



LAKE GENEVA TOURISM COMMISSION AGENDA

Monday, November 10, 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 October 13, 2025
5. Update from Heather Jones (Independent Contractor for Tourism Commission) Meet at the Lake Promotional Activity
6. Update from Tourism Entity (VISIT Lake Geneva) on Promotional Activity, Calendar, and Hotel performance
7. Update from Lake Geneva Business Improvement District (events and mission)
8. Written financial update regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements, list of outstanding (unpaid) tourism grants awarded
9. Discussion/Action on Tourism Promotional Grant Program and Requests: **Maximum ten (10) minute presentation per request:**
 - a. World's Tallest Glass Tree, Mack Glass NFP
 - b. Baseball/Softball Travel Tournaments-Sports Field Maintenance Work; Geneva Lakes Family YMCA
 - c. The Balloon Adventure-Buggin' Out!; 531 Fund (Formerly Santa Cause)
10. Final Event Evaluations from organizations receiving Tourism Grants
 - a. Sylph Lake Geneva; Dawn Springer Dance Projects
11. Tourism Commission related forms, paperwork, and grant procedures review
12. Next Meeting Date & Time: Monday, December 8, 2025, at 4:00 pm

13. Future Agenda Items

14. 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 – October 13, 2025, 4:00 pm
Lake Geneva City Hall-Council Chambers
626 Geneva St, Lake Geneva, WI 53147

Role Call Present: Chair Brian Waspi, Troy Migut, Shelley Rowell, Alderperson Frame,
Mayor Krause, City Comptroller Laura Pisarcik

Absent: Vice Chair Zakia Pirzada, Alderperson Fesenmaier, Stephanie Klett

Comments from the public: None

Approval of Tourism Commission Minutes from previous month: Motion by Frame, Waspi
second, Unanimously carried

Update from Heather Jones – Above pace for reservations for 2026. YoY still up.

Independent contractor agreement was reviewed and will be approved in the next meeting.
Waspi makes motion to extend “as-is” with option to alter during discussion in ensuing
meeting. Frame Seconded – Unanimously carried.

Visit Lake Geneva Update – Preparing for upcoming annual dinner next evening – absent

BID Update – Alex is also preparing for the upcoming annual dinner next evening – absent

Financial update – funds have dropped just below \$1,000,000 and summaries of funds that
have been granted and will be updated.

Grant Proposals

Riviera Window Covering Replacement - Heather Jones presented grant proposal for
removing current curtains at riviera and then replacing them with electric blinds. She has

initial bid from contractor for funds not to exceed \$89,000 but will need to submit for 3 more bids from contractors. Linda Frame advocated for these blinds as they were not taken care of during the initial renovation.

Linda Frame motioned to replace window covering for the not to exceed \$89,050, Shelley Rowell Seconded – Unanimously carried

Worlds Tallest Glass Tree – Mack Glass Proposal – Chairperson Waspi asked why this is going to cost 2x more than last year? Robert will be utilizing guerilla marketing and wants to be more flexible.

Everyone voiced hesitation for the size of the grant and Comptroller Laura Pisarcik suggested doing \$50,000 and then if need more funds in a future commission meeting he can do so.

Linda Frame motioned to approve grant for \$102,600 – as written

Shelley Rowell Seconded

Waspi made motion to amend to \$50,000

Linda Frame seconded

All approved

Waspi made motion to approve the \$50,000

Linda Frame seconded, Unanimously carried

Downtown Visit Lake Geneva Ice Sculptures - \$15,900 being asked for the downtown ice sculptures.

Waspi motioned to approve the full amount of \$15,900

Linda Frame seconded, Unanimously carried

GaryCon 2026 –

Luke Gygax presenting because the amount of people has grown and overwhelming the amount of people that can stay at Grand Geneva

Looking at partnering with the Cove, Fairfield and Comfort Suites along with having a shuttle to and from. Would promote tourism in the city.

Waspi made motion to approve the \$12,000 for the grant proposal with the contingent that a map and plan for the shuttle was brought to the November meeting.

Linda Frame seconded, Unanimously Carried

Final Event Evaluations for Grants Reimbursed

Art in the Park performed well

Das Fest underperformed and utilization of the shuttles were lower than expected.

Taco Fest was discussed as needing to be reevaluated for next year as it has been approved many years in a row.

Tourism Grant Application

Waspi motioned to approve the revised application

Linda Frame seconded, Unanimously Carried

Tourism Promotional Grant Guide and Application Discussion

Waspi motioned to approve the new tourism promotional grant

Linda Frame seconded, Unanimously Carried

GaryCon to come back with map and plan for route of shuttles

Glass Tree may come back for discussion for further funds and requests

Linda Frame motioned to adjourn, Waspi seconded, Unanimously Carried

Riviera Ballroom/MATL Update- Tourism Commission Meeting November 2025

Marketing Update

- Website Analytics Update: Past 30 Days:
 - Site Sessions: 1,527 (-35%)
 - Site Sessions by traffic source
 1. Google (746)
 2. Direct (584)
 3. Bing (50)
 4. City of Lake Geneva (26)
 5. Duck Duck Go (17)
 - Active Inquiries: 137, 89 recorded for October 2024
 - Avg. Session Duration: 1m 43s (-12%)
 - Site Bounce Rate: 50% (-15%)

- WeddingWire & TheKnot: October Stats
 - 378 Visitors
 - 34 Link Clicks
 - 28 Saves
 - 32 leads

- Hotels & Lodging Analytics Update Past 30 days:
 - 60 Page Views (-23 from last month)
 - Avg. time spent on page: 2min 59sec (-39s)

- www.lakegenevahotels.org Analytics- past 30 days
 - 2,195 Site Sessions (+22%)
 - (1,380) Google Ad
 - (374) YouTube Ad
 - (157) Direct
 - (142) BID
 - (20) WIX Ad
 - Avg. Session Duration: 2m 59S

Sales Update

	2019	2020	2021	2022	2023	2024	2025	2026	2027
Weddings	28	9	54	55	52	43	44	45	4
Social	1	0	1	5	4	5	3	5	
Corporate	2	1	1	2	3	1	6	2	
Non-Profit	10	0	3	1	5	4	7	3	
Event Total	41	10	60	62	64	54	60	55	4
Cancellation Total	0	40	11		3	2	4	3	
Rescheduled	0	20	4		1	1	2		
Comp		5	2	5	6	6	9		
Pending Comp Req									

2025 Comp Space:

- Winterfest- 6 days
- Bid breakfast
- Visit LG – partner meeting
- Veterans’ Day Program (Library)

Sales by year October 2025:

- 2025: Two corporate & one non-profit contract returned. One wedding contract out for signature.
- 2026: Contracts returned; two weddings, one corporate & one social. Two wedding contracts and one non-profit contract out for signature.
- 2027: Two wedding contracts returned. Two wedding contracts out for signature.
- Last Year, reported on November 6; 54 events booked for 2024 and 39 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	\$309,944.58
CATERING REVENUE						
\$14,688.76	\$4,337.68	\$32,970.09	\$46,691.72	\$48,795.80	\$47,914.74	\$43,927.41



**Lake Geneva Tourism Commission
NOVEMBER 10, 2025
VISIT Lake Geneva Update**

Partner Events

- Monthly Partner Meeting – Nov. 18, 8am at Horticultural Hall
- Multi-Chamber Business After Hours – Nov. 19, 5-8pm at The Market of Lake Geneva
- Ribbon Cuttings
 - Veteran’s Park Playground – Nov. 12, 4pm
 - Ivy Hydration Bar – Nov. 13, 4pm – 601 W. Main St

Public Events

- 2025 Electric Christmas Parade – December 6, 5pm
- Winterfest 2026 – January 28 - February 1
 - Downtown Ice Sculpture Walk

Earned Media Highlights – OCTOBER 2025

- Lavender Magazine | [Cooler by the Lake](#)
- World Atlas | [13 Cutest Small Towns in Wisconsin](#)
- Yahoo News | [The World’s Tallest Glass Tree Festival returns to Wisconsin in 2025. Here’s what you should know about it](#)
- Up North News | [The World’s Tallest Glass Tree Festival returns to Wisconsin in 2025. Here’s what you should know about it](#)
- CBS58 Milwaukee | [World’s Tallest Glass Tree Festival returns to Lake Geneva this holiday season](#)
- World Atlas | [11 Most Peaceful Towns in Wisconsin](#)
- TravelHost | [8 Must-Visit Spots in Wisconsin](#)
- World Atlas | [These 12 Towns in Wisconsin Were Ranked Among US Favorites In 2025](#)
- Alhi Luxury Global Sales | [Destination: Lake Geneva, Wisconsin](#)
- Newsbreak | [20 Autumn Travel Spots That Time Forgot](#)
- Jefferson City News Tribune | [Driftwood Outdoors: Fall fishing is on fire across Midwest](#)
- Daily Journal (Indiana) | [Fall fishing is on fire across Midwest](#)
- Next Avenue | [Lake Geneva’s Gems Range from Glam to Geeky](#)
- World Atlas | [11 of the Most Welcoming Towns in Wisconsin](#)
- World Atlas | [12 Amazing Great Lakes Day Trips That Are Worth The Drive](#)
- Milwaukee Journal Sentinel | [What are the best vacation spots in Wisconsin? Here’s what World Atlas thinks.](#)
- World Atlas | [11 Amazing Day Trips in the United States That Are Worth the Drive In 2025](#)

MARKETING METRICS – OCTOBER 2025

WEBSITE – VisitLakeGeneva.com

- Visitor Sessions – 201,796 (+45.3%) | YTD 1,779,679 (+23.7%)
- Pageviews – 440,451 (+6.3%) | YTD 4,433,517 (+1.1%)
- Users – 160,385 (+53.7%) | YTD 1,340,426 (+21.1%)
- Online Guide Visits – 4,454 | YTD 33,834

- **Top Pages**

1. Events	77,815 Pageviews
2. Things to Do Fall Activities	21,216
3. Things to Do Shore Path	19,971
4. Things to Do	17,541
5. Home	14,326
6. Events Events This Week	12,629
7. Meetings & Groups	11,974
8. Food & Drink	11,376
9. Stay	11,780
10. Things to Do Shopping	9,471

- **Top Cities**

1. Chicago	16,176 Users
2. (not set)	11,373
3. Milwaukee	3,777
4. Lake Geneva	2,107
5. Lanzhou	1,808
6. New York	1,692
7. Minneapolis	1,542
8. Madison	1,401
9. Singapore	1,153
10. Los Angeles	931

SOCIAL MEDIA

- Facebook – 79,629 Followers (+306 MoM) | 3,089,793 Monthly Views
- Instagram – 20,375 Followers (+398 MoM) | 189,390 Monthly Views
- X – 3,594 Followers (+9 MoM) | 958 Monthly Impressions
- LinkedIn – 2,058 Followers (+23 MoM) | 290,266 Monthly Impressions
- TikTok – 4,471 Followers (+288 MoM) | 78,552 Monthly Views

EMAIL SUBSCRIBERS

- Subscribers – 53,977 (+669)
- Open Rate – 32.9%

VISITOR CENTER ACTIVITY – SEPTEMBER

- Phone Calls – 205 (-43) | YTD 2,330 (-523)
- Walk-ins – 1,496 (-365) | YTD 13,050 (-1,960)
- Emails – 629 (-95) | YTD 9,468 (-356)
- Visitors Guides Fulfilled – 529 (-122) | YTD 8,710 (-504)

HOTEL ACTIVITY – SEPTEMBER 2025

- Occupancy – 61.4% (-0.5%) | YTD 59.2% (+7.0%)
- ADR - \$194.79 (+6.6%) | YTD \$212.40 (+7.4%)
- RevPar - \$119.61 (+0.3%) | YTD \$125.83 (+14.9%)

MEETINGS & EVENTS RFP ACTIVITY – OCTOBER 2025

RFP #	Total Attendees	Total Room Nights	Type	Event Date	Properties Sourced	City of Lake Geneva Properties Sourced
1561	20	24	SMERF	JUL 2026	Bella Vista, Maxwell Mansion, Harbor Shores, The Cove, Grand Geneva, Lake Lawn, The Abbey Resort, Geneva Inn	Bella Vista, Maxwell Mansion, Harbor Shores, The Cove
1562	50	172	Corporate	MAR 2026	Grand Geneva	
1563	55	121	Association	AUG 2027	The Abbey, Grand Geneva	
1564	1000	1282	Association	SEP 2027	Grand Geneva	
1565	325	495	Corporate	SEP 2026	The Abbey, Grand Geneva	
1566	350	1200	Corporate	AUG 2026	Grand Geneva	
1567	300	645	Corporate	AUG 2027	Grand Geneva	
7	2100	3939	October 2025 Totals			

Year-to-Date

- RFPs Distributed – 116
- RFP Room Nights – 30,084
- RFP Attendees – 19,498

**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	12,126.11	-	241,074.54	92,716.74	9/5/2025
September	798.74	286,650.19	131,550.13	-	418,999.06	136,244.59	10/10/2025
October					-	153,626.54	11/7/2025
November					-		
December					-		
	<u>561,202.02</u>	<u>731,486.89</u>	<u>654,961.11</u>	<u>-</u>	<u>1,947,650.02</u>	<u>695,311.06</u>	

Note: Marketplace Providers now pay on a quarterly basis

CITY OF LAKE GENEVA
BALANCE SHEET
SEPTEMBER 30, 2025
FUND 47 - TOURISM

<u>ASSETS</u>			
47-00-00-11111	FUND CASH	1,150,022.19	
	TOTAL ASSETS		<u>1,150,022.19</u>
<u>LIABILITIES AND EQUITY</u>			
<u>FUND EQUITY</u>			
47-00-00-34800	RESTRICTED FUND BALANCE	1,075,073.65	
	REVENUES OVER EXPENDITURES - YTD	74,948.54	
	TOTAL FUND EQUITY		<u>1,150,022.19</u>
	TOTAL LIABILITIES & EQUITY		<u>1,150,022.19</u>

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	267,146.26	838,910.05	1,400,000.00	259,861.45	81.44
47-00-00-46100	TOURISM MISC REVENUE	.00	.00	.00	.00	.00
47-00-00-48110	INTEREST INCOME	3,200.67	29,078.37	10,000.00	19,078.37-	290.78
47-00-00-49350	TRANSFER FROM GENERAL FUND	.00	.00	.00	.00	.00
Total TOURISM:		270,346.93	867,988.42	1,410,000.00	240,783.08	82.92
47-00-00-57100	HOTEL/MOTEL ASSN-CHAM OF COM	92,716.74	405,439.93	680,000.00	138,315.48	79.66
47-00-00-57210	EVENTS COORDINATOR	.00	.00	.00	.00	.00
47-00-00-57212	RIVIERA MARKETING COORDINATOR	5,833.34	52,500.06	70,000.00	11,666.60	83.33
47-70-00-57150	PROMOTIONAL GRANT	20,369.50	324,865.03	200,402.00	178,981.82-	189.31
47-70-00-57155	TOURISM MUNICIPAL DEVELOPMENT	419.99	10,234.86	221,425.00	211,004.69	4.71
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:		119,339.57	793,039.88	1,410,000.00	420,177.95	70.20
Net Total TOURISM:		151,007.36	74,948.54	.00	179,394.87-	.00
Net Grand Totals:		151,007.36	74,948.54	.00	179,394.87-	.00

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance		
FUND CASH			08/31/2025 (08/25) Balance	47-00-00-11111			999,014.83		
10/31/2025	CA	6	Cash Allocation - Created: 10/21/25 12:26 PM		270,346.93				
09/30/2025	CA	16	Cash Allocation - Created: 10/23/25 11:49 AM			270,346.93-			
09/05/2025	CA-CD	17	CDA Fund Allocation - Created: 09/05/25 10:27			92,716.74-			
09/19/2025	CA-CD	52	CDA Fund Allocation - Created: 09/19/25 1:42 P			119.99-			
09/25/2025	CA-CD	61	CDA Fund Allocation - Created: 09/26/25 11:48			26,202.84-			
09/30/2025	CA-CD	69	CDA Fund Allocation - Created: 10/02/25 4:39 P			300.00-			
09/30/2025	CA-JE	11	JE Fund Allocation - Created: 10/23/25 11:49 A		270,346.93				
			09/30/2025 (09/25) Period Totals and Balance		540,693.86 *	389,686.50- *	1,150,022.19		
RESTRICTED FUND BALANCE			08/31/2025 (08/25) Balance	47-00-00-34800			1,075,073.65-		
			09/30/2025 (09/25) Period Totals and Balance		.00 *	.00 *	1,075,073.65-		
ROOM TAX			08/31/2025 (08/25) Balance	47-00-00-41210			571,763.79-		
09/30/2025	JE	15	TRANSFER ROOM TAX TO TOURISM FUND-			189,673.84-			
09/30/2025	JE	15	TRANSFER ROOM TAX TO TOURISM FUND-			77,472.42-			
			09/30/2025 (09/25) Period Totals and Balance		.00 *	267,146.26- *	838,910.05-		
YTD Encumbrance	.00	YTD Actual	-838,910.05	Total	-838,910.05	YTD Budget	-1,400,000.00	Unearned	561,089.95
INTEREST INCOME			08/31/2025 (08/25) Balance	47-00-00-48110			25,877.70-		
09/30/2025	JE	14	REC SEP LGIP ACTIVITY			3,200.67-			
			09/30/2025 (09/25) Period Totals and Balance		.00 *	3,200.67- *	29,078.37-		
YTD Encumbrance	.00	YTD Actual	-29,078.37	Total	-29,078.37	YTD Budget	-10,000.00	Unearned	(19,078.37)
HOTEL/MOTEL ASSN-CHAM OF COMM			08/31/2025 (08/25) Balance	47-00-00-57100			312,723.19		
09/03/2025	AP	49	LAKE GENEVA CONVENTION		92,716.74				
			**Desc: 2025 ROOM TAX SHARE-JAN-AUG 2025						
			09/30/2025 (09/25) Period Totals and Balance		92,716.74 *	.00 *	405,439.93		
YTD Encumbrance	.00	YTD Actual	405,439.93	Total	405,439.93	YTD Budget	680,000.00	Unexpended	274,560.07
RIVIERA MARKETING COORDINATOR			08/31/2025 (08/25) Balance	47-00-00-57212			46,666.72		
10/01/2025	AP	730	JONES, HEATHER		5,833.34				
			**Desc: RIVIERA EVENTS COORDINATOR-NOV 2025						
			09/30/2025 (09/25) Period Totals and Balance		5,833.34 *	.00 *	52,500.06		
YTD Encumbrance	.00	YTD Actual	52,500.06	Total	52,500.06	YTD Budget	70,000.00	Unexpended	17,499.94
PROMOTIONAL GRANT			08/31/2025 (08/25) Balance	47-70-00-57150			304,495.53		
09/17/2025	AP	647	GENEVA LAKE ARTS FOUNDATION		20,369.50				
			**Desc: ART IN THE PARK-REIMB 2025						
			09/30/2025 (09/25) Period Totals and Balance		20,369.50 *	.00 *	324,865.03		
YTD Encumbrance	.00	YTD Actual	324,865.03	Total	324,865.03	YTD Budget	200,402.00	Unexpended	(124,463.03)
TOURISM MUNICIPAL DEVELOPMENT			08/31/2025 (08/25) Balance	47-70-00-57155			9,814.87		
09/14/2025	AP	608	CHARTER COMMUNICATIONS		119.99				
			**Desc: INTERNET SVC SEPT 2025						
08/26/2025	AP	830	ELAN FINANCIAL SERVICES		300.00				
			**Desc: WIX-GOOGLE ADS-RENEWAL						

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
09/30/2025 (09/25) Period Totals and Balance					419.99 *	.00 *	10,234.86
YTD Encumbrance	.00	YTD Actual	10,234.86 Total	10,234.86 YTD Budget	221,425.00 Unexpended	211,190.14	
Number of Transactions: 15 Number of Accounts: 8					Debit	Credit	Proof
Total TOURISM:					660,033.43	660,033.43-	.00
Number of Transactions: 15 Number of Accounts: 8					Debit	Credit	Proof
Grand Totals:					660,033.43	660,033.43-	.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"

2025 Tourism Grant Commitments

Meetings	Events	Amount committed	Vendor	Date of Event	Paid to Date	Remaining Balance	PAID
2024-Meetings							
January	No Grants						
February	Art in the Park	17,850.00	Geneva Lake Arts Foundation, Inc.	August 10-11, 2024	15,334.63 \$	-	9/25/2024
March	Spring Conference	10,000.00	Tavern League of Wisconsin	April 8-11, 2024	10,000.00 \$	-	8/30/2024
	Whiskey Fest	20,000.00	Geneva Lakes Whiskey Club	April 19-21, 2024	20,000.00 \$	-	6/19/2024
	Riviera Wood Floor Project	3,316.00	Riviera	March 2024	3,316.00 \$	-	4/30/2024
April	Bacon Fest	25,000.00	Amplified Wisconsin/Lake Geneva Regional News	May 31st-June 2, 2024	25,000.00 \$	-	8/2/2024
	Murals in Motion	23,549.00	BID	May 15-19, 2024	23,549.00 \$	-	7/26/2024
May	No Grants						
June	Venetian Fest	50,000.00	Lake Geneva Jaycees	August 14-18, 2024	45,421.79 \$	-	10/9/2024
July	Pacer.Ai Data Service Software	11,000.00	BID		11,000.00 \$	-	1/29/2025
August	Canceled						
September	Lake Geneva Beer and Spirits Festival	18,780.13	Nei-Turner Media Group Inc.	October 26, 2024	18,780.13 \$	-	12/13/2024
	Oktoberfest	21,925.00	BID	October 12-13,2024	21,925.00 \$	-	1/29/2025
	Abominable Trail Race	3,000.00	ASR Events, LLC	16-Nov-24	3,000.00 \$	-	1/29/2025
	Abominable Snow Race	10,000.00	ASR Events, LLC	Janaury 25, 2025	10,000.00 \$	-	3/19/2025
	The Balloon Adventure	40,000.00	Santa Cause, Inc.	March 6-16, 2025	40,000.00 \$	-	5/9/2025
October	None						
November	Avian Committee	4,000.00	Avian Committee (Bird Backpacks)	Ongoing-April 2025	1,298.61 \$	2,701.39	6/20/2025
	Winter Bridal Expo	15,000.00	Celebration Management	January 18, 2025	- \$	15,000.00	
	World's Tallest Glass Tree	38,000.00	Mackglass Community	December 6-15, 2024	38,000.00 \$	-	2/18/2025
	Baseball/Softball Travel Tournaments	300,000.00	YMCA	Spring/Summer 2025	103,550.00 \$	196,450.00	5/23/2025
	Rediscover Wonder	32,000.00	Lake Geneva Childrens Museum	March 15, 2025	26,607.93 \$	5,392.07	6/13/2025
	Women's Weekend 2025	20,500.00	Geneva Lake Women's Association	April 25-27, 2025	19,033.48 \$	1,466.52	6/27/2025
December	Downtown Ice Sculpture Walk	17,560.00	VISIT Lake Geneva	Jan 30-Feb 2, 2025	10,369.80 \$	7,190.20	4/15/2025

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	-	10/10/2025
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	-	10/10/2025
	Venetian Festival	27,500.00	Lake Geneva Jaycees	August 13-17, 2025	27,500.00	-	10/9/2025
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	2,018.79	631.21	10/9/2025
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	
October	Downtown Ice Sculpture Walk	15,900.00	VISIT Lake Geneva	January 28-February 1, 2026	-	15,900.00	
	World's Tallest Glass Tree	50,000.00	Mackglass Community	December 5-14, 2025	-	50,000.00	
	Gary Con	12,000.00	Gaxx Worx, LLC	March 18-22,2026	-	12,000.00	

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

Revised December 2024

Date Submitted: 11/3/2025

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: October, November December 5,6,7 and December 11,12,13, and 14 and thru Jan 5 2026

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 for \$38,000.00. In October we we rewarded \$50,000.00 and told to revisit our budget, detail it and return should more funds be needed. We have Detailed it below.

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 NA

Estimated Number of Overnight Stays: 6800

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

Annual Event (Yes/No): Yes, although this event is also a production that lasts well over 2 months of social media preparations, glass collections, media and news campaigns etc. Its not simply a 1-day event. It's a multi-month production followed by a 6 day event and then a month of display that drives hundreds of thousands of visitors after the event.

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: \$120,100.00. \$50,000 has been granted we are requesting a supplemental \$70,100 after reviewing a more detailed budget in regard to the statute.

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.

Unlike most events that last for one or two days, ours takes place over a period of two months. In late October our media junket begins with radio interviews, news appearances, press releases, as well as public speaking engagements promoting visitorship to the area. In early November the entire region is littered with posters and flyers created by a different local artist each year. Social media begins our strategic approach to posting which results in millions of eyeballs looking at our region for their winter fun.

Mid November glass collection receptacles are dropped in strategic locations in Lake Geneva, Williams Bay and Fontana. During this time the media junket continues, and school demonstrations begin. The team travels to regional schools with their mobile glass furnaces and teaches students about glass recycling and the art of hot glass.

The week of thanksgiving the tents go up, the teams of glass blowers from around the country begin to arrive and the Yerkes Observatory grounds are transformed into a winter wonderland. We begin adding glass to the tree structure on December 1st in order to have a layer of glass for its first public appearance on December 5th at 4pm.

During the weekends of December 5-7 and December 12-14, 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 Star Party 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. People from all over the country join for this celebration.

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 Glass Tree stays on display until the new year, at which point it is disassembled, and the glass is re-melted and made

into hundreds of commemorative glass trees. Media and school presentations typically continue well into the new year and track hundreds of millions of views on social media. Many local businesses, hotels and area publications use footage from our event throughout the year to advertise their businesses. We have been featured in multiple documentaries, a mini series, as well as a recap video each spring, countless news publications, radio interviews, and podcasts.

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 guests to come together, celebrate the holiday season, and contribute to a sustainable and creative project in the Geneva Lake region.

2: Event Budget and how funds will be used:

The event budget is \$285,000, with a marketing and PR budget of \$120,100. The remaining is site specific operational expenses and production fees.

Marketing Expenses: \$120,100

Poster Design: \$2,800

Print: \$9,000

PR campaign fox/wgn: \$8,000

Glowland PR Agency: \$6,500

Social Media/ Video: \$6,500

Social Media Celebrity: \$7,500

Elliott Organization Inc PR Media Junket \$30,000

96.1 Radio: \$3,500

WJB Design: \$800

S. Elliott Org Inc Market Design/coordination \$10,000

Live Musical Entertainment: \$3,500

Jason Mack Glass Tree Artist Fee: \$ 20,000

Glass Experience Artists Fees: \$12,000

THE WORLD'S TALLEST GLASS TREE

3: Mockup of marketing material:

Please see the poster and Comp Tickets provided in person that are being used to create hotel packages.

4: Marketing plan for the event

With a proposed marketing and PR budget of \$120,100.00 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, nationwide 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 visitorship.

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.

In 2024 the majority of our 12,000 guests traveled from outside the area. Last year we found the largest concentration of our 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. We have begun radio and social media ad campaigns with Harbor Shores, The Cove, The Fairfield Inn, and are working with others to create one of a kind overnight packages for guests.

630-244-3477

RobertTElliott1@gmail.com

#Worldstallestglasstree

THE WORLD'S TALLEST GLASS TREE

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. We are also working closely with WGN to advertise the hotels.

7: Any other helpful info?

Something to consider, this event runs as a non-profit, only possible by sponsorship and donations. The event lasts over two months long, starting with the media campaign and news appearances in late summer, followed by a media junket through the fall, strategic placement of glass collection receptacles, not to mention the task of creating a small village at Yerkes and then building The World's Tallest Glass Tree onsite, that remains on display for almost a month longer. This event is more than an event, it shows the world how our communities set an amazing example for glass recycling, art, community, and tourism. Please help us keep The World's Tallest Glass Tree here for generations to come.

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.

THE WORLD'S TALLEST GLASS TREE

Sincerely,

Robert T. Elliott

*The Elliott Organization, Inc.
Helping People, Help People*

630-244-3477

RobertTElliott1@gmail.com

#WorldsTallestGlassTree

City of Lake Geneva Tourism Commission
Tourism Promotion Grant Application

October 2025

Date Submitted: October 1, 2025

Organization: Geneva Lakes Family YMCA

Contact Person: Mike Coolidge, Sports Operations Director

Phone Number: 262.248.6211 x30

Street Address: 203 S. Wells Street

City, State, Zip: Lake Geneva, WI 53147

Email Address: mike.coolidge@glymca.org

Name of Event: Baseball/Softball Travel Tournaments

Date of Event: Spring/Summer 2026

Deadline for Receipt Submittal to City (45 days after event ending): 08/1/26

Location of Event: Veterans Park, 901 Townline Road, Lake Geneva, WI

Type of Event: Sports Field Maintenance Work

Estimated Number of Attendees:

Currently, there are 13 tournaments scheduled for 2026. The tournaments are expected to have an excess of 14,625 attendees at Veterans Park for baseball/softball tournaments throughout spring/summer 2026 (April-September). Additional tournaments could be added as the months go by. *See page 7 for calculation.*

Have you applied before?

Yes, we have applied for this grant in 2024 for the 2025 baseball/softball season. This is an ongoing grant request to protect the integrity and field investment for six baseball/softball fields to continue to attract tournament play throughout the Midwest.

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

Veterans Park, 901 Townline Road Lake Geneva, WI

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

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

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

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

Estimated Number of Overnight Stays:

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

At a minimum 7,292 overnight weekend stays are estimated for the Lake Geneva area (Friday-Sunday) during the 2026 summer baseball/softball season, which primarily falls in the months of April-September.

Please see page 7 for calculation.

Annual Event (Yes/No):

Yes, these tournaments are an annual event.

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

Grant Amount Requested:

We are requesting \$36,400 for the maintenance, fencing and field support for all six fields at Veterans Park.

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 materials to include City of Lake Geneva logo.
- 4) Marketing plan for 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 in regard to event location, events planned, etc. Failure to provide notice and receive approval by the City Administrator or the Tourism Commission Chair may invalidate the grant approval.*

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

REQUIRED ATTACHMENTS

1) Event Overview/Description

Overview

The Geneva Lakes Family YMCA has brought an exceptional opportunity to increase the revenue base of the City of Lake Geneva shops, restaurants, attractions, and hotels by creating and hosting 13 baseball/softball tournaments currently scheduled during spring/summer 2026 at Veterans Park.

The YMCA markets the fields at Veterans Park for competitive play and offers additional tournament space for travel baseball/softball programs that compete throughout the Midwest. All of these teams come from a distance that would require overnight stays in the area due to the double-

elimination structure of the tournaments. This means that all teams need to lose twice in order to be eliminated from the tournament. This approach requires all families to stay at least one night (if not two) based on team performance and placement.

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

Challenge | Cancellations

An ongoing challenge at Veterans Park is the cancellation of tournament games due to poor field drainage and the accumulation of water that sits/stands in the infields.

In 2024, 25% of the game day tournaments were cancelled. Based on our calculations that year, that would equate to a loss of 1,406 overnight stays which potentially could have led to a loss of income of \$281,200 (based on the average price of \$200/night) for an overnight hotel stay.

Solution

In 2025, we requested and received funding to purchase and implement a new Quick Pitch Infield Mix. This mix was to help with moisture control, durability and firmness of the baseball/softball fields. Along with this infield mix and professional field maintenance, only 15% of the game day tournaments were cancelled. While this was a positive step forward, the rain was just too severe over those particular days, so even this upgraded mix could not prevent all cancellations. However, the improvements still significantly reduced downtime compared to previous years and positioned us well for better outcomes in future seasons.

Event Budget (how funds will be used).

We are requesting \$36,400 for the following:

- **Spring 2026 Maintenance work on all 6 fields | \$24,000**
This option brings in Quick Pitch Infield Mix material needed for all six fields, laser grade fields, compact mix, edge all grass, adjust all base anchors.
- **Replace Outfield Fencing on four fields | \$7,200**
This safe, easy-to-install fencing system is used to create a temporary, secure boundary for the baseball/softball fields. Its portability lends itself well to tournament play, without requiring permanent infrastructure. This also helps maintain safety for both players and spectators.
- **Tournament & Field Operations Support | \$5,200**
Resources such as field lining materials, field groomer, painting and other supplies are essential to maintaining compliance with tournament requirements, minimizing risk of injury, and extending the usability of the fields.

2) Mock up of all marketing material.

The Geneva Lakes Family YMCA does not directly market these tournaments. Availability of Veterans Park for tournament play is sent to a number of organizations that include but not limited to:

Baseball 365, Inc; Crush Tidal Waves (CTW) Softball, Lake Geneva Jr. Badgers, and JP Sports of Illinois.

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

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

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

The page will be updated for the 2026 season and can be found at:

www.GenevaLakesYMCA.org/dataanddeals

The City of Lake Geneva Tourism logo is currently on this website page.

4. Marketing Plan for the Event.

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

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

As explained above, if our fields are maintained for competitive travel play over 13 tournaments can be offered throughout the spring/summer. This in turn brings in over 25 teams per tournament throughout the months of April-September. This will require a minimum of one overnight stay and for some teams two nights.

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

Please see page 7 for calculation.

7. Any other helpful information.

In addition to tournament play, we have gotten the attention and participation of the Milwaukee Brewers. During the past three summers (2023,2024,2025) they hosted one week of baseball camp that brought in a total of 140 participants within a one-hour radius of Lake Geneva. Some of these families did frequent our shops and eateries while at camp.

Calculation | Estimated Number of Overnight Stays

This number has been estimated as follows:

A total of 13 weekend tournaments will be hosted at Veterans Park during the summer of 2026 (Friday –Sunday).

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

Based on that conservative number a total of 14,625 attendees would be present at Veterans Park during the Spring/Summer 2026 for baseball/softball tournaments. $(25 \text{ teams} \times 15 \text{ players per team} = 375 \text{ team players} \times 3 \text{ (average size of family/guests accompanying player)} = 1,125 \times 13 \text{ tournaments} = 14,625 \text{ attendees}$.

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

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

Since there are 13 tournaments scheduled throughout the 2026 summer baseball/softball season, we would need to take 375 overnight stays for one tournament and multiply that by 13 to get a total of 4,875 overnight stays during the summer of 2026. This is for ONE night only.

To be conservative, we will then say that at LEAST HALF of these teams will need to stay one additional night which would equate to an additional 2,437 overnight stays $(4875/2)$.

We then need to take 4,875 stays for one night and add the additional 2,437 stays for those families needing to spend a second night in Lake Geneva for tournament play on Sunday. That total then equals 7,292 overnight weekend stays for 13 weeks throughout the 2026 Baseball/Softball Tournament play.

Name of Organization: 531 Fund
Contact: Kimberly Voller
Email: kimberlyvoller@531Fund.org
Phone: 815.354.2619



MARCH 19-29, 2026

GRANT APPLICATION

Section 1 - Submit for Approval

City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

Revised December 2024 Date Submitted:

Organization: 531 Fund (Formerly Santa Cause)

Contact Person: Kimberly Voller

Phone Number: 815.354.2619

Street Address: PO Box 519

City, State, Zip: Williams Bay, WI 53191

Email Address: kimberlyvoller@531fund.org

Name of Event: The Balloon Adventure - Buggin' Out!

Date(s) of Event: March 19 - 29, 2026

Deadline for receipt submittal to the City (45 days after event ending): May 13, 2026

Location of Event: Gage Marine - Pier 290 Boat Showroom

Type of Event: Fully Immersive Balloon Event

Estimated Number of Attendees: Targeting for 5000 attendees.

Have you Applied Before? Yes or No; Explain: Yes, we applied for the grant in 2024 and received \$40,000 in support of the 2025 Balloon Adventure.

Where is this event physically located?

Boat Showroom at Pier 290.

1 Liechty Drive | Williams Bay, WI 53191

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: 1,100

Ticket sales data from the 2025 Balloon Adventure indicate that approximately 22% of attendees opted for an overnight stay. With an anticipated 5,000 attendees expected for the 2026 Balloon Adventure: Buggin' Out!, we estimate around 1,100 overnight stays in the Lake Geneva area.

The event is scheduled during spring break and will run over a 10-day period, spanning two weekends. This extended schedule gives guests more opportunities to participate, explore, and enjoy everything Lake Geneva has to offer—encouraging longer visits and additional overnight stays within the community.

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: \$40,000.00

Provide as attachment the following:

- 1) Event Overview/Description
- 2) Event Budget (Include how grant funds will be used)
- 3) Mock-up of all Marketing Material to include City of Lake Geneva 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 in regard to event location, events planned, etc. Failure to provide notice and receive approval by the City Administrator or the Tourism Commission Chair may invalidate the grant approval.

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

Event Overview



The Balloon Adventure **Theme: Buggin' Out!**

The Balloon Adventure is an indoor, walk-through experience that brings art, imagination, and community together under one roof. Each year, we transform an ordinary space into something magical using more than 100,000 balloons, designed and built by talented artists from across the country.

The 2026 theme, “Buggin’ Out!”, will celebrate insects and nature—inviting guests to wander through tunnels of balloon vines, peek under oversized leaves, and explore a colorful world filled with butterflies, bees, and more.

After visiting The Balloon Adventure, families will be encouraged to continue exploring Lake Geneva through partnerships with local businesses featuring their own “bug-inspired” twists. In 2025, our Family Scavenger Hunt concluded at the VISIT Lake Geneva Visitor Center, where participants received a signature keychain for completing their adventure.

In 2026, we will expand this concept with a new Family Passport Program, featuring additional business partners and exclusive offers to encourage overnight stays and return visits—further connecting the event to the community and local economy.

Proceeds from the 2026 event will benefit Camp Timber-lee, supporting their programs that impact youth and families throughout our region.

The Balloon Adventure: Buggin’ Out! will continue to grow as a regional tourism driver, attracting thousands of visitors from surrounding states. The event features special theme days, sensory-friendly hours, educational activities, and volunteer opportunities, making it an inclusive, family-friendly celebration of creativity and community impact.

Event Schedule

Wednesday, March 18th, 2026

- Spotlight Night for Camp Timber-lee

Thursday, March 19 - 29th, 2026 **Springbreak dates

- Open to the Public
- School Visits
- Chartered Bus Visits
- Additional Weekend Events
 - 3/20/2026 - Family Dance
 - 3/21/2026 - Pub Crawl (Begins at PIER 290, with shuttle service into Lake Geneva.)
 - 3/27/2026 - Movie Night (It’s a Bug’s Life)
 - 3/29/2026 - Balloon Popping Party



The Balloon Adventure Budget - 2026

	Estimated Income/Expenses
Income	
Sponsors	\$100,000.00
Ticket Sales	\$85,000.00
Corporate Event	\$10,000.00
Lake Geneva Tourism Commission Grant	\$ -
Travel Wisconsin JEM Grant	\$ -
Total Estimated Income	\$195,000.00
<hr/>	
Expenses	
Marketing/Promotion	\$74,950.00
Balloon Costs	\$25,000.00
Framework/Fabrication	\$11,500.00
Artists Stipend	\$40,000.00
Travel Expenses	\$10,000.00
Hotel	\$10,000.00
Food	\$5,000.00
Miscellaneous	\$5,000.00
Total Estimated Expenses	\$181,450.00

The Balloon Adventure Marketing Budget - 2026



	Estimated Income/Expenses
Marketing Budget	
Website Marketing /Design	\$1,000.00
Print - Rack Cards	\$1,500.00
Print - Posters	\$500.00
Print - Travel Magazines	\$2,000.00
Print- Copies & Prints Plus	\$2,500.00
Digital - Meta Ads	\$25,000.00
Digital - Google Ads	\$5,000.00
Digital - Lake Geneva Email	\$1,500.00
Digital - Lake Geneva Web Ads	\$1,050.00
Digital - Lake Geneva Socials Ads	\$500.00
Digital Tavel Wisconsin	\$400.00
Digital - Email	\$2,500.00
Digital - Influencers	\$5,000.00
Publicity - Photography	\$500.00
Publicity - Videography	\$1,000.00
Publicity - Press Release/Media	\$3,000.00
Radio - WGN (TV)	\$10,000.00
Radio - Lake	\$2,000.00
Radio - 107.3 Big Radio	\$3,000.00
Radio - 101.9 The Mix	\$1,500.00
Digital - On Milwaukee	\$2,000.00
TV- The Morning Blend	\$3,500.00
Total Estimated Marketing Budget	\$74,950.00



Poster



MARCH 19-29, 2026

PIER 290 BOAT SHOWROOM | WILLIAMS BAY, WI

Creep, crawl, and flutter into fun at the 2026
Annual Balloon Adventure!

Get ready for a 10-day event packed with unbelievable
balloon creations that will transport you to the rascinating
world of flight. This year's theme, "Buggin' Out!", is
sure to delight private and public adventurers of all ages.

Proceeds benefit Camp Timber-lee.

SAMPLE



SAVE \$5 PER TICKET BY
PURCHASING YOUR TICKETS ONLINE!

PIER  290



 **KUNES**
RV | AUTO | TRUCKS | COMMERCIAL


Gage Marine

SUPPORTED BY

TRAVEL
WISCONSIN

 **531**
FUND



Rackcard



MARCH 19-29, 2026
 PIER 290 BOAT SHOWROOM
 WILLIAMS BAY, WI

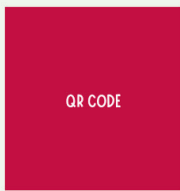
A BUZZ-WORTHY BALLOON ADVENTURE
 ...crawl, and flutter away through
 a 10-day balloon festival in celebration
 the amazing ... bugs, while
 supporting Camp Timber-lee!

BUGGINS FOR A GOOD CAUSE



Proceeds from this event will benefit **Camp Timber-lee!**
 Learn more at: WWW.TIMBER-LEE.COM

**SNAG YOUR TICKETS
 BEFORE THEY FLY AWAY!**
 Be a part of something
 amazing — **scan the QR
 code** for tickets and details!



ticket info

EARLY BIRD TICKETS (JANUARY 5-16TH)
 Applies only to General Admission Tickets
\$17/per ticket

GENERAL ADMISSION BEGINNING JANUARY 16TH
 General Admission: \$17 per ticket
 Ages 2-13: \$10 per ticket
 65+ Over: \$10 per ticket
 Under 2: Free

TICKETS PURCHASED AT THE DOOR
\$25/per ticket

A BIG THANK-YOU TO OUR EVENT
 SPONSORS WHO ARE HELPING TO BRING THE
 BALLOON ADVENTURE TO LIFE IN 2026!



WHERE TO STAY

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

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



2025 Family Passport Program – With Exciting Updates Planned for 2026



The **Balloon Adventure**

VOYAGE INTO THE DEEP SEA

Passport

Embark on Your Next Adventure! 🌊📍

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

How It Works:

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

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

Happy exploring! 🌞🌊🌟

SAMPLE

 Go through the Balloon Adventure	 Check out STUFF-n-LUV
 Tell the store clerk your favorite book.	 Find the most unique or fun ice cream flavor on the menu.

 Tell the store clerk your favorite book.	 Find the most unique or fun ice cream flavor on the menu.
 Tell the store clerk your favorite book.	 Find the most unique or fun ice cream flavor on the menu.

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

 Search for a hidden treasure.	 Find the most unique or fun ice cream flavor on the menu.
 Snap a picture with their Guac Star neon sign.	 Take a selfie at the Riviera Fountain, show them at the Visitor Center. #balloonadventure

Allison Wonderland Toys & Games | 720 W Main Street | Lake Geneva
 Bangles & Bags | 708 W Main St. | Lake Geneva
 Clear Water Outdoor | 744 W Main Street | Lake Geneva
 Cornerstone Shop & Gallery | 214 Broad St | Lake Geneva
 CR Goodfunds | 731 W Main St | Lake Geneva
 Dust Bunny Books | 1152 Center St Ste 100S | Lake Geneva
 Guac Star | 120 Broad St | Lake Geneva
 Inspired | 883 W Main Street | Lake Geneva
 Jayne | 771 W Main St | Lake Geneva
 Khair's | 772 W Main St | Lake Geneva
 PIER 290 | 1 Leachly Dr | Williams Bay
 Sweet Something | 235 Broad St | Lake Geneva
 The Bottle Shop | 617 W Main St | Lake Geneva
 The Riviera | 812 Wrigley Dr | Lake Geneva

Thank you for your support!

Thank you to our sponsors



Marketing Plan for the Event

The marketing plan for The Balloon Adventure: Buggin' Out! is focused on drawing families and visitors from across the Midwest—particularly Illinois, Michigan, Indiana, Iowa, and Minnesota. This one-of-a-kind experience appeals to all ages, making it a fun and meaningful getaway for families, couples, and groups of friends looking for something special to do over spring break.

We will build on the success of previous years, using data and insights from Visit Lake Geneva, PIER 290/Gage Marine, and prior Balloon Adventure events to reach both returning guests and new audiences. Our goal is to increase regional visibility, highlight Lake Geneva as a welcoming destination, and encourage visitors to stay longer to enjoy all that the area offers.

Because the event runs for 10 days over two weekends, families will have multiple opportunities to visit, plan overnight trips, and take advantage of spring break schedules.

Our marketing plan includes a mix of traditional and digital outreach:

- Print Advertising: Ads in regional publications and community magazines to reach families who prefer traditional media.
- Digital Campaigns: Engaging content through email newsletters, websites, and targeted digital ads.
- Publicity & Media Outreach: Press releases, local media interviews, and collaborations with travel and lifestyle influencers to generate excitement and visibility.
- Radio & TV Advertising: Spots on stations in southern Wisconsin and northern Illinois to reach commuters and family audiences.
- Social Media: A strong social media presence on Facebook and Instagram with fun visuals, videos, giveaways, and behind-the-scenes sneak peeks to drive engagement and ticket sales.

We also plan to feature hotel partners within the City of Lake Geneva in our promotions—highlighting special lodging packages, family-friendly amenities, and proximity to the event. By showcasing these options, we hope to make it easy for visitors to turn their trip into an overnight stay or weekend getaway.

Overall, this marketing plan is designed to increase awareness, strengthen community partnerships, and enhance visitor engagement—while continuing to position The Balloon Adventure as a unique, must-see experience that brings new and repeat visitors to Lake Geneva each year.



2026 Overnight Stay Estimate – Calculation Method

The estimate for overnight stays was based on actual ticket sales data from the 2025 Balloon Adventure: Voyage to the Deep Sea. In 2025, approximately 22% of attendees indicated they stayed overnight in the Lake Geneva area.

Using this same percentage, and projecting an anticipated 5,000 attendees for the 2026 Balloon Adventure: Buggin' Out!, we estimate around 1,100 overnight stays. This calculation reflects visitor behavior observed through previous ticket purchases, surveys, and regional lodging trends provided by Visit Lake Geneva.

The extended 10-day schedule—spanning two weekends and aligning with spring break—also supports this projection by providing more flexibility for families and out-of-town guests to plan an overnight trip or weekend getaway.

Generation of Overnight Stays Within the City of Lake Geneva

This grant will directly support marketing efforts that reach beyond the local area and encourage families to plan an overnight visit to Lake Geneva while attending The Balloon Adventure: Buggin' Out! By expanding our outreach into nearby states—particularly Illinois, Michigan, Indiana, Iowa, and Minnesota—we're able to attract guests who live far enough away that an overnight stay becomes the most convenient option.

Funds from this grant will help us strengthen targeted digital and print advertising, develop partnerships with hotels, and create special lodging packages and promotions. These efforts will be coordinated with Visit Lake Geneva and participating hotels within the city limits to ensure visitors are aware of overnight options and encouraged to extend their stay.

Because the event runs over ten days and spans two weekends, it naturally invites families to plan spring break trips or weekend getaways. Our goal is not only to increase attendance but also to keep guests in the area longer—supporting local hotels, restaurants, and shops while enhancing the overall economic impact within the City of Lake Geneva.



Dear Committee Members,

Last year, you asked me to look into the Riviera as a possible venue for The Balloon Adventure. I've since spoken with both Heather regarding the Riviera and Sara from Wisconsin Balloon Decor, and after careful consideration, it's clear that the Riviera presents several challenges for our event.

The balloon structures are sensitive to temperature, light, and air circulation. The Riviera's large windows and chandelier create conditions that would compromise the integrity of the balloons and limit design flexibility. In contrast, our current venue provides the ideal controlled environment for both preservation and display quality.

Additionally, the Gage Team generously waives the 15-day rental fee for our event—a donation that makes a tremendous impact on the success of The Balloon Adventure. As I've shared before, this event is a fundraiser, and 100% of proceeds are donated. Last year, we were grateful to contribute \$28,500 to Camp Timber-lee. Without the in-kind venue donation, this level of giving simply wouldn't be possible.

Beyond the event itself, our committee continues to focus on promoting Lake Geneva as a destination. We are actively working with local businesses, restaurants, and hotels to encourage visitors to extend their stay, explore the downtown area, and participate in related activities and promotions. Our marketing efforts highlight lodging opportunities within the city limits and emphasize the value of staying overnight to fully experience all that Lake Geneva has to offer.

This grant is an important part of making that vision possible. It helps us expand our outreach, attract new visitors, and ensure The Balloon Adventure continues to bring families back year after year—supporting both our local economy and the charitable mission behind the event.

Warm regards,
Kimberly Voller
Executive Director

2025 Highlights - Ways People Discovered the Balloon Adventure



Section 2-Submit For Reimbursement/Final Evaluation

City of Lake Geneva Tourism Commission

Reimbursement Form

Name: Dawn Springer

Organization Name: Dawn Springer Dance Projects

Payment made Payable to: Dawn Springer

Remittance Address: 133 W Monrovia Ave Whitefish Bay WI 53217

Contact Phone 917-701-3113

Email: dawn.springer@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	Payment Made	Vendor Name	Purchase Description	Amount	Date Paid
9/26/25	Venmo	The Glowland X	Press and Marketing	3000	10/14/25
09//26/25	Credit Card	Meta X	Social Media Ad buys	505.63	10/14/25
09/26/25	Credit Card	WLKG X	WLKG Radio Advertisement	207.50	10/14/25
09/26/25	Credit Card	Leonardt Horak X	Creative Asset Design (Graphic, Poster)	500.00	10/14/25
09/25/25	Credit Card	Radio Milwaukee	Advertisement	250.00	10/15/25
08/27/25	Venmo	Leslie Vaglica X	Styling Fees for Dancer Photos and Performance	300	09/24/25
08/27/25	Venmo	Kennedy Frick X	Styling Assistance for Dancer Photos and Performance	225.00	09/24/25
09/17/25	Venmo	Christal Wagner Photography X	Videography	350.00	09/22/25
09/04/25	Stripe CC	Kat Schleicher Photography X	Photography	350.00	09/10/25
09/16/25	Check #1010	Mary Brennan X	Marketing and Production Coordination, Milwaukee	750.00	09/16/25
09/12/25	Venmo	Sophia Roth X	Marketing and Production Coordination, Lake Geneva	250.00	09/12/25

10/14/25	Venmo	Jon Mueller, Rythmplex X	Music Rights for Media Use and Performance	600	10/15/25
08/21/25 08/01/25	Credit Card	Lake Geneva Copies and Prints Plus	Poster Printing	64.36 5.36 81.24	08/01/25 08/21/25
8/26/25	Credit Card	FedEx/Kinkos	Program	189.77	08/26/25
		Vogue Fabrics	Styling Materials	360.64	08/13/25
			TOTAL	7989.50	

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 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?

Please see attached media report from The Glowland.

2. In your grant application you listed estimated number of attendees. What were your actual results?

We had hoped to attract between 250-300 people over the course of two days. Our actual final attendance count was 170 people.

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.

18 overnight stays were confirmed

Our team generated 14 overnight stays over the course of the week. We also learned that an additional 4 overnight stays were completed through attendance at our workshop and two performances (with one family reporting that they decided to stay an extra night to see the performance again). These estimates were attained through direct conversation and our own bookings.

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: Dawn Springer Date: 10.15.25

Name of Organization: Dawn Springer Dance Projects

Email: dawn.springer@gmail.com Phone: 917-701-3113



Dawn
Springer
Dance Projects

PR+
Strategy Report
2025

September 4th, 2025

Overview

The Glow Land partnered with Dawn Springer Dance Projects to elevate *Sylph Lake Geneva* through a comprehensive publicity and promotional strategy. Our work extended beyond traditional press outreach to include media partnerships, targeted advertising, and meaningful community engagement. This holistic approach not only amplified awareness of *Sylph Lake Geneva* across Milwaukee, Lake Geneva, Chicago, and the region but also laid the foundation for long-term visibility and growth of Dawn Springer Dance Projects.

Scope of Work

Strategic Planning & Advising

- Collaborated with Dawn to define promotional priorities and refine storytelling.
- Developed a comprehensive promotional plan tailored to *Sylph Lake Geneva*.
- Provided ongoing advising on overall promotional strategy, including advertising allocation and messaging.
- Connected Dawn with designer Leonardt Horak and collaborated with him to create a cohesive suite of promotional materials (poster, graphics, and video).

Public Relations & Media Outreach

- Built targeted press lists spanning arts & entertainment, dance, ballet, and tourism.
- Drafted and distributed press releases and customized media pitches.
- Conducted direct outreach to reporters, editors, producers, and influencers, resulting in interviews and features.
- Expanded PR efforts to engage community leaders, arts advocates, and influencers alongside traditional media.

- Coordinated interviews and prepared Dawn for media appearances.

Advertising & Media Partnerships

- Guided DSDP in adopting a more strategic and efficient advertising approach.
- Identified and connected DSDP with stronger media partners to expand reach.
- Coordinated with Megan (digital advertising specialist, Pabst Theater Group) to set up and optimize paid social campaigns.
- Advised on creative direction, ensuring advertising aligned with the production's aesthetic and message.

Community Engagement

- Cultivated relationships with local influencers, arts supporters, and community leaders to broaden advocacy for DSDP.
- Executed street marketing efforts by distributing posters across Milwaukee's cultural hotspots (coffee shops, art galleries, record stores, etc.).

TV

CBS58, "[Contemporary ballet 'Sylph' to close Ferro Pavilion in Williams Bay](#)," August 20th, 2025

TMJ4, "[Contemporary Ballet, Sylph, Comes to Lake Geneva](#)," August 26th, 2025

FOX6, "[Ballet 'Sylph' at the Ferro Pavilion](#)," August 24th, 2025

FOX6, "[Dawn Springer Dance Projects brings ballet 'Sylph' to shores of Geneva Lake](#)," August 24th, 2025

Publications + Radio

Lake Geneva News, "[Lake Geneva native to bring ballet performance to the Geneva Lake area](#)," by Dennis Hines, August 4th, 2025

Milwaukee Magazine, "[Q&A: Dawn Springer's 'Sylph' Is Closing a Beloved Geneva Lake Venue](#)," by Kelsey Lawler, August 26th, 2025

MKE Lifestyle, "[15 Things To Do This Labor Day Weekend](#)," August 27th

Milwaukee Community Journal, "[This Week: Critically Acclaimed Ballet 'Sylph' Coming to Williams Bay, Wisconsin](#)," August 25th, 2025

Legendary Real Estate Services, "[Lake Geneva Native Dawn Springer Brings Ballet 'Sylph' to Wisconsin](#)," August 15th, 2025

MSN, "[Dawn Springer Dance Projects brings ballet 'Sylph' to shores of Geneva Lake](#)," August 25th, 2025

Yahoo, "[Dawn Springer Dance Projects brings ballet 'Sylph' to shores of Geneva Lake](#)," August 24th, 2025

Newsbreak, "[Q&A: Dawn Springer's 'Sylph' Is Closing a Beloved Geneva Lake Venue](#)," August 26th, 2025

Newsbreak, "[Dawn Springer Dance Projects brings ballet 'Sylph' to shores of Geneva Lake](#)," August 24th, 2025

BalletcoForum, "[Dance Links for August 2025](#)," by Sophoife, August 1st, 2025

Good Morning Wisconsin - Lake 961, August 25th, 2025

[Visit Widget](#)

Social Media

[Broadway Academy of Art and Dance](#), August 28th, 2025

[Lake 96.1](#), August 26, 2025.

[Wisconsin Dance Council](#), August 20, 2025.

Visit Lake Geneva, August 20, 2025

Lake Geneva Lake Life

Walworth County Network

Advertising

Social Media & Digital

- We spent \$500 and targeted fans of contemporary dance, ballet, and the performing arts within a 45-mile radius of Lake Geneva.
- Our largest demographic, by far, was women aged 65 and above (88% of the people who clicked through to the website).
- Overall, we received nearly 7,000 clicks from our ads to the ticket page from 39,000 people, resulting in 58,000 total impressions. I have never seen a Meta ad perform to this degree before - it has a very high click-through rate, especially considering the budget we spent over the course of 30 days.
- Creatively, our photo carousel, featuring all the live photo assets, performed nearly identically to our top visuals in terms of video. Our top-performing copy was short and sweet, but included an idea of what it was right away with the Shepherd review: "Ballet doesn't look like this... 'Sylph' is a stellar example in both music and choreography." - The Shepherd Express
- Don't miss this stunning final performance at Geneva Lake's Ferro Pavilion August 27th and 28th! Featuring accomplished dancers from the Milwaukee Ballet, and the National Ballets of Ecuador and Peru, 'Sylph' will leave you starstruck, emotional and breathless. Tickets available now!"

Invoice Date	Vendor	Description	Amount	Date Paid
09/26/25	The Glowl	Press and /	3000	10/14/25
09/26/25	Meta	Social Med	505.63	10/14/25
09/26/25	WLKG Rad	Advertisen	207.5	10/14/25
09/26/25	Leonardt	Creative A	500	10/14/25
09/25/25	Radio Milw	Advertisen	250	
08/27/25	Leslie Vag	Styling Fee	660.64	09/24/25
08/27/25	Kennedy F	Styling Ass	225	09/24/25
09/17/25	Christal W	Videograp	350	09/22/25
09/04/25	Kat Schlei	Photograp	350	09/10/25
09/16/25	Mary Bren	Marketing	750	09/16/25
09/12/25	Sophia Rot	Marketing	250	09/12/25
10/14/25	Jon Muelle	Music Righ	600	10/14/25
08/01/25	Lake Gene	Poster Prir	150.96	08/01/25
08/21/25	Lake Gene	Poster Prir	150.96	08/21/25
08/26/25	FedEx/Kin	Program P	189.77	08/26/25