



City of Lake Geneva, 626 Geneva St, Lake Geneva, WI 53147-262.248.3673-www.cityoflakgeneva.gov

Tourism Commission Agenda
Monday, March 9, 2026 - 4:00 PM
Lake Geneva City Hall; Council Chambers

Members:

Chair: Vacant, Vice-Chair: Zakia Pirzada, Secretary: Alderperson Mary Jo Fesenmaier
Luke Pfeiffer, Troy, Migut, Shelley Rowell, and Alderperson Linda 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 December 8, 2025
5. Update from Heather Jones (Independent Contractor for Tourism Commission) Meet at the Lake Promotional Activity
6. Update from Tourism Entity (VISIT Lake Geneva) on Promotional Activity, Calendar, and Hotel performance
7. Update from Lake Geneva Business Improvement District (events and mission)
8. Written financial update regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements, list of outstanding (unpaid) tourism grants awarded
9. Discussion/Action regarding Municipal Development Grants-None
10. Discussion/Action on Tourism Promotional Grant Program and Requests: **Maximum ten (10) minute presentation per request:**
 - a. Wee Whiskey Fest; Geneva Lakes Whiskey Club
 - b. Splash, Sparkle and Bloom: A Garden Club of America Flower Show; Lake Geneva Garden Club
 - c. Prost! Das Fest Wisconsin; Wisconsin2Go LLC
11. Final Event Evaluations and Discussion on recent Grant Recipients and Future Action
 - a. Abominable Trail Race; ASR Events, LLC
12. Tourism Commission related forms, paperwork, and grant procedures review
13. 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, December 8, 2025
COUNCIL CHAMBERS, CITY HALL

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

Roll Call

Present: Chair Brian Waspi, Vice Chair Zakia Pirzada, Alder Fesenmaier, Troy Migut, Shelley Rowell, Mayor Krause (Ex-Off), Laura Pisarcik (Ex-Off), Stephanie Klett (Ex-Off) (arrived at 4:20 p.m.)

Absent: Alder Frame

Comments from the Public limited to 5 minutes, limited to items on the agenda: None.

Approval of Tourism Commission minutes from November 10, 2025

Noted that the Financial Report should list the month as September not October. *Motion by Pirzada, second by Rowell, to approve the minutes from November 10, 2025. Unanimously carried.*

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

Heather Jones reviewed data from the packet. The duration for the Tourism Commission website www.lakegenevahotels.org was most notable at over 4 minutes. We are well above the pace for 2026 bookings of the Riviera.

Update from Tourism Entity – Visit Lake Geneva

Deanna Goodwin highlighted data from her monthly report. The annual Lighted Christmas Parade showcased 90 floats/entries. The Bundle Up campaign for winter clothing items continues until December 30. Winterfest will have a new section in Flat Iron Park called “Kids Zone.” Alder Fesenmaier was concerned about ice on sidewalks preceding the event. She also received a phone call regarding the orange barricades still blocking sidewalk and parking access in the downtown area by the next morning.

Update from Lake Geneva Business Improvement District (BID)

Alexandria Binanti was absent from the meeting. Her report was submitted and available in the packet.

Written financial update provided by City Comptroller

Balance Sheet as of October 31, 2025

Total Assets - \$1,258,866.12

Restricted Fund Balance - \$1,075,073.65

Noted by Chair Waspi that the amounts above do not include the two months left of 2025 with a balance still due to Visit Lake Geneva thus reducing our Fund Balance significantly.

Tourism Promotional Grant Program and Requests

Gary Con 2026-Update on Shuttle Route; Gary Con, a wholly-owned division of Gaxx Worx, LLC

In October, the Commission awarded a \$12,000 grant. Josh Popp presented the updated shuttle parking proposal, as requested. *By consensus, the Commission approved the parking plan conditional on the City Administrator's review and Common Council final approval, if needed.*

ATLG Website Launch & Digital Tourism Campaign; All Things Lake Geneva, LLC

Sarah Hill presented her website and Historic Walking Tour called "Turning History into Happy Hour." Commissioners questioned how this project was different than what the Tourism website, BID projects, and Visit programming already provides. *No recommendation by the Commissioners.*

Final Event Evaluations from organizations receiving Tourism Grants

Sylph Lake Geneva: Dawn Springer Dance Projects –

No Tourism website URL was included on the print or digital marketing materials. Staff can focus on this during submission phase. The application specifies that **marketing materials (mock-up is acceptable) are required to be submitted** as part of the approval process.

Tracing the Divide-Avant Fall Cider Tour; Avant Cycle

Commissioners were delighted with the success of this grant and the evaluation information provided and would love to see them return for another grant.

Tourism Commission related forms, paperwork, and grant procedures review

A reminder that grant submissions require a marketing-specific budget along with mock-up or actual marketing materials.

Staff can provide exemplars (successful grant applications) to first-time applicants.

Future meeting agenda items and next meeting date –

Municipal Development Projects using the new form should be submitted by the City or BID for wayfinding and entrance signs, for example, to ensure projects are approved and completed in a timely manner.

Monday, January 12, 2026, at 4:00 PM

Motion by Pirzada, second by Rowell, to adjourn at 5:12 p.m. Carried.

Respectfully submitted,
Alderman Fesenmaier, Secretary

Riviera Ballroom/MATL Update- Tourism Commission Meeting January 2026

Marketing Update

- Website Analytics Update: Past 30 Days:
 - Site Sessions: 1,266 (-1%)
 - Site Sessions by traffic source
 1. Google (549)
 2. Direct (467)
 3. Social Media Ads (94)
 4. Visit Lake Geneva (26)
 5. Bing (19)
 - Active Inquiries: 108, 108 recorded for December 2024
 - Avg. Session Duration: 1m 58s (+16%)
 - Site Bounce Rate: 55% (-2%)

- WeddingWire & TheKnot: December Stats
 - 302 Visitors
 - 5 Link Clicks
 - 23 Saves
 - 32 leads

- Hotels & Lodging Analytics Update Past 30 days:
 - 59 Page Views (+24 from last month)
 - Avg. time spent on page: 1min 21sec (-42s)

- www.lakegenevahotels.org Analytics- past 30 days
 - 1,614 Site Sessions (-15%)
 - (1,415) Google Ad
 - (86) YouTube Ad
 - (47) Direct
 - (5) Abominable Snow Race
 - (4) LG Wedding Expo
 - Avg. Session Duration: 4m 3S (-3%)

- Social Media Campaign started December 15th
- Winter Brial Expo on 1/17/26 at The Riviera Ballroom, The Cove, Harbor Shores and Bella Vista

Sales Update

	2019	2020	2021	2022	2023	2024	2025	2026	2027
Weddings	28	9	54	55	52	43	45	50	7
Social	1	0	1	5	4	5	3	5	
Corporate	2	1	1	2	3	1	5	2	
Non-Profit	10	0	3	1	5	4	7	7	
Event Total	41	10	60	62	64	54	60	64	7
Cancellation Total	0	40	11		3	2	4	6	
Rescheduled	0	20	4		1	1	3		
Comp		5	2	5	6	6	9	7	
Pending Comp Req									

2025 Comp Space;

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

2026 Comp Space;

- Winterfest- 6days
- Library February Author Event

Sales by year December 2025:

- 2025: No changes.
- 2026: Contracts returned; three weddings & one non-profit event. One wedding cancelled and one corporate event cancelled. Three wedding contracts & one social contract (multiple day event) out for signature.
- 2027: One wedding contract returned. One wedding contracts out for signature.
- Last Year, reported on January 3rd; 47 events booked for 2025 and 10 events booked for 2026.

ACTUAL RIVIERA BALLROOM REVENUE BY YEAR

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

2019	2020	2021	2022	2023	2024	2025
\$99,792.62	\$29,095.71	\$162,926.92	\$286,754.23	\$308,151.03	\$260,375.56	\$313,675.96
CATERING REVENUE						
\$14,688.76	\$4,337.68	\$32,970.09	\$46,691.72	\$48,795.80	\$47,914.74	\$46,425.26

Riviera Ballroom/MATL Update- Tourism Commission Meeting February 2026

Marketing Update

- Website Analytics Update: Past 30 Days:
 - Site Sessions: 2,416 (+100%)
 - Site Sessions by traffic source
 1. Google (904)
 2. Direct (721)
 3. Social Media Ads (325)
 4. Google Ads (144)
 5. Visit LG (49)
 - Active Inquiries: 134, 200 recorded for January 2025
 - Avg. Session Duration: 1m 53s (-5%)
 - Site Bounce Rate: 61% (+17%)

- WeddingWire & TheKnot: January Stats
 - 425 Visitors
 - 10 Link Clicks
 - 21 Saves
 - 30 leads

- Hotels & Lodging Analytics Update Past 30 days:
 - 112 Page Views (+53 from last month)
 - Avg. time spent on page: 3min 20sec (+1m 59s)

- www.lakegenevahotels.org Analytics- past 30 days
 - 1,724 Site Sessions (+7%)
 - (1,129) Google Ad
 - (340) YouTube Ad
 - (53) Direct
 - (8) Abominable Snow Race
 - (7) 531 Fund
 - Avg. Session Duration: 3m 11S (-21%)

- Social Media Campaign started December 15th
- Winter Brial Expo was a GRAND success. 225 brides and over 900 attendees

Sales Update

	2019	2020	2021	2022	2023	2024	2025	2026	2027
Weddings	28	9	54	55	52	43	45	51	9
Social	1	0	1	5	4	5	3	5	
Corporate	2	1	1	2	3	1	5	2	
Non-Profit	10	0	3	1	5	4	7	7	
Event Total	41	10	60	62	64	54	60	65	9
Cancellation Total	0	40	11		3	2	4	8	
Rescheduled	0	20	4		1	1	3		
Comp		5	2	5	6	6	9	7	
Pending Comp Req									

2025 Comp Space;

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

2026 Comp Space;

- Winterfest- 6days
- Library February Author Event

Sales by year January 2026 :

- 2026: Three wedding contracts returned. Two weddings cancelled. One wedding contract out for signature.
- 2027: Two wedding contracts returned. Three wedding contracts out for signature.
- Last Year, reported on February 2nd; 49 events booked for 2025 and 12 events booked for 2026.

ACTUAL RIVIERA BALLROOM REVENUE BY YEAR

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

2020	2021	2022	2023	2024	2025	2026
\$29,095.71	\$162,926.92	\$286,754.23	\$308,151.03	\$260,375.56	\$313,675.96	\$229,959.21
CATERING REVENUE						
\$4,337.68	\$32,970.09	\$46,691.72	\$48,795.80	\$47,914.74	\$46,425.26	\$1,847.46

Riviera Ballroom/MATL Update- Tourism Commission Meeting March 2026

Marketing Update

- Website Analytics Update: Past 30 Days:
 - Site Sessions: 2,177 (+0%)
 - Site Sessions by traffic source
 1. Direct (654)
 2. Google (536)
 3. Google Ads (443)
 4. Social Media Ads (204)
 5. YouTube Ads (54)
 - Active Inquiries: 107, 63 recorded for February 2025
 - Avg. Session Duration: 2m 21s (+26%)
 - Site Bounce Rate: 68% (+11%)

- WeddingWire & TheKnot: February Stats
 - 256 Visitors
 - 4 Link Clicks
 - 18 Saves
 - 23 leads

- Hotels & Lodging Analytics Update Past 30 days:
 - 74 Page Views (-38 from last month)
 - Avg. time spent on page: 3min 17sec (-3s)

- www.lakegenevahotels.org Analytics- past 30 days
 - 1,099 Site Sessions (+7%)
 - (886) Google Ad
 - (72) Wix Ad
 - (52) Direct
 - (13) YouTube Ad
 - (6) 531 Fund
 - Avg. Session Duration: 3m 7S (-5s)

- Social Media Campaign running December 15th – April 15th

Sales Update

	2019	2020	2021	2022	2023	2024	2025	2026	2027
Weddings	28	9	54	55	52	43	45	51	12
Social	1	0	1	5	4	5	3	5	
Corporate	2	1	1	2	3	1	5	2	
Non-Profit	10	0	3	1	5	4	7	7	
Event Total	41	10	60	62	64	54	60	65	12
Cancellation Total	0	40	11		3	2	4	8	
Rescheduled	0	20	4		1	1	3		
Comp		5	2	5	6	6	9	7	
Pending Comp Req									

2025 Comp Space;

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

2026 Comp Space;

- Winterfest- 6days
- Library February Author Event

Sales by year February 2026 :

- 2026: One wedding contract and one corporate contract out for signature.
- 2027: Three wedding contracts returned. Three wedding contracts out for signature.
- Last Year, reported on March 5th; 53 events booked for 2025 and 16 events booked for 2026.

ACTUAL RIVIERA BALLROOM REVENUE BY YEAR

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

2020	2021	2022	2023	2024	2025	2026
\$29,095.71	\$162,926.92	\$286,754.23	\$308,151.03	\$260,375.56	\$313,675.96	\$248,679.59
CATERING REVENUE						
\$4,337.68	\$32,970.09	\$46,691.72	\$48,795.80	\$47,914.74	\$46,425.26	\$1,847.46



Lake Geneva Tourism Commission
MARCH 9, 2026
VISIT Lake Geneva Update

Partner Events

- Ribbon Cutting – March 12, 4pm, Studio Dori | House of Movement (234 Broad St., Level 2)
- Monthly Partner Meeting – March 17, 8am, Elkhorn Area High School, Elks Career Program
- Multi-Chamber Business After Hours – March 18, 5:30-7:30pm, Pier 290, The Balloon Adventure

Public Events

- [Lake Geneva Restaurant Week](#) – April 18-26
 - Restaurant registration open through March 9
 - Charity Check registration open through April 1
- [Lake Geneva Concerts in the Park](#) – Flat Iron Park, Thursdays, June 25-August 6
 - Sponsorship opportunities available first-come, first-served through May 6

MARKETING METRICS – FEBRUARY 2026

WEBSITE – VisitLakeGeneva.com

- Visitor Sessions – 209,549 (+36.3%) | YTD 543,527 (+59.1%)
- Pageviews – 433,129 (+19.1%) | YTD 1,125,532 (+23%)
- Users – 170,871 (+51.2%) | YTD 426,674 (+49.3%)
- Online Guide Visits – 1,382 | YTD 2,284

• **Top Pages**

1. Events	57,702 Pageviews
2. Things to Do Winter Activities	56,073
3. Winterfest	21,624
4. Things to Do	20,469
5. Meetings Getting Here	14,037
6. Stay	12,932
7. Home	12,623
8. It's Always Been the Place	12,544
9. Blog 5 Tips for February Romance	10,736
10. Stay Hotels & Resorts	10,047

• **Top Cities**

1. Chicago	16,618 Users
2. (not set)	10,839
3. Milwaukee	3,583
4. New York	2,150

5. Toronto	1,918
6. Madison	1,382
7. Montreal	1,213
8. Lake Geneva	1,150
9. Minneapolis	1,109
10. Los Angeles	1,079

SOCIAL MEDIA

- Facebook – 83,592 Followers (+559 MoM) | 5,621,203 Monthly Views
- Instagram – 21,592 Followers (+278 MoM) | 371,230 Monthly Views
- X – 3,597 Followers (+6 MoM) | 298 Monthly Impressions
- LinkedIn – 2,106 Followers (+16 MoM) | 359,632 Monthly Impressions
- TikTok – 4,874 Followers (+42 MoM) | 30,650 Monthly Views

EMAIL SUBSCRIBERS

- Subscribers – 55,224 (+1,376)
- Open Rate – 29.8%

VISITOR CENTER ACTIVITY – OCTOBER

- Phone Calls – 168 (-48) | YTD 369 (-178)
- Walk-ins – 1,472 (+81) | YTD 2,832 (+927)
- Emails – 1,058 (+344) | YTD 1,852(+342)
- Visitors Guides Fulfilled – 945 (+317) | YTD 1,634 (+76)

HOTEL ACTIVITY – JANUARY 2026

- Occupancy – 39.8% (+12.2%)
- ADR - \$181.35 (+1.8%)
- RevPar - \$72.18 (+14.2%)

MEETINGS & GROUPS RFP ACTIVITY – Lake Geneva – FEBRUARY 2026

RFP #	Total Attendees	Total Room Nights	Type	Date	Properties Sourced
1599	12	27	Corporate	JUN 2026	Bella Vista, Harbor Shores
1600	150	200	SMERF	SEP 2026	The Cove
1601	50	100	SMERF	AUG 2026	Harbor Shores
1603	100	300	Association	JUN 2028	The Cove
1608	31	62		AUG 2026	Harbor Shores, The Cove
1614	50	100	SMERF	OCT 2026	Maxwell Mansion, Bella Vista, The Cove, Harbor Shores

MEDIA HIGHLIGHTS – FEBRUARY 2025

- NYC Daily Post | [Winterfest 2026 in Lake Geneva: learning and art beneath the winter skies](#)
- thetraveler.org | [9 Best Things to Do in Wisconsin from Lake Adventures to City Attractions](#)
- WorldAtlas | [11 Most Neighborly Towns in Wisconsin](#)
- Islands | [The 5 Most Charming Beach Towns to Visit in Wisconsin](#)
- Daily Herald | [A bigger, buggier Balloon Adventure returns to Lake Geneva March 19-29](#)
- Midwest Living | [25 Weekend Getaways Near Chicago](#)
- MSN/Islands/AOL | [The 5 best Midwest beaches that aren't along the Great Lakes](#)

- WTMJ-TV | [A possible Spring Break escape: Families drive to Lake Geneva as temperatures thaw](#)
- My Family Travels | [Wisconsin's Hidden Candy Shops That Sweeten Any Weekend](#)
- Only in Your State/AOL | [16 U.S. Destinations Set to Steal the Spotlight This Year \(#3 Is Epic\)](#)
- Miami Living Magazine | [7 Best U.S. Lake Towns for a Relaxing Getaway](#)
- Southern Lakes Newspapers | [A Wintery Winterfest](#)
- [\(22 Syndicated outlets\)](#) | *When snow becomes art: America's Snow Sculpting Invitational at Lake Geneva Winterfest*
 - WPFO-TV (Portland)/KABB-TV (San Antonio)/KATU-TV (Portland)/KFOX-TV (El Paso)/WCIV-TV (Mount Pleasant, SC)/WCHS-TV (Charleston)/KIMA-TV (Yakima, WA)/KRXI-TV (Reno)/WJAC-TV (Johnstown, PA)/KSNV-TV (Las Vegas)/KVII-TV (Amarillo)/KEPR-TV (Pasco, WA)/KOKH-TV (Oklahoma City)/KDBC-TV (El Paso)/WSYX-TV (Columbus/UpNorthLive/KRCR-TV (Redding, CA)/WGME-TV (Portland, ME)/KGAN-TV (Cedar Rapids)/WACH-TV (Columbia, SC)/WPDE-TV (Conway, SC)/KTXS-TV (Abilene, TX)
- Family Destinations Guide | [The Best Eggs Benedict in Wisconsin Is Hiding Inside This Unassuming Neighborhood Cafe](#)
- WorldAtlas | [11 Romantic Small Towns in Wisconsin for A 3-Day Weekend](#)
- Family Destinations Guide | [People Drive from All Over Wisconsin to Eat at This Homey Neighborhood Cafe](#)
- The Group Travel Leader | [A Wisconsin Outdoor Adventure](#)
- Experience Wisconsin | [13 Outdoor Festivals and Celebrations Happening This Winter](#)

AWARDS & ACCOLADES

- Midwest Living Magazine 2026 Best of the Midwest Award | *Best Lake Towns* | Feature in Spring issue | [Online announcement March 17](#)
- USA Today 10Best's Readers' Choice Awards | Nominated for *Best Small Town in the Midwest* | [Vote through March 30](#)



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

Executive Director’s Report
February 2026 Recap

Website & Social:

February, Vibemap construction is underway with directory being built and branding meetings taking place. The directory data is about 70% complete then this month promotions committee will be assigned review of content sections for fact checking updates.

Most pages visited were /homepage /shop and then /events. Top traffic sources were google, then direct, and visitlakegeneva.com referral.

In social, the BID hired on Izzyworks Media, a local agency, to build assets and manage social media content across facebook and Instagram. We did see a views drop on socials after Winterfest/Valentines Day, but saw a 2% follower increase. Content includes business to business tours, shopping reels, and promoting the annual meeting. Next month anticipated higher traffic with wine walk and spring break planning.

	JAN	FEB	MAR	APR	MAY	JUN	AUG	SEP	OCT	NOV	DEC (25)
Mobile	546	606									643
Desktop	327	422									263
Tablet	15	10									9
Pageviews	1821	1622									1697
Users	888	1051									915
New Visitors	803	920									815
Avg Time on site	4m1s	2m36s									2m41s

	JAN	FEB	MAR	APR	MAY	JUN	AUG	SEP	OCT	NOV	DEC
FACEBOOK											
Followers	15978	16004									
MoM Change	228	66									
Views	241628	77036									
Viewers	91386	33416									
Post Engagement	13793	3424									
INSTAGRAM											
Followers	3846	3855									
MoM Change	51	36									
Views	20413	14566									
Viewers	5758	3471									
Engagement	817	455									

Events:

Listed Events for the year:

- Annual Meeting – April 1st
- Spring Wine Walk – May 17th
- Lemonade Day Crawl – August 20th
- Maxwell Street Days - August 28-30th
- Oktoberfest – October 10-11th
- Fall Wine Walk – November 1nd
- Light Up Lake Geneva Tree Lighting Shop Small Weekend – November 27-29th
- Visits with Santa – Thursdays in December
- Also hosting various business networking meetings BID Connects

Promotions Committee:

- i. Announcement of Destinations Marketing Workshop – Main Street WI awarded Lake Geneva an opportunity to host a Destinations Marketing workshop for downtown business owners. This two day intensive workshop will take place March 23-24 and will be awarded to up to 9 business scholarships to market your business (Value of \$299.00 per scholarship). Workshop will include 5 learning modules with active engagement and group think sessions on day one (includes complimentary lunch) then day 2 will have a consultant one on one visit at your place of business). Post workshop digital materials and resource guides will be available for up to one year and you will receive quarterly check ins from the Downtown Lake Geneva Executive Director to implement program best practices.
- ii. Radio advertising – Under part of the Annual Marketing Plan, the BID identified the need for radio to tell the community story. The BID partnered with Lake 961 in September 2025 to build a weekly segment called Main Street Messages. Since October the popularity of the segment has allowed us the opportunity to continue producing while also offering exclusive marketing deals for businesses. Nancy Douglass helped create this co-op marketing package to partner with local BID businesses with at a value of nearly 50% discount.
See Attached Sponsor Opportunity
- iii. Annual Meeting Planning – April 1
Budget: \$3,000
Location: The Cove of Lake Geneva
Catering: Lake City Social
Attendance Estimate: 100 people at \$10.00 per person
Tickets going live in February to be purchased on Eventbrite and can be found our website
Event to Start at 7:30am for check-in; 8am breakfast; presentation at 8:30, awards by 8:45am
Invitations sent out digitally. Paper to be delivered first week of March.
- iv. Wine Walk Planning – May 17
Budget: \$25,000 for two events
Attendance Estimate: 400 people at \$45.00 per person
All businesses have signed up. Pre-event planning meeting took place at City to go over new legislative policies. Event application to be submitted March, updates to website to be made in March as well.

Beautification:

Meetings did take place with City Administrator and Mayor Krause about the potential of several collaborative projects including wayfinding; thoughts are that the physical product may need to be installed after Hwy 50 project; up for review and discussion with committee.

- i. Benches – 20% complete. To be resumed in late March.
- ii. Mural Committee – Designing sponsor plaques with QR codes. Also, Kim is organizing a digital map for a student led mural tour to be future adapted on vibemaps for site visitors.
- iii. Alleyway – to be included in Main Street Makeover design concept
- iv. Banners – to be reexamined in March for design updates to seasonal event concepts; once designs take place, ordinance review will be brought to City departments and plan

commission for intended install of Spring 2026. Potential grant request to Tourism Commission to offset banner costs

Economic Vitality:

- i. Hwy 50 Committee held its monthly meeting to build out communications timeline and update schedule. Public Meeting to take place March 19 5-7 from DOT.
- ii. An additional sub committee to the Hwy 50 project was the establishment of alternative transportation planning for the intended goal to purchase trolleys for short term rerouting of traffic. Please see attached business plan built by BID and presented to various city departments and organizations.
- iii. BID Connects hosted first business to business walking tour. 16 sign ups at 3 locations. Next one scheduled April 16.
- iv. Hwy 50 Committee planning a Community Vision Field Trip to update community on plans for Hwy 50 construction and build a design concept of new features wanted in downtown (bike racks, banners, trash cans, etc) to create a concept for fundraising

Organization:

- i. Setting meeting calendars with all committees
- ii. Updates to the Succession Planning
- iii. Purchased Maestro CRM Software
- iv. City Council; Gave presentation at COW in regards to Main Street accreditation; At City Council Spoke on behalf of trolley committee, also advocated for the development of property on Sheridan Springs Road
- v. Building out an annual sponsorship campaign with content and now sent out for design edits.

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

2024

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

2025

	Room Tax Regular	Room Tax Marketplace	Additions Room Tax- Reg Since last Reported	Additions Room Tax- Marketplace Since last Reported	Net Totals	Amount Issued to LG Visit	Check Issue Date
January	24,826.04	0.60	27,292.54	-	52,119.18	-	
February	387.96	63.60	52,944.32	-	53,395.88	-	
March	1,074.49	188,602.36	80,199.12	-	269,875.97	29,919.77	6/6/2025
April	48,026.62	65.58	12,453.49	-	60,545.69	59,586.95	7/11/2025
May	96,255.42	160.61	9,121.69	-	105,537.72	223,216.47	8/8/2025
June	4,208.36	255,320.23	208,382.45	-	467,911.04	92,716.74	9/5/2025
July	157,080.41	219.27	121,460.14	-	278,759.82	136,244.59	10/10/2025
August	228,543.98	404.45	24,500.40	-	253,448.83	153,626.54	11/7/2025
September	798.74	286,650.19	203,130.57	-	490,579.50	356,413.52	12/5/2025
October	16,618.71	62.04	107,639.64	-	124,320.39	85,877.39	1/9/2026
November	52,552.58	34,674.11	5,826.19	48.97	93,052.88	123,601.61	2/20/2026
December	69,234.93	154,069.39			223,304.32		
Totals	699,608.24	920,292.43	852,950.55	48.97	2,472,851.22	1,261,203.58	882,807.89

741,855.37	City Portion 30%
1,730,995.85	Tourism Funds 70%
1,261,203.58	Per Visit Con.72.86%
(0.00)	Owed to Visit

Note: Marketplace Providers now pay on a quarterly basis

CITY OF LAKE GENEVA
BALANCE SHEET
DECEMBER 31, 2025

FUND 47 - TOURISM

<u>ASSETS</u>			
47-00-00-11111	FUND CASH	975,175.12	
	TOTAL ASSETS		975,175.12
<u>LIABILITIES AND EQUITY</u>			
<u>LIABILITIES</u>			
47-00-00-21100	ACCOUNTS PAYABLE	375.00	
	TOTAL LIABILITIES		375.00
<u>FUND EQUITY</u>			
47-00-00-34800	RESTRICTED FUND BALANCE	723,936.30	
	REVENUES OVER EXPENDITURES - YTD	250,863.82	
	TOTAL FUND EQUITY		974,800.12
	TOTAL LIABILITIES & EQUITY		975,175.12

Tourism Grant Commitments

Meetings	Events	Amount committed	Vendor	Date of Event	Paid to Date	Remaining Balance	PAID
2025-Meetings							
January	Fall 2025 and Winter 2026 Promo	TBD	Riviera -Heather Jones	Various	1,450.00		5/16/2025
February	Art in the Park	22,280.00	Geneva Lake Arts Foundation, Inc.	August 9-10, 2025	20,369.50	-	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	1,933.01	1,066.99	1/9/2026
	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	
December	None-Meeting Cancelled						

2026 -Meetings

January None-Meeting Cancelled

Account Number	Account Title	2025-25 Prior year Actual	2025-25 Prior year Budget	Variance Current year	% of Budget
TOURISM					
TOURISM					
TOURISM					
47-00-00-41210	ROOM TAX	1,730,995.85	1,400,000.00	330,995.85-	123.64
47-00-00-46100	TOURISM MISC REVENUE	.00	.00	.00	.00
47-00-00-48110	INTEREST INCOME	38,562.73	10,000.00	28,562.73-	385.63
47-00-00-49100	APPL. PRIOR YR APPROPRIATIONS	.00	.00	.00	.00
47-00-00-49350	TRANSFER FROM GENERAL FUND	.00	.00	.00	.00
Total TOURISM:		1,769,558.58	1,410,000.00	359,558.58-	125.50
TOURISM					
47-00-00-57100	HOTEL/MOTEL ASSN-CHAM OF COM	1,137,601.97	680,000.00	457,601.97-	167.29
47-00-00-57210	EVENTS COORDINATOR	.00	.00	.00	.00
47-00-00-57212	RIVIERA MARKETING COORDINATOR	64,166.74	70,000.00	5,833.26	91.67
Total TOURISM:		1,201,768.71	750,000.00	451,768.71-	160.24
Total TOURISM:		2,971,327.29	2,160,000.00	811,327.29-	137.56
DEPARTMENT: 70					
PROGRAM: 00					
47-70-00-57150	PROMOTIONAL GRANT	393,110.70	200,402.00	192,708.70-	196.16
47-70-00-57155	TOURISM MUNICIPAL DEVELOPMENT	18,150.75	221,425.00	203,274.25	8.20
47-70-00-59500	TRANSFER TO LAKEFRONT FUND	.00	.00	.00	.00
47-70-00-59600	TRANSFER TO DEBT SERVICE FUND	.00	238,173.00	238,173.00	.00
Total PROGRAM: 00:		411,261.45	660,000.00	248,738.55	62.31
Total DEPARTMENT: 70:		411,261.45	660,000.00	248,738.55	62.31
TOURISM Revenue Total:		1,769,558.58	1,410,000.00	359,558.58-	125.50
TOURISM Expenditure Total:		1,613,030.16	1,410,000.00	203,030.16-	114.40
Net Total TOURISM:		156,528.42	.00	156,528.42-	.00
Net Grand Totals:		156,528.42	.00	156,528.42-	.00

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
FUND CASH			11/30/2025 (11/25) Balance	47-00-00-11111			1,174,839.24
12/05/2025	CA-CD	13	CDA Fund Allocation - Created: 12/05/25 1:36 P			711,277.60-	
12/19/2025	CA-CD	46	CDA Fund Allocation - Created: 12/19/25 4:37 P			63.28-	
12/26/2025	CA-CD	56	CDA Fund Allocation - Created: 12/26/25 12:42			119.99-	
12/30/2025	CA-CD	72	CDA Fund Allocation - Created: 12/30/25 11:57			332.73-	
12/31/2025	CA-JE	11	JE Fund Allocation - Created: 01/07/26 4:30 PM		342,486.87		
12/31/2025	CA-JE	36	JE Fund Allocation - Created: 02/13/26 1:39 PM		169,642.61		
12/31/2025 (12/25) Period Totals and Balance					512,129.48 *	711,793.60- *	975,175.12
ACCOUNTS PAYABLE			11/30/2025 (11/25) Balance	47-00-00-21100			.00
12/31/2025	AP	63	Summary Transactions from AP System			3,726.73-	
12/31/2025	AP	142	Summary Transactions from AP System			707,550.87-	
12/31/2025	AP	622	Summary Transactions from AP System			438.28-	
12/31/2025	AP	825	Summary Transactions from AP System			119.99-	
12/31/2025	AP	1069	Summary Transactions from AP System			332.73-	
12/05/2025	CDA	90799	AVANT CYCLES		3,726.73		
12/05/2025	CDA	90804	LAKE GENEVA CONVENTION		707,550.87		
12/19/2025	CDA	90927	RODRIGUEZ, JILL		63.28		
12/26/2025	CDA	90933	CHARTER COMMUNICATIONS		119.99		
12/30/2025	CDA	90947	US CELLULAR		32.73		
12/30/2025	CDA	112025	ELAN FINANCIAL SERVICES		300.00		
12/31/2025 (12/25) Period Totals and Balance					711,793.60 *	712,168.60- *	375.00-
RESTRICTED FUND BALANCE			11/30/2025 (11/25) Balance	47-00-00-34800			1,075,073.65-
12/02/2025	AP	78	LAKE GENEVA CONVENTION **Desc: JAN-DEC 2024 DIFFERENCE ROOM TAX OWED		351,137.35		
12/31/2025 (12/25) Period Totals and Balance					351,137.35 *	.00 *	723,936.30-
ROOM TAX			11/30/2025 (11/25) Balance	47-00-00-41210			1,220,270.47-
12/31/2025	JE	21	TRANSFER ROOM TAX TO TOURISM FUND-			236,489.76-	
12/31/2025	JE	21	TRANSFER ROOM TAX TO TOURISM FUND-			104,593.01-	
12/31/2025	JE	52	TRANSFER ROOM TAX TO TOURISM FINAL			54,596.49-	
12/31/2025	JE	52	TRANSFER ROOM TAX TO TOURISM FINAL			115,046.12-	
12/31/2025 (12/25) Period Totals and Balance					.00 *	510,725.38- *	1,730,995.85-
YTD Encumbrance .00 YTD Actual -1,730,995.85 Total -1,730,995.85 YTD Budget -1,400,000.00 Unearned (330,995.85)							
INTEREST INCOME			11/30/2025 (11/25) Balance	47-00-00-48110			37,158.63-
12/31/2025	JE	18	REC DEC LGIP ACTIVITY			1,404.10-	
12/31/2025 (12/25) Period Totals and Balance					.00 *	1,404.10- *	38,562.73-
YTD Encumbrance .00 YTD Actual -38,562.73 Total -38,562.73 YTD Budget -10,000.00 Unearned (28,562.73)							
HOTEL/MOTEL ASSN-CHAM OF COMM			11/30/2025 (11/25) Balance	47-00-00-57100			695,311.06
12/02/2025	AP	79	LAKE GENEVA CONVENTION **Desc: 2025 ROOM TAX SHARE-JAN-NOV 2025		356,413.52		
12/31/2025 (12/25) Period Totals and Balance					356,413.52 *	.00 *	1,051,724.58
YTD Encumbrance .00 YTD Actual 1,051,724.58 Total 1,051,724.58 YTD Budget 680,000.00 Unexpended (371,724.58)							
RIVIERA MARKETING COORDINATOR			11/30/2025 (11/25) Balance	47-00-00-57212			64,166.74
12/31/2025 (12/25) Period Totals and Balance					.00 *	.00 *	64,166.74
YTD Encumbrance .00 YTD Actual 64,166.74 Total 64,166.74 YTD Budget 70,000.00 Unexpended 5,833.26							

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
PROMOTIONAL GRANT			11/30/2025 (11/25) Balance	47-70-00-57150			387,012.68
11/24/2025	AP	26	AVANT CYCLES **Desc: PROMO AVANT REIMBURSEMENT		3,726.73		
12/12/2025	AP	536	IMPRESSIONS COUNT PRINTING INC **Desc: AVIAN GRANT REIMB		375.00		
12/16/2025	AP	575	RODRIGUEZ, JILL **Desc: REIMBURSEMENT FOR AVIAN GRANT		63.28		
12/31/2025 (12/25) Period Totals and Balance					4,165.01 *	.00 *	391,177.69
YTD Encumbrance		.00	YTD Actual	391,177.69 Total	391,177.69	YTD Budget	200,402.00 Unexpended (190,775.69)
TOURISM MUNICIPAL DEVELOPMENT			11/30/2025 (11/25) Balance	47-70-00-57155			11,173.03
12/14/2025	AP	803	CHARTER COMMUNICATIONS **Desc: INTERNET SVC- DEC 2025		119.99		
12/12/2025	AP	927	US CELLULAR **Desc: RIVIERA CELL-HEATHER		32.73		
11/25/2025	AP	989	ELAN FINANCIAL SERVICES **Desc: GOOGLE ADS LEVEL 300		300.00		
12/31/2025 (12/25) Period Totals and Balance					452.72 *	.00 *	11,625.75
YTD Encumbrance		.00	YTD Actual	11,625.75 Total	11,625.75	YTD Budget	221,425.00 Unexpended 209,799.25

	Debit	Credit	Proof
Number of Transactions: 30 Number of Accounts: 9			
Total TOURISM:	1,936,091.68	1,936,091.68-	.00
Number of Transactions: 30 Number of Accounts: 9			
Grand Totals:	1,936,091.68	1,936,091.68-	.00

Report Criteria:

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

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.

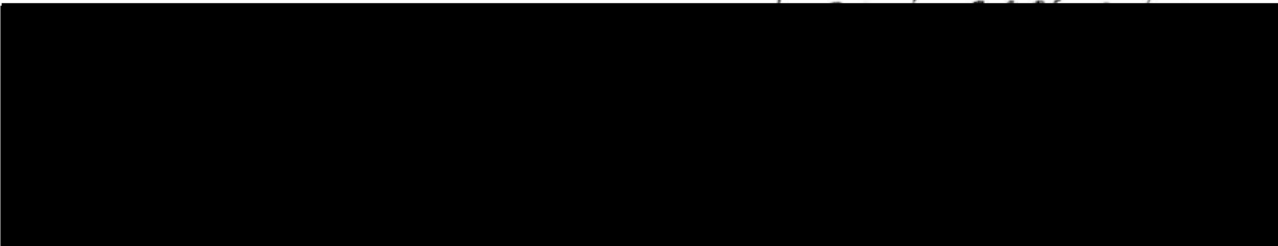
Section 1-Submit for Approval

City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

Revised December 2024

Date Submitted: 2/20/24
Organization: GENEVA LAKES WHISKEY CLUB
Contact Person: DANA TRILLA / SHERM LINDSEY



Name of Event: WEE WHISKEY FEST
Date(s) of Event: April 17th - 19th
Deadline for receipt submittal to the City (45 days after event ending): June 3rd
Location of Event: ALL OVER DOWNTOWN LG + GRAND GENEVA
Type of Event: FESTIVAL

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

Estimated Number of Attendees: 600+

Have you Applied Before? Yes or No; Explain: YES, two years running

Where is this event physically located? (street address and governmental jurisdiction):
NUMEROUS ADDRESSES, SEE ATTACHED

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 NO

Estimated Number of Overnight Stays: 240

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

Annual Event (Yes/No): YES

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

Grant Amount Requested: \$40,000

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

1) *Overview*

Founded in early 2022, the **Geneva Lakes Whiskey Club** has quickly grown into one of the most vibrant spirits communities in the Midwest, now proudly boasting more than 1,300 members. Through monthly meetups and curated tastings across the Geneva Lakes region, the Club has cultivated a dynamic and welcoming fellowship of self-proclaimed *Distinguished Hooligans* who share a passion for exceptional whiskey and great company.

Get ready for the ultimate **Whiskey Sippin' Weekend by the Lake** — *Wee Whiskey Fest 2026* is back and bigger, bolder, and better than ever! Taking place **April 17–19, 2026** in beautiful Lake Geneva, Wisconsin, this three-day celebration of bourbon and whiskey culture invites enthusiasts from across the Midwest to immerse themselves in an unforgettable festival experience.

Now proudly presented by **The Grand Geneva Resort & Spa**, the weekend kicks off with citywide tastings, spirited cocktail competitions, and a headline *Bourbon & Burlesque Variety Show*. The centerpiece of the event — the **Grand Tasting** — returns to the legendary Grand Geneva's Grand Ballroom, where attendees will enjoy tastings from **150+ premium bourbons and whiskies** poured by over 50 hand-selected distilleries, accompanied by live music and rich Scottish flair.

Throughout the weekend, Wee Whiskey Fest delivers something for every whiskey lover: curated whiskey and bourbon pairing dinners, exclusive VIP experiences, lively after-hours parties, downtown tastings, and the always-anticipated **Irish Goodbye Closing Party** to cap it all off.

Whether you're a seasoned connoisseur or just discovering your love for fine spirits, this is one whiskey weekend you *won't want to miss!*

2) Event Budget

Website Modification	\$5,000
ESPN1000 Chicago	\$7,500
Social Media	\$15,000
Lake 96.1	\$1,500
Print Advertising	\$6,500
(brochures, posters, banners)	
Downtown Banners	\$210
Promotional Items	\$10,000
(glassware, bags, t shirts, stickers, patches, etc)	
Facility Rentals	\$25,000
Entertainment	\$7,000
Transportation	\$1,200
Total Budget	\$78,910

3) Mock-up of Marketing Materials

See attached file for a banner mock-up.

4) Marketing Plan

For **Wee Whiskey Fest 2026**, we are significantly expanding our marketing strategy to amplify regional awareness and drive record-breaking attendance.

We are projecting **1 million unique website visits** leading up to the festival, fueled by enhanced SEO optimization, expanded paid digital campaigns, strategic content partnerships, and increased social engagement. Across our website, social media platforms, print placements, digital advertising, influencer collaborations, and earned media coverage, we anticipate a total **advertising reach exceeding 1.25 million impressions**.

Our email marketing efforts will scale alongside our rapidly growing subscriber base, with a robust series of exclusive pre-sale announcements, featured distillery spotlights, VIP promotions, and event countdown campaigns. These segmented, data-driven email pushes will allow us to engage both returning attendees and new audiences with highly targeted messaging.

Additionally, we will deploy highly targeted paid advertising campaigns across the **Chicago, Madison, Milwaukee, Rockford, and greater Geneva Lakes markets**, with enhanced geofencing, behavioral targeting, and retargeting strategies. Combined digital and broadcast impressions within these priority markets are projected to exceed **1 million impressions**, substantially increasing our footprint in high-value whiskey enthusiast demographics.

With these amplified efforts, Wee Whiskey Fest 2026 will reach more consumers than ever before, positioning the event not only as a regional draw, but as a premier Midwest destination festival.

Marketing Breakdown

80% Chicagoland, 6% Milwaukee, 6% Madison, 5% Locally, 3% Rockford

Marketing Budget

Website Modifications	\$5,000
ESPN1000 Chicago	\$7,500
Social Media	\$15,000
Lake 96.1	\$1,500
Print Advertising (brochures, posters, banners)	\$6,500
Downtown Banners	\$210
Promotional Items (glassware, bags, t shirts, stickers, patches, etc)	\$10,000
Total	\$45,710
Grant Amount Requested	\$40,000

5) Overnight Stays

We are expecting over 600-700 sophisticated guests to attend this festival over a three day period. Our marketing campaign is primarily focused on the Chicagoland area and other out of town locations. If we hit our estimated number of say 600 attendees, we predict that at least 40% of these guests will be staying overnight. That is equivalent to roughly 240 bookings.

To support this estimate, we have already partnered with local Lake Geneva Hotels that include Harbor Shores, Bella Vista Suites, Maxwell Mansion, The Cove, Geneva Lakes Vacation Rentals and the Grand Geneva. All of these hotels currently have room blocks for the event, and reflected on our festival website. In addition to our partnered hotels, we also have links on our lodging page to the following downtown establishments: Mill Creek Inn, Fairfield Inn & Suites, Comfort Inn, The Baker House, Geneva Wells Motel, Lake Geneva Lodge and Seven Oaks Bed & Breakfast. The requested grant from the city would help support our marketing campaign to allow us to hit our predicted numbers.

Additional Information

We will be entertaining the type of clientele that Lake Geneva prefers to host, which is reflected in our ticket prices that range from \$125 to \$1,195. This festival is meant to be an annual event in Lake Geneva for years to come and something the city will be proud of.



PRESENTS



WEEWHISKEYFEST.COM



K-TOWN BURLESQUE ★ DANCING GOAT DISTILLERY ★ WEE WHISKEY FEST

Presents

BOURBON & BURLESQUE

Variety Show

Friday APRIL 17
9:30PM

CELEBRATION ON WELLS
422 WELLS ST. LAKE GENEVA, WI

Hosted by

Performed by

During



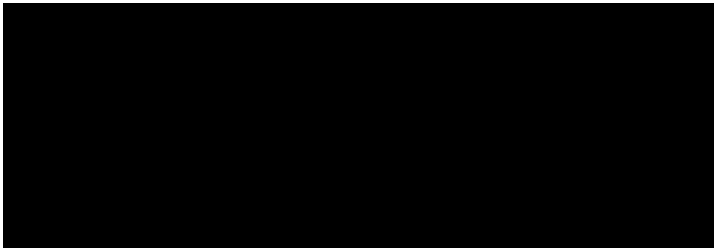
Wee'
WHISKEY
LAKE GENEVA *Fest* WISCONSIN

TICKETS ARE AVAILABLE TO ALL AND DOES NOT REQUIRE A WEE WHISKEY FEST TICKET TO ATTEND. WEEWHISKEYFEST.COM. 21 & OLDER

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

Revised December 2024

Date Submitted: March 1, 2026
Organization: Lake Geneva Garden Club
Contact Person: Tami Pringle



Name of Event: Splash, Sparkle and Bloom: A Garden Club of America Flower Show

Date(s) of Event: August 4-6, 2026

Deadline for receipt submittal to the City (45 days after event ending): September 16, 2026_

Location of Event: The Riviera Ballroom - Lake Geneva

Type of Event: A Garden Club of America Flower Show

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

Estimated Number of Attendees: 2000

Have you Applied Before? Yes or No; Explain: _No, we were unaware of this opportunity.

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

The Riviera Ballroom 812 Wrigley Dr. Lake Geneva, WI 53147

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

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

Estimated Number of Overnight Stays: 300 *explained in attachment

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

Annual Event (Yes/No): No, it occurs every 3 years.

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: \$8200.00

Provide as attachment the following:

1. Event Overview/Description
2. Event Budget (Include how grant funds will be used.)
3. Mock-up of all Marketing Materials to include the Tourism Commission Logo and Tourism's Lodging List Website.
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 stays within the City of Lake Geneva?
7. Any other helpful information.

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

1. Event Overview/Description



Lake Geneva Garden Club
Member of The Garden Club of America

Presents

Splash, Sparkle, and Bloom

A GCA Flower Show



August 4-6, 2026

The Riviera Ballroom
812 Wrigley Drive Lake Geneva, WI. 53147
Open to the public
Free of Charge
Thursday, August 6, 9:00 AM - 3:00 PM

Purpose

The purpose of The Garden Club of America is to stimulate the knowledge and love of gardening; to share the advantage of association by means of educational meetings, conferences, correspondence and publications; and to restore, improve and protect the quality of the environment through educational programs and action in the fields of conservation and civic improvement.

The purpose of a flower show is threefold: to set standards of artistic and horticultural excellence; to broaden knowledge of horticulture, floral design, conservation, photography and other related areas; and to share the beauty of a show with fellow club members and with the public.



The Riviera Ballroom on Geneva Lake stands as an iconic landmark along the shoreline—a beloved venue celebrated for its classic 1930s architecture, timeless charm, and sweeping waterfront views. This historic setting provides a fitting backdrop for a flower show inspired by the theme Splash, Sparkle, and Bloom, reflecting the lake’s shimmering waters, vibrant gardens, and enduring beauty.

The Lake Geneva Garden Club, a member of the Garden Club of America since 1920, is rooted in a proud tradition of horticultural excellence and civic beautification. Through flower shows and educational programs, the Club celebrates floral artistry while promoting plants, pollinators, and environmental stewardship.

EDUCATION INFORMATION

The educational focus of Splash, Sparkle, and Bloom is protecting and improving water quality, demonstrated in the Division V Exhibit, Geneva Lake Conservancy's Keep It Blue Program.

Geneva Lake

Stewardship

In recent years, Geneva Lake has been increasingly impacted by environmental pressures. The expansion of development has led to more rooftops and impervious surfaces, such as parking lots, driveways, and larger homes. This, in turn, contributes to greater runoff into the lake. Intensified and more frequent weather events create more water runoff which often carries phosphorus into the water, and the widespread use of lawn chemicals to maintain lush, green lawns along the shoreline exacerbates the problem. These factors and more collectively threaten the health of the lake. In 2017, Geneva Lake experienced a significant, harmful lake-wide algae bloom. Such blooms release cyanobacteria, which can cause serious illness in humans and can be fatal to pets. During these events, beaches are closed, and public warnings are issued to avoid water activities. Harmful bacteria like cyanobacteria thrive in warm, slow-moving, nutrient-rich waters—especially those high in nitrogen and phosphorus.

However, there is hope. By being mindful of the chemicals we use and reducing runoff into the lake, checking septic systems, filtering water before it reaches the lake, and planting deep-rooted natives, we can help prevent future contamination and preserve the water quality of Geneva Lake.

As dedicated stewards of the area, Geneva Lake Conservancy's Keep It Blue Program plays a vital role in raising awareness about the lake's environmental stressors. The program offers educational talks, distributes informative materials, maintains an active website, and encourages community members to sign the Keep It Blue Pledge. Witnessing the community unite in efforts to learn more and protect Geneva Lake is truly inspiring. The health of the lake depends on collective action—one individual, one yard, and one community at a time. In the words of Margaret Mead, "Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."

2. Event Budget

Splash, Sparkle & Bloom	
The Garden Club of America	
Income	
Hosted by the Lake Geneva Garden Club	No Income
*Free Event to the Public	
Expenses	
Riviera	\$4,500.00
Judge Expenses (meals, and misc.)	\$1,000.00
Misc, Expenses	\$2,000.00
<i>Marketing Budget</i>	
Poster & Rackcards	\$1,350.00
At the Lake Full Page Ad	\$2,200.00
Signage	\$2,000.00
Co-op Program (email blast, website, social media)	\$2,650.00
TOTAL EXPENSES	\$15,700.00

3. Sample Posters/Rackcards

Lake Geneva Garden Club
Presents
*Splash,
Sparkle,
and Bloom*
A GCA
Flower Show

LAKE GENEVA
TOURISM
COMMISSION

Make It a Getaway. Scan for Local Stays.

THE GARDEN CLUB OF AMERICA

4. Marketing Plan

Marketing Strategy

Grant funds will be used exclusively for tourism-focused marketing efforts designed to increase regional awareness and drive overnight visitation.

Print Promotion

Posters and rack cards will be professionally designed and distributed throughout Lake Geneva, including hotels, visitor centers, restaurants, and retail locations. All materials will prominently display the Lake Geneva Tourism Commission logo and include a QR code directing visitors to the event landing page. Messaging will encourage guests to plan an overnight stay and experience the community beyond the event itself.

Regional Publication Advertising

A full-page advertisement in At The Lake Magazine will position the event in front of seasonal homeowners and regional visitors. The ad will highlight the event's dates, location, and family-friendly appeal while encouraging extended stays in Lake Geneva.

Tourism Partnership & Digital Amplification

Through participation in the co-op marketing program with VISIT Lake Geneva, the event will receive:

- A dedicated email blast to tourism-focused subscribers
- Website placement with a dedicated landing page
- Social media promotion targeting leisure travelers

The VISIT Lake Geneva landing page will serve as a central information hub, linking directly to ticketing and local lodging options to support overnight bookings.

Community & Economic Impact

As a nonprofit organization, Splash, Sparkle & Bloom reinvests proceeds back into community initiatives while simultaneously driving tourism-related revenue. By drawing visitors from outside the immediate area and encouraging multi-hour engagement, the event supports:

- Increased hotel occupancy
- Restaurant and retail traffic
- Strengthened community visibility
- Enhanced reputation of Lake Geneva as a family-friendly destination

All marketing expenses will be paid upfront by the organization and submitted for reimbursement in accordance with Tourism Commission guidelines.

The Lake Geneva Tourism Commission grant is essential in helping a nonprofit organization extend its reach beyond local awareness, ensuring that Splash, Sparkle & Bloom generates both meaningful community impact and measurable tourism growth.

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

The grant will directly support overnight visitation by expanding regional marketing reach and attracting guests from outside the immediate Lake Geneva area. Based on projected attendance of 2,000 guests, we conservatively estimate that 15% will require overnight accommodations, generating approximately 300 overnight stays. In addition, 30 judges from across the United States will be flying in to participate in the event and will stay a minimum of three nights, creating 90 room nights alone within that projected total. These judges are traveling to promote horticultural excellence and to broaden knowledge in horticulture, floral design, conservation, photography, and related disciplines, while sharing the beauty of the show with fellow club members and the public. This combination of tourism-driven marketing and national participation ensures measurable lodging impact and meaningful economic benefit for the Lake Geneva community.

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

Overnight Stay Calculation Formula

Projected Attendance: 2,000 guests

Estimated Percentage Requiring Overnight Stay: 15%

Formula:

$2,000 \text{ total guests} \times 15\% = 300 \text{ estimated overnight guests}$

In addition:

Judges Traveling Nationally: 30 judges

Minimum Length of Stay: 3 nights

Formula:

$30 \text{ judges} \times 3 \text{ nights} = 90 \text{ room nights}$

These 90 room nights are included within the projected 300 overnight guests and represent confirmed lodging impact tied directly to national participation in the event.

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: 2-24-26
Organization: Wisconsin260 LLC DBA PROST! Das Fest Wisconsin
Contact Person: Tammy Dunn


Name of Event: PROST! Das Fest Wisconsin
Date(s) of Event: July 31, August 1, August 2 2026
Deadline for receipt submittal to the City (45 days after event ending): 9/16/26
Location of Event: Kenosha County Fairgrounds 30820 111th St Wilmot WI 53192
Type of Event: Festival
(Festival, Cultural, Convention, Tour, Sporting, Other)

Estimated Number of Attendees: 16,000

Have you Applied Before? Yes or No; Explain: Yes Grants received in 2023 and 2025

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

30820 111th St Wilmot WI 53192, Kenosha County

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

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

Estimated Number of Overnight Stays: 2,400 LG

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

Annual Event (Yes/No): yes

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

Grant Amount Requested: \$12,500

Provide as attachment the following:

- 1) Event Overview/Description
- 2) Event Budget (Include how grant funds will be used)
- 3) Mock-up of all Marketing Material to include the Tourism Commission Logo 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

Tourism Grant Proposal for Prost! Das Fest Wisconsin

Enhancing Cultural Tourism in Southeastern Wisconsin, specifically
Lake Geneva

Prost! Das Fest Wisconsin

Contact: Tammy Dunn, [REDACTED]

Fest Mailing Address: PO Box 1092, Lake Geneva, WI 53147

Fest Address: 30820 111th St., Wilmot, WI 53192

Grant Request \$12,500

We respectfully request one more year of marketing assistance as we build Das Fest Wisconsin into a staple summer festival.

2026 Dates and Hours

Friday, July 31st 3:00 p.m. to 10:00 p.m.

Saturday, August 1st 11:00 a.m. to 10:00 p.m.

Sunday, August 2nd 11:00 a.m. to 6:00 p.m.

We have moved away from Country Thunder weekend for 2026. In 2027 and going forward, Das Fest will be held on the last weekend in June (before the 4th of July holiday). This should drive tourism and overnight stays further, specifically for guests who are committed to other holiday plans as well as guests who might wish to extend their holiday stay in Lake Geneva.

No other governmental bodies have been approached for support in 2026. All paid advertising would promote the City of Lake Geneva, the festival location, and major sponsors (see sample ads).

The event is not held in Lake Geneva; however, it is owned by a Lake Geneva business, it impacts nonprofit organizations in Lake Geneva through give-back of profits from the festival, and it will generate overnight stays annually from transient tourists in Lake Geneva.

The event is supported and approved by the Kenosha County Fair Association and the Village of Salem Lakes.

Introduction

Prost! Das Fest Wisconsin is an annual celebration of German heritage held in Wilmot, Wisconsin at the Kenosha County Fairgrounds. The location is 17 miles from City Hall in Lake Geneva. This unique and vibrant festival showcases the rich cultural traditions, culinary delights, and spirited festivities that draw tourists from near and far. With its strong emphasis on community engagement and intercultural exchange, Prost! Das Fest Wisconsin has the potential to significantly boost local tourism and economic growth throughout Southeastern Wisconsin, specifically in **Lake Geneva, the area we recognize as the #1 place to stay and play when attending Das Fest.**

Purpose of the Grant

The primary objective of this grant proposal is to secure funding to enhance the festival's unique infrastructure, marketing efforts, and visitor experience. By investing in Prost! Das Fest Wisconsin, we aim to:

- Increase tourist attendance and engagement
- Generate overnight stays in Lake Geneva
- Have a positive economic impact on local businesses
- Raise awareness and support for the nonprofit community
- Foster community spirit and camaraderie

Festival Highlights

Prost! Das Fest Wisconsin offers a myriad of activities and attractions that appeal to a diverse audience, including:

- **Traditional Bavarian Music and Dance:** Live performances by authentic German dance troupes along with more than a dozen German and American bands performing across three stages. Prost! Das Fest Wisconsin also helped secure German dance performers and runs the Little Leg Races (Dachshund and Corgi races) for **Lake Geneva's downtown Oktoberfest** in 2024, 2025, and 2026.
- **Culinary Delights:** A wide array of German cuisine, including Lake Geneva Country Meats German-award-winning bratwursts, pretzels, schnitzel, and delectable pastries by Maria Halpin, complemented by a selection of local and imported beers, including Topsy Turvy and Duesterbeck's.
- **Arts and Crafts:** Exhibitions and workshops, including wooden shoe carving and glass art making with Mack Glass Art.

- Family Activities: Fun-filled games, carnival rides, and activities for children and families to enjoy together.
- The Little Leg Races for Dachshund and Corgi daily: 300 participating dogs will race over three days, as they're cheered on by visiting family and friends.

Target Audience

Prost! Das Fest Wisconsin attracts a broad range of visitors, including:

- Regional Tourists: Drawing visitors from across the state of Wisconsin and neighboring states who are eager to enjoy the unique festivities.
- International Tourists: Appealing to global travelers interested in cultural tourism and heritage festivals.
- Families: Offering a wholesome experience for families seeking fun and educational activities.
- Groups: Engaging with the group travel industry.

Marketing Strategy

To maximize visibility and attendance, we propose a comprehensive marketing strategy that includes:

- Social Media Campaigns: Leveraging platforms such as Facebook, Instagram, and Google to engage with potential visitors and share exciting updates.
- Collaborations with Influencers: Partnering with travel bloggers and cultural influencers to promote the festival to a wider audience.
- Local and Regional Advertising: Utilizing radio, television, and print media to reach residents and tourists alike.
- Community Outreach: Engaging with local schools, clubs, and organizations to foster community involvement and support.
- Business Promotion: a 30-member volunteer team approach to directly distribute advertising and promotional materials to businesses across northern Illinois and the Greater Chicago Area.
- NEW 2026: complimentary ticket packages for hotels within the City of Lake Geneva to attract guests

Budgetary Requirements

To successfully implement the proposed enhancements, we estimate the following budget allocation:

Overall Budget

- Infrastructure: \$80,000 for venue, equipment rental.
- **Marketing and Promotions: \$45,000** for advertising campaigns, social media management, signage, and other collaborations.
- Entertainment and Activities: \$45,000 for booking performers, organizing workshops, and providing family-friendly activities.
- Operational Costs: \$55,000 for supplies, insurance, maintenance, rental equipment, and security measures.

Grant funds would be used towards marketing and promotions. Specifically:

\$1,500 Promotional items to include materials like rack cards and 2027 save the date, all with the tourism commission logo and “Stay and Play in Lake Geneva” messaging.

\$8,000 Digital advertising including Facebook and Instagram campaigns with the inclusion of “Stay and Play in Lake Geneva” on all.

\$3,000 Radio advertising to include content of the #1 choice to stay and play with shuttle service available to and from Das Fest.

Above and Beyond

As we did in 2025, Das Fest will place the Lake Geneva Tourism Commission logo and its website on the Das Fest website, event banners, and any additional opportunities that arise.

In 2026, shuttle service **to/from Lake Geneva** provided by Lakes Area Shuttle will operate like Country Thunder where guests will make direct reservations. No grant money will be required for this service.

Expected Outcomes

By securing this tourism grant, Prost! Das Fest Wisconsin anticipates the following positive outcomes:

- **Increased Tourist Attendance:** Projecting an aggressive attendance increase of 16,000 in 2026 and 22,000 in 2027.

- Overnight Stays: Projecting overnight stays specifically for Das Fest (already recorded) and encouraging overnight stays for Thursday (Concerts in the Park), or to extend stays beyond Das Fest to explore a U.S. top-rated place visitor destination, Lake Geneva.
- Enhanced Visitor Experience: Ease of getting to and from the festival grounds by using the shuttle service.
- Festival Loyalty: Das Fest has an established following of visitors from across the United States.

Projected Local Impact

With your help, we'll see an increase in overnight attendees, thus having a greater positive financial impact on the area. Lake Geneva offers one of the closest areas to stay overnight, and with the shuttle service, it's projected to be the first choice.

1. 2026 Local attendees 4,500
2. 2026 Non-local day trip attendees 8,500
3. 2026 Non-local overnight attendees 3,000

According to Travel Wisconsin, visitor spending is calculated by multiplying the number of overnight visitors by \$219 and day trippers by \$75 and adding these two figures together.

Based on this metric, the economic impact for the area would be:

1. Overnight visitors \$657,000
2. Day trippers \$637,500
3. Total \$1,294,500

Das Fest will have gated entrances. There will be a \$5 admission charge for guests 16 years of age and older. Detailed attendance information will be collected.

The Kenosha County Fairgrounds are an up-and-coming venue for major events. They are currently heavily investing in their infrastructure and outreach. A partnership with Lake Geneva and the Tourism Commission could have a profound impact on the Lake Geneva area beyond Das Fest.

Das Fest Crew

Das Fest is run by a core crew of 30 year-round volunteers, and 300 additional volunteers during the event from several local businesses and charitable organizations. Das Fest is

largely supported by Lake Geneva Lions Club and Geneva Lake Women's Association members and has raised several thousand dollars to date for its main charity, The Bridge Food & Diaper Bank in Elkhorn. The Bridge also supports the Lake Geneva Food Pantry.

Some local members of the year-round crew include:

Tammy Dunn, Executive Director, The Bridge Food & Diaper Bank

Mike Dunn, Midwest Fastener, formerly 4th generation President, Dunn Lumber

Gregg Rice, Vice President Commercial Banking Officer, Bank First, Walworth

Allison Lieske, Realtor, Keefe Real Estate, Lake Geneva

Brian Broga, Senior Product Manager, Pentair, Delavan

Sherry Leka, Managing Director, Circle of Friends, Elkhorn

Jason Chilicki, Captain, New Berlin Police Department, Elkhorn resident

Kim Chilicki, CAN/HUC Impact Oncology, Waukesha Memorial Hospital, Elkhorn resident

Nancy Douglass, Owner, WLKG Lake 96.1 Radio, Lake Geneva

Dawn Heath-Fiedler, President, Join The Movement to Stop Human Trafficking, Elkhorn

Jennifer Grimme, Marketing Coordinator, Thrivent Shoreline Group, Burlington

Laurie Hallmark, DTS Application Director, Mercyhealth, Lake Geneva

Nick Vorpapel, Vice President, Lake Geneva Country Meats

Renee Sproul, Dean of Students, Randall School, Burlington

Additionally, crew members travel from Green Bay, Cedarburg, and Sheboygan, Wisconsin requiring up to 7 overnight stays each.

As Das Fest grows and brings in more bands and visitors from across the United States, we project a greater need for overnight stays.

Conclusion

Prost! Das Fest Wisconsin holds immense potential to become a cornerstone of cultural tourism in Wisconsin. By securing this grant, we can ensure the festival's growth, success, and positive impact on the local community. We kindly request your support in making Prost! Das Fest Wisconsin an unforgettable celebration of German heritage and an enriching experience for all.

Preferred paid parking is available on the SOUTH side of the grounds near the high school for \$20 per vehicle. No re-entry.

DIRECTIONS

\$5 Admission



\$5 per person
\$15 under free admission

PROST! Das Fest Wisconsin profits are distributed among multiple charitable organizations.

Table Reservations



website

We're moving to the last weekend in June!

- June 25, 26, 27 - 2027
- June 23, 24, 25 - 2028
- June 22, 23, 24 - 2029
- June 28, 29, 30 - 2030
- June 27, 28, 29 - 2031

Area Information



- Stay & Play Lake Geneva
- Visit Lake Geneva
- Downtown Lake Geneva
- Visit Kenosha
- Visit Racine County
- Chain O Lakes
- Travel Wisconsin

Volunteer



FREE Parking!



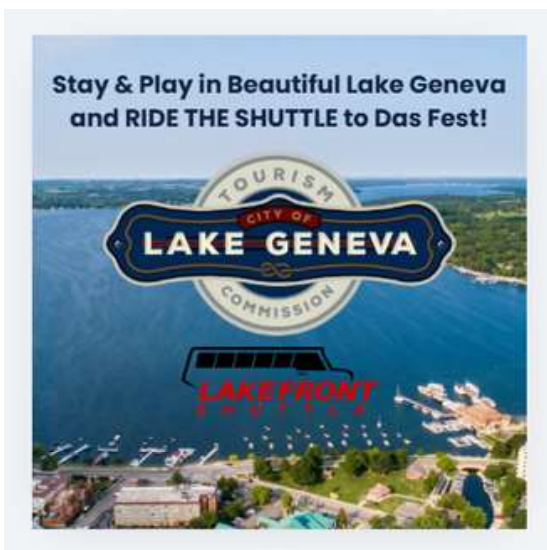
Parking on the north side of the grounds is free.

There is also a Preferred Paid Parking lot with easy access onto the south side of the grounds. Space is limited, purchase your \$20 pass in advance. Link coming soon.

Spread the Word

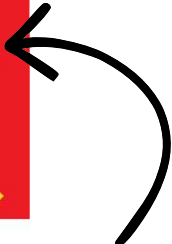


video slide



www.lakegenevahotels.org

QR code on all



10,000 rack cards



Section 2-Submit For Reimbursement/Final Evaluation

City of Lake Geneva Tourism Commission Reimbursement Form

Name: William Wolfe

Organization Name: ASR Events, LLC

Payment made Payable to: Abominable Snow Race

Remittance Address: [REDACTED]

Contact Phone #: [REDACTED]

- **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
10/13/25	fb1013	Facebook Ad	Stay & Play Campaign	63.92	10/13/25
10/23/25	fb1023	Facebook Ad	Stay & Play Campaign	199.84	10/23/25
11/3/25	fb1103	Facebook Ad	Stay & Play Campaign	139.25	11/3/25
10/30/25	900	Race Ready Obstacles	Social & Email Support	800.00	10/30/25
11/15/25	901	Race Ready Obstacles	Social & Email Support	200.00	11/15/25
11/15/25	901	Race Ready Obstacles	LG Yeti Sighting	400.00	11/15/25
11/1/25	4687	Canva	Jumbo Postcard Flyer	130.00	6/14/25

Abominable Trail Race Marketing Evaluation – Event Date 11/15/25

1. Provide a final media synopsis that includes the following information
 - a. Number of customer responses generated from type of media utilized
 - i. Email Reach
 1. 10+ emails during high peak promotional time promoting our Stay and Play Campaign and Registration.
 2. Yeti visited LG to promote the area and things to do in downtown LG where we shared content on social media to create engagement and show off fun things to do.
 - Link to content shared: <https://www.instagram.com/p/DQu99SkjAvo/>
 - a. Note button for hotels links to <https://www.lakegenevahotels.org/>
3. Email performance:
 - a. Direct Emails from ASR below:


Email Marketing

Campaigns - Show All

	Abominable Trail Race: Price Increase and Swag Reveal	12264 sent	12109 accepted	1762 viewed	52 engaged
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Email Marketing

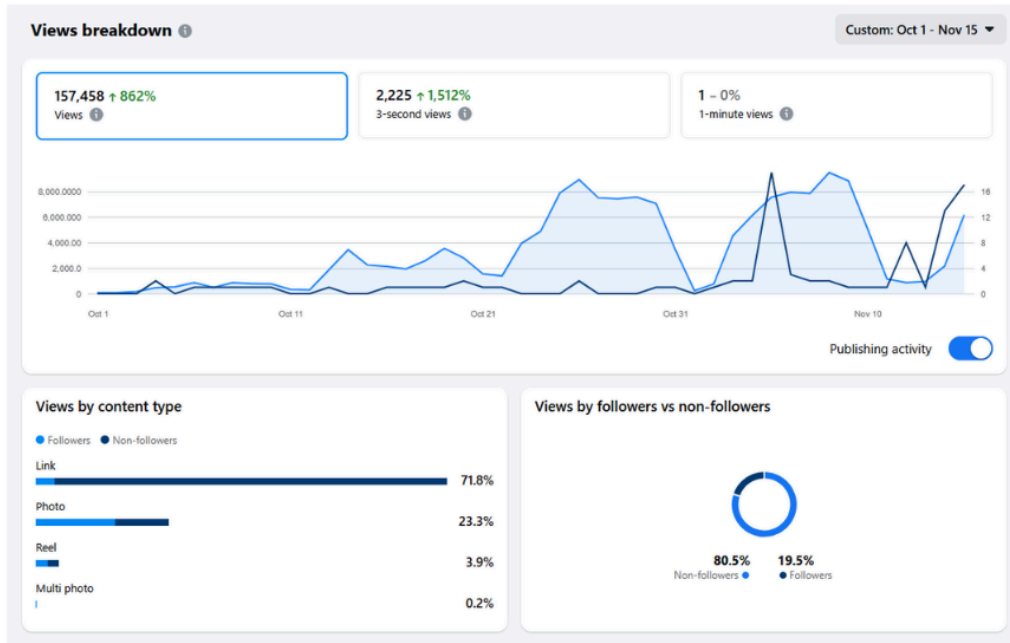
Campaigns - Show All

	Abominable Trail Race: Price Increase and Swag Reveal 1	5645 sent	5585 accepted	982 viewed	22 engaged
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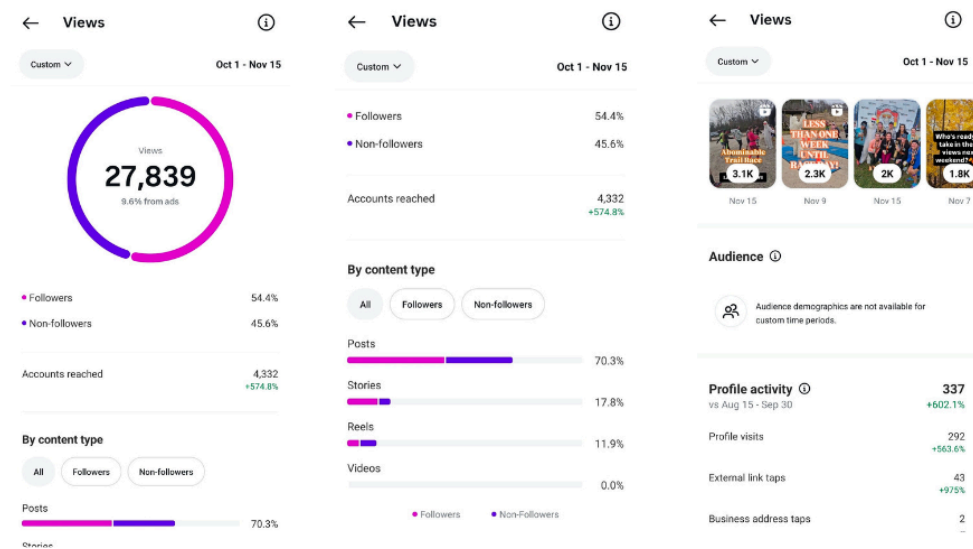
ID	DATE	SUBJECT	FROM/REPLY TO	OTHER DETAILS	ACTIONS
#2078581	11/17/2025 11:48am CST	Got 2 Minutes? We'd Love Your Feedback!	From: Abominable Trail Race <no-reply@runsignup.com> Reply-To: Abominable Trail Race <Mail@abominableeowrace.com>	Classification: Marketing Delivery Started: 11/17/2025 11:48am CST Delivery Date: 11/17/2025 11:48am CST No. Emails: 305 No. Distinct Recipients: 305	Manage
#2073882	11/16/2025 6:48pm CST	You Did Something AMAZING!	From: Abominable Trail Race <no-reply@runsignup.com> Reply-To: Abominable Trail Race <Mail@abominableeowrace.com>	Classification: Marketing Delivery Started: 11/16/2025 6:50pm CST Delivery Date: 11/16/2025 6:48pm CST No. Emails: 745 No. Distinct Recipients: 745	Manage
#2073127	11/14/2025 2:03pm CST	RACE PHOTOS ARE HERE!	From: Abominable Trail Race <no-reply@runsignup.com> Reply-To: Abominable Trail Race <Mail@abominableeowrace.com>	Classification: Marketing Delivery Started: 11/14/2025 2:04pm CST Delivery Date: 11/14/2025 2:04pm CST No. Emails: 305 No. Distinct Recipients: 305	Manage
#2068024	11/13/2025 7:13pm CST	Race Day is Almost Here!	From: Abominable Trail Race <no-reply@runsignup.com> Reply-To: Abominable Trail Race <Mail@abominableeowrace.com>	Classification: Marketing Delivery Started: 11/13/2025 7:15pm CST Delivery Date: 11/13/2025 7:14pm CST No. Emails: 282 No. Distinct Recipients: 282	Manage
#2053725	11/11/2025 12:29pm CST	Race Day Volunteer Info For Abominable Trail Race	From: Abominable Trail Race <no-reply@runsignup.com> Reply-To: Abominable Trail Race <Mail@abominableeowrace.com>	Classification: Marketing Delivery Started: 11/11/2025 12:30pm CST Delivery Date: 11/11/2025 12:30pm CST No. Emails: 7 No. Distinct Recipients: 7	Manage
#2052470	11/11/2025 9:50am CST	RACE DAY INFO	From: Abominable Trail Race <no-reply@runsignup.com> Reply-To: Abominable Trail Race <Mail@abominableeowrace.com>	Classification: Marketing Delivery Started: 11/11/2025 9:51am CST Delivery Date: 11/11/2025 9:51am CST No. Emails: 271 No. Distinct Recipients: 271	Manage
#2048320	11/08/2025 6:45pm CST	Here is The Course Map For The 2025 Abominable Trail Race!	From: Abominable Trail Race <no-reply@runsignup.com> Reply-To: Abominable Trail Race <Mail@abominableeowrace.com>	Classification: Marketing Delivery Started: 11/08/2025 6:46pm CST Delivery Date: 11/08/2025 6:46pm CST No. Emails: 705 No. Distinct Recipients: 705	Manage
#2011157	10/31/2025 3:53pm CDT	Exclusive Hotel Discounts Ends TONIGHT	From: Abominable Trail Race <no-reply@runsignup.com> Reply-To: Abominable Trail Race <Mail@abominableeowrace.com>	Classification: Marketing Delivery Started: 10/31/2025 3:54pm CDT Delivery Date: 10/31/2025 3:54pm CDT No. Emails: 678 No. Distinct Recipients: 678	Manage
#2072751	10/23/2025 11:52am CDT	2025 Abominable Trail Race Swag Reveal!!!	From: Abominable Trail Race <no-reply@runsignup.com> Reply-To: Abominable Trail Race <Mail@abominableeowrace.com>	Classification: Marketing Delivery Started: 10/23/2025 11:53am CDT Delivery Date: 10/23/2025 11:53am CDT No. Emails: 667 No. Distinct Recipients: 667	Manage
#2045412	10/16/2025 7:05pm CDT	Don't Miss Out: Exclusive Hotel Discount Ends Oct. 31st!	From: Abominable Trail Race <no-reply@runsignup.com> Reply-To: Abominable Trail Race <Mail@abominableeowrace.com>	Classification: Marketing Delivery Started: 10/16/2025 7:06pm CDT Delivery Date: 10/16/2025 7:06pm CDT No. Emails: 623 No. Distinct Recipients: 623	Manage
#208712	06/20/2025 2:11pm CDT	2025 Abominable Trail Race is now OPEN!	From: Abominable Trail Race <no-reply@runsignup.com> Reply-To: Abominable Trail Race <Mail@abominableeowrace.com>	Classification: Marketing Delivery Started: 06/20/2025 2:12pm CDT Delivery Date: 06/20/2025 2:12pm CDT No. Emails: 559 No. Distinct Recipients: 559	Manage

iv. Social Reach Oct 1, 2025 – Nov 15, 2025:

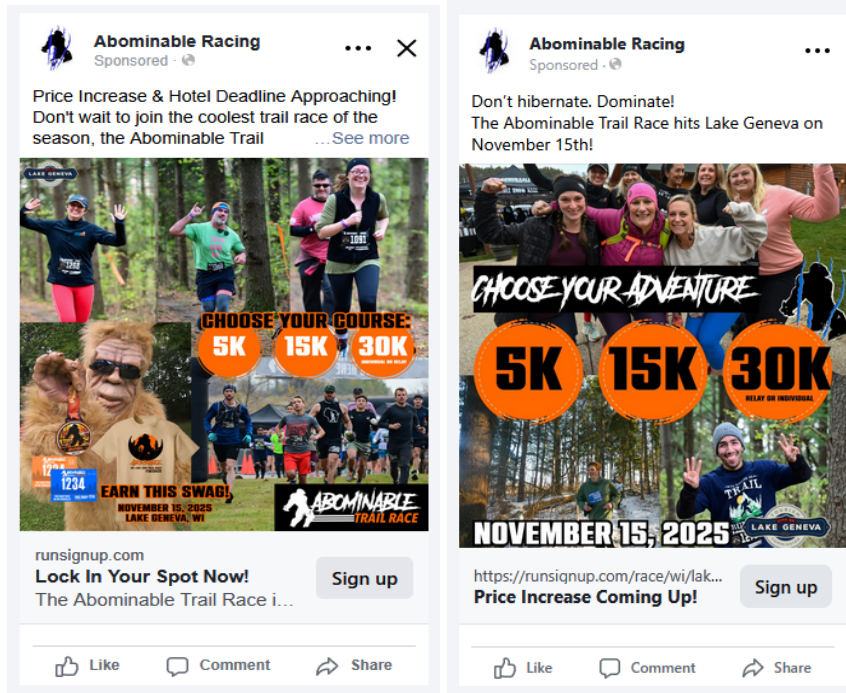
FACEBOOK INSIGHTS



INSTAGRAM INSIGHTS



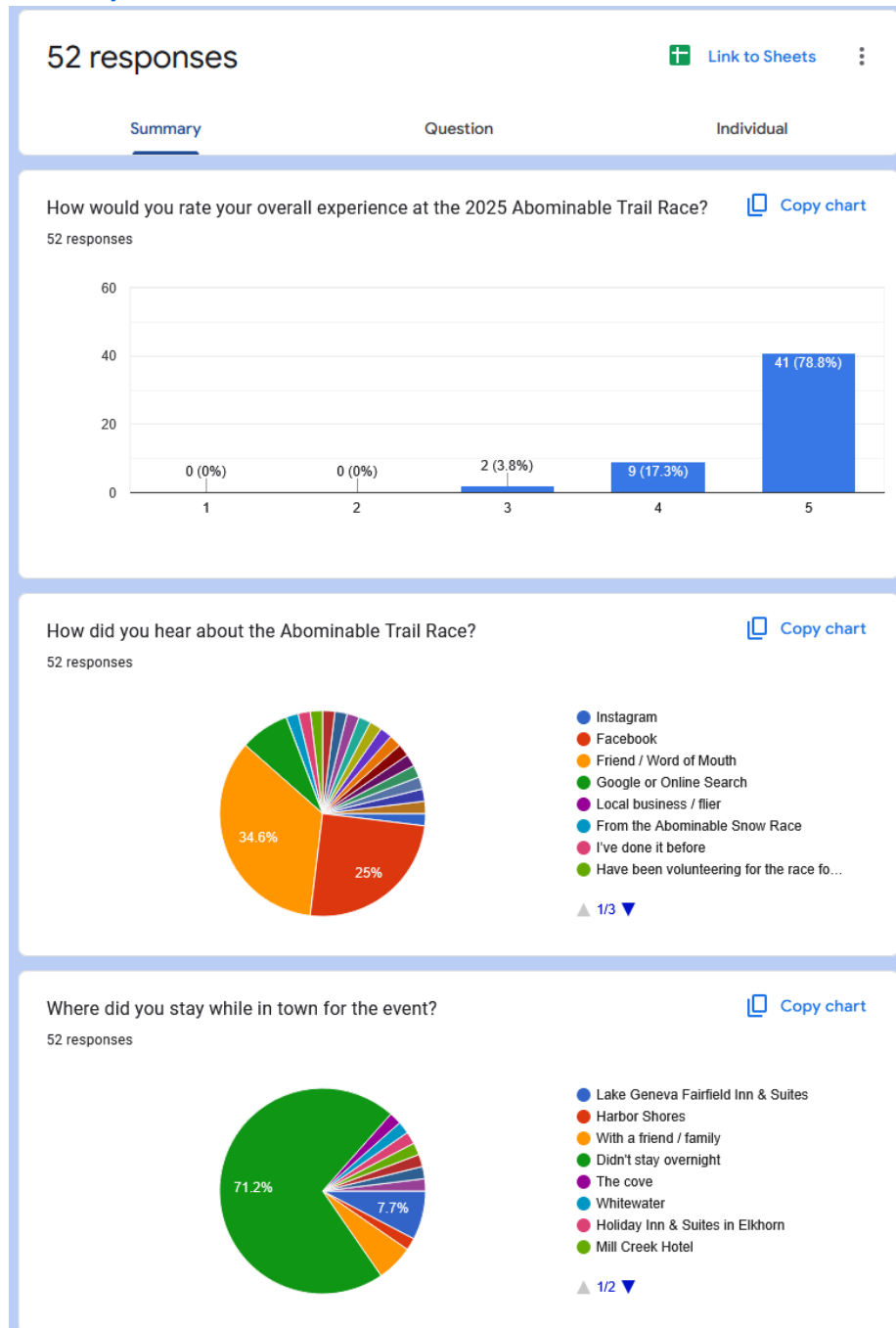
2.
vi. Specific FB/IG Ad for Stay and Play Campaign)
1. Examples of Ad sets:



- b. What media did you use in your campaign?
- i. Email (12k emails in house – Prior racers) – 2-4 emails direct from ASRa week promoting registrations and stay and play campaign
 - ii. Social (FB/IG) Free Posts 3-5 a week to 11k followers promoting registrations and stay and play campaigns.
 - iii. Social Paid Ads
 - iv. Flyers handed out in Lake Geneva and Rockford areas
 - v. Yeti Sighting
- c. What were your target markets?
- i. Our target customer is adventurous and loves the outdoors
 1. Chicago, Milwaukee, Madison, and Rockford DMAs
 2. M& F Ages 21-50 (M/F)
 3. Interests: 5k running, 10k running, Spartan Race, Mud Run, Obstacle Races, Winter Sport

2. In your grant application you listed the estimated number of attendees. What were your actual results? a. In 2024 we hosted 286 racers. We estimated around 400 racers for 2025 and actually got 353 racers, which was more than a 20% increase over last year.

3. In your grant application you listed estimated number of overnight stays. Please estimate the approximate number of City of Lake Geneva hotel room nights booked and how that estimate was attained.
- a. We estimated 50-75 heads in beds in our grant application, and believe we exceeded this.
 - b. We initiated a Survey, just after the event, and one of the questions was:
 - i. "Did you stay overnight in Lake Geneva?"
 - 1. 52 total responses
 - 2. 25% stayed in a Hotel or AirBnB/VRBO in Lake Geneva
 - ii. Survey:



- c. Top Hotels
 - i. Fairfield Inn
 - ii. Mill Creek
 - iii. Harbor Shores
 - iv. The Cove

← Posts



abominableracing

Lake Geneva, Wisconsin



View insights

Boost post

d. Total Estimated hotels

- i. 353 racers * 25% "Stayed overnight" = ~88 hotel stays (AirBnb, VRBO, Downtown LG,)

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.

a. Provided full list of marketing spend in previous submission (Total ~\$1933.01 spend (paid ad spend, social and email marketing support, Yeti Services, Print services for flyers,))

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

- a. We would like to improve our ability to track our actual hotel stays. The hotels we partner with provide booking links for the room blocks, however, we find that most people are booking their rooms last minute, which is after the room block has expired, so many of them do not use the link that we're able to track. We would appreciate any feedback on this.
- B. Due to us being behind on submitting the grant request, we spent about \$1000 less than we anticipated. But we felt it was better to save the difference rather than force last minute marketing that probably would not have produced the results we wanted in the time we needed..

✓ Completed • Nov 3



View results



Website visitors

Treadmills are boring. Trails are epic. Snow is optional...kinda. 🤔 Get your adventure...

44,065
Views

28,291
Reach

2
Facebook likes

449
Landing Page Views

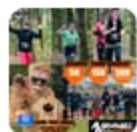
\$139.25
Spent at \$20.00
per day



✓ Completed • Oct 23



View results



Website visitors

Price Increase & Hotel Deadline Approaching! Don't wait to join the coole...

54,069
Views

34,484
Reach

13
Facebook likes

715
Landing Page Views

\$199.84
Spent at \$25.00
per day



✓ Completed • Oct 13



View results



Website visitors

Don't hibernate. Dominate! The Abominable Trail Race hits Lake Geneva o...

15,803
Views

8,982
Reach

1
Facebook likes

187
Landing Page Views

\$63.92
Spent at \$8.00
per day



BUSINESS RECEIPT



Race Ready Obstacles LLC
5258 N Rockton Ave
Rockford, IL 61103



Date: 11-15-2025

Receipt #: 0901

QTY	Description	Unit Price	Total
1	AbominableTrail Race Social/Email Support	\$400	\$400
1	Abominable Trail Race Stay & Play Yeti Sighting	\$200	\$200

Subtotal: \$600



Tax Rate: N/A

Tax: N/A

Total Amount Due: \$600

Amount Paid: \$600

Customer/Client Information

Name: ASR Events LLC
Street Address: 616 Whitney Blvd
City, State, Zip: Belvidere, IL 61008
Phone: 
Email: 

Payment Method:
 Credit Card (No. _____)
 Cash
 Check (No. _____)
 Other: _____

Authorized Signature 

Title: Manager

BUSINESS RECEIPT



Race Ready Obstacles LLC
5258 N Rockton Ave
Rockford, IL 61103



Date: 10-30-2025

Receipt #: 0900

QTY	Description	Unit Price	Total
1	Abominable Trail Race Social/Email Support	\$800	\$800

Subtotal: \$800

Tax Rate: N/A

Tax: N/A

Total Amount Due: \$800

Amount Paid: \$800

Customer/Client Information

Name: ASR Events LLC
Street Address: 616 Whitney Blvd
City, State, Zip: Belvidere, IL 61008
Phone: 
Email: 






Payment Method:
 Credit Card (No. _____)
 Cash
 Check (No. _____)
 Other: _____

Authorized Signature 

Title: Manager

ABOMINABLE TRAIL RACE

WHAT'S INCLUDED:

-  SHARE-WORTHY ACTION PHOTOS
-  SUPER SOFT FINISHER SHIRT
-  EPIC FINISHER MEDAL
-  FREE FINISH LINE BEVERAGE
-  SURROUNDED BY AN AMAZING COMMUNITY



ABOMINABLERACING.COM



CHOOSE YOUR ADVENTURE:



5K

15K

30K

SOLD ON TEAM RELAY



WE'D LOVE TO CONNECT WITH YOU! FOLLOW US ON
 FACEBOOK AND INSTAGRAM.
 @ABOMINABLERACING


NOV. 15, 2025
LAKE GENEVA, WI



Order# PAG3fRzcp18

Placed on November 1, 2025


Order details 1 item • US\$130 Jumbo Postcards Shipping method Express delivery	Shipping details ASR EVENTS 5258 N Rockton Ave Rockford, Illinois, 61103 United States 8159880594
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[↓ View invoice](#)

[📄 Copy order ID](#)

Your items

Shipped



Jumbo Postcard US\$105

Quantity: 500
Item ID: oi-AZpBVIYANz2C [📄](#)
Landscape, Premium paper, Matte finish, Square corners

[Order again](#)

[Track delivery](#)

Print item (1)	US\$105
Delivery	US\$25
Includes Sales tax	US\$9.35
Total	US\$130