



City of Lake Geneva, 626 Geneva St, Lake Geneva, WI 53147-262.248.3673-[www.cityoflakeneva.gov](http://www.cityoflakeneva.gov)

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**Tourism Commission Agenda**  
**Monday, April 13, 2026 - 4:00 PM**  
**Lake Geneva City Hall; Council Chambers**

Members:

Chair: Vacant, Vice-Chair: Zakia Pirzada, Secretary: Alderperson Mary Jo Fesenmaier  
Luke Pfeifer, 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 March 9, 2026
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 Municipal Development Grants
10. Discussion/Action on Tourism Promotional Grant Program and Requests: **Maximum ten (10) minute presentation per request**
  - a. Art in the Park - Geneva Lake Arts Foundation
  - b. Lake Geneva Pride Weekend - Downtown Lake Geneva BID
  - c. Prost! Das Fest Wisconsin - Wisconsin2Go LLC
11. Final Event Evaluation and Discussion on Recent Grant Recipients and Future Action
  - a. 2026 Downtown Ice Sculpture Walk - VISIT Lake Geneva
12. Tourism Commission related forms, paperwork, and grant procedures review
  - a. Discussion/Action regarding events held outside City of Lake Geneva
  - b. Discussion/Action regarding adding criteria to guide the grant petitioners and Commission

for awarding grants

### 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, March 9, 2026  
COUNCIL CHAMBERS, CITY HALL

Meeting was called to order by Vice Chair Pirzada at 4:02 p.m.

**Roll Call**

**Present:** Vice Chair Zakia Pirzada, Alderman Fesenmaier, Alderman Frame, Shelley Rowell, Luke Pfeifer; Mayor Krause (Ex-Off), Stephanie Klett (Ex-Off), Comptroller Laura Pisarcik (Ex-Off).

**Absent:** Chair Brian Waspi (resigned), Troy Migut

The mayor welcomed Luke Pfeifer to the Commission and explained that Chair Waspi has resigned. Waspi was unavailable for the meeting and was not renewing his term after April. Therefore, Pirzada is acting chair until the regular election at the May Commission meeting.

**Comments from the Public limited to 5 minutes, limited to items on the agenda:** Joel Hoiland, 390 Country Club Drive, was concerned about Item \$8 Finances and saving money to fund items needed for the Hwy. 50 construction project especially the communications company Moxie being voted on at this evening's Common Council meeting.

**Approval of Tourism Commission minutes from December 8, 2025**

*Motion by Frame, second by Rowell, to approve the minutes from December 8, 2025.*

*Unanimously carried.*

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

January, February, and March reports were included in the packet this month. Site sessions and Session Duration were both showing an increase in the March report. The current social media ad campaign runs through April 15. The event totals for 2026 have already surpassed the previous year. This year's Comp (free Riviera space to groups) total is 7; 2025 total was 9.

**Update from Tourism Entity – Visit Lake Geneva**

There is a monthly partner meeting on March 17, with the multi-chamber After Hours event on March 18 at Pier 290. Registration for Restaurant Week (April 18-26) closed today.

Winterfest 2026 had almost 73,000 visitors over the 5-day event. Fifteen teams, including Mexico and Turkey, this year. There were 36 sculptures on display downtown. New this year, and extremely popular, was the Kids' Zone in Flat Iron Park.

January 2026 Hotel Activity: Occupancy – 39.8% (+12.2%); ADR - \$181.35 (+1.8%); RevPar - \$72.18 (+14.2%)

Earned Media highlights:

[Winterfest 2026 in Lake Geneva: learning and art beneath the winter skies - NYC Daily Post](#)  
[11 Most Neighborly Towns In Wisconsin](#)

[The 5 best Midwest beaches that aren't along the Great Lakes, according to reviews](#)

City of Lake Geneva Recognition:

- Midwest Living Magazine 2026 Best of the Midwest Award - Best Lake Towns. Featured in upcoming Spring issue. Online announcement March 17.
- USA Today 10Best's Readers' Choice Awards - Nominated for Best Small Town in the Midwest

### **Update from Lake Geneva Business Improvement District (BID) –**

Alexandra Binanti reviewed social media data, past and future BID events, and beautification projects. Their Annual Meeting will take place on April 1<sup>st</sup> at The Cove and is open to the Public. She also mentioned the Public Information Session regarding the Hwy. 50 Construction with the DOT on March 19 from 5:00 to 7:00 p.m. at City Hall upstairs (in the former Community Center room). Binanti mentioned the use of trolleys during the construction for visitors AND residents. BID contracted with Izzy Works Media for setting up Vibemap which will be integrated into their website for interactive information on detours and parking.

### **Written financial update provided by City Comptroller**

Balance Sheet from December 31, 2025

Total Assets \$975,175.12

Restricted Fund Balance - \$723,936.30

Vice Chair Pirzada will meet with comptroller to be updated regarding and have questions answered regarding Tourism Fund expenses and balance.

### **Municipal Development Grants**

Vice Chair Pirzada will meet with City Administrator to schedule a project on next month's agenda.

### **Tourism Promotional Grant Program and Requests**

#### **Wee Whiskey Fest – Geneva Lakes Whiskey Club**

Brie Pacey and Sherm Lindsey discussed the grant application for this third-year event. It acts as bookends to Restaurant Week and Women's Weekend. Concern expressed about the ROI based on number of room nights anticipated due to event location. Again, it was pointed out that the Riviera is not large enough to manage events of this size. Shuttles to ALL hotels was discussed along with the small size of the QR Code on print materials provided as samples.

*Motion by Frame to fund the \$30,000 requested. No second.*

*Motion by Pfeifer, second by Pirzada, to award \$25,000.* Discussion continued regarding trying to wind down on a multi-year request such as this one. QR Code must be larger on the actual printed materials. *Motion by Fesenmaier, second by Pirzada, to amend the motion to include the stipulation that shuttles/trolleys will stop at EVERY city hotel including Comfort Suites and Fairfield Inn. Amendment and then the main motion carried unanimously on voice votes.*

#### **Splash, Sparkle, and Bloom: A Garden Club of America Flower Show; Lake Geneva Garden Club**

Tami Pringle presented the grant for this event being held August 4 to 6, 2026 at the Riviera Ballroom. This is a first-time application. The event is free and open to the Public. *Motion by Pirzada, second by Rowell, to fund the full marketing budget amount of \$8200. Unanimously carried.*

### **Prost! Das Fest Wisconsin – Wisconsin2Go LLC**

Tammy Dunn explained the grant details and marketing budget. This is the second year for the grant request. This year's dates, July 31 through August 2, are on a different weekend than Country Thunder. In 2027 and future years, the event will be scheduled for the last weekend in June to avoid other conflicts. Dunn is currently working on motorcoach bookings. Their admission price will go up from \$2 last year to \$5 this year to supplement the budget. Promotion materials and rack cards samples shown in the packet DID include the Tourism logo and QR Code to the City of Lake Geneva Hotels website. Dunn still needs to submit a shuttle route map to the City. *Motion by Pirzada, second by Frame, to award \$12,500 (full amount) for the 2026 marketing grant. Carried 4 to 1.*

#### **Final Grant Evaluations Abominable Trail Race – ASR Events, LLC**

Reviewed Abominable Trail Race Evaluation section of grant application. Comptroller confirmed that the Commission paid out \$1,900 of the \$3,000 awarded for the grant.

#### **Tourism Commission related forms, paperwork, and grant procedures review**

Discussion regarding events held outside City of Lake Geneva. Criteria should be developed to guide the grant petitioners and Commission for awarding grants.

#### **Future meeting agenda items and next meeting date – Monday, April 13 at 4:00 PM**

- Develop criteria for events held outside the city limits and three-year cap for grants.
- Municipal Development Grant – City Administrator will file a grant application.
- Lake Geneva Taco Fest – schedule on May meeting agenda
- Note: Add Discussion/Action to Municipal Development Grants. . .agenda item
- Note: Add Discussion/Action to Tourism related forms, paperwork. . .agenda item
- Note: Include Future Meeting Date on the agenda

*Motion by Pirzada, second by Frame, to adjourn at 5:43 p.m. Carried.*

Respectfully submitted,  
Alderman Fesenmaier, Secretary

# Riviera Ballroom/MATL Update- Tourism Commission Meeting

## April 2026

### Marketing Update

- Website Analytics Update: Past 30 Days:
  - Site Sessions: 2,550 (+17%)
    - Site Sessions by traffic source
      1. Google (572)
      2. Google Ads (536)
      3. Direct (512)
      4. Social Media Ads (330)
      5. YouTube Ads (76)
  - Active Inquiries: 125, 63 recorded for March 2025
  - Avg. Session Duration: 2m 1s (-11%)
  - Site Bounce Rate: 69% (+1%)
  
- WeddingWire & TheKnot: March Stats
  - 277 Visitors
  - 3 Link Clicks
  - 16 Saves
  - 23 leads
  
- Hotels & Lodging Analytics Update Past 30 days:
  - 91 Page Views (+17 from last month)
  - Avg. time spent on page: 2min 41sec (-36s)
  
- [www.lakegenevahotels.org](http://www.lakegenevahotels.org) Analytics- past 30 days
  - 1,609 Site Sessions (+46%)
    - (925) Google Ad
    - (292) YouTube Ad
    - (108) Wix Ads
    - (98) Direct
    - (36) 531 Fund
  - Avg. Session Duration: 3m 51s (+44s)
  
- Social Media Campaign running December 15<sup>th</sup> – April 15<sup>th</sup>

### Sales Update

|                           | 2019      | 2020      | 2021      | 2022      | 2023      | 2024      | 2025      | 2026      | 2027      |
|---------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| <b>Weddings</b>           | 28        | 9         | 54        | 55        | 52        | 43        | 45        | 52        | 15        |
| <b>Social</b>             | 1         | 0         | 1         | 5         | 4         | 5         | 3         | 5         |           |
| <b>Corporate</b>          | 2         | 1         | 1         | 2         | 3         | 1         | 5         | 2         |           |
| <b>Non-Profit</b>         | 10        | 0         | 3         | 1         | 5         | 4         | 7         | 7         |           |
| <b>Event Total</b>        | <b>41</b> | <b>10</b> | <b>60</b> | <b>62</b> | <b>64</b> | <b>54</b> | <b>60</b> | <b>66</b> | <b>15</b> |
| <b>Cancellation Total</b> | 0         | 40        | 11        |           | 3         | 2         | 4         | 8         |           |
| <b>Rescheduled</b>        | 0         | 20        | 4         |           | 1         | 1         | 3         |           |           |
| <b>Comp</b>               |           | 5         | 2         | 5         | 6         | 6         | 9         | 7         |           |
| <b>Pending Comp Req</b>   |           |           |           |           |           |           |           | 1         |           |

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
- Midwest Young Artists (Pending)

Sales by year February 2026 :

- 2026: One wedding contract returned.
- 2027: Three wedding contracts returned. Two wedding contracts out for signature.
- Last Year, reported for April; 53 events booked for 2025 and 20 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 | \$288,191.94 |
| <b>CATERING REVENUE</b> |              |              |              |              |              |              |
| \$4,337.68              | \$32,970.09  | \$46,691.72  | \$48,795.80  | \$47,914.74  | \$46,425.26  | \$2,746.67   |



## Lake Geneva Tourism Commission

APRIL 13, 2026

### VISIT Lake Geneva Update

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#### Partner Events

- [Monthly Partner Meeting](#) – April 21, 8am, The Abbey Resort
- [WalCo Annual Dinner Meeting](#) – April 30, 5:30pm, Walworth County Fairgrounds

#### Public Events

- [Lake Geneva Restaurant Week](#) – April 18-26, 33 locations throughout Lake Geneva area
- [Lake Geneva Concerts in the Park](#) – Thursdays, June 25-August 6, Flat Iron Park, 6-8pm
  - Sponsorship opportunities available first-come, first-served through May 6
- [Liberty on the Lake](#) – July 4, Flat Iron Park, 5:30-9:30pm
  - Free concert and family entertainment, food trucks, and drone show

#### MARKETING METRICS – MARCH 2026

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#### WEBSITE – [VisitLakeGeneva.com](https://www.VisitLakeGeneva.com)

- Visitor Sessions – 155,171 (+115.8%) | YTD 698,698 (+69%)
- Pageviews – 342,293 (+51.6%) | YTD 1,467,825 (+28.7%)
- Users – 132,533 (+149.4%) | YTD 559,207 (+65%)
- Online Guide Visits – 2,418 | YTD 4,702

- **Top Pages**

|                               |                  |
|-------------------------------|------------------|
| 1. Events                     | 51,362 Pageviews |
| 2. Things to Do               | 18,480           |
| 3. Meetings                   | 17,664           |
| 4. It's Always Been the Place | 16,200           |
| 5. Stay                       | 13,670           |
| 6. Home                       | 11,830           |
| 7. Things to Do   Shore Path  | 11,606           |
| 8. Explore   Special Offers   | 10,256           |
| 9. Stay   Hotels & Resorts    | 9,626            |
| 10. Food & Drink              | 9,575            |

- **Top Cities**

|                |                     |
|----------------|---------------------|
| 1. Chicago     | 13,423 Active Users |
| 2. (not set)   | 7,937               |
| 3. Milwaukee   | 2,819               |
| 4. New York    | 1,651               |
| 5. Lake Geneva | 1,267               |
| 6. Minneapolis | 1,064               |

|                 |     |
|-----------------|-----|
| 7. Madison      | 982 |
| 8. Indianapolis | 924 |
| 9. Los Angeles  | 859 |
| 10. Houston     | 851 |

## SOCIAL MEDIA

- Facebook – 84,152 Followers (+560 MoM) | 2,821,180 Monthly Views
- Instagram – 22,040 Followers (+448 MoM) | 194,779 Monthly Views
- X – 3,589 Followers (+6 MoM) | 406 Monthly Impressions
- LinkedIn – 2,122 Followers (+16 MoM) | 403,743 Monthly Impressions
- TikTok – 5,114 Followers (+240 MoM) | 59,100 Monthly Views

## EMAIL SUBSCRIBERS

- Subscribers – 55,027 (+197)
- Open Rate – 29.2%

## VISITOR CENTER ACTIVITY

- Phone Calls – 139 (-6) | YTD 508 (-184)
- Walk-ins – 514 (-125) | YTD 3,346 (+802)
- Emails – 870 (+100) | YTD 2,722 (+442)
- Visitors Guides Fulfilled – 764 (+91) | YTD 2,398 (+167)

## HOTEL ACTIVITY – FEBRUARY 2026

- Occupancy – 44.2% (+15%) | YTD 40.9% (+13.5%)
- ADR - \$176.27 (+3%) | YTD \$176.00 (+2.6%)
- RevPar - \$77.85 (+18.5%) | YTD \$71.97 (+16.4%)

## MEETINGS & GROUPS RFP ACTIVITY

### Lake Geneva – MARCH 2026

| RFP # | Attendees | Total Room Nights | Type      | Date     | Lake Geneva Properties Sourced                          |
|-------|-----------|-------------------|-----------|----------|---------------------------------------------------------|
| 1616  | 20        | 20                | SMERF     | AUG 2026 | Bella Vista, The Cove, Harbor Shores, Maxwell Mansion   |
| 1617  | 24        | 30                | SMERF     | AUG 2026 | Bella Vista, The Cove, Harbor Shores                    |
| 1618  | 40        | 44                | SMERF     | MAY 2026 | Harbor Shores, Maxwell Mansion                          |
| 1621  | 26        | 50                | Corporate | SEP 2026 | The Cove                                                |
| 1622  | 43        | 46                | SMERF     | MAY 2026 | Bella Vista, Comfort Suites, Fairfield, Maxwell Mansion |
| 1625  | 30        | 66                | Corporate | JUL 2026 | Bella Vista                                             |
| 1627  | 40        | 88                | Corporate | JUL 2026 | The Cove                                                |
| 1629  | 50        | 54                | SMERF     | JUN 2027 | Harbor Shores                                           |

## MEDIA HIGHLIGHTS – MARCH 2026

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- BLK Alerts Travel | [Don't Want to Fly? These Drivable Spring Break Trips Are Worth It](#)
- Travel and Tour World | [Discover Lake Geneva Wisconsin With the New Wee Nip Golf Experience at Grand Geneva](#)
- Wisconsin Newspaper Association | [Expect Big Things at New Small Course\\*](#)
- Scary Mommy | [Wondering Where to Get Away for Your Wedding Anniversary? These Midwest Resorts Fit the Bill](#)
- Golf Course Industry | [Another Little Wisconsin Wonder](#)
- CBS58 (Milwaukee) | [Balloon Adventure Brings a Creepy, Crawly Experience to Lake Geneva](#)
- Experience Wisconsin | [Extreme Outdoors: Get Your Thrills in the Sky, on the Land or in the Water](#)
- World Atlas | [8 Cute Small Town Drives In Wisconsin](#)
- World Atlas | [11 Best Lakeside Towns in The Northern United States](#)
- Midwest Living | [These Are the Best Midwest Lake Escapes for 2026](#)
- Midwest Living | [From Rejuvenating Spas to Family Fun, These Midwest Resorts Have It All](#)
- World Atlas | [11 Charming Wisconsin Towns for the Perfect Getaway](#)
- Chicago Daily Herald | [Multigeneration Vacation in Lake Geneva: Kids, Parents, Grandparents Find Much to Love on a Wisconsin Getaway](#)
- MSN | [I've lived in and visited so many of America's biggest cities, but these 6 small towns have really won me over](#)
- Yahoo Life | [I've lived in and visited so many of America's biggest cities, but these 6 small towns have really won me over](#)
- AOL.com | [I've lived in and visited so many of America's biggest cities, but these 6 small towns have really won me over](#)
- World Atlas | [12 Perfect Destinations for a Long Weekend in Wisconsin](#)

## NEWS & ACCOLADES

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- Midwest Living Magazine 2026 Best of the Midwest Award | [Best Lake Towns](#)
- USA Today 10Best's Readers' Choice Award | [Top 10 Best Small Towns in the Midwest](#)

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

**2025**

|           | Room Tax   | Room Tax    | Additions Room Tax-<br>Reg | Additions Room Tax-<br>Marketplace | Net          | Amount Issued | Check Issue |
|-----------|------------|-------------|----------------------------|------------------------------------|--------------|---------------|-------------|
|           | 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   | 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   |               |             |
|           | 699,608.24 | 920,292.43  | 852,950.55                 | 48.97                              | 2,472,851.22 | 1,261,203.58  | -           |

**2026**

|           | Room Tax  | Room Tax    | Additions Room Tax-<br>Reg | Additions Room Tax-<br>Marketplace | Net       | Amount Issued | Check Issue |
|-----------|-----------|-------------|----------------------------|------------------------------------|-----------|---------------|-------------|
|           | Regular   | Marketplace | Since last Reported        | Since last Reported                | Totals    | to LG Visit   | Date        |
| January   | 44,200.13 | 43.70       |                            |                                    | 44,243.83 | -             |             |
| February  | 20,200.54 | 22.78       |                            |                                    | 20,223.32 | -             |             |
| March     | 1,463.59  |             |                            |                                    | 1,463.59  |               |             |
| April     |           |             |                            |                                    | -         |               |             |
| May       |           |             |                            |                                    | -         |               |             |
| June      |           |             |                            |                                    | -         |               |             |
| July      |           |             |                            |                                    | -         |               |             |
| August    |           |             |                            |                                    | -         |               |             |
| September |           |             |                            |                                    | -         |               |             |
| October   |           |             |                            |                                    | -         |               |             |
| November  |           |             |                            |                                    | -         |               |             |
| December  |           |             |                            |                                    | -         |               |             |
|           | 65,864.26 | 66.48       | -                          | -                                  | 65,930.74 | 0.00          | -           |

Note: Marketplace Providers now pay on a quarterly basis

|           |                                    |
|-----------|------------------------------------|
| 65,930.74 | City Portion 30% (after \$362,377) |
| -         | Tourism Funds 70%                  |
| -         | Per Visit Con.72.86%               |
| -         | Owed to Visit                      |

**CITY OF LAKE GENEVA**  
**BALANCE SHEET**  
**FEBRUARY 28, 2026**  
  
**FUND 47 - TOURISM**

ASSETS

|                |              |            |            |
|----------------|--------------|------------|------------|
| 47-00-00-11111 | FUND CASH    | 703,376.25 |            |
|                | TOTAL ASSETS |            | 703,376.25 |

LIABILITIES AND EQUITY

FUND EQUITY

|                |                                  |              |            |
|----------------|----------------------------------|--------------|------------|
| 47-00-00-34800 | RESTRICTED FUND BALANCE          | 756,863.11   |            |
|                | REVENUES OVER EXPENDITURES - YTD | ( 53,486.86) |            |
|                | TOTAL FUND EQUITY                |              | 703,376.25 |
|                | TOTAL LIABILITIES & EQUITY       |              | 703,376.25 |

## Tourism Grant Commitments

| Meetings             | Events                                   | Amount committed | Vendor                                       | Date of Event               | Paid to Date | Remaining Balance | PAID       |
|----------------------|------------------------------------------|------------------|----------------------------------------------|-----------------------------|--------------|-------------------|------------|
| <b>2025-Meetings</b> |                                          |                  |                                              |                             |              |                   |            |
| January              | Fall 2025 and Winter 2026 Promo          | TBD              | Riviera -Heather Jones                       | Various                     | 1,450.00     | 0                 | 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            | 6,771.29     | 3,228.71          | 3/20/2026  |
|                      | Lake Geneva Winter Bridal Expo           | 30,000.00        | Celebration Management                       | January 17, 2026            | 27,463.23    | 2,536.77          | 3/20/2026  |
| 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    | -                 | 3/20/2026  |
|                      | 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    |           |                           |                        |   |           |  |
| February | None-Meeting Cancelled    |           |                           |                        |   |           |  |
| March    | Wee Whiskey Fest          | 25,000.00 | Geneva Lakes Whiskey Club | April 17-19, 2026      | - | 25,000.00 |  |
|          | Splash, Sparkle and Bloom | 8,200.00  | Lake Geneva Garden Club   | August 4-6, 2026       |   | 8,200.00  |  |
|          | Das Fest Wisconsin        | 12,500.00 | Prost! Das Fest Wisconsin | July 31-August 2, 2026 | - | 12,500.00 |  |

| Account Number             | Account Title                 | 2026-26<br>Period<br>Actual | 2026-26<br>Current year<br>Actual | Current year<br>Budget | Variance<br>Current year | % of<br>Budget |
|----------------------------|-------------------------------|-----------------------------|-----------------------------------|------------------------|--------------------------|----------------|
| <b>TOURISM</b>             |                               |                             |                                   |                        |                          |                |
| <b>TOURISM</b>             |                               |                             |                                   |                        |                          |                |
| 47-00-00-41210             | ROOM TAX                      | .00                         | .00                               | 1,600,000.00           | 1,600,000.00             | .00            |
| 47-00-00-46100             | TOURISM MISC REVENUE          | .00                         | .00                               | .00                    | .00                      | .00            |
| 47-00-00-48110             | INTEREST INCOME               | 3,485.48                    | 3,485.48                          | 20,000.00              | 16,514.52                | 17.43          |
| 47-00-00-49100             | APPL. PRIOR YR APPROPRIATIONS | .00                         | .00                               | 64,655.00              | 64,655.00                | .00            |
| 47-00-00-49350             | TRANSFER FROM GENERAL FUND    | .00                         | .00                               | .00                    | .00                      | .00            |
| Total TOURISM:             |                               | 3,485.48                    | 3,485.48                          | 1,684,655.00           | 1,681,169.52             | .21            |
| 47-00-00-57100             | HOTEL/MOTEL ASSN-CHAM OF COM  | .00                         | .00                               | 800,000.00             | 800,000.00               | .00            |
| 47-00-00-57210             | EVENTS COORDINATOR            | .00                         | .00                               | .00                    | .00                      | .00            |
| 47-00-00-57212             | RIVIERA MARKETING COORDINATOR | 17,500.02                   | 17,500.02                         | 70,000.00              | 46,666.64                | 33.33          |
| 47-70-00-57150             | PROMOTIONAL GRANT             | .00                         | .00                               | 150,000.00             | 65,765.48                | 56.16          |
| 47-70-00-57155             | TOURISM MUNICIPAL DEVELOPMENT | 39,472.32                   | 39,472.32                         | 422,000.00             | 369,015.20               | 12.56          |
| 47-70-00-59500             | TRANSFER TO LAKEFRONT FUND    | .00                         | .00                               | .00                    | .00                      | .00            |
| 47-70-00-59600             | TRANSFER TO DEBT SERVICE FUND | .00                         | .00                               | 242,655.00             | 242,655.00               | .00            |
| TOURISM Expenditure Total: |                               | 56,972.34                   | 56,972.34                         | 1,684,655.00           | 1,524,102.32             | 9.53           |
| Net Total TOURISM:         |                               | 53,486.86-                  | 53,486.86-                        | .00                    | 157,067.20               | .00            |
| Net Grand Totals:          |                               | 53,486.86-                  | 53,486.86-                        | .00                    | 157,067.20               | .00            |

| Journal                                | Reference Number | Payee or Description                            | Debit Amount | Credit Amount | Balance     |
|----------------------------------------|------------------|-------------------------------------------------|--------------|---------------|-------------|
| <b>47-00-00-11111 FUND CASH</b>        |                  |                                                 |              |               |             |
|                                        |                  | 01/01/2026 (00/26) Balance                      | .00 *        | .00 *         | 975,175.12  |
| CA                                     | 35               | Cash Allocation - Created: 03/10/26 4:57 PM     |              | 2,063.61-     |             |
| CA                                     | 27               | Cash Allocation - Created: 03/09/26 3:19 PM     | 2,063.61     |               |             |
| CA-CDA                                 | 10               | CDA Fund Allocation - Created: 01/07/26 1:16 P  |              | 375.00-       |             |
| CA-CDA                                 | 19               | CDA Fund Allocation - Created: 01/09/26 1:29 P  |              | 87,810.40-    |             |
| CA-CDA                                 | 42               | CDA Fund Allocation - Created: 01/21/26 12:48 P |              | 17,792.50-    |             |
| CA-CDA                                 | 50               | CDA Fund Allocation - Created: 01/22/26 6:42 P  |              | 119.99-       |             |
| CA-CDA                                 | 60               | CDA Fund Allocation - Created: 01/30/26 12:34 P |              | 5,866.07-     |             |
| CA-JE                                  | 17               | JE Fund Allocation - Created: 03/10/26 4:57 PM  | 2,063.61     |               |             |
|                                        |                  | 01/31/2026 (01/26) Period Totals and Balance    | 4,127.22 *   | 114,027.57- * | 865,274.77  |
| CA-CDA                                 | 42               | CDA Fund Allocation - Created: 02/17/26 5:17 P  |              | 27,599.38-    |             |
| CA-CDA                                 | 49               | CDA Fund Allocation - Created: 02/20/26 4:15 P  |              | 123,721.60-   |             |
| CA-CDA                                 | 58               | CDA Fund Allocation - Created: 02/27/26 12:17 P |              | 5,866.07-     |             |
| CA-JE                                  | 5                | JE Fund Allocation - Created: 03/02/26 12:13 PM |              | 6,133.34-     |             |
| CA-JE                                  | 9                | JE Fund Allocation - Created: 03/10/26 1:49 PM  | 1,421.87     |               |             |
|                                        |                  | 02/28/2026 (02/26) Period Totals and Balance    | 1,421.87 *   | 163,320.39- * | 703,376.25  |
| <b>47-00-00-13920 ACCTS RECEIVABLE</b> |                  |                                                 |              |               |             |
|                                        |                  | 01/01/2026 (00/26) Balance                      | .00 *        | .00 *         | .00         |
|                                        |                  | 02/28/2026 (02/26) Period Totals and Balance    | .00 *        | .00 *         | .00         |
| <b>47-00-00-21100 ACCOUNTS PAYABLE</b> |                  |                                                 |              |               |             |
|                                        |                  | 01/01/2026 (00/26) Balance                      | .00 *        | .00 *         | 218,312.01- |
| AP                                     | 73               | Summary Transactions from AP System             |              | 11,267.50-    |             |
| AP                                     | 322              | Summary Transactions from AP System             |              | 119.99-       |             |
| AP                                     | 430              | Summary Transactions from AP System             |              | 5,866.07-     |             |
| CDA                                    | 90982            | IMPRESSIONS COUNT PRINTING INC                  | 375.00       |               |             |
| CDA                                    | 91053            | ASR EVENTS LLC                                  | 1,933.01     |               |             |
| CDA                                    | 91056            | LAKE GENEVA CONVENTION                          | 85,877.39    |               |             |
| CDA                                    | 91150            | UPLAND DESIGN LTD                               | 6,525.00     |               |             |
| CDA                                    | 91169            | NEI-TURNER MEDIA                                | 11,267.50    |               |             |
| CDA                                    | 91193            | CHARTER COMMUNICATIONS                          | 119.99       |               |             |
| CDA                                    | 91209            | JONES, HEATHER                                  | 5,833.34     |               |             |
| CDA                                    | 91212            | US CELLULAR                                     | 32.73        |               |             |
|                                        |                  | 01/31/2026 (01/26) Period Totals and Balance    | 111,963.96 * | 17,253.56- *  | 123,601.61- |
| AP                                     | 397              | Summary Transactions from AP System             |              | 27,599.38-    |             |
| AP                                     | 576              | Summary Transactions from AP System             |              | 119.99-       |             |
| AP                                     | 810              | Summary Transactions from AP System             |              | 5,866.07-     |             |
| CDA                                    | 91441            | UPLAND DESIGN LTD                               | 27,599.38    |               |             |

| Journal                                             | Reference<br>Number | Payee or Description                         | Debit<br>Amount | Credit<br>Amount | Balance     |
|-----------------------------------------------------|---------------------|----------------------------------------------|-----------------|------------------|-------------|
| <b>47-00-00-21100 ACCOUNTS PAYABLE (continued)</b>  |                     |                                              |                 |                  |             |
| CDA                                                 | 91455               | LAKE GENEVA CONVENTION                       | 123,601.61      |                  |             |
| CDA                                                 | 91463               | CHARTER COMMUNICATIONS                       | 119.99          |                  |             |
| CDA                                                 | 91490               | JONES, HEATHER                               | 5,833.34        |                  |             |
| CDA                                                 | 91497               | US CELLULAR                                  | 32.73           |                  |             |
|                                                     |                     | 02/28/2026 (02/26) Period Totals and Balance | 157,187.05 *    | 33,585.44- *     | .00         |
| <b>47-00-00-21900 ACCRUED EXPENSES</b>              |                     |                                              |                 |                  |             |
|                                                     |                     | 01/01/2026 (00/26) Balance                   | .00 *           | .00 *            | .00         |
|                                                     |                     | 02/28/2026 (02/26) Period Totals and Balance | .00 *           | .00 *            | .00         |
| <b>47-00-00-34800 RESTRICTED FUND BALANCE</b>       |                     |                                              |                 |                  |             |
|                                                     |                     | 01/01/2026 (00/26) Balance                   | .00 *           | .00 *            | 756,863.11- |
|                                                     |                     | 02/28/2026 (02/26) Period Totals and Balance | .00 *           | .00 *            | 756,863.11- |
| <b>47-00-00-41210 ROOM TAX</b>                      |                     |                                              |                 |                  |             |
|                                                     |                     | 01/01/2026 (00/26) Balance                   | .00 *           | .00 *            | .00         |
|                                                     |                     | 02/28/2026 (02/26) Period Totals and Balance | .00 *           | .00 *            | .00         |
| YTD Encumbrance                                     | .00                 | YTD Actual                                   | .00             | Total            | .00         |
| YTD Budget                                          | 1,600,000.00-       | Unearned                                     | 1,600,000.00    |                  |             |
| <b>47-00-00-46100 TOURISM MISC REVENUE</b>          |                     |                                              |                 |                  |             |
|                                                     |                     | 01/01/2026 (00/26) Balance                   | .00 *           | .00 *            | .00         |
|                                                     |                     | 02/28/2026 (02/26) Period Totals and Balance | .00 *           | .00 *            | .00         |
| YTD Encumbrance                                     | .00                 | YTD Actual                                   | .00             | Total            | .00         |
| YTD Budget                                          | .00                 | Unearned                                     | .00             |                  |             |
| <b>47-00-00-48110 INTEREST INCOME</b>               |                     |                                              |                 |                  |             |
|                                                     |                     | 01/01/2026 (00/26) Balance                   | .00 *           | .00 *            | .00         |
| JE                                                  | 23                  | REC JAN LGIP ACTIVITY                        |                 | 2,063.61-        |             |
|                                                     |                     | 01/31/2026 (01/26) Period Totals and Balance | .00 *           | 2,063.61- *      | 2,063.61-   |
| JE                                                  | 20                  | REC FEB LGIP ACTIVITY                        |                 | 1,421.87-        |             |
|                                                     |                     | 02/28/2026 (02/26) Period Totals and Balance | .00 *           | 1,421.87- *      | 3,485.48-   |
| YTD Encumbrance                                     | .00                 | YTD Actual                                   | 3,485.48-       | Total            | 3,485.48-   |
| YTD Budget                                          | 20,000.00-          | Unearned                                     | 16,514.52       |                  |             |
| <b>47-00-00-49100 APPL. PRIOR YR APPROPRIATIONS</b> |                     |                                              |                 |                  |             |
|                                                     |                     | 01/01/2026 (00/26) Balance                   | .00 *           | .00 *            | .00         |
|                                                     |                     | 02/28/2026 (02/26) Period Totals and Balance | .00 *           | .00 *            | .00         |

| Journal                                                         | Reference<br>Number                         | Payee or Description                | Debit<br>Amount | Credit<br>Amount | Balance   |
|-----------------------------------------------------------------|---------------------------------------------|-------------------------------------|-----------------|------------------|-----------|
| <b>47-00-00-49100 APPL. PRIOR YR APPROPRIATIONS (continued)</b> |                                             |                                     |                 |                  |           |
| YTD Encumbrance                                                 | .00                                         | YTD Actual                          | .00             | Total            | .00       |
| YTD Budget                                                      | 64,655.00                                   | Unearned                            | 64,655.00       |                  |           |
| <b>47-00-00-49350 TRANSFER FROM GENERAL FUND</b>                |                                             |                                     |                 |                  |           |
|                                                                 | 01/01/2026 (00/26)                          | Balance                             | .00 *           | .00 *            | .00       |
|                                                                 | 02/28/2026 (02/26)                          | Period Totals and Balance           | .00 *           | .00 *            | .00       |
| YTD Encumbrance                                                 | .00                                         | YTD Actual                          | .00             | Total            | .00       |
| YTD Budget                                                      | .00                                         | Unearned                            | .00             |                  |           |
| <b>47-00-00-57100 HOTEL/MOTEL ASSN-CHAM OF COMM</b>             |                                             |                                     |                 |                  |           |
|                                                                 | 01/01/2026 (00/26)                          | Balance                             | .00 *           | .00 *            | .00       |
|                                                                 | 02/28/2026 (02/26)                          | Period Totals and Balance           | .00 *           | .00 *            | .00       |
| YTD Encumbrance                                                 | .00                                         | YTD Actual                          | .00             | Total            | .00       |
| YTD Budget                                                      | 800,000.00                                  | Unexpended                          | 800,000.00      |                  |           |
| <b>47-00-00-57210 EVENTS COORDINATOR</b>                        |                                             |                                     |                 |                  |           |
|                                                                 | 01/01/2026 (00/26)                          | Balance                             | .00 *           | .00 *            | .00       |
|                                                                 | 02/28/2026 (02/26)                          | Period Totals and Balance           | .00 *           | .00 *            | .00       |
| YTD Encumbrance                                                 | .00                                         | YTD Actual                          | .00             | Total            | .00       |
| YTD Budget                                                      | .00                                         | Unexpended                          | .00             |                  |           |
| <b>47-00-00-57212 RIVIERA MARKETING COORDINATOR</b>             |                                             |                                     |                 |                  |           |
|                                                                 | 01/01/2026 (00/26)                          | Balance                             | .00 *           | .00 *            | .00       |
| AP                                                              | 418                                         | JONES, HEATHER                      | 5,833.34        |                  |           |
|                                                                 | **Desc: RIVIERA EVENTS COORDINATOR-FEB 2026 |                                     |                 |                  |           |
|                                                                 | 01/31/2026 (01/26)                          | Period Totals and Balance           | 5,833.34 *      | .00 *            | 5,833.34  |
| AP                                                              | 778                                         | JONES, HEATHER                      | 5,833.34        |                  |           |
|                                                                 | **Desc: RIVIERA EVENTS COORDINATOR-MAR 2026 |                                     |                 |                  |           |
| JE                                                              | 13                                          | HEATHER JONES-EVENTS COORDINATOR RI | 5,833.34        |                  |           |
|                                                                 | 02/28/2026 (02/26)                          | Period Totals and Balance           | 11,666.68 *     | .00 *            | 17,500.02 |
| YTD Encumbrance                                                 | .00                                         | YTD Actual                          | 17,500.02       | Total            | 17,500.02 |
| YTD Budget                                                      | 70,000.00                                   | Unexpended                          | 52,499.98       |                  |           |
| <b>47-00-11-15900 DUE TO/FROM GENERAL FUND</b>                  |                                             |                                     |                 |                  |           |
|                                                                 | 01/01/2026 (00/26)                          | Balance                             | .00 *           | .00 *            | .00       |
|                                                                 | 02/28/2026 (02/26)                          | Period Totals and Balance           | .00 *           | .00 *            | .00       |
| <b>47-00-40-15900 DUE TO/FROM LAKEFRONT FUND</b>                |                                             |                                     |                 |                  |           |
|                                                                 | 01/01/2026 (00/26)                          | Balance                             | .00 *           | .00 *            | .00       |

| Journal                                                      | Reference<br>Number | Payee or Description                            | Debit<br>Amount | Credit<br>Amount | Balance   |
|--------------------------------------------------------------|---------------------|-------------------------------------------------|-----------------|------------------|-----------|
| <b>47-00-40-15900 DUE TO/FROM LAKEFRONT FUND (continued)</b> |                     |                                                 |                 |                  |           |
|                                                              |                     | 02/28/2026 (02/26) Period Totals and Balance    | .00 *           | .00 *            | .00       |
| <b>47-70-00-57150 PROMOTIONAL GRANT</b>                      |                     |                                                 |                 |                  |           |
|                                                              |                     | 01/01/2026 (00/26) Balance                      | .00 *           | .00 *            | .00       |
|                                                              |                     | 02/28/2026 (02/26) Period Totals and Balance    | .00 *           | .00 *            | .00       |
| YTD Encumbrance                                              | .00                 | YTD Actual                                      | .00             | Total            | .00       |
| YTD Budget                                                   | 150,000.00          | Unexpended                                      | 150,000.00      |                  |           |
| <b>47-70-00-57155 TOURISM MUNICIPAL DEVELOPMENT</b>          |                     |                                                 |                 |                  |           |
|                                                              |                     | 01/01/2026 (00/26) Balance                      | .00 *           | .00 *            | .00       |
| AP                                                           | 44                  | NEI-TURNER MEDIA                                | 11,267.50       |                  |           |
|                                                              |                     | **Desc: CHICAGO WEDDINGS 1ST INSTALLMENT 2026   |                 |                  |           |
| AP                                                           | 388                 | US CELLULAR                                     | 32.73           |                  |           |
|                                                              |                     | **Desc: RIVIERA CELL-HEATHER                    |                 |                  |           |
| AP                                                           | 297                 | CHARTER COMMUNICATIONS                          | 119.99          |                  |           |
|                                                              |                     | **Desc: INTERNET SVC-JAN 2026                   |                 |                  |           |
|                                                              |                     | 01/31/2026 (01/26) Period Totals and Balance    | 11,420.22 *     | .00 *            | 11,420.22 |
| AP                                                           | 260                 | UPLAND DESIGN LTD                               | 27,599.38       |                  |           |
|                                                              |                     | **Desc: HILLMOOR ZONE 1 DESIGN (KNOWLES-NELSON) |                 |                  |           |
| AP                                                           | 703                 | US CELLULAR                                     | 32.73           |                  |           |
|                                                              |                     | **Desc: RIVIERA CELL-HEATHER                    |                 |                  |           |
| AP                                                           | 545                 | CHARTER COMMUNICATIONS                          | 119.99          |                  |           |
|                                                              |                     | **Desc: INTERNET SVC-FEB 2026                   |                 |                  |           |
| JE                                                           | 11                  | WIX.COM-GOPODGL E ADS-RIVIERA JAN 2026          | 300.00          |                  |           |
|                                                              |                     | 02/28/2026 (02/26) Period Totals and Balance    | 28,052.10 *     | .00 *            | 39,472.32 |
| YTD Encumbrance                                              | .00                 | YTD Actual                                      | 39,472.32       | Total            | 39,472.32 |
| YTD Budget                                                   | 422,000.00          | Unexpended                                      | 382,527.68      |                  |           |
| <b>47-70-00-59400 TRANSFER TO CAPITAL PROJECTS</b>           |                     |                                                 |                 |                  |           |
|                                                              |                     | 01/01/2026 (00/26) Balance                      | .00 *           | .00 *            | .00       |
|                                                              |                     | 02/28/2026 (02/26) Period Totals and Balance    | .00 *           | .00 *            | .00       |
| YTD Encumbrance                                              | .00                 | YTD Actual                                      | .00             | Total            | .00       |
| YTD Budget                                                   | .00                 | Unexpended                                      | .00             |                  |           |
| <b>47-70-00-59500 TRANSFER TO LAKEFRONT FUND</b>             |                     |                                                 |                 |                  |           |
|                                                              |                     | 01/01/2026 (00/26) Balance                      | .00 *           | .00 *            | .00       |
|                                                              |                     | 02/28/2026 (02/26) Period Totals and Balance    | .00 *           | .00 *            | .00       |
| YTD Encumbrance                                              | .00                 | YTD Actual                                      | .00             | Total            | .00       |
| YTD Budget                                                   | .00                 | Unexpended                                      | .00             |                  |           |
| <b>47-70-00-59600 TRANSFER TO DEBT SERVICE FUND</b>          |                     |                                                 |                 |                  |           |
|                                                              |                     | 01/01/2026 (00/26) Balance                      | .00 *           | .00 *            | .00       |

| Journal                                                         | Reference<br>Number | Payee or Description                         | Debit<br>Amount | Credit<br>Amount                 | Balance    |
|-----------------------------------------------------------------|---------------------|----------------------------------------------|-----------------|----------------------------------|------------|
| <b>47-70-00-59600 TRANSFER TO DEBT SERVICE FUND (continued)</b> |                     |                                              |                 |                                  |            |
|                                                                 |                     | 02/28/2026 (02/26) Period Totals and Balance | .00 *           | .00 *                            | .00        |
| YTD Encumbrance                                                 | .00                 | YTD Actual .00 Total                         | .00             | YTD Budget 242,655.00 Unexpended | 242,655.00 |
| Number of transactions: 44    Number of accounts: 20            |                     |                                              | Debit           | Credit                           | Proof      |
| Grand Totals:                                                   |                     |                                              | 331,672.44      | 331,672.44-                      | .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<br>Regular | Room Tax<br>Marketplace | Totals              |
|-----------|---------------------|-------------------------|---------------------|
| January   | 46,345.11           | 15.52                   | 46,360.63           |
| February  | 66,449.53           | 43.29                   | 66,492.82           |
| March     | 84,536.65           | 172,059.59              | 256,596.24          |
| April     | 63,357.72           | 20.09                   | 63,377.81           |
| May       | 106,782.84          | 118.54                  | 106,901.38          |
| June      | 225,867.09          | 189,668.55              | 415,535.64          |
| July      | 278,306.46          | 169.25                  | 278,475.71          |
| August    | 249,111.16          | 178.73                  | 249,289.89          |
| September | 201,656.62          | 229,206.50              | 430,863.12          |
| October   | 121,703.75          | 75.05                   | 121,778.80          |
| November  | 66,614.28           | 19.20                   | 66,633.48           |
| December  | 67,256.48           | 125,153.36              | 192,409.84          |
|           | <u>1,577,987.69</u> | <u>716,727.67</u>       | <u>2,294,715.36</u> |

**2025**

|           | Room Tax<br>Regular | Room Tax<br>Marketplace | Additions Room Tax-<br>Reg<br>Since last Reported | Additions Room Tax-<br>Marketplace<br>Since last Reported | Net<br>Totals       | Amount Issued<br>to LG Visit | Check Issue<br>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          |                              |                     |
|           | <u>699,608.24</u>   | <u>920,292.43</u>       | <u>852,950.55</u>                                 | <u>48.97</u>                                              | <u>2,472,851.22</u> | <u>1,261,203.58</u>          | <u>882,807.89</u>   |

|              |                       |
|--------------|-----------------------|
| 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 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](mailto: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](http://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](mailto: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:                                                                         | 3/13/2026                                               |
| Organization:                                                                           | Geneva Lake Arts Foundation - GLAF                      |
| Contact Person:                                                                         | Jeff Russart                                            |
| Phone Number:                                                                           |                                                         |
| Street Address:                                                                         | 223 Broad Street                                        |
| City, State, Zip:                                                                       | Lake Geneva, WI 53147                                   |
| Email Address:                                                                          |                                                         |
| Name of Event:                                                                          | Art in the Park                                         |
| Date(s) of Event:                                                                       | August 8-9                                              |
| Deadline for receipt submittal to the City (45 days after event ending):                | September 23                                            |
| Location of Event:                                                                      | Flat Iron Park                                          |
| Type of Event:                                                                          | Fine Art and Craft Show                                 |
|                                                                                         | (Festival, Cultural, Convention, Tour, Sporting, Other) |
| Estimated Number of Attendees:                                                          | 4,000-6,000                                             |
| Have you Applied Before? Yes or No; Explain:                                            |                                                         |
|                                                                                         | Yes, this is the 46th year we have held the event       |
| Where is this event physically located? (street address and governmental jurisdiction): |                                                         |
|                                                                                         | 201 Wrigley Drive, Lake Geneva                          |

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

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

Estimated Number of Overnight Stays: 1,100

See attached materials for estimates

**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](http://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: \$26,300

**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](http://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](mailto:cityadmin@cityoflakegeneva.gov)**

## **Important points for your grant presentation at Tourism Commission:**

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

## Section 2-Submit For Reimbursement/Final Evaluation

### City of Lake Geneva Tourism Commission Reimbursement Form

Name: \_\_\_\_\_

Organization Name: \_\_\_\_\_

Payment made Payable to: \_\_\_\_\_

Remittance Address: \_\_\_\_\_

Contact Phone #: \_\_\_\_\_ Email: \_\_\_\_\_

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

| Invoice Date | Invoice # | Vendor Name | Purchase Description | Purchase Amount | Date Paid |
|--------------|-----------|-------------|----------------------|-----------------|-----------|
|              |           |             |                      |                 |           |
|              |           |             |                      |                 |           |
|              |           |             |                      |                 |           |
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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](mailto:cityadmin@cityoflakegeneva.gov)

**or mail to**

**City of Lake Geneva**

**626 Geneva Street**

**Lake Geneva, WI 53147**

1. Provide a final media synopsis that includes the following information
  - a. Number of customer responses generated from type of media utilized
  - b. What media did you use in your use in your campaign?
  - c. What were your target markets?
2. In your grant application you listed estimated number of attendees. What were your actual results?
3. In your grant application you listed estimated number of overnight stays. Please estimate approximate number of City of Lake Geneva hotel room nights booked and how that estimate was attained.
4. Provide an income and expense statement to include actual paid receipts. Any items that are grouped together in a category (I.e. contributions cash or in-kind trade) must be detailed on a separate sheet.
5. Please include any additional information you would consider pertinent in summarizing your promotion/event.

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Name of Organization: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

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

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

**Section 1 - Overview**

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

By the Numbers:

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

**Section 2 - Event Budget**

The proposed event budget is \$26,300. Please refer to the table in the appendix for details.

**Section 3 - Mock-ups**

One example is attached in the Appendix. Marketing materials will closely follow the successful 2025 plan.

**Section 4 - Marketing Plan**

**Target Audience:**

Artists: Nationally, across diverse media

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

**Promotion Channels:**

**For Artists:**

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

**Promotion Channels:****For Attendees:**

- Email marketing: Segmented approach to the following groups: local residents, regional audiences, and the broader Midwest reach. Includes enticing visuals and artist previews.
- Digital advertising: Targeted ads on popular websites and social media platforms relevant to art enthusiasts and regional tourism.
- Local print media: Partnering with newspapers, magazines, and community calendars in Lake Geneva, surrounding areas, and key cities in neighboring states.
- Social media: Launch Facebook and Instagram campaigns. Share artist sneak peeks and event updates.
- Radio: Multiple 30-second spots in the weeks leading up to the event, 25 spots on Milwaukee Public Radio.
- Partnerships: Collaboration with local businesses, tourism boards, and cultural institutions for cross-promotion.
- Influencer marketing: Partnering with local and regional art influencers to share their excitement and generate buzz.

**Key Messages:**

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

**Section 5 & 6 - Overnight Stays**

Art in the Park has a long history and a great reputation with artists and attendees. It draws artists from around the country and art show shoppers primarily from the major metro areas in Wisconsin and Northern Illinois..

Detailed calculations for overnight stays and economic impact are shown in the appendix. Estimates are based on prior years experience. We estimate 4-6,000 attendees, however the low end attendance was used to calculate room stays. This results in an estimated 1,100 overnight stays. If the attendance reaches 6,000, another 500 overnight stays will be generated.

## Art in the Park 2026 Advertising Proposal

| Vendor                             | Budget          | Medium                                                                                                                       | Media Type | Description                                                              |
|------------------------------------|-----------------|------------------------------------------------------------------------------------------------------------------------------|------------|--------------------------------------------------------------------------|
| Janesville Gazette/Evvnt           | \$2,000         | Evvnt                                                                                                                        | Digital    | Email reaching 30,000 subscribers, Co-listing on 30 Midwest event sites  |
| Southern Lakes News                | \$3,000         | LG Regional News                                                                                                             | Print      | 1/2 pg color ad                                                          |
|                                    |                 | Spirit of Geneva Lakes                                                                                                       | Print      | 1/4 page color ad                                                        |
|                                    |                 | My Kenosha/My Racine                                                                                                         | Digital    | Banner ads reaching Racine/Kenosha Counties                              |
| Daily Herald                       | \$3,500         | Daily Herald                                                                                                                 | Print      | 3 print ads reaching 58,000 subscribers                                  |
|                                    |                 | Summer Fun Guide                                                                                                             | Print      | 1/4 page color ad                                                        |
|                                    |                 | <a href="http://Dailyherald.com">Dailyherald.com</a>                                                                         | Digital    | 100,000 impressions                                                      |
|                                    |                 | Weekly Things To Do                                                                                                          | Digital    | Email blast to 23,000 subscribers                                        |
| Nei Turner                         | \$2,500         | At The Lake                                                                                                                  | Print      | 1/2 pg color ad                                                          |
|                                    |                 | Lake Geneva Area Visitors Guide                                                                                              | Print      | 1/2 pg color ad                                                          |
| Milwaukee Magazine                 | \$2,500         | <a href="http://milwaukeeemag.com">milwaukeeemag.com</a>                                                                     | Print      | 1/2 pg color ad                                                          |
| Visit Lake Geneva                  | \$500           | <a href="http://visitlakegeneva.com">visitlakegeneva.com</a>                                                                 | Digital    | Email blast to 53,000 subscribers                                        |
| A+ Graphics and Central Printing   | \$2,000         | Printed Materials                                                                                                            | Print      | Postcards, rack cards, brochures, fliers, signage                        |
| Madison State Journal              | \$2,000         | Madison Magazine                                                                                                             | Print      | 1/3 pg color ad                                                          |
| On Milwaukee                       | \$2,000         | <a href="http://onmilwaukee.com">onmilwaukee.com</a>                                                                         | Digital    | Ads on website, Facebook and Instagram boosted campaigns                 |
| Art Fair Calendar/Call for Artists | \$850           | <a href="http://artfaircalendar.com">artfaircalendar.com</a><br><a href="http://callsforartists.com">callsforartists.com</a> | Digital    | Event listing on website and targeted email blasts to 30,000 subscribers |
| Art Show advertising sites         | \$550           | <a href="http://artshow.com">artshow.com</a> ,<br><a href="http://festival.net">festival.net</a>                             | Digital    | Event listing on website and targeted email blasts                       |
| WLKG                               | \$900           | WLKG                                                                                                                         | Radio      | 49 - thirty second ads                                                   |
| WUWM                               | \$2,000         | WUWM                                                                                                                         | Radio      | 25 messages to engage public radio listeners to attend                   |
| Graphic Design Services            | \$2,000         | Rowanberry Studio                                                                                                            |            | Design service for all print and digital assets                          |
| <b>Grand Total</b>                 | <b>\$26,300</b> |                                                                                                                              |            |                                                                          |

---

**Overnight Stay Calculations**

| <b>Assumptions</b>                                            | <b>Stays</b> |
|---------------------------------------------------------------|--------------|
| 100 vendors each day with 50% needing rooms for two nights    | 100          |
| 1000 overnight attendees (25% of 4,000 attendees for 1 night) | 1000         |
| Total Overnight Stays                                         | 1100         |

**Example Artwork:**

Very similar to prior years. Work is in progress for the 2026 show.

# CALL FOR ARTISTS

45<sup>th</sup> Annual  
Juried Fine Art  
& Craft Fair

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

Art in the Park is presented by:

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



## ART IN THE PARK



Best of Show 2024  
Benjamin Calvert

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

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

More about GLAF  
& Art in the Park



[genevalakeartsfoundation.org](http://genevalakeartsfoundation.org)

# **CITY OF LAKE GENEVA TOURISM COMMISSION**



## **TOURISM PROMOTION GRANT INFORMATIONAL GUIDE**

December 2024

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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.

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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](mailto: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: 3/27/2026

Organization: Downtown Lake Geneva BID

Contact Person: \_\_\_\_\_

Phone Number: [REDACTED]

Street Address: 626 Geneva Street

City, State, Zip: Lake Geneva WI 53147

Email Address: director@downtownlakegeneva.org

Name of Event: Lake Geneva Pride Weekend

Date(s) of Event: June 11-14, 2026 (Opening Events Thursday; Permitted Sidewalk Sale Fri-Sun)

Deadline for receipt submittal to the City (45 days after event ending): July 30, 2026

Location of Event: Various Downtown Hotels and Businesses

Type of Event: Cultural Festival

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

Estimated Number of Attendees: 3500-5000

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

Where is this event physically located? (street address and governmental jurisdiction):  
City of Lake Geneva multiple businesses and hotels

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

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

Yes and No; only permit required is for sidewalk sales

Estimated Number of Overnight Stays: 525; based on hotel packages at The Cove, Harbor Shores and Bella Vista

**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](http://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: \$15,127

**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](http://www.lakegenevahotels.org) (Link or QR Code)
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- 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.

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## Section 2-Submit For Reimbursement/Final Evaluation

### City of Lake Geneva Tourism Commission Reimbursement Form

Name: \_\_\_\_\_

Organization Name: \_\_\_\_\_

Payment made Payable to: \_\_\_\_\_

Remittance Address: \_\_\_\_\_

Contact Phone #: \_\_\_\_\_ Email: \_\_\_\_\_

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

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



|  |  |  |  |  |  |
|--|--|--|--|--|--|
|  |  |  |  |  |  |
|--|--|--|--|--|--|

**City of Lake Geneva Tourism Commission**

## **Important points before submitting your invoices to the Tourism Commission for reimbursement:**

- All reimbursable expenses must be listed on the attached Reimbursement Form and submitted to the City Administrator at one time
- All reimbursable expenses must be submitted to the City no later than forty-five (45) consecutive days after the event; not business days
- All expenses to be reimbursed must have an actual receipt included
- All reimbursable receipts must be marked “paid” by the vendor
- You must use the Tourism Commission Reimbursement Form 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](mailto:cityadmin@cityoflakegeneva.gov)

**or mail to**

**City of Lake Geneva**

**626 Geneva Street**

**Lake Geneva, WI 53147**

1. Provide a final media synopsis that includes the following information
  - a. Number of customer responses generated from type of media utilized
  - b. What media did you use in your use in your campaign?
  - c. What were your target markets?
2. In your grant application you listed estimated number of attendees. What were your actual results?
3. In your grant application you listed estimated number of overnight stays. Please estimate approximate number of City of Lake Geneva hotel room nights booked and how that estimate was attained.
4. Provide an income and expense statement to include actual paid receipts. Any items that are grouped together in a category (I.e. contributions cash or in-kind trade) must be detailed on a separate sheet.
5. Please include any additional information you would consider pertinent in summarizing your promotion/event.

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Name of Organization: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_



626 Geneva Street, Lake Geneva WI 53147 | 262.220.8916 | [www.downtownlakegeneva.org](http://www.downtownlakegeneva.org)

## Lake Geneva Pride Weekend Event Plan

**Date:** Thursday - Sunday June 11-14, 2026 (Permit is for sidewalk sale of 12-14)

**Time:** Starts at 10am daily during operating hours

**Where:** Downtown Lake Geneva Businesses

**Intended Guests:** Approximately 3500-5000

### Event Overview:

Lake Geneva Pride Weekend is a vibrant, inclusive, and community-driven celebration designed to position Lake Geneva as a welcoming destination for LGBTQ+ visitors and allies. The weekend will feature a mix of entertainment, shopping, dining, and community engagement activities that activate the entire downtown district similar in concept to local events Maxwell Street Days or Wee Whiskey Fest where various venues will be hosting individual workshops, live entertainment at local venues, and catered specials for the target audience while the BID highlights the activities in various marketing channels. A passport will be distributed and as guests visit the shops, a website with various schedules of activities in town will be created as well. This event is free to attend, free to participate as a business, and requires no street closure or park rental. Sidewalk sales will take place in front of the entirety of the BID commercial district boundaries.

### Key Event Components:

- Drag brunch & evening entertainment at local venues
- Multi-hotel vacation packages and pop-up experiences
- Poolside parties
- Retail & restaurant activation ("Pride Specials" + themed experiences)
- Art Installations / Photo Moments throughout downtown
- Additional Activity popups include an outdoor church service with LGBTQ+ inclusive local parish, family paint party, special all inclusive magic show at Tristan Crist, etc.

### Purpose:

This event is designed to:

- Attract **out-of-market visitors**
- Increase **overnight stays** (traditionally slower start of summer)

- Drive **weekend-long economic activity**
- Expand Lake Geneva’s reputation as an **inclusive, year-round destination**

---

### Event Budget

| Category               | Description                                                                                                                                                                                                                                                                                | Cost                          |
|------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|
| Entertainment Bookings | Bands, Performers, Drag Talent                                                                                                                                                                                                                                                             | \$6000                        |
| Security               | Individual Venue Preference                                                                                                                                                                                                                                                                | \$3000 (in kind contribution) |
| Marketing & Promotions | APG Digital Ad Buy Included<br>Boosted Social Media: \$1000<br>Print: Sandwich boards, banners, posters, window clings, passports \$2850<br>Radio: 3 month run \$1497<br>VISIT Co-op: \$1800 (4 eblasts + ROS ad)<br>Website Design: \$1000<br>Photography and Video<br>Interviews: \$1980 | (\$15,127)                    |
|                        |                                                                                                                                                                                                                                                                                            | <b>\$24,127</b>               |

---

### Grant Request: \$15,127 (Tourism Promotion Focus)

#### Grant Funds Will Be Used For:

- Digital advertising campaigns (Chicago, Milwaukee, Madison markets)
- Social media paid ads targeting LGBTQ+ travelers
- Influencer/creator partnerships
- Printed visitor guides/maps
- Regional tourism website placements
- Email marketing campaigns
- Branded collateral including lodging callouts

### Marketing Plan

#### Target Markets:

- Chicago (primary overnight driver)
- Milwaukee
- Madison

- Regional Midwest LGBTQ+ travel audiences

This event date was selected to take place between Milwaukee and Chicago PrideFests during the June Pride Month

---

### **Marketing Channels:**

#### **Digital Advertising (Also see attached APG proposal)**

- Meta (Facebook/Instagram) geo-targeted ads
- Google Display + Search campaigns
- YouTube pre-roll ads/Hulu placement

#### **Social Media**

- Event countdown campaign
- Business spotlights (“Pride Stops”)
- Influencer collaborations

#### **Email Marketing**

- Lake Geneva BID list
- VISIT Lake Geneva partnerships
- APG eblast or sponsored news feature

#### **Public Relations**

- Press releases to regional media
- LGBTQ+ publications & travel blogs
- Event calendar placements regionally
- Radio Segments and commercials with +80,000 target audience

#### **On-the-Ground Promotion**

- Posters
- Cross-promotion with hotels
- Mass Mailers distributed regionally
- Shopping and activity passports
- Branded Banners

#### **Key Messaging Themes: (Our Tagline is “There’s Something For Everyone”)**

- “Make it a weekend getaway”
  - “Stay, shop, dine, celebrate”
  - “Walkable downtown experience”
  - “Inclusive destination”
- 

### **How This Grant Will Generate Overnight Stays**

Lake Geneva Pride Weekend is intentionally structured as a **multi-day experience**, encouraging visitors to stay at least 1–2 nights through:

- **Evening programming** (live music, nightlife, drag shows)
- **Morning events** (brunch, shopping, wellness activities)
- **Full weekend itinerary** that cannot be experienced in a single day
- Strong promotion of lodging options through all marketing channels

Additionally:

- Proximity to Chicago (90 minutes) makes it ideal for weekend travel
- Pride events typically attract **destination-based travel behavior**
- Packaging with hotel partners (optional add-on strategy)

### **Estimated Overnight Stay Calculation**

#### **Methodology:**

#### **Projected Attendance:**

3,500–5,000 attendees over the weekend

#### **Out-of-Market Visitors Estimate:**

40% = ~1,400–2,000 visitors

#### **Conversion to Overnight Stays:**

Conservative estimate: 20% stay overnight

#### **Average Stay:**

1.5 nights

#### **Estimate:**

700 visitors ÷ 2 per room × 1.5 nights = **525 room nights**

---

### **Additional Supporting Information**

The LGBTQ+ travel market represents a highly valuable tourism segment, known for strong discretionary spending and a high propensity for travel. Research consistently shows that LGBTQ+ travelers prioritize experiences, dining, retail, and entertainment, often spending more per trip than the average leisure traveler. This audience is also more likely to travel for events and extend stays to fully engage with a destination. By positioning Lake Geneva Pride Weekend as a welcoming and experience-rich event, the City can attract a demographic that not only drives overnight stays but also generates meaningful economic impact across lodging, restaurants, retail, and entertainment sectors.

According to the LGBTQ+ Chamber of Commerce:

#### **U.S. & Global Travel Spending**

- LGBTQ+ travelers spend **over \$41 billion annually on leisure travel in the U.S. alone**
- Other estimates show **nearly \$100 billion annually in U.S. LGBTQ+ travel spending**

- Globally, the LGBTQ+ tourism market is valued at **\$296+ billion and growing rapidly**
- North America alone represents **\$108+ billion in LGBTQ+ tourism spending**

#### **Spending Behavior (Why This Audience Matters)**

- LGBTQ+ travelers take **more trips annually** (3.6 vs. 2.3 for non-LGBT travelers)
- Average annual travel spend per LGBTQ+ traveler: **~\$3,775+ per year**
- Nearly **30% spend over \$5,000 annually on travel**
- LGBTQ+ travelers spend **~23% more per activity/experience** during trips

#### **Market Share & Influence**

- LGBTQ+ travelers account for **~13% of global travel spending** despite being a smaller share of the population
- U.S. LGBTQ+ buying power is estimated at **\$1.4 trillion+**

#### **Economic Impact =**

- Increased retail sales during shoulder season
- Restaurant and bar revenue boost
- Strengthens Lake Geneva's event calendar diversity

#### **Strategic Alignment**

- Supports Tourism Commission goals of:
  - Increasing overnight stays
  - Expanding visitor demographics
  - Enhancing destination brand visibility

#### **Long-Term Opportunity**

- Potential to grow into a **regional signature event with even bigger footprint and festival space**
- Opportunity for:
  - Sponsorship expansion
  - Multi-year marketing campaigns
  - Increased lodging partnerships
  - Year Round travel reputation for inclusivity

4/2/2026



# Lake Geneva Business Improvement District

PROPOSAL

<https://www.downtownlakegeneva.org/events>

# AUDIENCE PROFILES

We've analyzed your campaign objectives and surfaced the most relevant audience profiles for your business.

*These audiences are informed by behavioral, contextual, and demographic data—ensuring your media investment is focused where it drives the greatest return.*



## Festive Shopper

*Ages 25–55, with a household income of \$75k+, interested in shopping, dining, and local culture. They enjoy attending seasonal festivals and sales, seeking unique retail experiences and culinary delights. Values community events and vibrant atmospheres.*



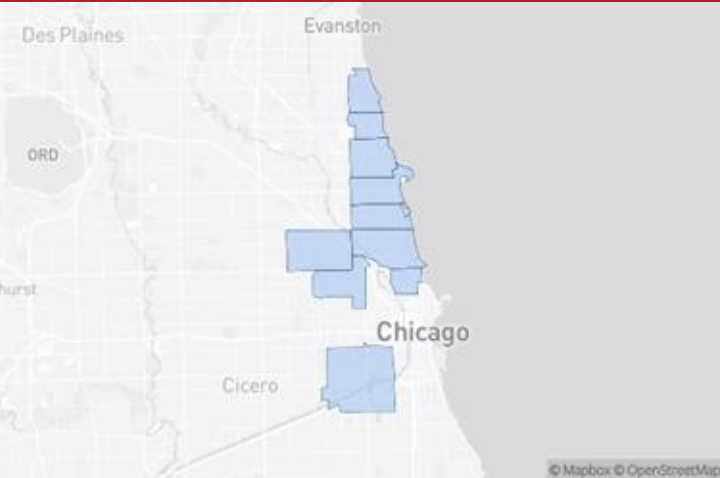
## LGBTQ+ Explorer

*Ages 25–55, with a household income of \$75k+, identifying with or as allies of the LGBTQ+ community. Interested in travel, local culture, dining, and nightlife, including drag shows and queer-friendly events. Seeks inclusive and welcoming destinations.*



## Couple's Getaway

*Ages 25–55, with household income of \$120k+, seeking romantic or recreational travel experiences with their partner. Interested in dining, shopping, local culture, and festivals. They appreciate well-organized events and charming destinations for short trips.*



# GEO TARGETING

**We're meeting your customers where they are.**

The map below shows the regions included in your campaign strategy — each chosen based on customer behavior, proximity to your business locations, and competitive opportunity. Geo targeting ensures your ads appear in the right neighborhoods to influence action. These communities have a higher than average population of members of the LGBTQ+ community.

***Total Population: 622,504***

***Median Age: 32.8***

***Median Household Income: \$100,399 USD***

***Total Households: 308,808***



# DISPLAY



# DISPLAY

**Programmatic Display is designed to help you reach your target audience anytime, anywhere, on any device.** We will serve ads to consumers based on their online interests and behaviors, ensuring your ad reaches the right audience. By layering in retargeting, we can re-engage users who have left your site and encourage them to come back and learn more.



Studies have shown

# 27%

of consumers conduct a search for a business after seeing their Display Ad.

# Dominant

Our Dominant Display product includes content, behavioral, demographic, site, and search retargeting, ensuring comprehensive audience reach from running ads on relevant websites to granularly targeting users based on behavior and demographics, as well as retargeting website visitors and those who've made relevant keyword searches.

**Budget:**

\$1,500.00 USD

**Est. Impressions:**

125,000

**Dates:**

05/18/2026 – 06/13/2026





# **ADDITIONAL PRODUCTS**



# Streaming Audio with Audience Targeting

Engage your audience through the power of online audio with our Streaming Audio solution. Reach listeners while enjoying their favorite tunes, podcasts, or streaming music services, whether through a catchy jingle or compelling message, and you can drive engagement and conversions like never before. Targeting can include both user behaviors and geography.

**Budget:**

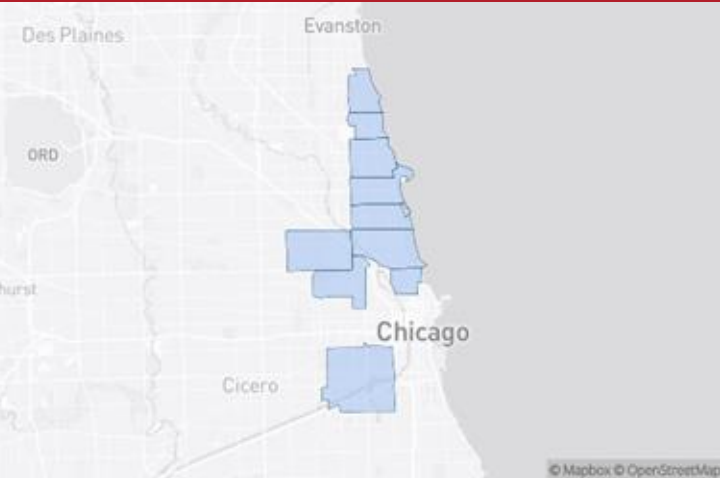
\$1,500.00 USD

**Est. Impressions:**

41,666

**Dates:**

05/18/2026 – 06/13/2026



# Creative Service Fee

Video and Audio Creation for  
Streaming TV.

**Budget:**

\$500.00 USD

**Dates:**

05/18/2026

# Streaming TV Plus with Audience Targeting

Video campaign exclusively that targets streaming TV inventory on all devices, and targeting can include both user behaviors and geography.

**Budget:**

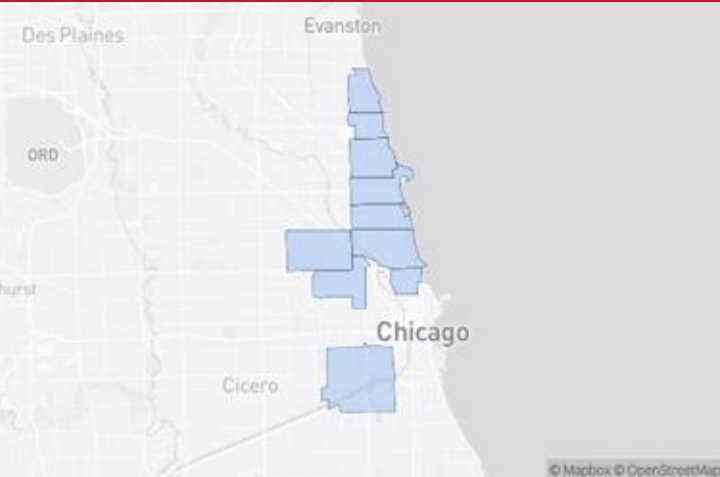
\$1,500.00 USD

**Est. Impressions:**

33,333

**Dates:**

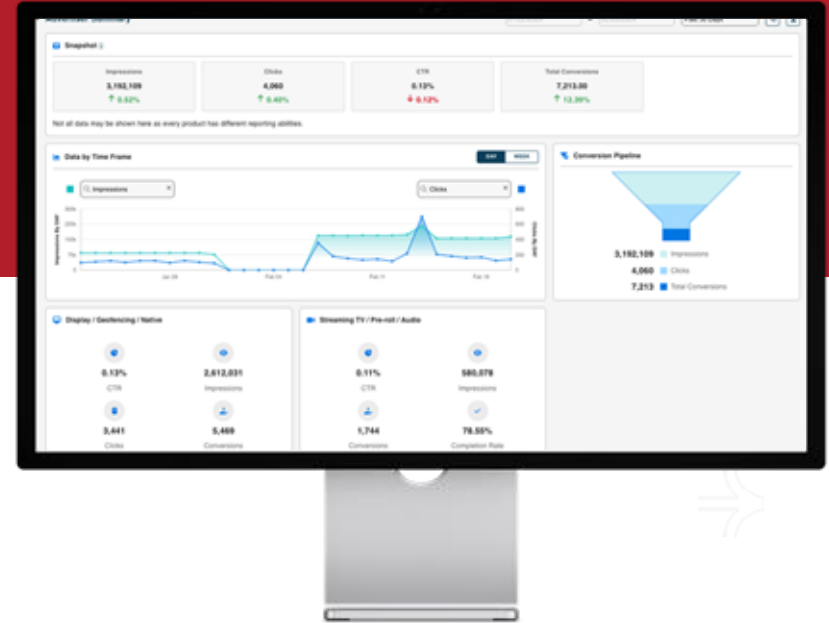
05/18/2026 – 06/13/2026



# REPORTING

Access to a real-time, transparent reporting dashboard.

- **Performance Evaluation.** Assess campaign effectiveness at a glance.
- **Real-time Insights.** Monitor results and adapt strategies promptly.
- **Data-Backed Decisions.** Make informed optimizations for better ROI.
- **Time Savings.** Avoid sifting through complex data, focus on actions.



# WHY US?

We pride ourselves in understanding how your entire digital marketing program drives results, optimizing across platforms to ensure optimal ROI.



- **Team.** Our team of certified professionals specializes in managing local, regional, and national digital marketing campaigns designed to drive maximum ROI.
- **Technology.** By leveraging best-in-class technology and proprietary software, our team can deliver unparalleled reach, frequency, brand safety, transparency, and optimizations for all our campaigns.
- **Omnichannel.** We combine all major digital platforms to maximize reach and results, allowing our clients to spend more time running their businesses.
- **Performance Guarantee.** Because we know our process, planning, inventory quality, and execution are second to none, we guarantee at least a 0.1% CTR on ordered display impressions. That's 2x the national average, according to Think With Google.



# Proposal Overview



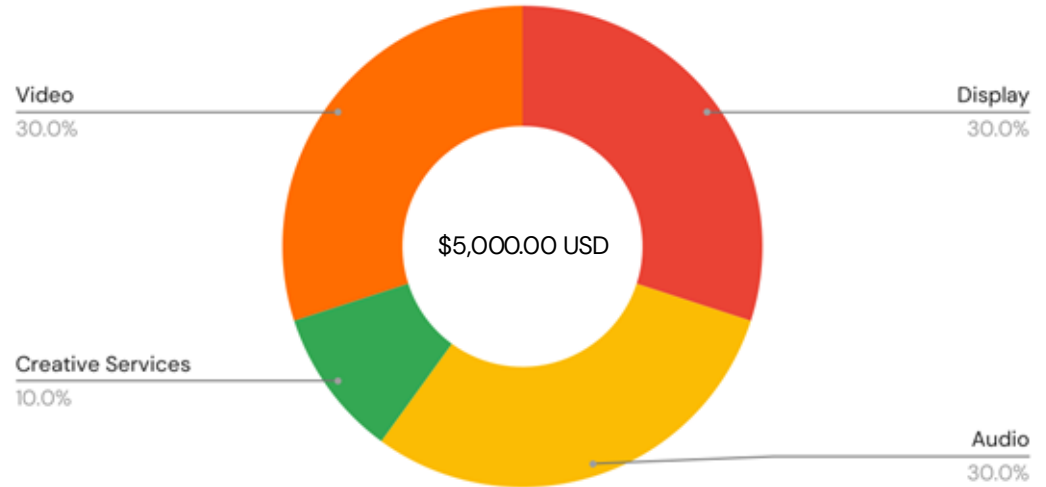
# MEDIA MIX

Display: \$1,500.00 USD

Audio: \$1,500.00 USD

Creative Services: \$500.00 USD

Video: \$1,500.00 USD



# Proposal Overview

| Line Item                                         | Dates                   | Budget                |
|---------------------------------------------------|-------------------------|-----------------------|
| Display – Dominant                                | 05/18/2026 – 06/13/2026 | \$1,500.00 USD        |
| Audio – Streaming Audio with Audience Targeting   | 05/18/2026 – 06/13/2026 | \$1,500.00 USD        |
| Creative Services – Creative Service Fee          | 05/18/2026              | \$500.00 USD          |
| Video – Streaming TV Plus with Audience Targeting | 05/18/2026 – 06/13/2026 | \$1,500.00 USD        |
| <b>Total Budget</b>                               |                         | <b>\$5,000.00 USD</b> |

# Monthly Proposal Overview

| Month               | Dates                   | Budget                |
|---------------------|-------------------------|-----------------------|
| May                 | 05/18/2026 - 05/31/2026 | \$2,750.00 USD        |
| June                | 06/01/2026 - 06/13/2026 | \$2,250.00 USD        |
| <b>Total Budget</b> |                         | <b>\$5,000.00 USD</b> |



**Lake Geneva Business Improvement District**  
2026-05-18 – Adams Multi Media – Southern Wisconsin – Lake Geneva Business  
Improvement District

**TERMS & CONDITIONS**

**Essentials: Delivery:** Creatives and linking URL's should be included upon receipt of the order. All materials must arrive 3 business days prior to the start date of the campaign.

**Delivery Metrics:** Delivery Metrics are based on ad server reporting. Third party reporting should be identified upon order submission.

**Optimization:** Operations will customize the campaign across all targeting options working towards achieving the goals of the campaign, starting with Impressions, Clicks and Conversions. This may result in the campaign delivering more heavily in one target vs another based on performance with the ultimate goal of delivering the monthly minimum impressions, clicks, and/or conversions.

**Terms & Conditions:** Please refer to the 4A's/IAB Standard Terms & Conditions v 3.0: [https://www.iab.com/wp-content/uploads/2015/06/IAB\\_4As-tsandcs-FINAL.pdf](https://www.iab.com/wp-content/uploads/2015/06/IAB_4As-tsandcs-FINAL.pdf)

**Line Items:** The individual named as Advertiser may approve the change or addition to this order via their representative. The team will provide the advertiser with a work order to review and ensure that the changes or additions are made. Changes to the campaign are accepted when the team receives acknowledgement from the advertiser.

**Guarantee:** The team guarantees the minimum value of a .10 eCTR on all non specialized display campaigns based on ordered impressions with a campaign duration of 30 days or more.

---

Southern Wisconsin Signature

---

Date

---

Lake Geneva Business  
Improvement District Signature

---

Date

# THANK YOU



# POSTER MOCK-UPS



## BANNER MOCK-UP



Perhaps put the names/logos of participating sponsors or event holders in the text area



WINDOW CLING



Social Media Post Ideas



Ideas for social media posts from local companies who have a special during Lake Geneva pride weekend



# Website

Website is in progress.

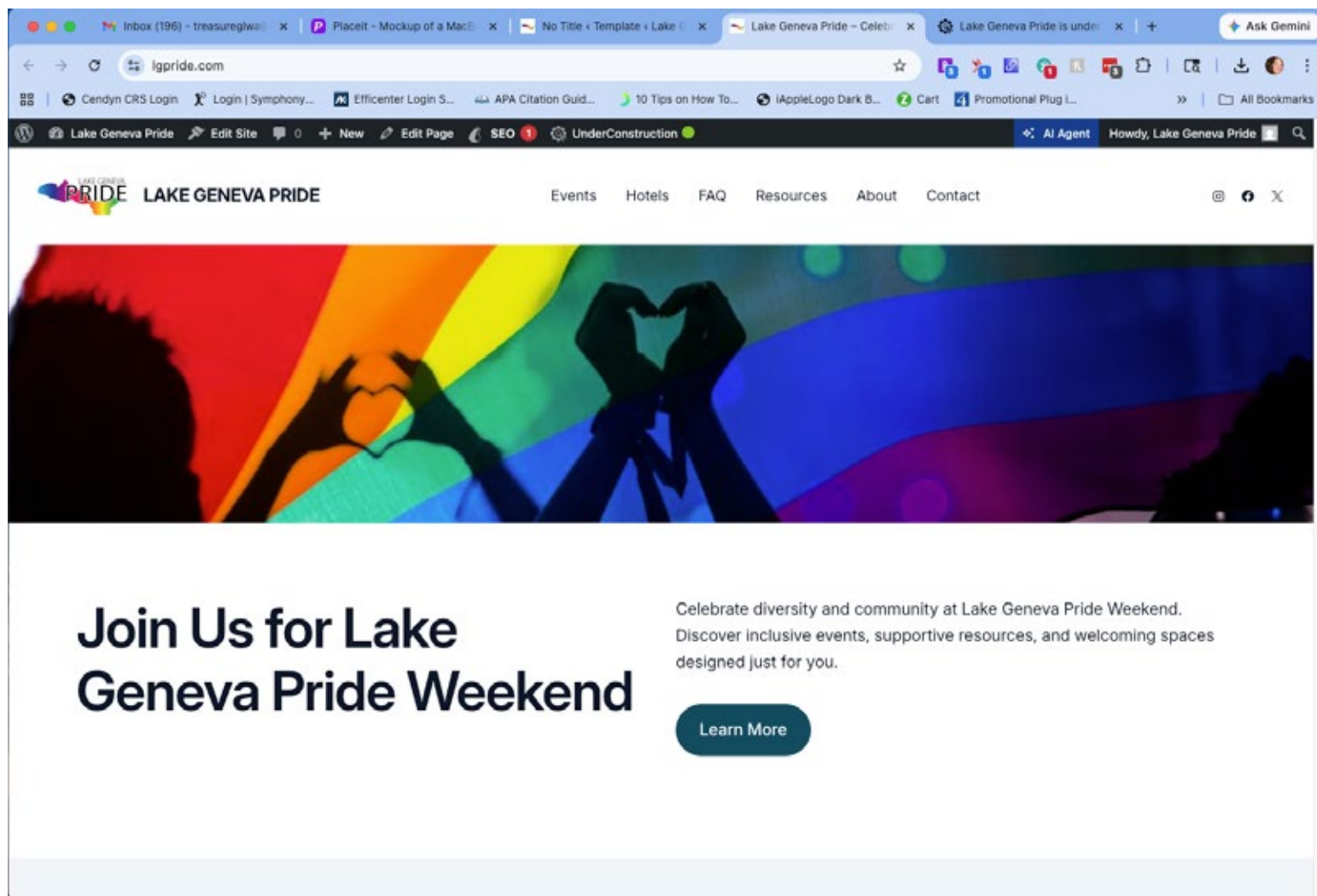
We have registered:

**LGPRIDE.com** <---- main site

LakeGenevaPride.com - Forwards to LGPRIDE.com

LakeGenevaPride.org - Forwards to LGPRIDE.com

Main e-mail address: [hello@lgpride.com](mailto:hello@lgpride.com)



# TEMPORARY MOCK UP OF A POTENTIAL EVENT HAPPENING

Miss Gay Wisconsin 2026

**VICTORIA  
LYNN** *will be hosting*



**POOLSIDE**

**BINGO**

**& BBQ**



**BIG LAUGHS,  
BOLD PRIZES,  
AND  
FABULOUS  
ENERGY!**

**SUNDAY, JUNE 14 AT 1PM**

**Hosted by Miss Gay Wisconsin, Victoria Lynn**

**Location: The Cove of Lake Geneva  
111 Center St, Lake Geneva, WI 53147  
Food Provided by: Lake City Social**

**Family Friendly Fun  
BBQ Tickets \$XX  
Bingo Free To Play**



[LAKEGENEVAHOTELS.ORG](http://LAKEGENEVAHOTELS.ORG)

# **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](mailto: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](http://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](mailto: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: 3/27/2026

Organization: Downtown Lake Geneva BID

Contact Person: Alexandria Binanti and Treasure Tomal

Phone Number: 262-716-9529; 312-925-5577

Street Address: 626 Geneva Street

City, State, Zip: Lake Geneva WI 53147

Email Address: director@downtownlakegeneva.org

Name of Event: Lake Geneva Pride Weekend

Date(s) of Event: June 11-14, 2026 (Opening Events Thursday; Permitted Sidewalk Sale Fri-Sun)

Deadline for receipt submittal to the City (45 days after event ending): July 30, 2026

Location of Event: Various Downtown Hotels and Businesses

Type of Event: Cultural Festival

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

Estimated Number of Attendees: 3500-5000

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

Where is this event physically located? (street address and governmental jurisdiction):  
City of Lake Geneva multiple businesses and hotels

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

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

Yes and No; only permit required is for sidewalk sales

Estimated Number of Overnight Stays: 525; based on hotel packages at The Cove, Harbor Shores and Bella Vista

**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](http://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: \$15,127

**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](http://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](mailto:cityadmin@cityoflakegeneva.gov)**

## **Important points for your grant presentation at Tourism Commission:**

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

## Section 2-Submit For Reimbursement/Final Evaluation

### City of Lake Geneva Tourism Commission Reimbursement Form

Name: \_\_\_\_\_

Organization Name: \_\_\_\_\_

Payment made Payable to: \_\_\_\_\_

Remittance Address: \_\_\_\_\_

Contact Phone #: \_\_\_\_\_ Email: \_\_\_\_\_

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

| Invoice Date | Invoice # | Vendor Name | Purchase Description | Purchase Amount | Date Paid |
|--------------|-----------|-------------|----------------------|-----------------|-----------|
|              |           |             |                      |                 |           |
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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](mailto: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: \_\_\_\_\_

# 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 111<sup>th</sup> St., Wilmot, WI 53192

Grant Request \$14,750 (with shuttle)

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 4<sup>th</sup> 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 2-day shuttle and admission 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.

\$2,250 Shuttle service for City of Lake Geneva hotel guests

### 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, complimentary for City of Lake Geneva hotel guests.
- 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 4<sup>th</sup> 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 Vorpagel, 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.

**From:** Tammy Dunn <[tammy@dasfestwi.com](mailto:tammy@dasfestwi.com)>  
**Sent:** Saturday, April 4, 2026 7:20 AM  
**To:** City Administrator <[cityadmin@cityoflakegeneva.gov](mailto:cityadmin@cityoflakegeneva.gov)>  
**Subject:** Promotional Tourism Grant \*Additional

Hello,

Following our recent grant request approval, I circled back in conversation with Lakefront Shuttle. I started rethinking having only a paid shuttle service for City of Lake Geneva hotel guests to Das Fest. I don't think it would be as attractive as a free shuttle and part of an overnight hotel package.

Lakefront Shuttle is willing to be paid less than half of what they received in prior years and give the following a try:

- create a route that has 4 stops covering all City of Lake Geneva Hotels ([lakegenevahotels.org](http://lakegenevahotels.org))
- hotel guests would receive guaranteed complimentary rides in addition to admission tickets
- non-hotel guests could ride the shuttle as space permits for \$10 per adult one way (Lakefront Shuttle will transport everyone safely, but City of Lake Geneva hotel guests will always ride first and non-hotel guests might have to wait for the next bus)

Das Fest will offer complimentary admission tickets for City of Lake Geneva hotel guests. Hotels could create Das Fest packages which would include up to 2 days admission tickets and shuttle rides (a \$50 value per adult). Children 15 years of age and younger receive free admission and shuttle rides (with adult).

If this is attractive to the Commission, we would be asking for an additional \$2,250 and could present a shuttle route map at the April meeting. As this is a change/addition vs. an original request I wasn't sure which paperwork would be necessary. A revised proposal is attached.

Thank you again for your support. It remains our intention not to rely on these tourism dollars in the future and to remain focused on generating hotel revenue in Downtown Lake Geneva.

Prost!

Tammy

Tammy Dunn

Director

PROST! Das Fest Wisconsin

PO Box 1092

Lake Geneva, WI 53147

[dasfestwi.com](http://dasfestwi.com)

**\*NOTICE OF CONFIDENTIALITY\*** This e-mail and any files transmitted with it may contain information that is privileged, confidential and exempt from disclosure under applicable laws. This communication is intended for the sole use of the individual or entity to which it is addressed. If the reader of this message is not the intended recipient, dissemination, forwarding, printing, or copying of this e-mail and any files you have received with it without the consent of the sender is strictly prohibited. If you have received this e-mail in error, please do not distribute it. Please notify the sender by e-mail at the address shown and delete the original message.

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](http://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.

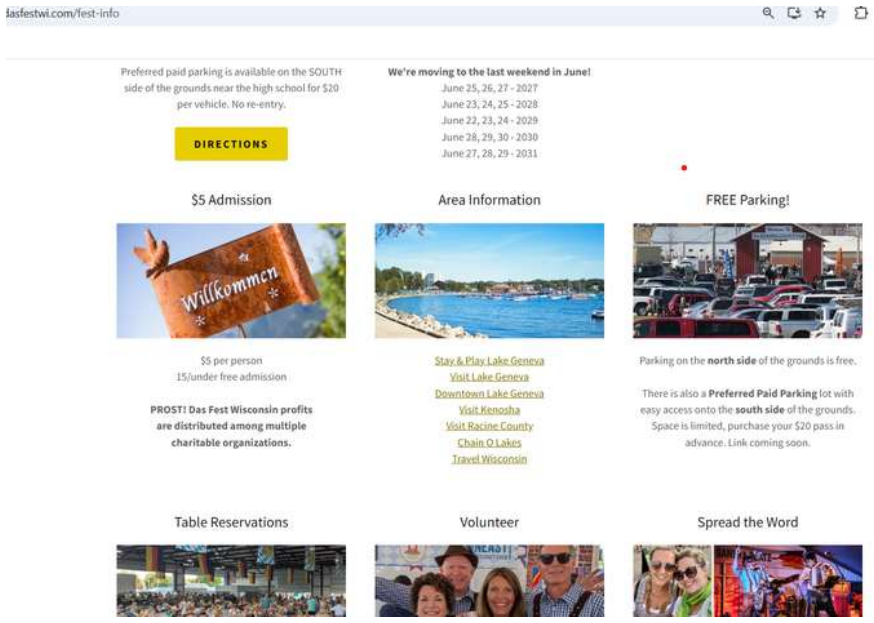
Grant Amount Requested: \$12,500

**Provide as attachment the following:**

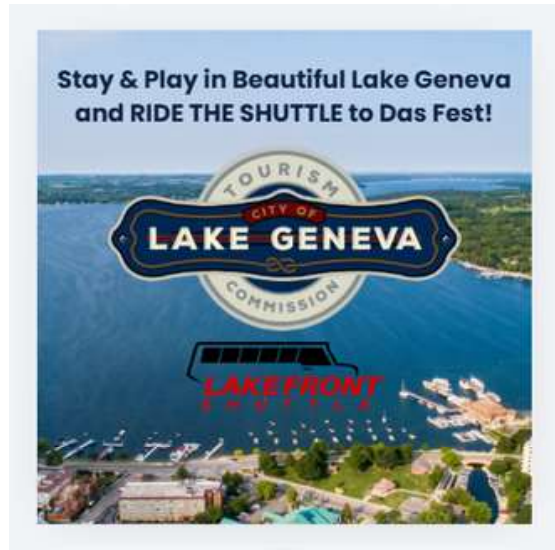
- 1) Event Overview/Description
- 2) Event Budget (Include how grant funds will be used)
- 3) Mock-up of all Marketing Material to include the Tourism Commission Logo and Tourism Commission's Lodging List Website: [www.lakegenevahotels.org](http://www.lakegenevahotels.org) (Link or QR Code)
- 4) Marketing 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](mailto:cityadmin@cityoflakegeneva.gov)**



website



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: Deanna Goodwin

Organization Name: Visit Lake Geneva

Payment made Payable to: Visit Lake Geneva

Remittance Address: 527 Center Street, Lake Geneva, WI 53147

Contact Phone #: 262-812-0021 Email: deanna@visitlakegeneva.com

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

| Invoice Date | Invoice # | Vendor Name        | Purchase Description                                              | Purchase Amount | Date Paid |
|--------------|-----------|--------------------|-------------------------------------------------------------------|-----------------|-----------|
| 1/29/26      | 6127C     | Art Below Zero     | Ice Sculptures + Delivery                                         | \$18,024.68     | 2/20/26   |
| 3/12/26      | 102       | Magpie's Den & Pen | Pedestal Construction                                             | \$2,608.52      | 3/16/26   |
| 3/12/26      | 103       | Magpie's Den & Pen | Pedestal Lights                                                   | \$620.40        | 3/16/26   |
| 3/12/26      | 104       | Magpie's Den & Pen | Pedestal Delivery & Pickup,<br>Installation Labor, Machine Rental | \$995.00        | 3/16/26   |
|              |           |                    | Subtotal                                                          | \$22,248.60     |           |
|              |           |                    | LESS: Paid by Businesses                                          | - \$7,875.00    |           |
|              |           |                    | TOTAL REIMBURSEMENT<br>REQUEST                                    | \$14,373.60     |           |



Art Below Zero Inc.  
2638 N Sylvania Ave  
Franksville, WI 53126  
+14147797000  
www.ArtBelowZero.com

# Invoice

**BILL TO**

Visit Lake Geneva  
527 Center Street  
Lake Geneva, WI. 53147  
Deanna Goodwin  
deanna@visitlakegeneva.com  
Winterfest@visitlakegeneva.com

**SHIP TO**

Deanna Goodwin  
Brie Pacey 2627484979  
Visit Lake Geneva  
527 Center Street  
Lake Geneva, WI. 53147

| INVOICE # | DATE       | TOTAL DUE   | DUE DATE   | TERMS          | ENCLOSED |
|-----------|------------|-------------|------------|----------------|----------|
| 6027C     | 02/02/2026 | \$18,024.68 | 02/02/2026 | Due on receipt |          |

| SHIP DATE  | SHIP VIA | ARRIVE/BGN/BD | ROOM / FLOOR | EVENT DATE                   |
|------------|----------|---------------|--------------|------------------------------|
| 01/29/2026 | Thursday | 5:00 AM       | Outdoor      | January 29, 2026<br>Thursday |

| ACTIVITY                 | DESCRIPTION                                                                                         | QTY | RATE   | AMOUNT     |
|--------------------------|-----------------------------------------------------------------------------------------------------|-----|--------|------------|
| (WF) 1 block traditional | 30 traditional winter festival sculptures                                                           | 29  | 425.00 | 12,325.00T |
| (WF) custom              | Custom snowman with "Evr Dry Gds", "The Cove" and Fire Truck                                        | 3   | 480.00 | 1,440.00T  |
| (WF) 2.5 block           | Photo Ops with Visit Lake Geneva, The Candle Mercantil, and Discover Wisconsin                      | 3   | 940.00 | 2,820.00T  |
| Delivery Zone C          | 35 - 39 miles                                                                                       | 1   | 500.00 | 500.00T    |
|                          | Thursday arrive at 5:00AM for delivery. Contact Max at 708 227 6313 for any changes due to weather. |     |        | 0.00       |

SUBTOTAL 17,085.00  
TAX 939.68  
TOTAL 18,024.68  
BALANCE DUE

**\$18,024.68**

OK - Dg  
2/20/26  
# 7236

\*Art Below Zero Inc. is dedicated to impressive service and the finest ice sculptures.\*

Client holds responsibility for notifying Art Below Zero of any errors above.

Rec'd 3-12-26

## Magpie's Den & Pen

# INVOICE

642 W. Main St  
Lake Geneva, WI 53147  
262.249.2302  
Magpieslg.com

INVOICE # 102  
DATE 2/25/26

TO  
Deanna Goodwin  
Visit Lake Geneva  
527 Center St  
Lake Geneva, WI 53147

FOR : PEDESTALS  
P.O. # P.O. #

| Description                               | Amount     |
|-------------------------------------------|------------|
| 1/2 of Pedestal Construction 50 pedestals | \$2,608.52 |

### Total

\$2,608.52

Make all checks payable to Magpie's Den & Pen

Payment due upon receipt

If you have any questions concerning this invoice, contact Name | Phone | Email

THANK YOU FOR YOUR BUSINESS!

OK  
3-12-26  
#7236

Rec'd 3-12-26

## Magpie's Den & Pen

# INVOICE

642 W. Main St  
Lake Geneva, WI 53147  
262.249.2302  
Magpieslg.com

INVOICE # 103  
DATE 2/25/26

2TO  
Deanna Goodwin  
Visit Lake Geneva  
527 Center St  
Lake Geneva, WI 53147

FOR : PEDESTALS  
P.O. # P.O. #

| Description                 | Amount        |
|-----------------------------|---------------|
| Lighting for Ice Sculptures | \$620.40      |
| Labor to install lights     | Complimentary |

### Total

Make all checks payable to Magpie's Den & Pen  
Payment due upon receipt

If you have any questions concerning this invoice, contact Name | Phone | Email

THANK YOU FOR YOUR BUSINESS!

\$620.40

OK - dg  
3-12-26  
# 7236

Rec'd 3-12-26

## Magpie's Den & Pen

# INVOICE

642 W. Main St  
Lake Geneva, WI 53147  
262.249.2302  
Magpieslg.com

INVOICE # 104  
DATE 2/25/26

42TO  
Deanna Goodwin  
Visit Lake Geneva  
527 Center St  
Lake Geneva, WI 53147

FOR : ICE SCULPTURE INSTALL  
P.O. # P.O. #

| Description                                         | Amount |
|-----------------------------------------------------|--------|
| Delivery and Teardown of Pedestals                  | \$300  |
| Labor to Deliver and Install Ice Sculptures         | \$200  |
| Machine Rental to deliver and unload ice sculptures | \$495  |

### Total

Make all checks payable to Magpie's Den & Pen  
Payment due upon receipt

If you have any questions concerning this invoice, contact Name | Phone | Email

THANK YOU FOR YOUR BUSINESS!

\$995

OK-Dg  
3-12-26  
#7236

**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](mailto: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: Deanna Goodwin Date: March 17, 2026

Name of Organization: Visit Lake Geneva

Email: deanna@visitlakegeneva.com Phone: (262) 812-0021



## Lake Geneva Tourism Commission Grant Evaluation 2026 WINTERFEST ICE SCULPTURE WALK

Submitted March 18, 2026

### 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?

- Digital advertising
- Radio
- TV
- Billboard
- Car Wraps
- Kwik Trip Pump Video
- Print Collateral
- Email marketing

#### Digital Advertising

- SEM (Search Engine Marketing) – 66,478 clicks | above average CTR of 29.4%
- Facebook Click-to-Site Ads: 21,440 clicks | above average CTR of 3.4% | 997,239 impressions

#### Radio

- Live interviews promoting Winterfest and the Downtown Lake Geneva Ice Sculpture Walk in three markets:
  - WGN Radio (Chicago) x 2
  - WTMJ Radio (Milwaukee)
  - WLKG Radio (Lake Geneva/SE Wisconsin)
- WLKG Radio ad campaign including 180 30-second commercials run January 2 through February 1 on WLKG 96.1

## TV

- Spectrum News - 30-second commercial spot; Dec 10-Feb 1; Wisconsin market; 750,000 total impressions.
- Linear TV; local networks (ABC, NBC, CBS, etc.); 30-second spot; Chicago and Madison markets; 1.7M impressions.
- Connected TV - 30-second spot; Chicago and Madison markets; 1.1 million total impressions.
- 30-Second Spot: <https://youtu.be/8Y-MjhWJaIQ?si=OQ4eqNi5PBgn1Nd8>

## OOH (Out of Home)

- Digital Billboards – 50 billboards along I-90 and I-94 in Chicago and Madison area; 2 million total impressions.
- Carvertise – Rideshare car wraps in Chicago and Madison; 2.5 million total impressions.
- Kwik Trip – 30-second Winterfest sport playing on gas pumps throughout Wisconsin; in-store video displays; 3.5 million total impressions.

## Print Collateral

- 5,000 brochures and 400 posters were distributed throughout Lake Geneva region, including Visitor Center, hotels, restaurants, retail shops, and attractions.
- Ice Sculpture Walk flyers including map and business location list were distributed from the Visitor Information Center throughout the event.

## Email Marketing

- January 13 – 53,825 Recipients | 5,201 Total Opens (9.7%) | 410 Unique Clicks (0.8%)
- January 20 – 54,798 Recipients | 5,161 Total Opens (9.4%) | 347 Unique Clicks (0.7%)
- January 27 – 54,605 Recipients | 5,103 Total Opens (9.3%) | 656 Unique Clicks (1.2%)

## Website Traffic - Dec 1, 2025 – Feb 1, 2026

- 19,272 Unique Pageviews on dedicated Ice Sculpture Walk page featuring participating businesses, sculpture maps and Lake Geneva Tourism Commission logo
- 167,612 Ice Sculpture Walk Google Map Views
- 346,244 Pageviews and 158,247 Active Users on total Winterfest pages
- 7,622 total pageviews of Winterfest Blog

## Meta Reach (Facebook/Instagram)

- 1.75 million Facebook views
- 106,000 Instagram views
- 1,800 new followers during event week

## c. Target Markets

Chicago, Rockford, Peoria/Bloomington (IL) and Milwaukee, Madison, Green Bay and Wausau (WI) DMAs

**2. In your grant application you listed estimated number of attendees. What were your actual results?** Winterfest 2026 attendance grew to an estimated 72,920, 18% higher than 2025 and nearly 8,000 more than our application estimate of 65,000. Attendance figures are based on Placer.ai location-analytics. Partner agencies, including the City of Lake Geneva Police, Parking, and Public Works departments, also estimated crowds exceeding 2025 numbers. Daily attendance breakdown: WED 3,993 | THU 5,148 | FRI 10,061 | SAT 30,136 | SUN 23,582

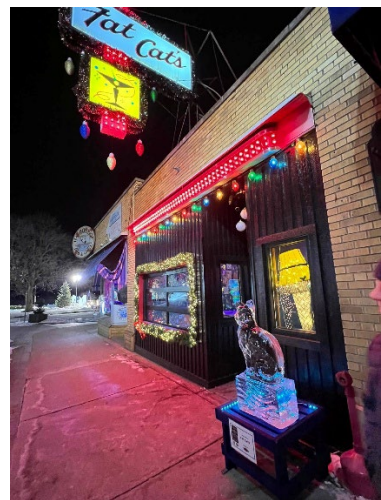
**3. In your grant application you listed estimated number of overnight stays. Please estimate approximate number of City of Lake Geneva hotel room nights booked and how that estimate was attained.** 1,200-1,500 room nights were estimated to be booked as a result of Winterfest & Downtown Ice Sculpture Walk 2026. Although we cannot confirm exact room nights by hotel property (hotels and STR reporting do provide this data), we do know that Lake Geneva area hotel occupancy was up 12% over 2025, with an additional 6,352 room nights booked compared to the prior year. Presuming a conservative 30% of the added room night total was attributed to Winterfest, the estimated number of overnight stays is 1,905.

**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.** *February 2026 financial reports are not available until mid-April. Receipt and revenue details for the Ice Sculpture Walk are included on the Reimbursement Form.*

**5. Please include any additional information you would consider pertinent in summarizing your promotion/event.** VISIT Lake Geneva extends its sincere appreciation to the Tourism Commission for its continued support of the Downtown Ice Sculpture Walk. Since its launch in 2020, the Ice Walk has become one of Winterfest's most anticipated attractions, drawing strong interest from visitors and Downtown businesses alike. Created to encourage Winterfest attendees to explore the Downtown district while visiting the snow sculpting competition at the lakefront, the Ice Walk has consistently delivered on that goal. The sculptures add meaningful entertainment value to the festival experience and have proven to be a reliable driver of foot traffic from the lakefront into the business district. Downtown business owners once again reported increased visitor activity, strong sales, and high overall satisfaction with Winterfest - outcomes they directly attribute to the presence of the Ice Walk. The initiative continues to exceed expectations in broadening both the economic and marketing impact of Winterfest for the City of Lake Geneva. The Tourism Commission's financial support, which helps underwrite ice costs and associated labor, remains essential to the program's success. This assistance makes participation more accessible for small Downtown businesses and strengthens the overall quality of the event. We look forward to building on this successful partnership and continuing the Downtown Ice Sculpture Walk for years to come.

Submitted by:  
Deanna Goodwin  
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(262) 812-0021

## Sculpture Photo Gallery



## Website

<https://www.visitlakegeneva.com/winterfest/downtown-ice-sculpture-walk/>

### Lake Geneva Winterfest 2026

#### DOWNTOWN ICE SCULPTURE WALK

Snow AND ice make Winterfest twice as nice! Just steps away from Lake Geneva Winterfest's snow sculpting competition, Downtown Lake Geneva transforms into a glittering open-air gallery where you'll find dozens of artfully crafted, insta-worthy ice sculptures adorning the entrances to businesses throughout the Downtown district! As you walk through the downtown district, the sculptures add a unique, wintry touch to the streetscape and create an easy, enjoyable way to explore downtown during the festival.



#### SCULPTURE LOCATIONS

[Download Map \(PDF\)](#) | [Google Map](#)

1. The Bottle Shop | 617 W. Main St.
2. Maxwell Mansion | 685 W. Main St. (Starbucks)
3. Sabai Sabai | 306 Center St.
4. The Rabbit Hole | 264 Center St.
5. Brick & Mortar Home & Outdoor | 222 Center St.
6. Geneva Lakes Vacations | 705 Main St.
7. Pink Moon Bay | 717 W. Main St.
8. Evr Drygds | 719 W. Main St.
9. Twelfth & Brown | 729 Main St.
10. JAYNE Boutique | 771 W. Main St.
11. Circa + Haberdapper | 237-253 Broad St.
12. Lake Geneva Spice Company | 255 Broad St.
13. Thumbs Up | 260 Broad St.
14. Geneva Tap House | 252 Broad St.
15. Egg Harbor Cafe | 827 Main St.
16. Donna Brongiel At Home/Mahler Sotheby's International Realty | 223 Cook St., Unit J
17. Brick & Mortar Home | 832 Geneva St.
18. The Porch | 832 Geneva St.
19. Delaney Street Mercantile | 905 W. Main St.
20. The Candle Mercantile | 870 W. Main St.
21. Market of Lake Geneva | 830 W. Main St.
22. Queen Bee Artisan Market | 830 W. Main St.
23. Quac Star | 120 Broad St.
24. Fat Cats | 104 Broad St.
25. Clearwater Outdoor | 744 W. Main St.
26. JAYNE Outlet | 734 W. Main St.
27. Sopra Bistro | 724 W. Main St.
28. Maggie's Den & Pen | 642 W. Main St.
29. The Baker House | 327 Wrigley Dr.
30. Harbor Shores on Lake Geneva | 300 Wrigley Dr.
31. The Cove of Lake Geneva | 111 Center St.
32. VISIT Lake Geneva | 201 Wrigley Dr.
33. Lake Geneva Lodge | 201 Wrigley Dr. (Visitor Center)
34. Interstate Insurance Group | 811 Wrigley Dr. (Popeye's)
35. Barrique Bistro & Wine Bar | 835 Wrigley Dr.
36. Discover Wisconsin | 812 Wrigley Dr. (The Riviera)

The Downtown Lake Geneva Ice Sculpture Walk is proudly sponsored by participating businesses and the City of Lake Geneva Tourism Commission.



## Ice Sculpture Walk Map

# DOWNTOWN ICE SCULPTURE WALK

LAKE GENEVA | JAN 29 - FEB 1, 2026

WINTERFEST

## SCULPTURE LOCATIONS

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ol style="list-style-type: none"> <li>1. <a href="#">The Bottle Shop</a>   617 W. Main St.</li> <li>2. <a href="#">Maxwell Mansion</a>   685 W. Main St. (Starbucks)</li> <li>3. <a href="#">Sabai Sabai</a>   306 Center St.</li> <li>4. <a href="#">The Rabbit Hole</a>   264 Center St.</li> <li>5. <a href="#">Brick &amp; Mortar Home &amp; Outdoor</a>   222 Center St.</li> <li>6. <a href="#">Geneva Lakes Vacations</a>   705 Main St.</li> <li>7. <a href="#">Pink Moon Bay</a>   717 W. Main St.</li> <li>8. <a href="#">Evr Drygds</a>   719 W. Main St.</li> <li>9. <a href="#">Twelfth &amp; Brown</a>   729 Main St.</li> <li>10. <a href="#">JAYNE Boutique</a>   771 W. Main St.</li> <li>11. <a href="#">Circa + Haberdapper</a>   237-253 Broad St.</li> <li>12. <a href="#">Lake Geneva Spice Company</a>   255 Broad St.</li> <li>13. <a href="#">Thumbs Up</a>   260 Broad St.</li> <li>14. <a href="#">Geneva Tap House</a>   252 Broad St.</li> <li>15. <a href="#">Egg Harbor Café</a>   827 Main St.</li> <li>16. <a href="#">Mahler Sotheby's International Realty</a>   223 Cook St.</li> <li>17. <a href="#">Brick &amp; Mortar Home</a>   832 Geneva St.</li> <li>18. <a href="#">The Porch</a>   832 Geneva St.</li> </ol> | <ol style="list-style-type: none"> <li>19. <a href="#">Delaney Street Mercantile</a>   905 W. Main St.</li> <li>20. <a href="#">The Candle Mercantile</a>   870 W. Main St.</li> <li>21. <a href="#">Market of Lake Geneva</a>   830 W. Main St.</li> <li>22. <a href="#">Queen Bee Artisan Market</a>   830 W. Main St.</li> <li>23. <a href="#">Guac Star</a>   120 Broad St.</li> <li>24. <a href="#">Fat Cats</a>   104 Broad St.</li> <li>25. <a href="#">Clearwater Outdoor</a>   744 W. Main St.</li> <li>26. <a href="#">JAYNE Outlet</a>   734 W. Main St.</li> <li>27. <a href="#">Sopra Bistro</a>   724 W. Main St.</li> <li>28. <a href="#">Maggie's Den &amp; Pen</a>   642 W. Main St.</li> <li>29. <a href="#">The Baker House</a>   327 Wrigley Dr.</li> <li>30. <a href="#">Harbor Shores on Lake Geneva</a>   300 Wrigley Dr.</li> <li>31. <a href="#">The Cove of Lake Geneva</a>   111 Center St.</li> <li>32. <a href="#">VISIT Lake Geneva</a>   201 Wrigley Dr.</li> <li>33. <a href="#">Lake Geneva Lodge</a>   201 Wrigley Dr. (Visitor Center)</li> <li>34. <a href="#">Interstate Insurance Group</a>   811 Wrigley Dr. (Popeye's)</li> <li>35. <a href="#">Barrique Bistro &amp; Wine Bar</a>   835 Wrigley Dr.</li> <li>36. <a href="#">Discover Wisconsin</a>   812 Wrigley Dr. (The Riviera)</li> </ol> |
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## Event Program

<https://anyflip.com/jbrfs/krqy/>



**AMERICA'S SNOW SCULPTING INVITATIONAL**



PUT A LITTLE *Wow!* IN YOUR WINTER

**JAN 28 - FEB 1 2026**  
The Riviera & Flat Iron Park, Lake Geneva, Wisconsin

**EVENT PROGRAM**

visit **Lake Geneva** WINTERFESTLG.COM

### BONFIRES ON THE BEACH

Friday & Saturday Jan 30-31, 4-8pm, Riviera Beach

When the sun goes down on Winterfest, Riviera beach heats up with cozy bonfires, live entertainment, warm drinks, and tasty's mores and other treats. It's the perfect way to wrap up your day at Winterfest.



- Free admission
- Hot Chocolate, Coffee & S'mores Kits available for purchase
- Cirque du Cham performances at 5:30pm and 6:30pm

### DOWNTOWN ICE SCULPTURE WALK



Just steps away from the snow sculpting competition, you'll find dozens of artfully crafted, Insta-worthy ice sculptures adorning the entrances to businesses throughout the Downtown district.

### 2026 ICE SCULPTURE LOCATIONS

The Downtown Lake Geneva Ice Sculpture Walk is proudly sponsored by participating businesses and the City of Lake Geneva Tourism Commission

Ice sculptures designed & installed by



1. The Bettle Shop | 617 W. Main St.
2. Maxwell Mansion | 685 W. Main St. (Starbucks)
3. Sabai Sabai | 306 Center St.
4. The Rabbit Hole | 264 Center St.
5. Brick & Mortar Home & Outdoor | 222 Center St.
6. Geneva Lakes Vacations | 705 Main St.
7. Pink Moon Bay | 717 W. Main St.
8. Evr Drydgs | 719 W. Main St.
9. Twelfth & Brown | 729 Main St.
10. JATNE Boutique | 771 W. Main St.
11. Circa - Haberdropper | 237-253 Broad St.
12. Lake Geneva Spice Company | 253 Broad St.
13. Thumbs Up | 260 Broad St.
14. Geneva Tap House | 252 Broad St.
15. Egg Harbor Cafe | 827 Main St.
16. Donna Brongial At Home/Mehler Sotheby's International Realty | 223 Cook St., Unit 1
17. Brick & Mortar Home | 832 Geneva St.
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30. Harbor Shores on Lake Geneva | 300 Wrigley Dr.
31. The Cove of Lake Geneva | 111 Center St.
32. VISIT Lake Geneva | 201 Wrigley Dr. (Visitor Center)
33. Lake Geneva Lodge | 201 Wrigley Dr. (Visitor Center)
34. Interstate Insurance Group | 811 Wrigley Dr. (Papa's)
35. Barrique Bistro & Wine Bar | 835 Wrigley Dr.
36. Discover Wisconsin | 812 Wrigley Dr. (The Riviera)

Scan for a map of ice sculpture locations



## Brochure



**JAN 28 - FEB 1 2026**  
Downtown Lake Geneva, Wisconsin

PUT A LITTLE *Wow!* IN YOUR WINTER

**WINTERFEST LAKE GENEVA WISCONSIN**

**AMERICA'S SNOW SCULPTING INVITATIONAL**

Join us for the 31st Annual Lake Geneva Winterfest - Wisconsin's most CHILL art show! Enjoy free admission and watch 15 teams of award-winning snow sculptors create larger-than-life works of art before your very eyes.

visit **Lake Geneva** WINTERFESTLG.COM



**EVENT & ACTIVITY HIGHLIGHTS**

- **America's Snow Sculpting Invitational**  
Live Snow Carving  
WED 1/28 - SAT 1/31
- **Downtown Ice Sculpture Walk\***  
Begins THU 1/29
- **Bonfires on the Beach**  
FRI 1/30 & SAT 1/31
- **Fire Dance Performances**  
FRI 1/30 & SAT 1/31
- **Live Entertainment in The Riviera Ballroom**  
SAT 1/31 & SUN 2/1
- **KidZone Play Area**  
WED 1/28 - SUN 2/1

Log on to WinterfestLG.com or scan this code for full event schedules, maps and more!




**DOWNTOWN ICE SCULPTURE WALK:**  
**JAN 29 - FEB 1**

Just steps away from the snow sculpting competition, enjoy dozens of artfully crafted, Insta-worthy ice sculptures adorning the entrances to Downtown businesses.

Supported by



