invoice

Date	Invoice #
8/14/2025	345021

Bill To
Lake Geneva Jaycees P.O. Box 411 Lake Geneva, WI 53147

P.O. Number	Job Name
	Venetian fest

Quantity	Item Code	Description	Price Each	Amount
1	Design	Graphic Design	20.00	20.00
	Discount	Discount	-20.00	-20.00
8	Banner	3x8 Banner	105.00	840.00T
8	Banner	Mesh Banner	100.00	800.00T
1	Banner	3x5 Banner	75.00	75.00T
5	24x36	24x36 Coraplas Signs	40.00	200.00T
2	Large Format Color	Menus Boards laminated Large Format Color	85.00	170.00T
5	18x24	18x24 Coraplas Signs	38.00	190.00T
5	Stakes	Stakes	1.50	7.50T
	Discount	Discount	-100.00	-100.00
1	Vinyl	VinylStickers	40.00	40.00T

Thank you for your business.

Subtotal	\$2,222.50
Sales Tax (5.5%)	\$122.29
Total	\$2,344.79

INVOICE

Connoisseur Media
6170 W. Grand Ave
Ste. 111
Gurnee, IL 60031
Main: (262) 694-7800
Billing:

Billing Address:

Lake Geneva Jaycees
Attention: Accounts Payable
P O Box 411
Lake Geneva, WI 53147

Send Payment To:

Connoisseur Media
6170 W. Grand Ave
Ste. 111
Gurnee, IL 60031
Pay Online: payconnmedia.com

Property	CHI-WAU-Digital		
Invoice #	1649322-1	Order #	1649322
Invoice Date	07/31/25	Alt Order #	
Invoice Month	July 2025	Deal #	
Invoice Period	07/01/25 - 07/31/25	Flight Dates	07/12/25 - 08/16/25
Advertiser	Lake Geneva Jaycees		
Product	2025 Digital Campaign		
Estimate #			
Account Executive	Mark Arthur		
Sales Office	Local-Waukegan/Kenosha		
Sales Region	Local		
Agency Code			
Advertiser Code			
Billing Calendar	Calendar		
Billing Type	Cash		
Special Handling			
Agency Ref			
Advertiser Ref			
Product 1			
Product 2			

WKDG

Line	Start Date	End Date	Description	Imp. Booked	Imp. Delivered	Rate	Rate Type	Total Amount
2	07/12/25	07/31/25	Targeted Display			\$937.50	CPD	\$937.50
			93,750 imp					
5	07/12/25	07/31/25	YouTube			\$450.00	CPD	\$450.00
			2,250 views					
7	07/12/25	07/31/25	Audience Extension-TV			\$1,330.00	CPD	\$1,330.00
			45,860 imp					
Internet Gross								\$2,717.50

WZSR

WZSR				Imps/Plays				
Line	Start Date	End Date	Description	Booked	Imp. Delivered	Rate	Rate Type	Total Amount
1	07/12/25	07/31/25	Digital Audio Extension			\$750.00	CPD	\$750.00
	37,500 imp							
							<u>Streaming Gross</u>	\$750.00

Payment Terms 30 Days - USDNet Total **\$3,467.50**Invoice Balance as of 09/12/25 3:40:19 PM ET **\$3,467.50**



Connoisseur Media
6170 W. Grand Ave
Ste. 111
Gurnee, IL 60031
Main: (262) 694-7800
Billing:

Billing Address:

Lake Geneva Jaycees
Attention: Accounts Payable
P O Box 411
Lake Geneva, WI 53147

Send Payment To:

Connoisseur Media
6170 W. Grand Ave
Ste. 111
Gurnee, IL 60031
Pay Online: payconnmedia.com

INVOICE

Property	CHI-WAU-Digital		
Invoice #	1649322-2	Order #	1649322
Invoice Date	08/31/25	Alt Order #	
Invoice Month	August 2025	Deal #	
Invoice Period	08/01/25 - 08/16/25	Flight Dates	07/12/25 - 08/16/25
Advertiser	Lake Geneva Jaycees		
Product	2025 Digital Campain		
Estimate #			
Account Executive	Mark Arthur		
Sales Office	Local-Waukegan/Kenosha		
Sales Region	Local		
Agency Code			
Advertiser Code			
Billing Calendar	Calendar		
Billing Type	Cash		
Special Handling			
Agency Ref			
Advertiser Ref			
Product 1			
Product 2			

WKDG

Line	Start Date	End Date	Description	Imp. Booked	Imp. Delivered	Rate	Rate Type	Total Amount
4	08/01/25	08/16/25	Targeted Display			\$937.50	CPD	\$937.50
			93,750 imp					
6	08/01/25	08/16/25	YouTube			\$450.00	CPD	\$450.00
			2,250 views					
8	08/01/25	08/16/25	Audience Extension-TV			\$1,330.00	CPD	\$1,330.00
			45,860 imp					

Internet Gross **\$2,717.50**

WZSR

Line	Start Date	End Date	Description	Imps/Plays Booked	Imp. Delivered	Rate	Rate Type	Total Amount
3	08/01/25	08/16/25	Digital Audio Extension			\$750.00	CPD	\$750.00
			37,500 imp					

Streaming Gross **\$750.00**

Payment Terms 30 Days - USD

Net Total **\$3,467.50**

Invoice Balance as of 09/12/25 4:20:10 PM ET **\$3,467.50**

INVOICE



Connoisseur Media
8800 US Highway 14
Crystal Lake, IL 60012
Main: (815) 459-7000
Billing: (815) 459-7000

Billing Address:

Lake Geneva Jaycees
Attention: Accounts Payable
P O Box 411
Lake Geneva, WI 53147

Send Payment To:

Connoisseur Media
8800 US Highway 14
Crystal Lake, IL 60012
Pay Online: payconnmedia.com

Property	WZSR-FM		
Invoice #	1651607-1	Order #	1651607
Invoice Date	08/31/25	Alt Order #	
Invoice Month	August 2025	Deal #	
Invoice Period	08/01/25 - 08/15/25	Flight Dates	08/02/25 - 08/15/25
Advertiser	Lake Geneva Jaycees		
Product	Venetian Fest		
Estimate #			
Account Executive	Mark Arthur		
Sales Office	Local-Waukegan/Kenosha		
Sales Region	Local		
Agency Code			
Advertiser Code			
Billing Calendar	Calendar		
Billing Type	Cash		
Special Handling			
Agency Ref			
Advertiser Ref			
Product 1			
Product 2			

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	08/02/25	08/09/25	Sa-Su 6a-10a	6a-10a	-----S-	1:00	1	\$25.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/28/25 08/03/25 -----S- 1 \$25.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WZSR Sa 08/02/25 9:14 AM Sa-Su 6a-10a 6a-10a 1:00 Venetian Fest \$25.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/04/25 08/10/25 -----S- 1 \$25.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WZSR Sa 08/09/25 9:47 AM Sa-Su 6a-10a 6a-10a 1:00 Venetian Fest \$25.00 NM									
2	08/02/25	08/09/25	Sa-Su 10a-3p	10a-3p	-----S-	1:00	1	\$25.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/28/25 08/03/25 -----S- 1 \$25.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WZSR Sa 08/02/25 11:16 AM Sa-Su 10a-3p 10a-3p 1:00 Venetian Fest \$25.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/04/25 08/10/25 -----S- 1 \$25.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WZSR Sa 08/09/25 11:15 AM Sa-Su 10a-3p 10a-3p 1:00 Venetian Fest \$25.00 NM									
3	08/02/25	08/09/25	Sa-Su 3p-7p	3p-7p	-----SS	1:00	1	\$25.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/28/25 08/03/25 -----S- 1 \$25.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WZSR Sa 08/02/25 3:47 PM Sa-Su 3p-7p 3p-7p 1:00 Venetian Fest \$25.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/04/25 08/10/25 -----S- 1 \$25.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WZSR Sa 08/09/25 6:13 PM Sa-Su 3p-7p 3p-7p 1:00 Venetian Fest \$25.00 NM									
4	08/02/25	08/09/25	Mo-Su 7p-12m	7p-12m	MTWTFSS	1:00	1	\$10.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/28/25 08/03/25 -----S- 1 \$10.00									

Broadcast information shown on this invoice was taken from the program log.

Times are approximate within ten minutes.

NOTARY

INVOICE

Send Payment To:



Connoisseur Media
8800 US Highway 14
Crystal Lake, IL 60012
Pay Online: payconnmedia.com

Invoice #	1651607-1	Invoice Month	August 2025
Invoice Date	08/31/25	Invoice Period	08/01/25 - 08/15/25
Advertiser	Lake Geneva Jaycees		
Product	Venetian Fest		
Estimate #			

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
4	08/02/25	08/09/25	Mo-Su 7p-12m	7p-12m	MTWTFSS	1:00	1	\$10.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WZSR Sa 08/02/25 7:13 PM Mo-Su 7p-12m 7p-12m 1:00 Venetian Fest \$10.00 NM Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/04/25 08/10/25 -----S- 1 \$10.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WZSR Sa 08/09/25 8:45 PM Mo-Su 7p-12m 7p-12m 1:00 Venetian Fest \$10.00 NM									
5	08/02/25	08/09/25	Sa-Su 12a-5a	12a-5a	-----SS	1:00	1	\$0.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 07/28/25 08/03/25 -----S- 1 \$0.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WZSR Sa 08/02/25 12:45 AM Sa-Su 12a-5a 12a-5a 1:00 Venetian Fest \$0.00 NM Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/04/25 08/10/25 -----S- 1 \$0.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WZSR Sa 08/09/25 12:12 AM Sa-Su 12a-5a 12a-5a 1:00 Venetian Fest \$0.00 NM									
6	08/02/25	08/10/25	Sa-Su 10a-3p	10a-3p	-----SS	1:00	1	\$20.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 07/28/25 08/03/25 -----S 1 \$20.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WZSR Su 08/03/25 10:13 AM Sa-Su 10a-3p 10a-3p 1:00 Venetian Fest \$20.00 NM Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/04/25 08/10/25 -----S 1 \$20.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WZSR Su 08/10/25 10:13 AM Sa-Su 10a-3p 10a-3p 1:00 Venetian Fest \$20.00 NM									
7	08/02/25	08/10/25	Sa-Su 3p-7p	3p-7p	-----SS	1:00	1	\$20.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 07/28/25 08/03/25 -----S 1 \$20.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WZSR Su 08/03/25 5:13 PM Sa-Su 3p-7p 3p-7p 1:00 Venetian Fest \$20.00 NM Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/04/25 08/10/25 -----S 1 \$20.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WZSR Su 08/10/25 6:47 PM Sa-Su 3p-7p 3p-7p 1:00 Venetian Fest \$20.00 NM									
8	08/02/25	08/10/25	Mo-Su 7p-12m	7p-12m	MTWTFSS	1:00	1	\$10.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 07/28/25 08/03/25 -----S 1 \$10.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WZSR Su 08/03/25 8:42 PM Mo-Su 7p-12m 7p-12m 1:00 Venetian Fest \$10.00 NM Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/04/25 08/10/25 -----S 1 \$10.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WZSR Su 08/10/25 8:12 PM Mo-Su 7p-12m 7p-12m 1:00 Venetian Fest \$10.00 NM									
9	08/02/25	08/10/25	Sa-Su 6a-10a	6a-10a	-----SS	1:00	1	\$20.00	NM

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INVOICE

Send Payment To:



Connoisseur Media
8800 US Highway 14
Crystal Lake, IL 60012
Pay Online: payconnmedia.com

Invoice #	1651607-1	Invoice Month	August 2025
Invoice Date	08/31/25	Invoice Period	08/01/25 - 08/15/25
Advertiser	Lake Geneva Jaycees		
Product	Venetian Fest		
Estimate #			

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/28/25 08/03/25 -----S 1 \$20.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WZSR	Su	08/03/25	7:14 AM	Sa-Su 6a-10a	6a-10a	1:00	Venetian Fest	\$20.00 NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/04/25 08/10/25 -----S 1 \$20.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WZSR	Su	08/10/25	8:49 AM	Sa-Su 6a-10a	6a-10a	1:00	Venetian Fest	\$20.00 NM
10	08/02/25	08/10/25	Sa-Su 12a-5a	12a-5a	-----SS	1:00	1	\$0.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/28/25 08/03/25 -----S 1 \$0.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WZSR	Su	08/03/25	2:10 AM	Sa-Su 12a-5a	12a-5a	1:00	Venetian Fest	\$0.00 NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/04/25 08/10/25 -----S 1 \$0.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WZSR	Su	08/10/25	2:12 AM	Sa-Su 12a-5a	12a-5a	1:00	Venetian Fest	\$0.00 NM
11	08/04/25	08/15/25	Mo-Fr 6a-10a	6a-10a	MTWTF--	1:00	1	\$60.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/04/25 08/10/25 MTWTF-- 6 \$60.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
7	WZSR	M	08/04/25	6:12 AM	Mo-Fr 6a-10a	6a-10a	1:00	Venetian Fest	\$60.00 NM
1	WZSR	M	08/04/25	8:12 AM	Mo-Fr 6a-10a	6a-10a	1:00	Venetian Fest	\$60.00 NM
3	WZSR	Tu	08/05/25	9:43 AM	Mo-Fr 6a-10a	6a-10a	1:00	Venetian Fest	\$60.00 NM
4	WZSR	W	08/06/25	6:47 AM	Mo-Fr 6a-10a	6a-10a	1:00	Venetian Fest	\$60.00 NM
5	WZSR	Th	08/07/25	8:45 AM	Mo-Fr 6a-10a	6a-10a	1:00	Venetian Fest	\$60.00 NM
6	WZSR	F	08/08/25	6:17 AM	Mo-Fr 6a-10a	6a-10a	1:00	Venetian Fest	\$60.00 NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/11/25 08/17/25 MTWTF-- 6 \$60.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
12	WZSR	M	08/11/25	7:45 AM	Mo-Fr 6a-10a	6a-10a	1:00	Venetian Fest	\$60.00 NM
2	WZSR	M	08/11/25	9:13 AM	Mo-Fr 6a-10a	6a-10a	1:00	Venetian Fest	\$60.00 NM
9	WZSR	Tu	08/12/25	7:12 AM	Mo-Fr 6a-10a	6a-10a	1:00	Venetian Fest	\$60.00 NM
10	WZSR	W	08/13/25	7:42 AM	Mo-Fr 6a-10a	6a-10a	1:00	Venetian Fest	\$60.00 NM
11	WZSR	Th	08/14/25	6:44 AM	Mo-Fr 6a-10a	6a-10a	1:00	Venetian Fest	\$60.00 NM
8	WZSR	F	08/15/25	9:46 AM	Mo-Fr 6a-10a	6a-10a	1:00	Venetian Fest	\$60.00 NM
12	08/04/25	08/15/25	Mo-Fr 10a-3p	10a-3p	MTWTF--	1:00	1	\$60.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/04/25 08/10/25 MTWTF-- 6 \$60.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
4	WZSR	M	08/04/25	11:48 AM	Mo-Fr 10a-3p	10a-3p	1:00	Venetian Fest	\$60.00 NM
2	WZSR	Tu	08/05/25	10:48 AM	Mo-Fr 10a-3p	10a-3p	1:00	Venetian Fest	\$60.00 NM
6	WZSR	Tu	08/05/25	1:16 PM	Mo-Fr 10a-3p	10a-3p	1:00	Venetian Fest	\$60.00 NM
1	WZSR	W	08/06/25	1:47 PM	Mo-Fr 10a-3p	10a-3p	1:00	Venetian Fest	\$60.00 NM
5	WZSR	Th	08/07/25	1:12 PM	Mo-Fr 10a-3p	10a-3p	1:00	Venetian Fest	\$60.00 NM
3	WZSR	F	08/08/25	11:14 AM	Mo-Fr 10a-3p	10a-3p	1:00	Venetian Fest	\$60.00 NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/04/25 08/10/25 MTWTF-- 6 \$60.00									

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Times are approximate within ten minutes.

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INVOICE

Send Payment To:



Connoisseur Media
8800 US Highway 14
Crystal Lake, IL 60012
Pay Online: payconnmedia.com

Invoice #	1651607-1	Invoice Month	August 2025
Invoice Date	08/31/25	Invoice Period	08/01/25 - 08/15/25
Advertiser	Lake Geneva Jaycees		
Product	Venetian Fest		
Estimate #			

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
12	08/04/25	08/15/25	Mo-Fr 10a-3p	10a-3p	MTWTF--	1:00	1	\$60.00	NM
08/11/25 08/17/25 MTWTF-- 6 \$60.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 8 WZSR M 08/11/25 10:48 AM Mo-Fr 10a-3p 10a-3p 1:00 Venetian Fest \$60.00 NM 12 WZSR Tu 08/12/25 12:47 PM Mo-Fr 10a-3p 10a-3p 1:00 Venetian Fest \$60.00 NM 11 WZSR Tu 08/12/25 2:47 PM Mo-Fr 10a-3p 10a-3p 1:00 Venetian Fest \$60.00 NM 7 WZSR W 08/13/25 1:48 PM Mo-Fr 10a-3p 10a-3p 1:00 Venetian Fest \$60.00 NM 10 WZSR Th 08/14/25 12:16 PM Mo-Fr 10a-3p 10a-3p 1:00 Venetian Fest \$60.00 NM 9 WZSR F 08/15/25 10:48 AM Mo-Fr 10a-3p 10a-3p 1:00 Venetian Fest \$60.00 NM									
13	08/04/25	08/15/25	Mo-Fr 3p-7p	3p-7p	MTWTF--	1:00	1	\$60.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/04/25 08/10/25 MTWTF-- 6 \$60.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WZSR M 08/04/25 6:47 PM Mo-Fr 3p-7p 3p-7p 1:00 Venetian Fest \$60.00 NM 2 WZSR Tu 08/05/25 6:15 PM Mo-Fr 3p-7p 3p-7p 1:00 Venetian Fest \$60.00 NM 6 WZSR W 08/06/25 3:51 PM Mo-Fr 3p-7p 3p-7p 1:00 Venetian Fest \$60.00 NM 3 WZSR W 08/06/25 5:48 PM Mo-Fr 3p-7p 3p-7p 1:00 Venetian Fest \$60.00 NM 5 WZSR Th 08/07/25 4:47 PM Mo-Fr 3p-7p 3p-7p 1:00 Venetian Fest \$60.00 NM 4 WZSR F 08/08/25 3:13 PM Mo-Fr 3p-7p 3p-7p 1:00 Venetian Fest \$60.00 NM Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/11/25 08/17/25 MTWTF-- 6 \$60.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 8 WZSR M 08/11/25 3:15 PM Mo-Fr 3p-7p 3p-7p 1:00 Venetian Fest \$60.00 NM 7 WZSR Tu 08/12/25 5:49 PM Mo-Fr 3p-7p 3p-7p 1:00 Venetian Fest \$60.00 NM 12 WZSR W 08/13/25 3:16 PM Mo-Fr 3p-7p 3p-7p 1:00 Venetian Fest \$60.00 NM 11 WZSR W 08/13/25 4:12 PM Mo-Fr 3p-7p 3p-7p 1:00 Venetian Fest \$60.00 NM 10 WZSR Th 08/14/25 4:48 PM Mo-Fr 3p-7p 3p-7p 1:00 Venetian Fest \$60.00 NM 9 WZSR F 08/15/25 5:14 PM Mo-Fr 3p-7p 3p-7p 1:00 Venetian Fest \$60.00 NM									
14	08/04/25	08/15/25	Mo-Su 7p-12m	7p-12m	MTWTFSS	1:00	1	\$10.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/04/25 08/10/25 MTWTF-- 6 \$10.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WZSR M 08/04/25 10:12 PM Mo-Su 7p-12m 7p-12m 1:00 Venetian Fest \$10.00 NM 4 WZSR Tu 08/05/25 11:12 PM Mo-Su 7p-12m 7p-12m 1:00 Venetian Fest \$10.00 NM 1 WZSR W 08/06/25 10:47 PM Mo-Su 7p-12m 7p-12m 1:00 Venetian Fest \$10.00 NM 5 WZSR Th 08/07/25 7:47 PM Mo-Su 7p-12m 7p-12m 1:00 Venetian Fest \$10.00 NM 6 WZSR Th 08/07/25 11:48 PM Mo-Su 7p-12m 7p-12m 1:00 Venetian Fest \$10.00 NM 3 WZSR F 08/08/25 7:13 PM Mo-Su 7p-12m 7p-12m 1:00 Venetian Fest \$10.00 NM Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/11/25 08/17/25 MTWTF-- 6 \$10.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 7 WZSR M 08/11/25 7:14 PM Mo-Su 7p-12m 7p-12m 1:00 Venetian Fest \$10.00 NM 9 WZSR Tu 08/12/25 10:12 PM Mo-Su 7p-12m 7p-12m 1:00 Venetian Fest \$10.00 NM 10 WZSR W 08/13/25 9:49 PM Mo-Su 7p-12m 7p-12m 1:00 Venetian Fest \$10.00 NM 12 WZSR Th 08/14/25 7:13 PM Mo-Su 7p-12m 7p-12m 1:00 Venetian Fest \$10.00 NM 11 WZSR Th 08/14/25 11:47 PM Mo-Su 7p-12m 7p-12m 1:00 Venetian Fest \$10.00 NM									

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Times are approximate within ten minutes.

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INVOICE

Send Payment To:



Connoisseur Media
8800 US Highway 14
Crystal Lake, IL 60012
Pay Online: payconnmedia.com

Invoice #	1651607-1	Invoice Month	August 2025
Invoice Date	08/31/25	Invoice Period	08/01/25 - 08/15/25
Advertiser	Lake Geneva Jaycees		
Product	Venetian Fest		
Estimate #			

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																																																																																																																																																																						
14	08/04/25	08/15/25	Mo-Su 7p-12m	7p-12m	MTWTFSS	1:00	1	\$10.00	NM																																																																																																																																																																																																						
<table><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>8</td><td>WZSR</td><td>F</td><td>08/15/25</td><td>7:47 PM</td><td>Mo-Su 7p-12m</td><td>7p-12m</td><td>1:00</td><td>Venetian Fest</td><td>\$10.00</td><td>NM</td></tr></table>										Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	8	WZSR	F	08/15/25	7:47 PM	Mo-Su 7p-12m	7p-12m	1:00	Venetian Fest	\$10.00	NM																																																																																																																																																																																
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Total Spots							80																																																																																																																																																																																																								

Payment Terms 30 Days - USD**Net Total \$2,590.00****Invoice Balance as of 09/12/25 4:19:27 PM ET \$2,590.00**

Adams Publishing Group



Antigo Daily Journal • Antigo Weekly Journal Express • Beloit Daily News •
 Daily Jefferson County Union • Janesville Gazette • Leader Independent •
 Local Matters Digital Agency Service • Marinette Eagle Herald • Milton Courier
 • Stateline Messenger • The Star • Tribune Enterprise • Union Saver
 Walworth County Smart Shop • Watertown Daily Times



STATEMENT & INVOICE FOR SERVICES

Page: 1

Invoice Date	Invoice No.	Amount Due	Account	Sales Representative
08-31-25	20904-0825	\$449.00	20904	Robert Ireland

Lake Geneva Jaycees
 672 W Main St, Box 411
 Lake Geneva, WI 53147

Advertiser Summary:	Lake Geneva Jaycees
Previous Balance	0.00
Current Charges	449.00
Service Charges	0.00
Payments/Credits	0.00
Balance Due	449.00
Prepaid Amount	0.00

Date	Reference	Description/Product	Class or Section	Color	Lines or Dimensions	Qty	Amount	Net Amount
		Balance Forward						0.00
Local Matters Digital JG								
8/31/2025	386437	Digital Billboard August 25		N	1 X 0.00		449.00	449.00

---PLEASE NOTE NEW REMITTANCE ADDRESS---
 -----EFFECTIVE IMMEDIATELY-----

CURRENT	OVER 30 DAYS	OVER 60 DAYS	OVER 90 DAYS	TOTAL DUE
449.00	0.00	0.00	0.00	\$449.00

Terms: Due upon receipt
 APG of Southern Wisconsin reserves the right to charge a 1-1/2% service fee on accounts not paid in full prior to the end of the month and to seek collection of past due balances by any legal means necessary within the jurisdiction of our choice.

 DETACH HERE AND RETURN WITH YOUR PAYMENT

Account	Invoice Date	Amount Due
20904	08-31-25	\$449.00
Lake Geneva Jaycees		

Amount Enclosed



Remit to:
 APG of Southern Wisconsin
 P.O. Box 313
 Ashland, WI 54806-0313
 608-755-8219
 accountsreceivable@apg-sw.com
 Fed ID 37-1751246

Credit Card Payment Authorization
 (VISA, MASTERCARD, DISCOVER, AMERICAN EXPRESS)

Amount: _____ Exp. Date: ____/____/____

Card # _____

Signature: _____



Audacy Operations, LLC
an Audacy, Inc. subsidiary
180 North Stetson Ave, Suite 1250
Chicago, IL 60601
Main: (570) 846-2324
Billing: (570) 846-2324

AudacyInc.com

Billing Address:

Lake Geneva Jaycees Inc
Attention: Doug Bartz
672 W. Main Street, PO Box 411
Lake Geneva, WI 53147

Send Payment To:

Audacy Operations, LLC
PO Box 77093
Cleveland, OH 44194

Property	WUSN-FM	Order #	3111114
Invoice #	3111114-2	Alt Order #	
Invoice Date	08/17/25	Ext. Opp. ID	
Invoice Month	August 2025	Deal #	
Invoice Period	07/28/25 - 08/14/25	Flight Dates	07/21/25 - 08/14/25
Advertiser	Lake Geneva Jaycees Inc		
Product	Venetian Fest 2025		
Estimate #			
Account Executive	Brian Smosna		
Sales Office	Chicago Local		
Sales Region	Local		
Agency Code			
Advertiser Code			
Billing Calendar	Broadcast		
Billing Type	Cash		
Special Handling			
Agency Ref	192944		
Advertiser Ref	217379		
Product 1			
Product 2			

WO Payments Quick Pay Link: payments.wocentral.com/findQuick Pay Code: [VQHA9EA6Y4](#)

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	07/21/25	08/08/25	7:00 PM-10:00 PM	7:00 PM-10:00 PM	11111--	:30	5	\$36.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/28/25 08/03/25 11111-- 5 \$36.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
6	WUSN	M	07/28/25	8:10 PM	7:00 PM-10:00 PM	7:00 PM-10:00 PM	:30	VENETIAN FEST 2025	\$36.00 NM
7	WUSN	Tu	07/29/25	9:12 PM	7:00 PM-10:00 PM	7:00 PM-10:00 PM	:30	VENETIAN FEST 2025	\$36.00 NM
8	WUSN	W	07/30/25	8:12 PM	7:00 PM-10:00 PM	7:00 PM-10:00 PM	:30	VENETIAN FEST 2025	\$36.00 NM
9	WUSN	Th	07/31/25	9:40 PM	7:00 PM-10:00 PM	7:00 PM-10:00 PM	:30	VENETIAN FEST 2025	\$36.00 NM
10	WUSN	F	08/01/25	8:11 PM	7:00 PM-10:00 PM	7:00 PM-10:00 PM	:30	VENETIAN FEST 2025	\$36.00 NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/04/25 08/10/25 11111-- 5 \$36.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
11	WUSN	M	08/04/25	8:44 PM	7:00 PM-10:00 PM	7:00 PM-10:00 PM	:30	VENETIAN FEST 2025	\$36.00 NM
12	WUSN	Tu	08/05/25	9:14 PM	7:00 PM-10:00 PM	7:00 PM-10:00 PM	:30	VENETIAN FEST 2025	\$36.00 NM
13	WUSN	W	08/06/25	9:14 PM	7:00 PM-10:00 PM	7:00 PM-10:00 PM	:30	VENETIAN FEST 2025	\$36.00 NM
14	WUSN	Th	08/07/25	9:43 PM	7:00 PM-10:00 PM	7:00 PM-10:00 PM	:30	VENETIAN FEST 2025	\$36.00 NM
15	WUSN	F	08/08/25	8:45 PM	7:00 PM-10:00 PM	7:00 PM-10:00 PM	:30	VENETIAN FEST 2025	\$36.00 NM
2	07/26/25	08/10/25	8:00 AM-6:00 PM	8:00 AM-6:00 PM	-----22	:30	4	\$90.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/28/25 08/03/25 -----22 4 \$90.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
11	WUSN	Sa	08/02/25	9:18 AM	8:00 AM-6:00 PM	8:00 AM-6:00 PM	:30	VENETIAN FEST 2025	\$90.00 NM
12	WUSN	Sa	08/02/25	2:44 PM	8:00 AM-6:00 PM	8:00 AM-6:00 PM	:30	VENETIAN FEST 2025	\$90.00 NM
15	WUSN	Su	08/03/25	10:17 AM	8:00 AM-6:00 PM	8:00 AM-6:00 PM	:30	VENETIAN FEST 2025	\$90.00 NM
16	WUSN	Su	08/03/25	1:10 PM	8:00 AM-6:00 PM	8:00 AM-6:00 PM	:30	VENETIAN FEST 2025	\$90.00 NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/04/25 08/10/25 -----22 4 \$90.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type

We warrant that the actual broadcast information shown on this invoice was taken from the program log. Times are approximate within 15 minutes. Agency and Advertiser agree and acknowledge that Station's Advertising Terms and Conditions govern this contract and are available at www.audacyinc.com.

EFFECTIVE JANUARY 1, 2023, AUDACY WILL BEGIN CHARGING A 2% ADMINISTRATIVE FEE FOR ALL CREDIT CARD TRANSACTIONS PROCESSED BY AUDACY OPERATIONS, LLC, EXCEPT WHERE PROHIBITED BY LAW. WE NO LONGER ACCEPT DEBIT CARDS.



Send Payment To:

Audacy Operations, LLC
PO Box 77093
Cleveland, OH 44194

DUPLICATE INVOICE

Invoice #	3111114-2	Invoice Month	August 2025
Invoice Date	08/17/25	Invoice Period	07/28/25 - 08/14/25
Advertiser	Lake Geneva Jaycees Inc		
Product	Venetian Fest 2025		
Estimate #			

AudacyInc.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																																																																																																						
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4	08/11/25	08/14/25	7:00 PM-10:00 PM	7:00 PM-10:00 PM	1111---	:30	4	\$40.00	NM																																																																																																																																						
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Total Spots 30

Due upon receipt

Net Total \$1,520.00

Invoice Balance as of 09/09/25 1:28:53 PM CT \$1,520.00

We warrant that the actual broadcast information shown on this invoice was taken from the program log. Times are approximate within 15 minutes. Agency and Advertiser agree and acknowledge that Station's Advertising Terms and Conditions govern this contract and are available at www.audacyinc.com.

EFFECTIVE JANUARY 1, 2023, AUDACY WILL BEGIN CHARGING A 2% ADMINISTRATIVE FEE FOR ALL CREDIT CARD TRANSACTIONS PROCESSED BY AUDACY OPERATIONS, LLC, EXCEPT WHERE PROHIBITED BY LAW. WE NO LONGER ACCEPT DEBIT CARDS.



Audacy Operations, LLC
an Audacy, Inc. subsidiary
180 North Stetson Ave, Suite 1250
Chicago, IL 60601
Main: (570) 846-2324
Billing: (570) 846-2324

AudacyInc.com

Billing Address:

Lake Geneva Jaycees Inc
Attention: Doug Bartz
672 W. Main Street, PO Box 411
Lake Geneva, WI 53147

Send Payment To:

Audacy Operations, LLC
PO Box 77093
Cleveland, OH 44194

Property	WUSN-FM	Order #	3111114
Invoice #	3111114-1	Alt Order #	
Invoice Date	07/27/25	Ext. Opp. ID	
Invoice Month	July 2025	Deal #	
Invoice Period	06/30/25 - 07/27/25	Flight Dates	07/21/25 - 08/14/25
Advertiser	Lake Geneva Jaycees Inc		
Product	Venetian Fest 2025		
Estimate #			
Account Executive	Brian Smosna		
Sales Office	Chicago Local		
Sales Region	Local		
Agency Code			
Advertiser Code			
Billing Calendar	Broadcast		
Billing Type	Cash		
Special Handling			
Agency Ref	192944		
Advertiser Ref	217379		
Product 1			
Product 2			

WO Payments Quick Pay Link: payments.wocentral.com/findQuick Pay Code: [NAQAKQAW46](#)

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	07/21/25	08/08/25	7:00 PM-10:00 PM	7:00 PM-10:00 PM	11111--	:30	5	\$36.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/21/25 07/27/25 11111-- 5 \$36.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WUSN	M	07/21/25	9:12 PM	7:00 PM-10:00 PM	7:00 PM-10:00 PM	:30	VENETIAN FEST 2025	\$36.00 NM
2	WUSN	Tu	07/22/25	9:18 PM	7:00 PM-10:00 PM	7:00 PM-10:00 PM	:30	VENETIAN FEST 2025	\$36.00 NM
3	WUSN	W	07/23/25	9:44 PM	7:00 PM-10:00 PM	7:00 PM-10:00 PM	:30	VENETIAN FEST 2025	\$36.00 NM
4	WUSN	Th	07/24/25	8:11 PM	7:00 PM-10:00 PM	7:00 PM-10:00 PM	:30	VENETIAN FEST 2025	\$36.00 NM
5	WUSN	F	07/25/25	8:45 PM	7:00 PM-10:00 PM	7:00 PM-10:00 PM	:30	VENETIAN FEST 2025	\$36.00 NM
2	07/26/25	08/10/25	8:00 AM-6:00 PM	8:00 AM-6:00 PM	-----22	:30	4	\$90.00	NM
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3	WUSN	Sa	07/26/25	2:45 PM	8:00 AM-6:00 PM	8:00 AM-6:00 PM	:30	VENETIAN FEST 2025	\$90.00 NM
7	WUSN	Su	07/27/25	12:43 PM	8:00 AM-6:00 PM	8:00 AM-6:00 PM	:30	VENETIAN FEST 2025	\$90.00 NM
8	WUSN	Su	07/27/25	1:45 PM	8:00 AM-6:00 PM	8:00 AM-6:00 PM	:30	VENETIAN FEST 2025	\$90.00 NM
3	07/26/25	08/10/25	6:00 AM-10:00 PM	6:00 AM-10:00 PM	-----22	:30	4	\$35.00	NM
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3	WUSN	Su	07/27/25	9:16 AM	6:00 AM-10:00 PM	6:00 AM-10:00 PM	:30	VENETIAN FEST 2025	\$35.00 NM
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INVOICE

Send Payment To:

Audacy Operations, LLC
PO Box 77093
Cleveland, OH 44194

Invoice #	3111114-1	Invoice Month	July 2025
Invoice Date	07/27/25	Invoice Period	06/30/25 - 07/27/25
Advertiser	Lake Geneva Jaycees Inc		
Product	Venetian Fest 2025		
Estimate #			

AudacyInc.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
<u>Total Spots</u>							13		

Due upon receiptNet Total **\$680.00**Invoice Balance as of 09/09/25 1:28:36 PM CT **\$680.00**

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CITY OF LAKE GENEVA TOURISM COMMISSION



TOURISM MUNICIPAL DEVELOPMENT GRANT INFORMATIONAL GUIDE

~~December 2024~~

October 2025

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.

Per statute, Municipal Development Grants will focus on City projects that will enhance the visitor experience, are significantly used by transient tourists and are reasonably likely to generate overnight stays in City of Lake Geneva hotels.

II. ELIGIBLE APPLICANTS:

Eligible applicants for the Municipal Development Grants are only eligible to the City of Lake Geneva as represented by the City Administrator.

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.

The City shall fill out the application entitled, Tourism Municipal Development Grant, and include applicable materials. Copies shall be emailed to the Chair of the Tourism Commission.

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 or a plaque indicating financial support from the Tourism Commission.~~ As a part of the application, the commission requires the Tourism Commission logo and City of Lake Geneva Hotels website link www.lakegenevahotels.org to be place on all marketing digital and printed materials including rack cards, banners, event-website and all social media outlets.

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.

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 justify how this enhances the visitor experience. 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:

The City shall submit invoices to the comptroller for final approval and payment.

Section 1-Submit for Approval

City of Lake Geneva Tourism Commission

Tourism Municipal Development Grant Application

Revised ~~December 2024~~ October 2025

Date Submitted: _____

~~Organization:~~ _____

Contact Person: _____

Phone Number: _____

Street Address: _____

City, State, Zip: _____

Email Address: _____

Title of Project/Enhancement:

Project Timeline: _____

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

Location of Project: _____

Type of Project (Convention, Sporting, Other): _____

Estimated Number of Attendees: _____

Have you Applied Before? Yes or No; Explain: New Project or property? Yes/No _____

If existing project or property, what was previous approved grant amount? _____

Will this generate overnight stay in City Hotels? _____ (Yes/No).

How many rooms nights? _____

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

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 prior to applying for a tourism grant). Yes / No _____

Estimated Number of Overnight Stays: _____

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

Annual Event (Yes/No): _____

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: _____

Provide as attachment the following:

1) Project Overview/Description

- 2) Project Budget (Include how grant funds will be used)
- 3) Explain how this project or property will generate City of Lake Geneva Hotel room revenue.
- 4) Explain ongoing maintenance costs and how those will be paid.
- 5) 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

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 Administrator will prepare a written report detailing the completed project and its potential impact for increased Tourism in the City of Lake Geneva and City hotels.

He/she will include photos of the finished project.

~~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: _____

CITY OF LAKE GENEVA TOURISM COMMISSION



TOURISM PROMOTION GRANT INFORMATIONAL GUIDE

~~December 2024~~

October 2025

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.) **The Commission will give preference to new events in their first three years or events that have added new elements.**

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.~~ As a part of the application, the commission requires the Tourism Commission logo and City of Lake Geneva Hotels website link www.lakegenevahotels.org to be placed on all marketing digital & printed materials including rack cards, banners, event-website and all social media outlets.

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 regarding 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: _____

Contact Person: _____

Phone Number: _____

Street Address: _____

City, State, Zip: _____

Email Address: _____

Name of Event: _____

Date(s) of Event: _____

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

Location of Event: _____

Type of Event: _____

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

Estimated Number of Attendees: _____

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

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

Is there any other event or Alpine Valley concert on same day as this event? (Yes/ No)

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 **prior** to applying for a tourism grant). Yes / No _____

Estimated Number of Overnight Stays: _____

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

Annual Event (Yes/No): _____

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: _____

Provide as attachment the following:

- 1) Event Overview/Description
- 2) Event Budget and Marketing Plan (Include how grant funds will be used)
- 3) ~~Mock-up of all Marketing Material to include the Tourism Commission Logo~~ Mock-Up of all marketing material to include the TOURISM COMMISSION LOGO and website link www.lakegenevahotels.org.
- ~~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:

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