



Lake Geneva Tourism Commission Agenda

Monday, December 8, 2025 - 4:00 PM

Lake Geneva City Hall; Council Chambers

Members:

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

1. Call to Order
2. Roll Call
3. Comments from the public limited to 5 minutes, limited to items on this agenda
4. Approval of the minutes from November 10, 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. Gary Con 2026-Update on Shuttle Route; Gary Con, a wholly owned division of Gaxx Worx, LLC (*\$12,000 grant awarded at on October 13, 2025*)
 - b. ATLG Website Launch & Digital Tourism Campaign; All Things Lake Geneva, LLC
10. Final Event Evaluations from organizations receiving Tourism Grants
 - a. Sylph Lake Geneva; Dawn Springer Dance Projects
 - b. Tracing the Divide-Avant Fall Cider Tour; Avant Cycles
11. Tourism Commission related forms, paperwork, and grant procedures review
12. Next Meeting Date & Time: Monday, January 12, 2026 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
Monday, November 10, 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, Troy Migut, Shelley Rowell, Mayor Krause (Ex-Off), Laura Pisarcik (Ex-Off)
Absent: Stephanie Klett (Ex-Off)

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

Alderman Hoiland, District 3, spoke about separating out the fees received from short-term rentals especially now that the city has invested in a more robust licensing system and investigating reports of non-compliance.

Luke Pfeifer, 1091 S. Lake Shore Drive and owner of Maxwell Mansion, expressed deep concern about Grant Applications awarded for event outside the city limits. He explained that in 1967 the state set up procedures for lodging establishments to pool their resources to spend money on marketing. He stated that we have 645 available rooms to rent citywide, and some grant numbers far exceed that capacity in their estimates. He is also against using room tax money for municipal maintenance projects. Pfeifer felt that a simple link or mention on marketing materials was not enough.

Alderman Stoodley spoke in support The Balloon Adventure grant application on tonight's agenda even though the event is outside the city limits.

Approval of Tourism Commission minutes from October 13, 2025

*Motion by Waspi, second by Migut, to approve the minutes from October 13, 2025.
Unanimously carried.*

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

Heather Jones reviewed data from the packet. The Tourism website of city hotels continues to show positive numbers of site sessions, etc. Riviera bookings are on pace for 2026. The Riviera revenue for 2025 broke the top 2023 record.

To clarify, Jones' contract was approved and extended last month. Staff are currently looking for a digital copy for revision of dates; signatures then needed.

Update from Tourism Entity – Visit Lake Geneva

Deanna Goodwin highlighted data from her monthly report. Winterfest 2026 has 15 sculpting teams lined up. Two are international teams which will generate more PR and interest. The Electric Christmas Parade is December 6 at 5:00 p.m. Volunteers needed.

October 2025 Earned Media samples:

- World Atlas | 13 Cutest Small Towns in Wisconsin
- TravelHost | 8 Must-Visit Spots in Wisconsin
- Daily Journal (Indiana) | Fall fishing is on fire across Midwest
- Newsbreak | 20 Autumn Travel Spots That Time Forgot

The Winter content and ads will be seen mid-November with spotlights of Donald Drive at Kwik Trips.

The Bundle Up donation campaign for outdoor gear has commenced running through December.

Update from Lake Geneva Business Improvement District (BID)

Alexandria Binanti handed out copies of her monthly report and pointed out that new store openings and anniversaries, Oktoberfest, and mural announcements had the largest organic reach. This year's Oktoberfest set a record for beer sales and drew much attention for their new Pie Eating Contest. BID will be heard on WLKG radio on Sundays for 20 minutes with a segment called "Main Street Messages." The latest mural has been installed outside the library as part of the butterfly garden facing the lake. Benches (25 to date) have been rehabbed and are now being rotated throughout downtown. BID has formed a new non-profit group to help with grants and funding; a board is currently being appointed. BID is doing their Strategic Planning January through March 2026. Vacant storefronts are a concern especially with the impending Highway 50 construction.

Written financial update provided by City Comptroller

Balance Sheet as of October 2025

Total Assets - \$1,150,022.19

Restricted Fund Balance - \$1,075,073.65

Tourism Promotional Grant Program and Requests

World's Tallest Glass Tree; Mack Glass NFP

In October, the Commission granted \$50,000 of the original \$100,00 request. They asked Rob Elliott return with more details if additional funds were needed above the \$50,000. Rob explained at tonight's meeting that he submitted an updated budget that is in this month's packet. He is no longer receiving the GEM grant. The event extends beyond the date because the tree will be left standing for visitors, and the past has shown that people do visit in the weeks following. They are working with WGN on ads that now include free ticket contests. They have submitted requests to Williams Bay for \$2000 and to Fontana for \$8500 but have not heard back. Rob claims a majority their event goes stay in the City of Lake Geneva for the 6+-day event.

Chair Waspi started by assuring all present that the Tourism Commission finds reasons to say "yes" because we are all on the same team. A check with the City attorney confirmed that the statute does not state that grants must show a positive ROI (return on investment). It was also noted that the Tourism Commission website of City hotels is showing increased traffic most likely from the requirement to list the URL on marketing materials of grant recipients.

After discussion, no additional motions were made.

Baseball/Softball Travel Tournaments-Sport Field Maintenance Work; Geneva Lakes YMCA

Mike Coolidge presented the grant and noted the cycle of field disrepair. From the grant funding rehab, tournament bookings have increased to a total of 13 for this year. Discussion: does maintenance align with the statute's use of the word development? Pirzada verified that they are seeing overnight stays from tournament visitors. *Motion by Pirzada, second by Rowell, to award the grant for \$36,400. Unanimously carried.*

The Balloon Adventure – Buggin’ Out!; 531 Fund (formerly Santa Cause)

Kim Voller explained the grant which included marketing to people travelling outside of the City in a 3-hour radius. Their total marketing budget for this year is \$75,000 with a reduced GEM grant amount of 25%. Voller confirmed the event is NOT a Gage event, but that they are partners and donate the space. Discussion points: they need to put the Tourism website URL or QRcode on the Passport booklet and all marketing materials. In general, it was asked: if this is the third year of the event, at what point does it become sustainable?

Motion by Waspi, second by Pirzada, to approve \$20,000 for the grant.

Discussion continued about a larger portion of the \$40,000 original request. *Motion by Frame, second by Rowell, to grant \$25,000. Amendment and then the new main motion, unanimously carried.*

Final Event Evaluations from organizations receiving Tourism Grants

Sylph Lake Geneva: Dawn Springer Dance Projects – due to time and *by consensus, item is continued to next month.*

Future meeting agenda items and next meeting date –

Sylph Lake Geneva; Dawn Springer Dance Projects – Final Evaluation

Monday, December 8 at 4:00 PM

Motion by Fesenmaier, second by Pirzada, to adjourn at 5:57 p.m. Carried.

Respectfully submitted,
Alderman Fesenmaier, Secretary

Riviera Ballroom/MATL Update- Tourism Commission Meeting December 2025

Marketing Update

- Website Analytics Update: Past 30 Days:
 - Site Sessions: 1,254 (-35%)
 - Site Sessions by traffic source
 1. Google (547)
 2. Direct (514)
 3. Bing (358)
 4. Visit Lake Geneva (22)
 5. City of Lake Geneva (19)
 - Active Inquiries: 113, 82 recorded for November 2024
 - Avg. Session Duration: 1m 41s (-5%)
 - Site Bounce Rate: 56% (+12%)

- WeddingWire & TheKnot: November Stats
 - 328 Visitors
 - 12 Link Clicks
 - 27 Saves
 - 25 leads

- Hotels & Lodging Analytics Update Past 30 days:
 - 35 Page Views (-25 from last month)
 - Avg. time spent on page: 2min 3sec (-56s)

- www.lakegenevahotels.org Analytics- past 30 days
 - 1,801 Site Sessions (-15%)
 - (1,461) Google Ad
 - (129) YouTube Ad
 - (75) Direct
 - (6) Glass Tress
 - (4) LG Wedding Expo
 - Avg. Session Duration: 4m 10S (+44%)

Sales Update

	2019	2020	2021	2022	2023	2024	2025	2026	2027
Weddings	28	9	54	55	52	43	45	48	6
Social	1	0	1	5	4	5	3	5	
Corporate	2	1	1	2	3	1	5	3	
Non-Profit	10	0	3	1	5	4	7	6	
Event Total	41	10	60	62	64	54	60	64	6
Cancellation Total	0	40	11		3	2	4	4	
Rescheduled	0	20	4		1	1	3		
Comp		5	2	5	6	6	9	6	
Pending Comp Req								1	

2025 Comp Space;

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

2026 Comp Space;

- Winterfest- 6days
- (Pending) Library February Author Event

Sales by year November 2025:

- 2025: One wedding contract returned and one corporate event rescheduled for 2026.
- 2026: Contracts returned; three weddings, three non-profit events & one corporate reschedule. One wedding cancelled. Two wedding contracts, one social and one non-profit contract out for signature.
- 2027: Two wedding contracts returned. Two wedding contracts out for signature.
- Last Year, reported on December 3rd; 54 events booked for 2024 and 45 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	\$312,855.96
CATERING REVENUE						
\$14,688.76	\$4,337.68	\$32,970.09	\$46,691.72	\$48,795.80	\$47,914.74	\$46,425.26



Lake Geneva Tourism Commission
DECEMBER 8, 2025
VISIT Lake Geneva Update

Partner Events

- Monthly Partner Meeting – December 16, 8am, Pier 290

Public Events

- 2025 Electric Christmas Parade recap
- Winterfest 2026 – January 28 - February 1
 - Downtown Ice Sculpture Walk

Earned Media Highlights – NOVEMBER 2025

- Midwest Living Magazine | [These Are the Cutest Christmas Towns in the Midwest](#)
- [Syndicated article in 118 publications] | [Vows With a View: Lake Geneva is the Midwest’s New Wedding Hotspot](#)
- Midwest Living Magazine | [This Lakeside Town Might Be the Coziest Holiday Escape in Wisconsin](#)
- World Atlas | [11 Most Charming Small Towns in Wisconsin](#)
- Midwest Living Magazine | [The World’s Largest Glass Christmas Tree Is in Wisconsin—Here’s How You Can Help Build It](#)
- World Atlas | [The Northern United States’s 10 Most Festive Downtowns for the Holidays](#)
- Up North News | [Wisconsin’s 9 Most Magical Winter Festivals](#)
- Group Tour Magazine | [Hidden Gems of the Midwest](#)
- Midwest Living Magazine | [Step Inside the Midwest’s Most Enchanting Holiday Hotels](#)

MARKETING METRICS – NOVEMBER 2025

WEBSITE – VisitLakeGeneva.com

- Visitor Sessions – 209,054 (+117.5%) | YTD 1,988,733 (+29.6%)
- Pageviews – 427,468 (+44.3%) | YTD 4,860,985 (+3.8%)
- Users – 172,876 (+132.9%) | YTD 1,513,302 (+28.2%)
- Online Guide Visits – 1,389 | YTD 35,223

• **Top Pages**

1. Events	74,951 Pageviews
2. Things to Do Holidays	30,766
3. Things to Do Winter Activities	24,156
4. Meetings	16,341
5. Meetings Alternative Venues	15,286
6. Things to Do Shore Path	13,767
7. Home	11,923
8. Things to Do	11,303
9. Stay	10,197
10. Meetings Venues	9,628

- **Top Cities**

1. Chicago	15,454 Users
2. (not set)	12,623
3. Milwaukee	3,299
4. New York	2,276
5. Lake Geneva	1,547
6. Minneapolis	1,359
7. Madison	1,296
8. Los Angeles	1,157
9. Houston	1,112
10. Toronto	1,098

SOCIAL MEDIA

- Facebook – 80,300 Followers (+671 MoM) | 3,660,025 Monthly Views
- Instagram – 20,586 Followers (+211 MoM) | 421,703 Monthly Views
- X – 3,590 Followers (-4 MoM) | 858 Monthly Impressions
- LinkedIn – 2,073 Followers (+15 MoM) | 469,681 Monthly Impressions
- TikTok – 4,618 Followers (+147 MoM) | 59,445 Monthly Views

EMAIL SUBSCRIBERS

- Subscribers – 54,292 (+315)
- Open Rate – 30.3%

VISITOR CENTER ACTIVITY – OCTOBER

- Phone Calls – 168 (+23) | YTD 2,498 (-500)
- Walk-ins – 605 (+75) | YTD 13,655 (-1,885)
- Emails – 406 (+49) | YTD 9,874 (-307)
- Visitors Guides Fulfilled – 320 (+9) | YTD 9,030 (-495)

HOTEL ACTIVITY – OCTOBER 2025

- Occupancy – 58.0% (+4.6%) | YTD 59.1% (+6.8%)
- ADR - \$182.08 (+5.7%) | YTD \$209.32 (+7.2%)
- RevPar - \$105.68 (+10.6%) | YTD \$123.75 (+14.5%)

MEETINGS & GROUPS RFP ACTIVITY – Lake Geneva – NOVEMBER 2025

RFP #	Total Attendees	Total Room Nights	Type	Event Date	Properties Sourced
1568	90	285	Religious	JUN 2026	The Cove, Harbor Shores
1572	28	42	Financial	AUG 2026	Bella Vista Suites
1574	25	75	Corporate	MAR 2026	Fairfield Inn & Suites

OTHER

- Lake Geneva Bundle Up – collection through December 30



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

Executive Director’s Report November 2025 Recap

Website & Social:

In November, we saw a significant drop in pageviews (77.1%) due to the close of out of market advertising and event exposure. Site sessions were up by 11% over the year prior, however, indicating a growing evergreen audience. Most pages viewed in November were DowntownHolidays, WineWalk, and Homepage. Saw a subscriber sign up increase for future newsletter communications increase by 41% on website submissions.

Top traffic sources were google, then direct, and then market buys from APG remaining SEO through first two weeks of November.

Social media posting decreased in November by 49% based on project redirection from the organization committee of the BID. The BID has now entered a contract with a social media agency for campaign management in 2026.

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	OCT	NOV	DEC (24)
Mobile	546	630	630	1407	2010	2180	2424	3500	11340	8941	643
Desktop	327	385	385	510	630	806	909	1315	2548	2407	263
Tablet	15	12	12	48	50	47	53	69	248	77	9
Pageviews	1821	2100	2100	3543	4580	4374	5524	8012	16331	11425	1697
Users	888	857	857	1864	2690	3034	3418	4884	10475	4016	915
New Visitors	803	790	790	1617	2258	2098	2,839	4125	9493	3866	815
Avg Time on site	4m1s	5m31s	5m31s	3m8s	3m59s	3m16s	4m6s	3m23s	4m1s	2m41s	2m41s

	JAN	FEB	MAR	APR	MAY	JUN	AUG	SEP	OCT	NOV	DEC (24)
FACEBOOK											

Followers	17890	17507	17507	17587	17625	17722	15974	15783	15787	15921	17611
MoM Change	279	94	94	80	38	97	-1748		5	134	-121
Reach	38,886	42,346	42,346	34724	33626	19,800	64,347	64,129	90,213	37,210	34671
Views	111,637	89,536	89,536	90,029	83,464	54,3654	154,427	147770	216,722	91466	
Post Engagement	6,551	5766	5766	5687	7,727	5764	2,202	8544	14,467	1949	2715
INSTAGRAM											
Followers	3409	3493	3493	3544	3619	3641	3716	3749	3781	3802	3373
MoM Change	36	84	84	51	75	66	75	83	32	21	17
Views	6,214	5758	5,758	5077	6330	4116	14881	17101	10952	6991	3528
Engagement	522	322	322	349	407	702	517	424	238	119	234

Events & Promotions:

Listed Events for the year:

Indoor Sidewalk Sale – January 10-12th

Annual Meeting – March 12th

Spring Wine Walk – May 18th

Lemonade Day Crawl – August 20th

Maxwell Street Days - August 22-24th

Oktoberfest – October 11-12th

Fall Wine Walk – November 2nd

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

Visits with Santa – Thursdays in December

Promotions Committee:

Promotions Committee did not meet in November.

Brief recap of Oktoberfest post event: 43.5k visitors in the City of Lake Geneva over event weekend. Our event space specifically had 17.8k visitors (adult cell phone carriers) with visit logged after 20 minutes of stationary activity in location. Average time spent at Flat Iron Park was 165 minutes which is double previous year. Average market demographics indicated a median family income of 94k annually, distance traveled to destination indicated 71.3 miles. (Placer.ai) From internal post event feedback, vendor counts found sales increased 19 percent in food over last year. Beer sales were increased by 27.4%; retail sales from booth were down by 7.8% with about 10% retail vendors concerned about returning based on sales. Looking at recap meeting first of the year to add more German centered market vendors.

Wine Walk Post Event: 430 attendees (down from 550 last year). Average customer spend did decrease

this year with average purchase cost at below \$50.00. Bar and restaurants following the event did indicate that there was about 20% increase in activity from wine walk goers. Based on sponsorship, strategic marketing buys, and conservative spending on product the organization was able fundraise 14k for the year (2 events) which was down by about 9%. (National average of event revenue is down 13% year to date reported by WEDC).

Beautification:

- i. Mural Committee –Library Mural Installed; Rendering submitted to City for final mural install. Plaques are designed for sponsors to install on properties Spring 2026. Purchasing to take place December 2025.
- ii. Benches – 18% benches completed so far and rotating throughout downtown with help of DPW; will be launching sponsor a bench program January 2026. Also including some highlights on social media of our local contractor.
- iii. Main Street Design Visit took place in November with renderings for a public parkway project on Broad Street; Input study of Main Street Makeover project started to initiate community input for 2026 (this project to run in conjunction with Hwy 50 project) Vacant Storefronts – researching costs for window clings for a temporary art display while vacant. Identified 5 buildings that can be utilized.

Economic Vitality:

- i. Mayor Task Force March Meeting – discussion on public relations hire.
- ii. BID informational flyer for rental rates
- iii. Committee meeting to take place in November for business toolbox checklist of items and info survey of property owners
- iv. Pre-planning of strategic planning sessions with WEDC in 2026

Business Communications & Organization:

BRV: 19 site visits (103 to date)

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

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	January 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	- \$	-	Never rec'd request
	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 \$	-	5/23/2025
	Rediscover Wonder	32,000.00	Lake Geneva Childrens Museum	March 15, 2025	26,607.93 \$	-	6/13/2025
	Women's Weekend 2025	20,500.00	Geneva Lake Women's Association	April 25-27, 2025	19,033.48 \$	-	6/27/2025
	December	Downtown Ice Sculpture Walk	17,560.00	VISIT Lake Geneva	Jan 30-Feb 2, 2025	10,369.80 \$	-
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	-	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	-	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	7,628.86	-	11/3/2025
	Venetian Festival	2,650.00	Lake Geneva Jaycees (add'l Request)	August 13-17, 2025	2,018.79	-	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	3,726.73	-	12/1/2025
	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
November	Baseball/Softball Travel Tournaments	36,400.00	YMCA	Spring 2026	-	36,400.00
	The Balloon Adventure-Buggin Out	25,000.00	531 Fund	March 19-29, 2026	-	25,000.00

11/1/25 Beginning Bank Balance	1,171,156.58
2025-November Payment	(356,413.52)
2024-Difference owed to Visit	(351,137.35)
Ending Bank November 30, 2025	463,605.71

CITY OF LAKE GENEVA
BALANCE SHEET
OCTOBER 31, 2025

FUND 47 - TOURISM

ASSETS

47-00-00-11111	FUND CASH	1,258,866.12
	TOTAL ASSETS	1,258,866.12

LIABILITIES AND EQUITY

FUND EQUITY

47-00-00-34800	RESTRICTED FUND BALANCE	1,075,073.65
	REVENUES OVER EXPENDITURES - YTD	183,792.47
	TOTAL FUND EQUITY	1,258,866.12
	TOTAL LIABILITIES & EQUITY	1,258,866.12

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	301,228.50	1,140,138.55	1,400,000.00	179,729.53	87.16
47-00-00-46100	TOURISM MISC REVENUE	.00	.00	.00	.00	.00
47-00-00-48110	INTEREST INCOME	4,397.60	33,475.97	10,000.00	23,475.97-	334.76
47-00-00-49350	TRANSFER FROM GENERAL FUND	.00	.00	.00	.00	.00
Total TOURISM:		305,626.10	1,173,614.52	1,410,000.00	156,253.56	88.92
47-00-00-57100	HOTEL/MOTEL ASSN-CHAM OF COM	136,244.59	541,684.52	680,000.00	15,311.06-	102.25
47-00-00-57210	EVENTS COORDINATOR	.00	.00	.00	.00	.00
47-00-00-57212	RIVIERA MARKETING COORDINATOR	5,833.34	58,333.40	70,000.00	5,833.26	91.67
47-70-00-57150	PROMOTIONAL GRANT	54,518.79	379,383.82	200,402.00	186,610.68-	193.12
47-70-00-57155	TOURISM MUNICIPAL DEVELOPMENT	185.45	10,420.31	221,425.00	210,251.97	5.05
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:		196,782.17	989,822.05	1,410,000.00	252,336.49	82.10
Net Total TOURISM:		108,843.93	183,792.47	.00	96,082.93-	.00
Net Grand Totals:		108,843.93	183,792.47	.00	96,082.93-	.00

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-11111 FUND CASH					
		09/30/2025 (09/25) Balance	.00 *	.00 *	1,150,022.19
CA	4	Cash Allocation - Created: 11/05/25 4:13 PM		301,228.50-	
CA	2	Cash Allocation - Created: 11/04/25 9:44 AM	301,228.50		
CA	17	Cash Allocation - Created: 11/10/25 3:38 PM	4,397.60		
CA-CDA	6	CDA Fund Allocation - Created: 10/03/25 9:24 AM		32.73-	
CA-CDA	23	CDA Fund Allocation - Created: 10/10/25 11:52 A		161,244.59-	
CA-CDA	32	CDA Fund Allocation - Created: 10/17/25 1:20 PM		29,518.79-	
CA-CDA	56	CDA Fund Allocation - Created: 10/24/25 12:41 P		119.99-	
CA-CDA	69	CDA Fund Allocation - Created: 10/30/25 3:10 PM		5,866.07-	
CA-JE	6	JE Fund Allocation - Created: 11/05/25 4:13 PM	301,228.50		
		10/31/2025 (10/25) Period Totals and Balance	606,854.60 *	498,010.67- *	1,258,866.12
47-00-00-13920 ACCTS RECEIVABLE					
		09/30/2025 (09/25) Balance	.00 *	.00 *	.00
		10/31/2025 (10/25) Period Totals and Balance	.00 *	.00 *	.00
47-00-00-21100 ACCOUNTS PAYABLE					
		09/30/2025 (09/25) Balance	.00 *	.00 *	.00
AP	39	Summary Transactions from AP System		32.73-	
AP	227	Summary Transactions from AP System		161,244.59-	
AP	506	Summary Transactions from AP System		29,518.79-	
AP	724	Summary Transactions from AP System		119.99-	
AP	962	Summary Transactions from AP System		5,866.07-	
CDA	90130	US CELLULAR	32.73		
CDA	90207	ADAMS MULTIMEDIA	10,000.00		
CDA	90216	DAS FEST WISCONSIN	15,000.00		
CDA	90220	LAKE GENEVA CONVENTION	136,244.59		
CDA	90287	LAKE GENEVA JAYCEES	29,518.79		
CDA	90400	CHARTER COMMUNICATIONS	119.99		
CDA	90417	JONES, HEATHER	5,833.34		
CDA	90422	US CELLULAR	32.73		
		10/31/2025 (10/25) Period Totals and Balance	196,782.17 *	196,782.17- *	.00
47-00-00-21900 ACCRUED EXPENSES					
		09/30/2025 (09/25) Balance	.00 *	.00 *	.00
		10/31/2025 (10/25) Period Totals and Balance	.00 *	.00 *	.00
47-00-00-34800 RESTRICTED FUND BALANCE					
		09/30/2025 (09/25) Balance	.00 *	.00 *	1,075,073.65-

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance	
47-00-00-34800 RESTRICTED FUND BALANCE (continued)						
		10/31/2025 (10/25) Period Totals and Balance	.00 *	.00 *	1,075,073.65-	
47-00-00-41210 ROOM TAX						
		09/30/2025 (09/25) Balance	.00 *	.00 *	838,910.05-	
JE	14	TRANSFER ROOM TAX TO TOURISM FUND-O		188,087.08-		
JE	14	TRANSFER ROOM TAX TO TOURISM FUND-O		113,141.42-		
		10/31/2025 (10/25) Period Totals and Balance	.00 *	301,228.50- *	1,140,138.55-	
YTD Encumbrance	.00	YTD Actual	1,140,138.55- Total	1,140,138.55- YTD Budget	1,400,000.00- Unearned	259,861.45
47-00-00-46100 TOURISM MISC REVENUE						
		09/30/2025 (09/25) Balance	.00 *	.00 *	.00	
		10/31/2025 (10/25) Period Totals and Balance	.00 *	.00 *	.00	
YTD Encumbrance	.00	YTD Actual	.00 Total	.00 YTD Budget	.00 Unearned	.00
47-00-00-48110 INTEREST INCOME						
		09/30/2025 (09/25) Balance	.00 *	.00 *	29,078.37-	
JE	18	REC OCT LGIP ACTIVITY		4,397.60-		
		10/31/2025 (10/25) Period Totals and Balance	.00 *	4,397.60- *	33,475.97-	
YTD Encumbrance	.00	YTD Actual	33,475.97- Total	33,475.97- YTD Budget	10,000.00- Unearned	23,475.97-
47-00-00-49100 APPL. PRIOR YR APPROPRIATIONS						
		09/30/2025 (09/25) Balance	.00 *	.00 *	.00	
		10/31/2025 (10/25) Period Totals and Balance	.00 *	.00 *	.00	
YTD Encumbrance	.00	YTD Actual	.00 Total	.00 YTD Budget	.00 Unearned	.00
47-00-00-49350 TRANSFER FROM GENERAL FUND						
		09/30/2025 (09/25) Balance	.00 *	.00 *	.00	
		10/31/2025 (10/25) Period Totals and Balance	.00 *	.00 *	.00	
YTD Encumbrance	.00	YTD Actual	.00 Total	.00 YTD Budget	.00 Unearned	.00
47-00-00-57100 HOTEL/MOTEL ASSN-CHAM OF COMM						
		09/30/2025 (09/25) Balance	.00 *	.00 *	405,439.93	
AP	95	LAKE GENEVA CONVENTION	136,244.59			

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-57100 HOTEL/MOTEL ASSN-CHAM OF COMM (continued)					
		**Desc: 2025 ROOM TAX SHARE-JAN-SEP 2025			
		10/31/2025 (10/25) Period Totals and Balance	136,244.59 *	.00 *	541,684.52
YTD Encumbrance	.00	YTD Actual	541,684.52	Total	541,684.52
		YTD Budget	680,000.00	Unexpended	138,315.48
47-00-00-57210 EVENTS COORDINATOR					
		09/30/2025 (09/25) Balance	.00 *	.00 *	.00
		10/31/2025 (10/25) Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual	.00	Total	.00
		YTD Budget	.00	Unexpended	.00
47-00-00-57212 RIVIERA MARKETING COORDINATOR					
		09/30/2025 (09/25) Balance	.00 *	.00 *	52,500.06
AP	931	JONES, HEATHER	5,833.34		
		**Desc: RIVIERA EVENTS COORDINATOR-NOV 2025			
		10/31/2025 (10/25) Period Totals and Balance	5,833.34 *	.00 *	58,333.40
YTD Encumbrance	.00	YTD Actual	58,333.40	Total	58,333.40
		YTD Budget	70,000.00	Unexpended	11,666.60
47-00-11-15900 DUE TO/FROM GENERAL FUND					
		09/30/2025 (09/25) Balance	.00 *	.00 *	.00
		10/31/2025 (10/25) Period Totals and Balance	.00 *	.00 *	.00
47-00-40-15900 DUE TO/FROM LAKEFRONT FUND					
		09/30/2025 (09/25) Balance	.00 *	.00 *	.00
		10/31/2025 (10/25) Period Totals and Balance	.00 *	.00 *	.00
47-70-00-57150 PROMOTIONAL GRANT					
		09/30/2025 (09/25) Balance	.00 *	.00 *	324,865.03
AP	155	APG OF SOUTHERN WISCONSIN	10,000.00		
		**Desc: GRANT REIMBURSEMENT			
AP	162	PROST! DAS FEST WI	15,000.00		
		**Desc: PROMO REIMBURSEMENT			
AP	380	LAKE GENEVA JAYCEES	29,518.79		
		**Desc: GRANT REIMBURSEMENT-VENETIAN FEST			
		10/31/2025 (10/25) Period Totals and Balance	54,518.79 *	.00 *	379,383.82
YTD Encumbrance	.00	YTD Actual	379,383.82	Total	379,383.82
		YTD Budget	200,402.00	Unexpended	178,981.82-
47-70-00-57155 TOURISM MUNICIPAL DEVELOPMENT					
		09/30/2025 (09/25) Balance	.00 *	.00 *	10,234.86

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-70-00-57155 TOURISM MUNICIPAL DEVELOPMENT (continued)					
AP	17	US CELLULAR **Desc: RIVIERA CELL-HEATHER	32.73		
AP	829	US CELLULAR **Desc: RIVIERA CELL-HEATHER	32.73		
AP	696	CHARTER COMMUNICATIONS **Desc: INTERNET SERV- OCT 2025	119.99		
		10/31/2025 (10/25) Period Totals and Balance	185.45 *	.00 *	10,420.31
YTD Encumbrance	.00	YTD Actual	10,420.31	Total	10,420.31
		YTD Budget	221,425.00	Unexpended	211,004.69
47-70-00-59400 TRANSFER TO CAPITAL PROJECTS					
		09/30/2025 (09/25) Balance	.00 *	.00 *	.00
		10/31/2025 (10/25) Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual	.00	Total	.00
		YTD Budget	.00	Unexpended	.00
47-70-00-59500 TRANSFER TO LAKEFRONT FUND					
		09/30/2025 (09/25) Balance	.00 *	.00 *	.00
		10/31/2025 (10/25) Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual	.00	Total	.00
		YTD Budget	.00	Unexpended	.00
47-70-00-59600 TRANSFER TO DEBT SERVICE FUND					
		09/30/2025 (09/25) Balance	.00 *	.00 *	.00
		10/31/2025 (10/25) Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual	.00	Total	.00
		YTD Budget	238,173.00	Unexpended	238,173.00
Number of transactions: 33 Number of accounts: 20			Debit	Credit	Proof
Grand Totals:			1,000,418.94	1,000,418.94-	.00

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

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

2024

	Room Tax		Totals
	Regular	Marketplace	
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
Totals	1,577,987.69	716,727.67	2,294,715.36

2025

	Room Tax		Additions Room Tax-	Additions Room Tax-	Net	Amount Issued	Check Issue
	Regular	Marketplace	Reg	Marketplace			
	Regular	Marketplace	Since last Reported	Since last Reported	Totals	to LG Visit	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	194,669.45	-	482,118.38	136,244.59	10/10/2025
October	16,618.71	62.04	-	-	16,680.75	153,626.54	11/7/2025
November	-	34,674.11	-	-	34,674.11	356,413.52	12/5/2025
December	-	-	-	-	-	-	-
Totals	577,820.73	766,223.04	718,080.43	-	2,062,124.20	1,051,724.58	736,178.34

618,637.26	City Portion 30%
1,443,486.94	Tourism Funds 70%
1,051,724.58	Per Visit Con.72.86%
0.00	Owed to Visit

Note: Marketplace Providers now pay on a quarterly basis

**CITY OF LAKE GENEVA
ROOM TAX COMPARISONS
2023 AND 2024**

2023

	Room Tax Regular	Room Tax Marketplace	Totals
January	50,649.40	-	50,649.40
February	69,510.46	-	69,510.46
March	71,887.05	152,450.05	224,337.10
April	66,450.06	-	66,450.06
May	103,584.65	-	103,584.65
June	215,298.05	191,031.50	406,329.55
July	272,345.01	-	272,345.01
August	218,291.21	-	218,291.21
September	171,156.52	240,349.17	411,505.69
October	144,090.97	-	144,090.97
November	73,055.01	-	73,055.01
December	73,835.76	122,728.93	196,564.69
	<u>1,530,154.15</u>	<u>706,559.65</u>	<u>2,236,713.80</u>

2024

	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	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	25,464.49	6/5/2024
May	106,782.84	118.54	-	-	106,901.38	25,275.69	7/1/2024
June	225,867.09	189,668.55	-	-	415,535.64	241,169.19	8/14/2024
July	278,306.46	169.25	-	-	278,475.71	138,525.09	9/4/2024
August	248,280.43	178.73	830.73	-	249,289.89	86,814.70	10/3/2024
September	192,333.93	229,206.50	9,322.69	-	430,863.12	156,423.77	12/4/2024
October	121,426.53	75.05	277.22	-	121,778.80	49,502.77	1/6/2025
November	40,693.63	19.20	25,920.65	-	66,633.48	95,522.60	2/7/2025
December	67,256.48	125,153.36	-	-	192,409.84	515.08	3/7/2025
	<u>1,541,636.40</u>	<u>716,727.67</u>	<u>36,351.29</u>	<u>-</u>	<u>2,294,715.36</u>	<u>819,213.38</u>	

Variance

58,001.56

688,414.61	City Portion 30%
1,606,300.75	Tourism Funds 70%
1,170,350.73	72.86%
351,137.35	Owed to Visit

Note: Marketplace Providers now pay on a quarterly basis

pd 12/7/25

Hello all, this is Josh Popp from Gary Con. Thank you for letting us present to the Tourism Board in October. We had a takeaway to show off "The Shuttle Route". Connecting the Grand to Lake Geneva better, via this shuttle, will put more heads in beds and give us the opportunity to start using the event spaces at the hotels and downtown. It will be interesting to see how it all functions and if the shuttle can do what we're hoping.

The Logic Behind the Routes

For morning pickup, we'll use 2 routes to reduce the individual route times. Similarly, we'll do the same for drop offs in the evening.

The Morning Routes (7 am, 8 am, 9 am start)

Route A: Lake Geneva Lodge --> Geneva Wells Inn --> Comfort Suites --> Fairfield → Grand Geneva

Route B: Lake Shore Drive spot (servicing Belle Vista, Harbor Shores, The Cove, Maxwell Mansion) → Mill Creek Hotel → Grand Geneva

Afternoon Shuttle

Nearly everyone will be onsite by 10 am. Starting at 10 am (and until 8 pm), we'll move to a more flexible system that will have fewer stops, but create an easy route for attendees to come-and-go from the downtown area. If someone gets on the shuttle at the Grand to go back to their hotel, they will be taken there. We'll see if we can get the bus company to give out a way to reach the drivers to add special pickups during this time.

The Evening Routes (8 pm onward)

Route A: Grand Geneva → Fairfield → Comfort Suites → Geneva Wells Inn → Lake Geneva Lodge

Route B: Grand Geneva → Lake Shore Drive spot (servicing Belle Vista, Harbor Shores, The Cove, Maxwell Mansion) → Mill Creek Hotel

Notes

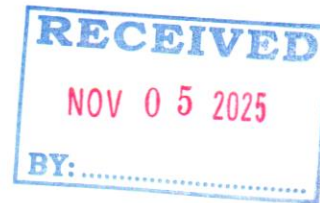
I'm happy to present this at the next meeting (in December, I reckon?) on behalf of Gary Con or you can just reach out to me via email or phone to talk through anything.

If everything is satisfactory, let me know and we can proceed with updating our hoteling page with the Visit Lake Geneva link and any other connective tissue.

After talking to Zakia, she emphasized a more thorough set of stops. This adds more time, but then she suggested splitting the route. So, yes, more stops is more time, but we'll run them in parallel, but not staggered.

I was concerned every hotel would want a stop in downtown, but after talking to the downtown hotels I've been able to get with so far, all wanted that Lakeshore Drive spot. If there's a hotel that has a different opinion, please get them to contact me so we can hammer this out.

So, the route could change subtly as more hotels suggest consolidations in the stops, but we don't plan on removing them otherwise.



Sarah Hill

All Things Lake Geneva, LLC
1024 George St.
Lake Geneva, WI 53147
c: 312-305-9965

Date: November 5, 2025

To:

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

Subject: Tourism Promotion Grant Reimbursement Request – *AllThingsLakeGeneva.com*

Dear Members of the Tourism Commission,

As a lifelong Lake Geneva local, former concierge at the Grand Geneva Resort, City Alderman, and Executive Director of Black Point Estate, I have dedicated my career to promoting the authentic history, hospitality, and humor that make our community so special. Through my company, **All Things Lake Geneva, LLC**, I have developed **AllThingsLakeGeneva.com**, a digital tourism initiative designed to showcase our city’s attractions, events, and lodging in a way that truly turns *history into happy hour*.

The website functions as a modern digital concierge, connecting visitors with the experiences that define Lake Geneva—from the *Tuesday-for-Two Speaker Series* at the Geneva Lake Museum to the historic walking tour downtown, as well as beloved local destinations such as Maxwell Mansion and The Baker House. The platform celebrates both the luxury and the legacy of Lake Geneva, curating itineraries and content that encourage visitors to stay longer and experience more.

Importantly, the **“24 Hours in Lake Geneva”** page features a curated directory of **all eleven City of Lake Geneva lodging properties**—and no others—ensuring every click and conversion opportunity supports **room-tax-generating overnight stays within the city limits**. The Tourism Commission logo and a direct hyperlink to *LakeGenevaHotels.org* appear in the footer of every page, reinforcing the connection between city tourism promotion and the room tax revenue that funds these grants.

Marketing Plan

- Launch announcement across Facebook, Instagram, and local business pages (targeting tourists within a 200-mile radius).
- Google Business listing & SEO optimization for “Lake Geneva tourism,” “Lake Geneva events,” and “Lake Geneva lodging.”
- Weekly blog content featuring local attractions, dining, lodging, and upcoming festivals.

- Collaborative promotions with Visit Lake Geneva, Gage Marine, Maxwell Mansion, and other local partners.
 - QR codes on postcards and rack cards distributed to hotels, marinas, and retail partners.
-

How This Project Generates Overnight Stays

The website directly supports the City's room-tax revenue by guiding digital visitors toward city-based lodging and experiences. Every featured itinerary and event is intentionally tied to lodging within the city. The content strategy prioritizes historic and cultural experiences—such as museum programming, guided tours, and heritage events—that naturally encourage overnight stays.

Estimated Overnight Stay Impact

Website traffic and engagement projections indicate strong potential for conversion to overnight stays within the city:

- Launch target: **10,000+ unique visitors annually** (based on social media reach and SEO).
 - Approximately **40–50%** of users engage with lodging-related content.
 - Estimated **3–5%** conversion rate to booked overnight stays through linked City of LG hotels.
 - Projected impact: **120–250 direct bookings annually**, or approximately **300–500 room nights** generated in the first full year.
-

Thank you for your consideration of this reimbursement request. I am deeply committed to strengthening Lake Geneva's tourism identity through authentic storytelling, historic engagement, and digital innovation that directly benefits the city's lodging partners and overall economy.

Warm regards,

Sarah Hill

Founder, All Things Lake Geneva, LLC



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 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: 11/5/25

Organization: All Things Lake Geneva, LLC

Contact Person: Sarah Hill

Phone Number: 312-305-9965

Street Address: 1024 George St.

City, State, Zip: Lake Geneva, WI 53147

Email Address: allthingslakegeneva@gmail.com

Name of Event: ATLG Website Launch & Digital ^{Tourism} Campaign

Date(s) of Event: Ongoing - Launch Nov, 2025

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

Location of Event: Online (see attached)

Type of Event: Marketing/Digital Tourism Promotion
(Festival, Cultural, Convention, Tour, Sporting, Other)

Estimated Number of Attendees: N/A (Est. 10,000+ unique visitors yrly)

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

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

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

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

Estimated Number of Overnight Stays: 300-500 room nights annually (see attached)

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

Annual Event (Yes/No): NO - Ongoing

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: \$ 2,963.59

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: Sarah Hill

Organization Name: All Things Lake Geneva, LLC

Payment made Payable to: All Things Lake Geneva, LLC

Remittance Address: 1024 George St., Lake Geneva, WI 53147

Contact Phone #: 312-305-9965 Email: allthingslakegeneva@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
4/11/25	36904 57788	GoDaddy	Website Build	\$2963.59	4/11/25

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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: _____

CONTACT US 24/7 1-480-505-8877

Receipt

No 3690457788

DATE:

4/11/2025

CUSTOMER #:

634595520

BILL TO:

Sarah Hill
403 Maple Ln,
Williams Bay, Wisconsin 53191,
United States
+1.3123059965

PAYMENT:

Visa •••• 5814

\$2,963.59

Previous Balance

\$2,963.59

Received Payment

(\$2,963.59)

Balance Due (USD)

\$0.00

Term	Product	Amount
1 One time	Logo Design	\$299.99
2 yrs	Standard WordPress Design Service - hosting - 2 years	\$551.76

	l2g.1de.myftpupload.com	
1 One time	Standard WordPress Design Service - Build fee (One-time fee)	\$1,499.99
1 qtr	Website Care - 3 months	\$335.97
	l2g.1de.myftpupload.com	
1 One time	Custom Website Design	\$275.88
	Total (USD)	\$2,963.59

REFERENCE

Taxes	\$0.00
GoDaddy.com, LLC 100 S Mill Ave, Suite 1600, Tempe, Arizona 85281, United States	\$0.00

Fees	\$0.00
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[Universal Terms of Service](#)

■ All Things Lake Geneva – Facebook Performance Recap

■ Total Page Views

96,229 total views – 100% organic reach (no ad spend)

■ Video Engagement

9,377 three-second views · 1,619 one-minute views

■ Engagement Summary

1,004 interactions total: 709 reactions · 229 comments · 66 shares

■ Link Clicks

327 total link clicks – 100% organic · 58.6% from followers

■ Top Performing Content

Multi-photo posts (27.9%) · Link posts (24.6%) · Video (21.4%) · Text (13.3%) · Photo (12.9%)

■ Audience Breakdown

57.9% followers · 42.1% non-followers · International traffic starting via search engines

■ Growth

Interactions up 100,300% compared to the previous 243 days

■ All Things Lake Geneva Blog Performance Recap

Since launching the blog, All Things Lake Geneva has hit the ground running with strong traction driven largely by Facebook. With over 1,200 total views and nearly 1,000 unique visitors, the blog is clearly resonating with readers near and far.

Total Views	1.2K (↑100%)
Total Visitors	985 (↑100%)
Likes	2
Comments	0

■ Top 5 Posts:

1. Where Locals Go for Fish on Friday: The Owl Tavern (311 views)
2. 5 Best Burgers in Lake Geneva: Real Local Picks (249 views)
3. Lake Geneva Restaurants with a View (156 views)
4. Lake Geneva: It Doesn't Suck (91 views)
5. How To Order a Wisconsin Old Fashioned Like a Pro (80 views)

■ Top Traffic Sources:

1. Facebook – 855 views
2. Search Engines – 138 views:
 - Bing: 62
 - Yahoo: 46
 - DuckDuckGo: 25
 - Google: 4
 - AOL: 1
3. WordPress Reader – 7 views
4. Ecosia / ChatGPT / GoDaddy – 1–2 views each

■ Top Countries:

1. United States – 1,112 views
2. Ireland – 29 views
3. Sweden – 18 views
4. Romania & Switzerland – 5 views each
5. U.K., France, Spain, Germany, Belgium – 1 view each

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!"

Income	Amount	Vendor	PAID	PAST DUE
Starting Project Balance	339	Space Rental Topography	5000	
Donations 7.4.25 Create WI Fiscal Receiver	2469	Stage Management Jess Berlin Krivsky	750	UNPAID
Ticket Sales	5271	Sprung Floor Rental	900	
LG Toursim Grant	8000	Lighting Rental and Sound Rental ACME	3309.61	
Donations 08/15 Create WI Fiscal Receiver	546		2100.17	
Donations 09/01 Create WI Fiscal Receiver	617	Marley Wild Space DONATION	0	
Square sales	120	Lighting Design	1000	
WI Dance Council adjudication fee	150	Electrician	1000	
Dawn	1500	Sound Consultant	75	
Contemporary Workshop	504	Technical Direction Rollie Layman	1000	UNPAID
Ballet Workshop	239.20	Truck rental	250	
		Crew		
		Dave Hastings	240	
		Bryson McElroy	420	
		Benjamin Woodford	420	
		Anthony Roman	420	
		Thomas Laing	420	
		Isaac Brust	315	
		Housing	1072.74	
		Liability Insurance	254	
		Ava Elliot Fee	250	
		Kristin Marshall Fee + rehearsal coaching	850	
		Alana Griffith Fee	800	
		Sejain Bastidas Fee + Teaching	1000	
		Amanda Lewis Fee + Teaching	1175	
		Meals	299.23	
		Video Christal Wagner	350	
		Photography Kat Schleicher	350	
		Press and Marketing The Glowland	3000	
		Poster Printing	64.36	
			5.36	
			81.24	
		Radio Advertising	207.5	
		Programs	189.77	
		Social Media Buys	505	
		Marketing Production Coordination	750	
		Music Rights	600	
		Promotion Labor/Flying/PA	250	
		Styling Fees Design and Materials	885.64	
	Income		Costs	Defecit
TOTALS	19755.20		30559.62	-10,843.92

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

City of Lake Geneva Tourism Commission

Grant Evaluation Form

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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: ANN ESARCO Date: 11/17/2025

Name of Organization: AVANT CYCLES

Email: office@avant-cycles.com Phone: 262-203-5141

From: Kellie Carper kellie@visitlakegeneva.com 
Subject: RE: Questions for grant reimbursement
Date: November 12, 2025 at 1:33 PM
To: Avant Office office@avant-cycles.com



Ann,

Thanks for your patience! Below and attached is the information that you asked for. Please let me know if you need anything else.

WEB ADS

- **Ran 9/25 to 10/25**
- **Total impressions = 24,065**
- **Total clicks = 218**

Run of Site Ad

- This ad ran on 80% of the pages on the VLG website
- There were five other partners running ads at the same time yours was running
- You had 23,710 impressions
- You had 213 clicks with a 0.90% CTR

Homepage Premium Ad

- This ad ran on the Home Page of the VLG website
- There were three other partners running ads at the same time
- You had 355 unique impressions
- You had 5 clicks with a 1.41% CTR

Social Media Ads

- See attached Facebook Screen Shots for the metrics including: # of views, # of accounts reached, # of interactions, # of clicks, # of follows
- These ads ran between 10/12 and 10/24
- Targeting parameters:
 - Geographic: Chicago DMA, Milwaukee DMA, Rockford DMA, Dane County (+25mi)
 - Ages: 20-75 + Men & Women
 - Interests: Movies, Documentaries, Cycling, Road Cycling, Human Interest Stories, Lake Geneva, Wisconsin, Hobby Cycling, Trek Bikes, Independent Films, Active Lifestyle, Midwest, Biking, Mountain Biking, Outdoor Adventure

Insider Email Ad

- This monthly email to our subscriber list was sent on 10/7
- Sent to 53,977 subscribers
- Total email opens = 8,212
- Total email clicks = 1,735
 - 148 clicks to the VLG Event Calendar
 - 6 unique clicks to the Tracing the Divide event listing

Exclusive Email

- An exclusive email about the Tracing the Divide event was sent on 10/21
- Sent to 53,459 subscribers
- Total email opens = 6,383
- Total email clicks = 532

From: Tessa Springer tessa@wlkg.com
Subject: RE: Thank You
Date: November 11, 2025 at 2:19 PM
To: Avant Office office@avant-cycles.com



Hi Ann!

Of course, I get asked these grant questions all of the time, I could probably write the grant now lol!

1. We average 65,000 listeners per week. Your commercials ran October 6th-25th, so you're looking at about 163,000 listeners during that day. Through the Facebook posts we did for you, you're looking at about 23-25 thousand impressions on our page during that time.
2. Our average listeners is 44 years old. Our listenership ranges from 18-54, and are split pretty evenly Male/Female. Their average incoming Is \$78,000. We broadcast most of Southeastern Wisconsin and Northern Illinois, so the listeners that heard your advertising were a mix of day trippers and overnight guests. We of course reinforced all of this with the interview and our DJs talking A LOT about this, which really helps.

Please let me know if you need more stats/information.

Also, I sincerely thank you for letting us be a small part of this. I love working and living in Lake Geneva, and my absolute favorite part of the job is how LOCAL we get to be when it comes to working with our partners and events, so thank you for allowing us to be a part of it!

Have a great day,

Tessa August-Springer
Marketing Specialist
Lake 96.1 FM
Phone(262) 249-9600 ext. 109
Fax(262)249-9630
tessa@wlkg.com
www.wlkg.com
9 Time Station of the Year Winner

From: Avant Office <office@avant-cycles.com>
Sent: Tuesday, November 11, 2025 1:24 PM
To: Tessa August-Springer - Marketing Specialist <tessa@wlkg.com>
Subject: Re: Thank You

Hi Tessa!

For the grant reimbursement, the paperwork s asking for:

- 1) Number of customer responses generated from type of media utilized?
- 2) What media did you use in your campaign?
For item # 2. I can pick this up from your invoice.

c. What were your target markets?

Target Market – Rockford, Chicago, Milwaukee, Lake Geneva, Dane County
Ages – 18 plus, active individuals and/or documentary seekers

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

We expected 200, and had 155 attendees

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.

We anticipated 35 overnight stays. We talked with 10 parties that did confirm the came from out-of-town (more than 50 miles away), and were staying to enjoy the area. Those 10 were staying in local lodging. Others that stayed, that we spoke with stayed with family/friends, but did spend the weekend in Lake Geneva. A couple of folks we spoke with stated they had never been to Lake Geneva.

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.

We have **not received any income** from this event. Our expenses:

Vendor:	Item:	Expense:
Copies & Prints Plus	Copies	\$287.76
Flair Studio	Graphic Design	\$275.00
WLKG	Radio Ads	\$1,560.00
Visit Lake Geneva	Marketing (electronic)	\$1,550.00
Facebook	Social Media Ads	\$53.97
	Total	\$3726.73

5. Please include any additional information you would consider pertinent in summarizing your promotion/event.

Name: Ann Esarco

Section 2-Submit For Reimbursement/Final Evaluation

City of Lake Geneva Tourism Commission Reimbursement Form

Name: ANN ESARCO

Organization Name: Avant Cycles

Payment made Payable to: Avant Cycles

Remittance Address: 912 S Wells St, Lake Geneva, WI 53147

Contact Phone #: 815-382-1688 Email: office@avant-cycles.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
9/26/25	34546	Copies + Prints Plus	cards rack/handout	161.42	} 10.16.25 ch # 5182 ATTACHED \$205.05
10/10/25	345580	Copies + Prints Plus	cards rack/handout	29.91	
10/15/25	345623	Copies + Prints Plus	coupons for swag bag	13.72	
10/16/25	345632	Copies + Prints Plus	posters	4.11	} 10.22.25 ch # 5183 ATTACHED
10/17/25	345638	Copies + Prints Plus	posters	13.72	
10/22/25	345642	Copies + Prints Plus	coupons for swag bag	32.55	} \$50.38 11.3.25 ch # 5185
10/23/25	345704	Copies + Prints Plus	double sided hand out cards	12.34	
10/24/25	345720	Copies + Prints Plus	Sunday Bay handouts	19.99	} ATTACHED \$32.33
9/26/25	3507	FLAIR studio	Graphic design Ad design	75.00	



262-248-2545

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

Date	Invoice #
9/26/2025	345461

Bill to
Avant Cycle

P.O. Number	Job Name
	Tracing the Divide Weekend

Quantity	Item Code	Description	Price Each	Amount
1	Postcards	Tracing the Divide Weekend 300 Qty 4x6 4/0 100# Postcards	153.00	153.00T

Thank you for your business.		Subtotal	\$153.00
		Sales Tax (5.5%)	\$8.42
		Total	\$161.42



262-248-2545

906 S Wells Street
Lake Geneva, WI 53147

orders@copiesandprintsplus.com

Date	Invoice #
10/10/2025	345580

Bill To
Avant Cycle

P.O. Number	Job Name
	Tracing the Divide Handouts

Quantity	Item Code	Description	Price Each	Amount
63	8x11	Single Sided Tracing the Divide. Handout Promo Cards	0.45	28.35T

Thank you for your business.

Subtotal	\$28.35
Sales Tax (5.5%)	\$1.56
Total	\$29.91



906 S Wells Street
Lake Geneva, WI 53147

262-248-2545

orders@copiesandprintsplus.com

Date	Invoice #
10/15/2025	345623

Bill To
Avant Cycle

P.O. Number	Job Name
	Tracing the divide

Quantity	Item Code	Description	Price Each	Amount
1	Color Copies	100 Qty 4.25x2 Color Copies Tracing the Divide Coupons for the Swag Bag	13.00	13.00T

Thank you for your business.

Subtotal	\$13.00
Sales Tax (5.5%)	\$0.72
Total	\$13.72



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

262-248-2545

Date	Invoice #
10/16/2025	345632

Bill To
Avant Cycle

P.O. Number	Job Name
	Tracing the divide

Quantity	Item Code	Description	Price Each	Amount
3	11x17	Single Sided	1.30	3.90T

Thank you for your business.		Subtotal	\$3.90
		Sales Tax (5.5%)	\$0.21
		Total	\$4.11



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

262-248-2545

Date	Invoice #
10/17/2025	345638

Bill To
Avant Cycle

P.O. Number	Job Name
	Tracing the Divide

Quantity	Item Code	Description	Price Each	Amount
10	11x17	Single Sided	1.30	13.00T
Thank you for your business.				Subtotal \$13.00
				Sales Tax (5.5%) \$0.72
				Total \$13.72



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

262-248-2545

Date	Invoice #
10/22/2025	345692

Bill To
Avant Cycle

P.O. Number	Job Name
	Tracing the Divide

Quantity	Item Code	Description	Price Each	Amount
1	4/4 Business Cards	100 Qty 4/4 Business Cards Teekos Coupons	25.00	25.00T
13	8x11	Single Sided Swag Bag Labels	0.45	5.85T
Thank you for your business.			Subtotal	\$30.85
			Sales Tax (5.5%)	\$1.70
			Total	\$32.55



906 S Wells Street
Lake Geneva, WI 53147

262-248-2545

orders@copiesandprintsplus.com

Date	Invoice #
10/23/2025	345704

Bill To
Avant Cycle

P.O. Number	Job Name
	Tracing The Divide

Quantity	Item Code	Description	Price Each	Amount
13	8.5x11 2S	Double Sided Handouts	0.90	11.70T

Thank you for your business.

Subtotal	\$11.70
Sales Tax (5.5%)	\$0.64
Total	\$12.34



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

Invoice

Date	Invoice #
10/24/2025	345720

Bill To
Avant Cycle

P.O. Number	Job Name
	iRACING THE dIVIDE

Quantity	Item Code	Description	Price Each	Amount
13	Color Copies	sUNDAY eVENTS Color Copies	1.15	14.95T
4	Cut	Cut	1.00	4.00T

Thank you for your business.	Subtotal	\$18.95
	Sales Tax (5.5%)	\$1.04
	Total	\$19.99

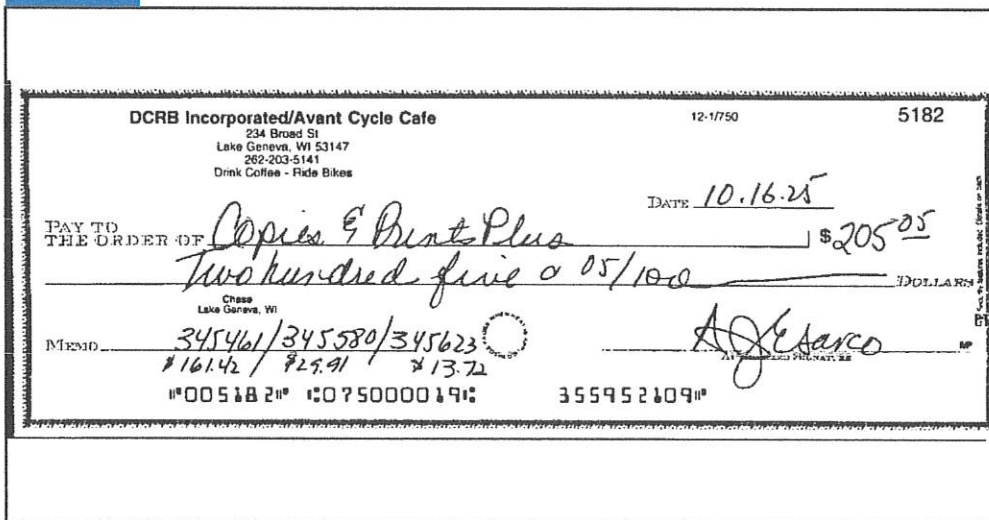
Check Details

Total: **\$205.05**

Post date: Oct 24, 2025

Check #: 5182

Front Back



DCRB Incorporated/Avant Cycle Cafe
234 Broad St
Lake Geneva, WI 53147
262-203-5141
Drink Coffee - Ride Bikes

12-17750 5182

DATE 10.16.25

PAY TO THE ORDER OF Copies & Print Plus \$ 205.05

Two hundred five & 05/100 DOLLARS

MEMO 345461/345580/345623
#161.42 / #29.91 / #13.72

Chase
Lake Geneva, WI

A. J. Marco MP

⑆005182⑆ ⑆075000019⑆ 355952109⑆

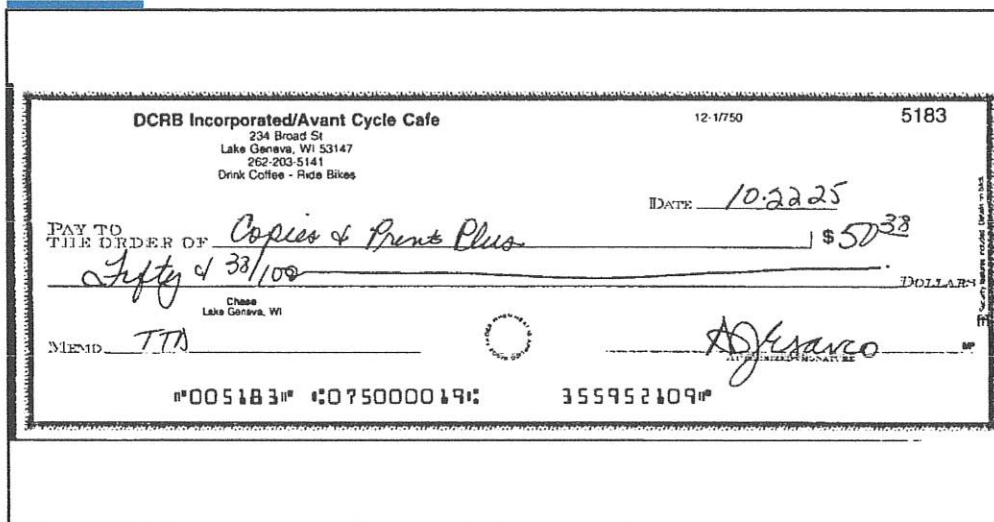
Check Details

Total: **\$50.38**

Post date: Oct 24, 2025

Check #: 5183

Front Back



DCRB Incorporated/Avant Cycle Cafe
234 Broad St
Lake Geneva, WI 53147
262-203-5141
Drink Coffee - Ride Bikes

12-17750 5183

DATE: 10.22.25

PAY TO THE ORDER OF: Copies & Prints Plus \$50.38

Fifty & 38/100 DOLLARS

Chase Lake Geneva, WI

MEMO: TTA

Signature: [Handwritten Signature]

⑆005183⑆ ⑆075000019⑆ 355952109⑆

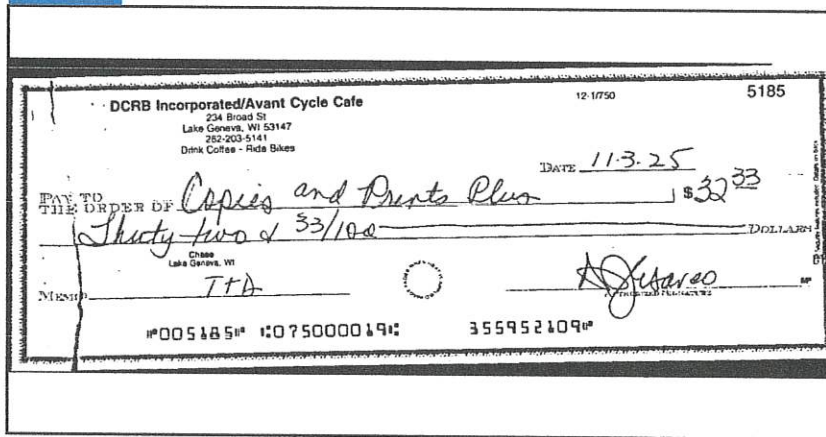
Check Details

Total: **\$32.33**

Post date: Nov 06, 2025

Check #: 5185

Front Back



FLAIR STUDIO LLC
7397 Dartmoor Court
Kalamazoo, MI 49009 US
julie@flairstudio.net

Invoice



FLAIRSTUDIO

BILL TO

Avant Cycle Cafe

INVOICE #	DATE	TOTAL DUE	DUE DATE	TERMS	ENCLOSED
3507	09/26/2025	\$0.00	10/26/2025	Net 30	

ACTIVITY	QTY	RATE	AMOUNT
Design Tracing the Divide Ads	1	75.00	75.00

SUBTOTAL	75.00
TAX	0.00
TOTAL	75.00
PAYMENT	75.00
BALANCE DUE	\$0.00

Pay invoice

PAID

From: QuickBooks Payments quickbooks@notification.intuit.com
Subject: Payment confirmation: Invoice #3507-(FLAIR STUDIO LLC)
Date: September 27, 2025 at 1:37 PM
To: admin@avantcyclecafe.com, office@avant-cycles.com



[Manage payment](#)



You paid \$75.00

to FLAIR STUDIO LLC on 09/27/2025

Payment details

Invoice no.	3507
Invoice amount	\$75.00
Total amount	\$75.00
Status	Paid
Payment method	Business checking *****2109
Authorization ID	1A8S0MM9

Please don't reply to this email, if you need any help regarding this message, please contact the business directly.

Thank you,

FLAIR STUDIO LLC

FLAIR STUDIO LLC
 7397 Dartmoor Court
 Kalamazoo, MI 49009 US
 julie@flairstudio.net

Invoice



BILL TO
 Avant Cycle Cafe

INVOICE #	DATE	TOTAL DUE	DUE DATE	TERMS	ENCLOSED
3528	10/16/2025	\$0.00	11/15/2025	Net 30	

ACTIVITY	QTY	RATE	AMOUNT
Design Tracing the Divide: Photos (7), Postcard, Coupon	1	200.00	200.00

Pay invoice

PAID

SUBTOTAL	200.00
TAX	0.00
TOTAL	200.00
PAYMENT	200.00
BALANCE DUE	\$0.00

Payment receipt

You paid \$200.00

to FLAIR STUDIO LLC on 11/5/2025

Invoice no.	3528
Invoice amount	\$200.00
Total	\$200.00
Status	Paid
Payment method	Bank
Authorization ID	1ACAL4A7P1FV

Thank you



FLAIRSTUDIO

FLAIR STUDIO LLC

+12623257025

www.flairstudio.net | julie@flairstudio.net
7397 Dartmoor Court, Kalamazoo, MI 49009

No additional transfer fees or taxes apply.

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

WLKG-FM Statement of Account

Account ID: 0532
 Statement Date: 11/1/2025
 Account Rep: Tessa August

Please Pay This Amount \$1,560.00

Amount Paid: _____

AVANTE CYCLES
 912 SOUTH WELLS STREET
 LAKE GENEVA, WI 53147

TERMS: NET 15 DAYS

Sponsor: Avante Cycles

Page 1

Reference	Date	Type	Description	Amount	Balance
25100062	10/31/2025	INV	Invoice: WLKG-FM 0532-008 October 2025 [2-Facebook Posts / 1-Interview/Segment / 1-Packa	1,560.00	1,560.00
Statement Total:					\$1,560.00

Please Pay This Amount \$1,560.00

Current	31-60 Days	61-90 Days	91-120 Days	121+ Days	Total Due
\$1,560.00					\$1,560.00



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

WLKG-FM Invoice

Invoice ID: 25100082
 Invoice Date: 10/31/2025
 Account ID: 0532
 Order ID: 0532-008
 Account Rep: Tessa August

Amount Due: \$1,560.00

Amount Paid: _____

AVANTE CYCLES
 912 SOUTH WELLS STREET
 LAKE GENEVA, WI 53147

TERMS: NET 15 DAYS

Sponsor: Avante Cycles / Avante Cycle Cafe
 October 2025

Date	Time	Length	Description	CopyID / ISCI Code	Cost
10/10/2025	06:30 AM	:30	Spot	CIDER RIDE	[Package]
10/10/2025	11:14 AM	:30	Spot	TRACING THE DIVIDE	[Package]
10/10/2025	06:12 PM	:30	Spot	TRACING THE DIVIDE	[Package]
10/11/2025	10:47 AM	:30	Spot	TRACING THE DIVIDE	[Package]
10/11/2025	12:20 PM	:30	Spot	CIDER RIDE	[Package]
10/11/2025	05:50 PM	:30	Spot	TRACING THE DIVIDE	[Package]
10/11/2025	08:27 PM	:30	Spot	TRACING THE DIVIDE	[Package]
10/13/2025	06:52 AM	:30	Spot	TRACING THE DIVIDE	[Package]
10/13/2025	08:25 AM	:30	Spot	CIDER RIDE	[Package]
10/13/2025	05:36 PM	:30	Spot	TRACING THE DIVIDE	[Package]
10/13/2025			Facebook Post		0.00
10/14/2025	07:26 AM	:30	Spot	CIDER RIDE	[Package]
10/14/2025	08:29 AM	:30	Spot	TRACING THE DIVIDE	[Package]
10/14/2025	11:13 AM	:30	Spot	TRACING THE DIVIDE	[Package]
10/15/2025	08:11 AM	:30	Spot	TRACING THE DIVIDE	[Package]
10/15/2025	11:42 AM	:30	Spot	TRACING THE DIVIDE	[Package]
10/15/2025	05:39 PM	:30	Spot	TRACING THE DIVIDE	[Package]
10/16/2025	07:55 AM	:30	Spot	CIDER RIDE	[Package]
10/16/2025	02:18 PM	:30	Spot	TRACING THE DIVIDE	[Package]
10/16/2025	04:16 PM	:30	Spot	TRACING THE DIVIDE	[Package]
10/17/2025	06:49 AM	:30	Spot	TRACING THE DIVIDE	[Package]
10/17/2025	02:42 PM	:30	Spot	CIDER RIDE	[Package]
10/17/2025	04:12 PM	:30	Spot	TRACING THE DIVIDE	[Package]
10/18/2025	07:44 AM	:30	Spot	TRACING THE DIVIDE	[Package]
10/18/2025	08:51 AM	:30	Spot	CIDER RIDE	[Package]
10/18/2025	01:17 PM	:30	Spot	TRACING THE DIVIDE	[Package]
10/19/2025	10:45 AM	:30	Spot	TRACING THE DIVIDE	[Package]
10/19/2025	11:48 AM	:30	Spot	TRACING THE DIVIDE	[Package]
10/19/2025	04:47 PM	:30	Spot	TRACING THE DIVIDE	[Package]
10/20/2025	07:52 AM	:30	Spot	CIDER RIDE	[Package]
10/20/2025	08:50 AM	:30	Spot	TRACING THE DIVIDE	[Package]
10/20/2025	02:15 PM	:30	Spot	TRACING THE DIVIDE	[Package]
10/20/2025			Facebook Post		0.00
10/21/2025	08:11 AM	:30	Spot	TRACING THE DIVIDE	[Package]
10/21/2025	02:49 PM	:30	Spot	CIDER RIDE	[Package]
10/21/2025	06:41 PM	:30	Spot	TRACING THE DIVIDE	[Package]
10/22/2025	07:54 AM	:30	Spot	TRACING THE DIVIDE	[Package]
10/22/2025	08:55 AM	:30	Spot	CIDER RIDE	[Package]
10/22/2025	11:46 AM	:30	Spot	TRACING THE DIVIDE	[Package]
10/23/2025	06:07 AM	:30	Spot	TRACING THE DIVIDE	[Package]
10/23/2025	11:13 AM	:30	Spot	TRACING THE DIVIDE	[Package]
10/23/2025	04:37 PM	:30	Spot	TRACING THE DIVIDE	[Package]
10/24/2025	08:51 AM	:30	Spot	CIDER RIDE	[Package]
10/24/2025	01:48 PM	:30	Spot	TRACING THE DIVIDE	[Package]
10/24/2025	05:12 PM	:30	Spot	TRACING THE DIVIDE	[Package]

Continued

WLKG-FM Invoice

Invoice ID: 25100062
 Invoice Date: 10/31/2025

Sponsor: Avante Cycles / Avante Cycle Cafe
 October 2025

Page 2

Date	Time	Length	Description	CopyID / ISCI Code	Cost
10/25/2025	11:19 AM	:30	Spot	CIDER RIDE	[Package]
10/25/2025	04:15 PM	:30	Spot	CIDER RIDE	[Package]
10/25/2025			Interview/Segment		0.00
10/31/2025			Package Billing		1,500.00
			48 Total Items	Total Cost:	\$1,500.00
				+ FCC Regulatory Recovery Fee:	\$60.00
				Net Total:	\$1,560.00

Amount Due: **\$1,560.00**

Send on	Deliver by	Status	Paid with	Paid from	Amount
Nov 5, 2025	Nov 13, 2025	Paid	Bill pay	DCRB (...2109)	\$1,560.00

The Bill Payment and Transfers Agreement applies.

INVOICE

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

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



Bill to
Ms. Ann Esarco
Avant Cycles
912 S Wells Street
Lake Geneva, WI 53147

Ship to
Ms. Ann Esarco
Avant Cycles
912 S Wells Street
Lake Geneva, WI 53147

Invoice details

Invoice no.: 7805
Terms: Net 30
Invoice date: 11/04/2025
Due date: 12/04/2025

#	Date	Product or service	Description	Qty	Rate	Amount
1.		Exclusive E-Mail	Exclusive Email - deployed 10/21/25	1	\$350.00	\$350.00
2.		E-Newsletter-Insiders	Insider Email Ad - deployed on 10/7/25	1	\$150.00	\$150.00
3.		Facebook Co-op	Social Media Boosted Post/Ad - deployed 10/12/25-10/18/25	1	\$150.00	\$150.00
4.		Facebook Co-op	Social Media Boosted Post/Ad - deployed 10/19/25-10/25/25	1	\$150.00	\$150.00
5.		Home Page Prem Spotlight	Homepage Premium Web Ad - Ran 9/25/25 to 10/25/25	1	\$350.00	\$350.00
6.		Home Page Prem Spotlight	ROS Premium Ad - Ran 9/25/25 to 10/25/25	1	\$400.00	\$400.00

Total **\$1,550.00**

Ways to pay



Payment receipt

You paid \$1,550.00

to Visit Lake Geneva on 11/11/2025

Invoice no.	7805
Invoice amount	\$1,550.00
Total	\$1,550.00

Status	Paid
Payment method	Bank
Authorization ID	1ACQHO0ZCJEA

Thank you



Visit Lake Geneva

+12622481349

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

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View results

Meta Business Suite

Boost again

Performance

Lifetime

\$53.97 spent over 9 days.

Link clicks	137	Cost per Link Click	\$0.39
Views	8,324	Reach	5,799

Activity on Facebook Activity on your website

Post engagements



Link clicks



Post reactions



Post shares

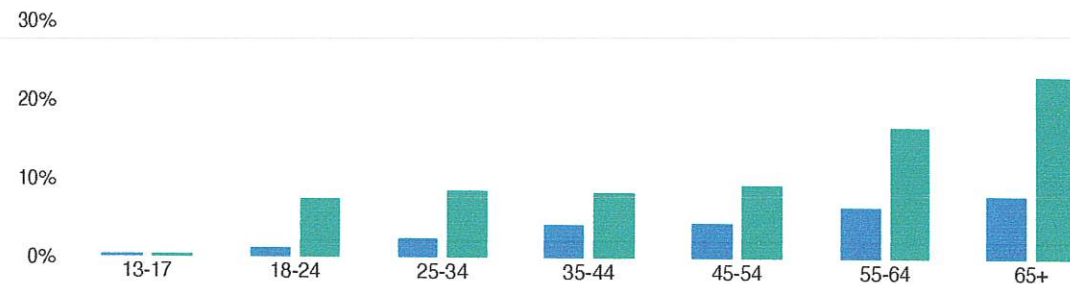


Audience

This ad reached 5,799 Accounts Center accounts in your audience.

People Placements Locations

26.7% Women 73.3% Men





Lookalike (US, 10%) - Page Engaged: Avant Cycles or Page Engaged: Avant Cycles

Location

United States: Lake Geneva (+50 mi) Wisconsin

Optimize locations

Off

Age

18 - 65+

Advantage+ audience

Off

[Edit audience](#)

Ad rating

Are you satisfied with this ad?

No

Yes

Details

Status
Completed

Goal
Sell tickets

Total budget
\$54.00

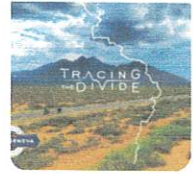
Duration
9 days

[See all](#)

Preview



Announcement: Special Screening: Tracing the Divide Q&A period following film - with cast: Chris Schmidt, Chris Hiebert. Director: Jack Zakrajsek Saturday, October 25, noon Geneva Stage Tracing The Divide Two lifelong friends embark on an adventure of a lifetime as they ride the rigorous Great Divide Mountain Bike Route from Canada to Mexico. Over 24 days, through wind, mud, and monsoons, the...



Buy tickets

View ad

Edit ad

Payment method



Add

Amount spent

Total amount

\$53.97

Reach More People

Add \$6.00 over 1 day

Reach 819 - 2.4K people per day

New budget

Current budget

\$54.00

Added budget

\$6.00

Total Amount

\$60.00

Add \$18.00 over 3 days

Reach 819 - 2.4K people per day

Add \$30.00 over 5 days

Reach 819 - 2.4K people per day

Add \$42.00 over 7 days

Reach 819 - 2.4K people per day

Add \$54.00 over 9 days



Select custom budget and duration

Run this ad until Nov 6

Add budget

By clicking Add budget, you acknowledge that your use of Meta's ad tools is subject to our [Terms & conditions](#)

Transaction details

Ink Unlimited (...1929)

\$25.00

Sale



Oct 19, 2025
Transaction date



Facebook Advertising

Oct 20, 2025
Posted date

Description	Facebook Advertising
Also known as	Facebook Advertising
Merchant type	Advertising services
Method	Online, mail or phone
Card number	(...4832)
Category	Professional services

Rewards earned with this transaction

+ 1.5% (1.5 Pts)/\$1 earned on all purchases	38
<hr/>	
Total Ultimate Rewards [®] points	38

Transaction details may be preliminary or incomplete and may not match the transaction as it appears on your periodic statement, which is the official record of your account activity.

Transaction details

Ink Unlimited (...1929)

\$25.00

Sale



Oct 24, 2025
Transaction date



Facebook Advertising

Oct 26, 2025
Posted date

Description	Facebook Advertising
Also known as	Facebook Advertising
Merchant type	Advertising services
Method	Online, mail or phone
Card number	(...4832)
Category	Professional services

Rewards earned with this transaction

+ 1.5% (1.5 Pts)/\$1 earned on all purchases	38
<hr/>	
Total Ultimate Rewards [®] points	38

Transaction details may be preliminary or incomplete and may not match the transaction as it appears on your periodic statement, which is the official record of your account activity.

Transaction details

Ink Unlimited (...1929)

\$3.97
Sale



Oct 31, 2025
Transaction date



Facebook Advertising

Nov 02, 2025
Posted date

Description	Facebook Advertising
Also known as	Facebook Advertising
Merchant type	Advertising services
Method	Online, mail or phone
Card number	(...4832)
Category	Professional services

Rewards earned with this transaction

+ 1.5% (1.5 Pts)/\$1 earned on all purchases	6
<hr/>	
Total Ultimate Rewards® points	6

Transaction details may be preliminary or incomplete and may not match the transaction as it appears on your periodic statement, which is the official record of your account activity.