



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

Special Tourism Commission Agenda
Tuesday, June 16, 2026 - 4:00 PM
Lake Geneva City Hall; Council Chambers

Members:

Mary Daly, Luke Pfeifer, Shelley Rowell, and Alderpersons Mary Jo Fesenmaier & Brian Smith
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. Election of Temporary Chairperson
5. Approval of the minutes from April 13, 2026
6. Written report from Heather Jones (Independent Contractor for Tourism Commission) Meet at the Lake Promotional Activity
7. Written report from Tourism Entity (VISIT Lake Geneva) on Promotional Activity, Calendar, and Hotel performance
8. Written report from Lake Geneva Business Improvement District (events and mission)
9. Written financial update regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements, list of outstanding (unpaid) tourism grants awarded
10. Discussion/Action on Tourism Promotional Grant Program and Requests: **Maximum ten (10) minute presentation per request:**
 - a. Bridal Expo; Celebration Management
 - b. Pink the Lake & The Pink Party; Kristin Stone
 - c. Fat Tire Charity Ride; Dawn Marie Mancuso
 - d. Lakeside Literary Festival; Alicia Boemi & Emily Kornak
11. Final Event Evaluation and Discussion on Recent Grant Recipients and Future Action
 - a. Wee Whiskey Fest; Geneva Lakes Whiskey Club
 - b. The Balloon Adventure-Buggin' Out!; 531 Fund (Formerly Santa Cause)
 - c. Birding Backpacks; Avian Committee

d. Gary Con 2026; Gary Con, a wholly-owned division of Gaxx Worx, LLC

12. Discussion/Action regarding Tourism Grant Guide to set potential parameters for the number of years and maximum grant reimbursement

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, April 13, 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, Troy Migut, Shelley Rowell, Luke Pfeifer; Mayor Krause (Ex-Off), Stephanie Klett (Ex-Off), Comptroller Laura Pisarcik (Ex-Off).

Absent: Chair (vacant)

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

Approval of Tourism Commission minutes from March 9, 2026

Motion by Pirzada, second by Migut, to approve the minutes from March 9, 2026. Unanimously carried.

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

Jones' report shows impressive statistics from the Tourism Commission's city-only hotel website www.lakegenevahotels.org: 1,609 Site Sessions (+46%) with the average session duration at a whopping 3 minutes, 51 seconds. Riviera bookings April 2025 for 53 and April 2026 for 20 by comparison. There were 23 direct leads from "The Wedding Wire" and "The Knot" in March. The spring ad campaign ends April 15. Jones is finalizing the next ad campaign which will launch soon.

The City is revising its digital calendar program and will contact Heather to obtain viewable access. The form to request Complimentary Use of the Riviera Ballroom is available from Heather and includes the criteria needed to qualify.

Update from Tourism Entity – Visit Lake Geneva

Update from Tourism Entity – Visit Lake Geneva

Highlights from Deanna Goodwin's report included the upcoming Partner Meeting which will cover business fraud. Goodwin also explained there are 33 restaurants **in the region** participating in Restaurant Week along with 20 non-profits signed up for the Charity Check. Restaurant Week runs from April 18 through April 26 with Wee Whiskey Fee and Women's Weekend bookending the event. Concerts in Flat Iron Park begins June 25 including Liberty in the Park, a special concert, commemorating our Nation's 250th Birthday, on July 4th. Visit's website pageviews is nearing the 1.5 million mark, way ahead of pace from last year. The Meetings and Group chart shows RFP numbers on the rise. Placer.ai data recorded 50% of the Winterfest visitors were from Wisconsin. Donald Driver is contracted for media ads until the end of 2028 with two more people in the wings to continue this extraordinary long-range marketing campaign.

Earned Media highlights:

<https://www.worldatlas.com/cities/11-best-lakeside-towns-in-the-northern-united-states-2026.html>

<https://www.worldatlas.com/cities/11-charming-wisconsin-towns-for-the-perfect-getaway-52661.html>

Update from Lake Geneva Business Improvement District (BID) –
Alexandra Binanti was unavailable for the meeting.

Written financial update provided by City Comptroller

Balance Sheet from February 28, 2026

Total Assets \$703, 376.25

Restricted Fund Balance - \$756,863.11

Vice Chair Pirzada reminded the Commission that 70% of the room taxes collected go to promotions (i.e. Visit contract for marketing and events and Tourism Grants for marketing specific events and for municipal development) while only 30% goes to the City for infrastructure costs (i.e. streets, sidewalks, police and fire). State statute does not dictate a positive Return on Investment (ROI) from event marketing.

Municipal Tourism Development Grant

City Administrator DeAngelis reported that he is working on a grant for City entrance signs and will have materials for the May meeting.

Tourism Promotional Grant Program and Requests

Art in the Park – Geneva Lake Art Foundation

Jeff Russart presented this year's grant with a \$4000 increase from last year that includes radio advertising. One commissioner was concerned with the accuracy of the prediction of overnight room stays. Motion by Frame, second by Pirzada, to approve the grant for \$26,300 on August 8 and August 9 in Flat Iron Park. 5 to 1; motion passed.

4:50 p.m. Ms. Klett excused herself and left the meeting for a prior engagement.

Lake Geneva Pride Weekend – Downtown Lake Geneva BID

This is a first-time, cultural, family-friendly event, similar in set-up to Maxwell Street Days, taking place from June 11 through June 14, 2026. More like a Block Party, activities will happen at several locations downtown. No City permits were needed. Commissioners were impressed with the unique idea. Motion by Pirzada, second by Frame, to approve the \$15,127 event, with updated Marketing Plan to include more specific information regarding names of companies. Unanimously carried.

Prost! Das Fest Wisconsin – Wisconsin2Go LLC

Tammy Dunn returned with an updated shuttle plan and an additional request for funds of \$2,250. Dunn presented an updated map with trolley stops at all City hotels along with a coupon to be used by visitors staying at hotels for free trolley rides. Discussion centered on using grant money for an actual trolley and whether this constituted marketing under state statute. *Motion by Pirzada, second by Frame, to fund the additional request for \$2,250. Motion by Pfeifer to continue the item. Failed for lack of a second. Vote on the original motion passed 5 to 1.*

Final Grant Evaluations

2026 Downtown Ice Sculpture Walk– VISIT Lake Geneva

The 2026 Ice Sculpture Walk, sponsored by Visit and funded with a grant, was a huge success

again this year with lots of social media buzz bringing visitors into more of the streets in the downtown.

Tourism Commission related forms, paperwork, and grant procedures review

Commissioners discussed again this month the need to tighten the grant money given out by focusing on new events, possibly capping the amount, placing a three-year limit without significant changes to the grant, and restricting grant money to events within the City limits. Pirzada and Pfeifer will meet with City Administrator DeAngelis to bring changes to the grant application for review at the May meeting. *Motion by Fesenmaier, second by Frame, to bring a revised application to the May meeting for discussion and action. Unanimously carried.*

**Future meeting agenda items and next meeting date –
Monday, May 11 at 4:00 PM**

- Develop criteria for events held outside the city limits and three-year cap for grants from minutes above.
- Municipal Development Grant – City Administrator will file a grant application for City entrance signs.
- Note: Include Future Items and Meeting Date on the bottom of the agenda.

Motion by Pfeifer, second by Frame, to adjourn at 5:35 p.m. Carried.

Respectfully submitted,
Alderman Fesenmaier
Secretary

Riviera Ballroom/MATL Update- Tourism Commission Meeting June 2026

Marketing Update

- Website Analytics Update: May 2026:
 - Site Sessions: 2,175 (+9%)
 - Site Sessions by traffic source
 1. Google (844)
 2. Google Ads (603)
 3. Direct (413)
 4. City of LG (43)
 5. Bing (40)
 - Active Inquiries: 77, 106 recorded for May 2025
 - Avg. Session Duration: 1m 49s (-0%)
 - Site Bounce Rate: 62% (-5%)
- WeddingWire & TheKnot: May Stats
 - 265 Visitors
 - 2 Link Clicks
 - 15 Saves
 - 13 leads
- Hotels & Lodging Analytics Update Past 30 days:
 - 85 Page Views (+13 from last month)
 - Avg. time spent on page: 2min 38sec (-1m 1s)
- www.lakegenevahotels.org Analytics- past 30 days
 - 1,767 Site Sessions (+5%)
 - (1,303) Google Ad
 - (358) Wix Ad
 - (51) Direct
 - (9) Das Fest
 - (4) Facebook
 - Avg. Session Duration: 2m 54s (-11%)
- Social Media Campaign starting June 15th targeting weddings and corporate events

Sales Update

	2019	2020	2021	2022	2023	2024	2025	2026	2027
Weddings	28	9	54	55	52	43	45	53	19
Social	1	0	1	5	4	5	3	5	
Corporate	2	1	1	2	3	1	5	2	
Non-Profit	10	0	3	1	5	4	7	7	
Event Total	41	10	60	62	64	54	60	67	19
Cancellation Total	0	40	11		3	2	4	8	
Rescheduled	0	20	4		1	1	3		
Comp		5	2	5	6	6	9	8	
Pending Comp Req								1	

2025 Comp Space:

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

2026 Comp Space;

- Winterfest- 6days
- Library February Author Event
- Library Sept Author Event
- Midwest Young Artists (Pending)

Sales by year May 2026 :

- 2026: One social event contract returned.
- 2027: Two wedding contracts returned. Three wedding contracts & two non-profit contracts out for signature.
- 2028: One wedding contract out for signature & one wedding contract returned.
- Last Year, reported for May; 54 events booked for 2025 and 30 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	\$323,644.09
CATERING REVENUE						
\$4,337.68	\$32,970.09	\$46,691.72	\$48,795.80	\$47,914.74	\$46,425.26	\$4,888.77



Lake Geneva Tourism Commission

June 16, 2026

VISIT Lake Geneva Update

Partner Events

- [Monthly Partner Meeting](#) – July 21, 8-9am, Hawk's View Golf Club
- Multi-Chamber Business After Hours – June 24, 5-7pm, Norman B. Barr Camp

Public Events

- [Lake Geneva Concerts in the Park](#) – Thursdays, June 25-August 6, 6-8pm, Flat Iron Park
- [Liberty on the Lake](#) – July 4, 5-9:30pm, Flat Iron Park

MARKETING METRICS – MAY 2026

WEBSITE – [VisitLakeGeneva.com](#)

- Visitor Sessions – 169,956 (+29.6%) | YTD 1,045,245 (+57.7%)
- Pageviews – 384,539 (-1.6%) | YTD 2,224,435 (+20.1%)
- Users – 139,996 (+39.5%) | YTD 841,646 (+58.6%)
- Online Guide Visits – 4,519 | YTD 12,071

- **Top Pages**

1. Events	46,709 Pageviews
2. Meetings Venues	26,680
3. Things to Do	24,098
4. It's Always Been the Place	17,607
5. Home	15,311
6. Explore Special Offers	13,392
7. Things to Do Summer Activities	12,456
8. Meetings	9,804
9. Events This Week's Events	9,694
10. Stay	9,606

- **Top Cities**

1. Chicago	16,618 Active Users
2. (not set)	10,839
3. Milwaukee	3,583
4. New York	2,150
5. Toronto	1,918
6. Madison	1,382
7. Montreal	1,213
8. Lake Geneva	1,150
9. Minneapolis	1,109
10. Los Angeles	1,079

SOCIAL MEDIA

- Facebook – 85,580 Followers (+651 MoM) | 2,073,774 Monthly Views
- Instagram – 23,031 Followers (+364 MoM) | 190,621 Monthly Views
- X – 3,584 Followers (-5 MoM) | 351 Monthly Impressions
- LinkedIn – 2,147 Followers (+10 MoM) | 172,842 Monthly Impressions
- TikTok – 5,622 Followers (+229 MoM) | 41,009 Monthly Views

EMAIL SUBSCRIBERS

- Subscribers – 56,383 (-184)
- Open Rate – 29.6%

VISITOR CENTER ACTIVITY

- Phone Calls – 174 (-30) | YTD 844 (-231)
- Walk-ins – 1,120 (-173) | YTD 5,102 (+479)
- Emails – 936 (+-218) | YTD 4,599 (+152)
- Visitors Guides Fulfilled – 835 (-225) | YTD 4,082 (-110)

HOTEL ACTIVITY – APRIL 2026

- Occupancy – 41.3% (-1.1%) | YTD 41.2% (+4.0%)
- ADR - \$156.70 (+3.4%) | YTD \$167.59 (+1.3%)
- RevPar - \$64.79 (+2.3%) | YTD \$69.09 (+5.4%)

MEETINGS & GROUPS RFP ACTIVITY

Lake Geneva – MAY 2026

RFP #	Total Attendees	Total Room Nights	Event Date	Type	RFP Properties Sourced
1644	10	200	JUN 2026	Corporate	The Cove, Harbor Shores, Bella Vista
1645	100	150	JUL 2027	Corporate	Maxwell Mansion, The Cove
1646	50	150	OCT 2026	Religious	Maxwell Mansion
1647	40	40	AUG 2026	Wedding	Maxwell, Bella Vista, The Cove, Harbor Shores
1648	10	10	JUL 2026	Association	The Cove
1649	70	350	AUG 2026	Corporate	Harbor Shores, The Cove
1651	60	125	APR 2027	Corporate	The Cove
1655	52	156	JUL 2027	Tour Bus	The Cove

MEDIA HIGHLIGHTS – MAY 2026

- World Atlas | [11 Wisconsin Towns with a Slower Pace of Life](#)
- Travel + Leisure | [This Charming Lake Town Is the 'Newport of the Midwest'](#)
- World Atlas | [12 Prettiest Downtown Strips in Wisconsin](#)
- WDJT-TV | [Wee Nip Par 3 Course opens at Grand Geneva](#)
- Time Out | [5 last-minute Memorial Day weekend getaways near major cities](#)

- World Atlas | [*11 Small Towns in Wisconsin to Visit for a Weekend Getaway*](#)
- Europe Says | [*This Wisconsin Lake Town Has Everything You Need for a Classic Summer Weekend*](#)
- Yahoo Creators | [*This Wisconsin Lake Town Has Everything You Need for a Classic Summer Weekend*](#)
- Have Clothes, Will Travel | [*This Wisconsin Lake Town Has Everything You Need for a Classic Summer Weekend*](#)
- Travel Mag | [*9 Homey Wisconsin Spots Serving Cinnamon Rolls That Are Out-Of-This-World Good*](#)
- Global Culture Review | [*Mailboat Jumper Tryouts Return to Lake Geneva, WI June 11**](#)
- World Atlas | [*9 Liveliest Wisconsin Towns for Active Seniors*](#)

NEWS & ACCOLADES

- Wisconsin ADDY Award – Visit Lake Geneva’s “*This is Lake*” Winter Commercial
- Entomological Society of America Award – Special Event Category – *2024 Cicadapalooza*
- 2025 Tourism Economic Impact Report: Total Business Sales \$1.053 Billion in Walworth County (+5.6%) | Direct Visitor Spending \$807.3 Million in Walworth County (+5.9%) | Lake Geneva Region = 72.4% of Walworth County Visitor Spending



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

Executive Director's Report May 2026 Recap

Please see annual report here: [2025 Annual Report.pdf](#)

Website & Social:

In May, the BID website saw a 10% increase in site traffic from April pageviews. Homepage saw a 3% increase in search history and events pages saw a 244% increase in search history. Most pages visited were /winewalk /homepage /dine. Vibemap construction is delayed by 2-4 weeks while waiting on branding collaboration with gMoxie's communication team and need to reschedule team meeting for beta testing.

In social, the trends have changed in importance of our views/viewers. Instagram reach increased by 14.4% and 14.3% in Facebook. 50% of views were from non-followers. Engagement for both channels have increased by 25.3% this month.

Top City Demographics:

Facebook

Lake Geneva WI (perfect for our we love local campaign launch) 6.6%

Vietnam 4.0%

Chicago IL 3.5%

Kenosha WI 3.0%

East Troy WI 1.8%

Instagram

Lake Geneva WI 9.3%

Chicago IL 5.8%

Williams Bay WI 3.3%

Fontana WI 2.3%

Elkhorn WI 2.2%

With Age and Gender range at 80.1% women 19.9% men, top ages 35-64 on facebook; 79.8% women 20.2% men, top ages 35-54.

	JAN	FEB	MAR	APR	MAY	JUN	AUG	SEP	OCT	NOV	DEC (25)
Mobile	546	606	-	1248	1531						643
Desktop	327	422	-	716	660						263
Tablet	15	10	-	52	21						9
Pageviews	1821	1622	-	3201	3493						1697
Site Sessions	888	1051	-	2016	2232						915
New Visitors	803	920	-	1603	1767						815
Avg Time on site	4m1s	2m36s	-	2m59s	3m50s						2m41s
	JAN	FEB	MAR	APR	MAY	JUN	AUG	SEP	OCT	NOV	DEC
FACEBOOK											
Followers	15978	16004	-	16239	16422						
MoM Change	228	66	-	235	183						
Views	241628	77036	-	217279	255026						
Viewers	91386	33416	-	111100	112942						
Post Engagement	13793	3424	-	11706	25901						
INSTAGRAM											
Followers	3846	3855	-	3925	3962						
MoM Change	51	36	-	71	81						
Views	20413	14566	-	21798	28484						
Viewers	5758	3471	-	N/A	N/A						
Engagement	817	455	-	833	954						

Events:

Listed Events for the year:

Annual Meeting – April 1st

Spring Wine Walk – May 17th

NEW EVENT: Lake Geneva Pride Weekend – June 11-14

Lemonade Day Crawl – August 20th

Maxwell Street Days - August 28-30th

Oktoberfest – October 10-11th

Fall Wine Walk – November 1nd

Light Up Lake Geneva Tree Lighting Shop Small Weekend – November 27-29th

Visits with Santa – Thursdays in December

Also hosting various business networking meetings BID Connects

Promotions Committee:

Committee Notes:

- i. Wine Walk – May 17 (Post Event Report to be sent in June)
Budget: \$25,000 for two events
Attendance: 550 people sold out event
- ii. Lake Geneva Pride Weekend – June 11-14
See attached Event Plan submitted to the City, and committee workplan designed by BID. Lake Geneva BID was awarded approximately \$15,000 for marketing grant.
- iii. Additional Promotions:
 - a. We LOVE Local Wednesdays – [we love local mockup.pdf](#)[Final We Love Local Marketing Plan .pdf](#)[Business Q&A.docx](#)[PR Statement for We Love Locals.pdf](#) proposed in New Business under the direction of the 2022-2023 Strategic Plan goals.
 - b. Oktoberfest –
Coordinator Contract signed and deposit made. Further updates to come in June's meeting

Beautification Committee:

Committee Notes:

- i. Benches – business to resume in May due to weather delays. Terence has been in contact with the city and updated a rotating schedule list.
- ii. Banners– Ordered through Impressions Count in Antioch IL for \$75 per banner. With the set up fee cost total will be \$980.00. Estimated installation after 4th of July Celebration
- iii. Main Street Makeover Conceptual Field Trip –  [Work book Design tour May 2026.pdf](#)
Through our Economic Vitality's BID Connects programming the Design Committee is partnering with Economic Vitality Committee members and the City of Lake Geneva (and participation from Hwy 50 mayor task force and VISIT Lake Geneva) to get an assessment of beautification enhancement suggestions to build a concept design for enhancements such as (but not limited to) bike racks, painted crosswalks, alleyway activation, ADA accessibility, etc. May 27 with 3 different participating time slots 9am, 12pm, and 6pm at the initial meeting location at City Hall. 22 participants. Continued with homework sent with participants and building a post event report to be sent out in June.

Economic Vitality:**Committee Notes:**

- i. Meeting started building the frame work of a Business Resource Toolbox. Built out the design concept, building out topic focus and now doing local research to then reconvene
- ii. Hwy 50 Committee held its monthly meeting to meet with GMoxie and discuss the differentiation of the audience variations of marketing. Also confirmed communications timeline sent in board packet. [📄 Downtown LG Road Construction Timeilne](#)
- iii. Trolley Discussion – Met May 27 at Common Council and will now go to third party purchase. Decision for vendor will be made in June. BID will connect with a select vendor for communication updates for businesses as needed.
- iv. BID Connects hosted a Business to Business Tour May 6th at Salt & Kai, Kilwins Lake Geneva, and Speedos. 13 in attendance. These will resume in September due to busy summer season for businesses.

Organization: [📄 2026 Projects.xlsx](#)

BRE Visits: 88 YTD; 3 business promotions door to door visits with volunteer ambassadors

- i. Building out an annual sponsorship campaign with content and now sent out for design edits. – still in process but hopeful ready to review by end of the month
- ii. Exec team did not meet in May as we had a special meeting to go over BID Expansion

Account Number	Account Title	2026-26 Period Actual	2026-26 Current year Actual	Current year Budget	Variance Current year	% of Budget
TOURISM						
TOURISM						
47-00-00-41210	ROOM TAX	13,861.27	13,861.27	1,600,000.00	1,586,138.73	.87
47-00-00-46100	TOURISM MISC REVENUE	.00	.00	.00	.00	.00
47-00-00-48110	INTEREST INCOME	6,776.12	6,776.12	20,000.00	13,223.88	33.88
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:		20,637.39	20,637.39	1,684,655.00	1,664,017.61	1.23
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	29,166.70	29,166.70	70,000.00	34,999.96	50.00
47-70-00-57150	PROMOTIONAL GRANT	98,608.12	98,608.12	150,000.00	26,391.88	82.41
47-70-00-57155	TOURISM MUNICIPAL DEVELOPMENT	53,674.79	53,674.79	422,000.00	362,274.97	14.15
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:		181,449.61	181,449.61	1,684,655.00	1,466,321.81	12.96
Net Total TOURISM:		160,812.22-	160,812.22-	.00	197,695.80	.00
Net Grand Totals:		160,812.22-	160,812.22-	.00	197,695.80	.00

CITY OF LAKE GENEVA

BALANCE SHEET

APRIL 30, 2026

FUND 47 - TOURISMASSETS

47-00-00-11111	FUND CASH	596,050.89	
	TOTAL ASSETS		596,050.89

LIABILITIES AND EQUITYFUND EQUITY

47-00-00-34800	RESTRICTED FUND BALANCE	756,863.11	
	REVENUE OVER EXPENDITURES - YTD	(160,812.22)	
	TOTAL FUND EQUITY		596,050.89
	TOTAL LIABILITIES & EQUITY		596,050.89

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-11111 FUND CASH					
		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 PM		375.00-	
CA-CDA	19	CDA Fund Allocation - Created: 01/09/26 1:29 PM		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 PM		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 PM		27,599.38-	
CA-CDA	49	CDA Fund Allocation - Created: 02/20/26 4:15 PM		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
CA	20	Cash Allocation - Created: 05/06/26 1:56 PM		1,583.47-	
CA	11	Cash Allocation - Created: 04/09/26 12:32 PM	1,583.47		
CA-CDA	23	CDA Fund Allocation - Created: 03/12/26 3:48 PM		1,702.58-	
CA-CDA	41	CDA Fund Allocation - Created: 03/18/26 11:24 A		9,816.85-	
CA-CDA	52	CDA Fund Allocation - Created: 03/20/26 2:20 PM		130.92-	
CA-CDA	61	CDA Fund Allocation - Created: 03/27/26 1:26 PM		83,449.29-	
CA-JE	5	JE Fund Allocation - Created: 03/18/26 11:26 AM		854.70-	
CA-JE	10	JE Fund Allocation - Created: 05/06/26 1:55 PM	1,583.47		
		03/31/2026 (03/26) Period Totals and Balance	3,166.94 *	97,537.81- *	609,005.38
CA	11	Cash Allocation - Created: 06/01/26 11:26 AM		1,707.17-	
CA	5	Cash Allocation - Created: 05/19/26 11:17 AM	1,707.17		
CA	14	Cash Allocation - Created: 06/05/26 11:45 AM	13,861.27		
CA-CDA	11	CDA Fund Allocation - Created: 04/08/26 10:49 A		7,626.00-	
CA-CDA	30	CDA Fund Allocation - Created: 04/17/26 1:29 PM		14,943.60-	
CA-CDA	50	CDA Fund Allocation - Created: 04/24/26 2:05 PM		119.99-	
CA-CDA	60	CDA Fund Allocation - Created: 04/27/26 2:42 PM		5,833.34-	
CA-JE	17	JE Fund Allocation - Created: 06/01/26 11:26 AM	1,707.17		
		04/30/2026 (04/26) Period Totals and Balance	17,275.61 *	30,230.10- *	596,050.89
47-00-00-13920 ACCTS RECEIVABLE					
		01/01/2026 (00/26) Balance	.00 *	.00 *	.00
		04/30/2026 (04/26) Period Totals and Balance	.00 *	.00 *	.00

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-21100 ACCOUNTS PAYABLE					
		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		
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
AP	648	Summary Transactions from AP System		11,519.43-	
AP	876	Summary Transactions from AP System		985.63-	
AP	1179	Summary Transactions from AP System		90,220.58-	
CDA	1262026	ELAN FINANCIAL SERVICES	1,202.58		
CDA	91616	LEE ADVERTISING	500.00		
CDA	91702	UPLAND DESIGN LTD	9,816.85		
CDA	22026	ELAN FINANCIAL SERVICES	130.92		
CDA	91727	CELEBRATIONS MANAGEMENT LLC	27,463.23		
CDA	91728	CHARTER COMMUNICATIONS	119.99		
CDA	91731	JONES, HEATHER	5,833.34		
CDA	91732	MACK GLASS COMMUNITY	50,000.00		
CDA	91736	US CELLULAR	32.73		
		03/31/2026 (03/26) Period Totals and Balance	95,099.64 *	102,725.64- *	7,626.00-
AP	464	Summary Transactions from AP System		14,943.60-	
AP	698	Summary Transactions from AP System		119.99-	
AP	711	Summary Transactions from AP System		5,833.34-	
CDA	91747	ASR EVENTS LLC	6,771.29		

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance	
47-00-00-21100 ACCOUNTS PAYABLE (continued)						
CDA	91804	THE KNOT WORLDWIDE INC.	854.71			
CDA	91894	JONES, HEATHER	570.00			
CDA	91901	VISIT LAKE GENEVA	14,373.60			
CDA	91999	CHARTER COMMUNICATIONS	119.99			
CDA	92012	JONES, HEATHER	5,833.34			
	04/30/2026 (04/26)	Period Totals and Balance	28,522.93 *	20,896.93- *	.00	
47-00-00-21900 ACCRUED EXPENSES						
	01/01/2026 (00/26)	Balance	.00 *	.00 *	.00	
	04/30/2026 (04/26)	Period Totals and Balance	.00 *	.00 *	.00	
47-00-00-34800 RESTRICTED FUND BALANCE						
	01/01/2026 (00/26)	Balance	.00 *	.00 *	756,863.11-	
	04/30/2026 (04/26)	Period Totals and Balance	.00 *	.00 *	756,863.11-	
47-00-00-41210 ROOM TAX						
	01/01/2026 (00/26)	Balance	.00 *	.00 *	.00	
JE	26	RECORD ROOM TAX/MARKETPLACE APRIL		7,002.71-		
JE	26	RECORD ROOM TAX/MARKETPLACE APRIL		6,858.56-		
	04/30/2026 (04/26)	Period Totals and Balance	.00 *	13,861.27- *	13,861.27-	
YTD Encumbrance	.00	YTD Actual	13,861.27- Total	13,861.27- YTD Budget	1,600,000.00- Unearned	1,586,138.73
47-00-00-46100 TOURISM MISC REVENUE						
	01/01/2026 (00/26)	Balance	.00 *	.00 *	.00	
	04/30/2026 (04/26)	Period Totals and Balance	.00 *	.00 *	.00	
YTD Encumbrance	.00	YTD Actual	.00 Total	.00 YTD Budget	.00 Unearned	.00
47-00-00-48110 INTEREST INCOME						
	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-	
JE	17	REC MAR LGIP ACTIVITY		1,583.47-		
	03/31/2026 (03/26)	Period Totals and Balance	.00 *	1,583.47- *	5,068.95-	
JE	22	REC APR LGIP ACTIVITY		1,707.17-		

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-48110 INTEREST INCOME (continued)					
		04/30/2026 (04/26) Period Totals and Balance	.00 *	1,707.17- *	6,776.12-
YTD Encumbrance	.00	YTD Actual 6,776.12- Total	6,776.12-	YTD Budget 20,000.00- Unearned	13,223.88
47-00-00-49100 APPL. PRIOR YR APPROPRIATIONS					
		01/01/2026 (00/26) Balance	.00 *	.00 *	.00
		04/30/2026 (04/26) Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual .00 Total	.00	YTD Budget 64,655.00- Unearned	64,655.00
47-00-00-49350 TRANSFER FROM GENERAL FUND					
		01/01/2026 (00/26) Balance	.00 *	.00 *	.00
		04/30/2026 (04/26) Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual .00 Total	.00	YTD Budget .00 Unearned	.00
47-00-00-57100 HOTEL/MOTEL ASSN-CHAM OF COMM					
		01/01/2026 (00/26) Balance	.00 *	.00 *	.00
		04/30/2026 (04/26) Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual .00 Total	.00	YTD Budget 800,000.00 Unexpended	800,000.00
47-00-00-57210 EVENTS COORDINATOR					
		01/01/2026 (00/26) Balance	.00 *	.00 *	.00
		04/30/2026 (04/26) Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual .00 Total	.00	YTD Budget .00 Unexpended	.00
47-00-00-57212 RIVIERA MARKETING COORDINATOR					
		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
AP	1165	JONES, HEATHER	5,833.34		

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-57212 RIVIERA MARKETING COORDINATOR (continued)					
		**Desc: RIVIERA EVENTS COORDINATOR-APR 2026			
		03/31/2026 (03/26) Period Totals and Balance	5,833.34 *	.00 *	23,333.36
AP	707	JONES, HEATHER	5,833.34		
		**Desc: RIVIERA EVENTS COORDINATOR-MAY 2026			
		04/30/2026 (04/26) Period Totals and Balance	5,833.34 *	.00 *	29,166.70
YTD Encumbrance	.00	YTD Actual 29,166.70 Total	29,166.70	YTD Budget 70,000.00 Unexpended	40,833.30
47-00-11-15900 DUE TO/FROM GENERAL FUND					
		01/01/2026 (00/26) Balance	.00 *	.00 *	.00
		04/30/2026 (04/26) Period Totals and Balance	.00 *	.00 *	.00
47-00-40-15900 DUE TO/FROM LAKEFRONT FUND					
		01/01/2026 (00/26) Balance	.00 *	.00 *	.00
		04/30/2026 (04/26) Period Totals and Balance	.00 *	.00 *	.00
47-70-00-57150 PROMOTIONAL GRANT					
		01/01/2026 (00/26) Balance	.00 *	.00 *	.00
AP	993	CELEBRATIONS MANAGEMENT LLC	27,463.23		
		**Desc: 2026 BRIDAL EXPO-GRANT REIMBURSEMENT			
AP	1164	ASR EVENTS LLC	6,771.29		
		**Desc: ABOMINABLE SNOW RACE GRANT-REIMB			
AP	890	MACK GLASS	50,000.00		
		**Desc: GRANT REIMBURSEMENT- GLASS TREE			
		03/31/2026 (03/26) Period Totals and Balance	84,234.52 *	.00 *	84,234.52
AP	424	VISIT LAKE GENEVA	14,373.60		
		**Desc: GRANT REIMB-ICE SCULPTURES			
		04/30/2026 (04/26) Period Totals and Balance	14,373.60 *	.00 *	98,608.12
YTD Encumbrance	.00	YTD Actual 98,608.12 Total	98,608.12	YTD Budget 150,000.00 Unexpended	51,391.88

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-70-00-57155 TOURISM MUNICIPAL DEVELOPMENT					
		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-GOPODGLA ADS-RIVIERA JAN 2026	300.00		
		02/28/2026 (02/26) Period Totals and Balance	28,052.10 *	.00 *	39,472.32
AP	552	ELAN FINANCIAL SERVICES	47.88		
		**Desc: WIX APP RENEWAL			
AP	553	ELAN FINANCIAL SERVICES	854.70		
		**Desc: WEDDING PRO-RENEWAL			
AP	557	ELAN FINANCIAL SERVICES	300.00		
		**Desc: WIX GOOGLE ADS-MONTHLY			
AP	754	ELAN FINANCIAL SERVICES	130.92		
		**Desc: WIX-GOOGLE ADS JAN 20-FEB 9			
AP	399	WISCONN VALLEY MEDIA GROUP	500.00		
		**Desc: BRIDAL GUIDE ORDER 153960-1 3/12/25			
AP	317	UPLAND DESIGN LTD	9,816.85		
		**Desc: HILLMOOR ZONE 1 DESIGN (KNOWLES-NELSON)			
AP	952	US CELLULAR	32.73		
		**Desc: RIVIERA CELL-HEATHER			
AP	721	THE KNOT WORLDWIDE INC.	854.71		
		**Desc: 2ND QTR VENUE ADV-2026			
AP	1161	CHARTER COMMUNICATIONS	119.99		
		**Desc: INTERNET SVC-MAR 2026			
JE	6	RECLASSIFY THE KNOT WORLDWIDE INC	854.70		
		03/31/2026 (03/26) Period Totals and Balance	13,512.48 *	.00 *	52,984.80
AP	434	JONES, HEATHER	570.00		
		**Desc: RIVIERA BALLROOM-ZOLA SUBSCRIPTION			
AP	680	CHARTER COMMUNICATIONS	119.99		

Journal	Reference Number	Payee or Description				Debit Amount	Credit Amount		Balance
47-70-00-57155 TOURISM MUNICIPAL DEVELOPMENT (continued)									
	**Desc: INTERNET SVC-APR 2026								
	04/30/2026 (04/26)	Period Totals and Balance				689.99 *		.00 *	53,674.79
YTD Encumbrance	.00	YTD Actual	53,674.79	Total	53,674.79	YTD Budget	422,000.00	Unexpended	368,325.21
47-70-00-59400 TRANSFER TO CAPITAL PROJECTS									
	01/01/2026 (00/26)	Balance				.00 *		.00 *	.00
	04/30/2026 (04/26)	Period Totals and Balance				.00 *		.00 *	.00
YTD Encumbrance	.00	YTD Actual	.00	Total	.00	YTD Budget	.00	Unexpended	.00
47-70-00-59500 TRANSFER TO LAKEFRONT FUND									
	01/01/2026 (00/26)	Balance				.00 *		.00 *	.00
	04/30/2026 (04/26)	Period Totals and Balance				.00 *		.00 *	.00
YTD Encumbrance	.00	YTD Actual	.00	Total	.00	YTD Budget	.00	Unexpended	.00
47-70-00-59600 TRANSFER TO DEBT SERVICE FUND									
	01/01/2026 (00/26)	Balance				.00 *		.00 *	.00
	04/30/2026 (04/26)	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: 103		Number of accounts: 20			Debit	Credit		Proof	
Grand Totals:					600,214.83	600,214.83-		.00	

Report Criteria:

Actual amounts

All accounts

Account.Account number = "47000011111"- "47700059600"

**CITY OF LAKE GENEVA
ROOM TAX COMPARISONS
2025 AND 2026**

2025

	Room Tax	Room Tax	Additions Room Tax- Reg	Additions Room Tax- 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- Reg	Additions Room Tax- 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	5,390.79		49,634.62	-	
February	20,200.54	22.78	28,226.73		48,450.05	-	
March	1,463.59	189,012.02	54,957.85		245,433.46		
April	1,796.79	11.42	36,852.47		38,660.68	10,099.32	6/12/2026
May					-		
June					-		
July					-		
August					-		
September					-		
October					-		
November					-		
December					-		
	67,661.05	189,089.92	125,427.84	-	382,178.81	10,099.32	

Variance (470,771.74)

Note: Marketplace Providers now pay on a quarterly basis

382,178.81	City Portion 30% (after \$362,377)
362,377.00	City Minimum portion
19,801.81	Net minus City Minimum
13,861.27	Tourism Funds 70%
10,099.32	Per Visit Con.72.86%
(0.00)	Owed to Visit

Tourism Grant Commitments

Meetings	Events	Amount committed	Date of Event	Paid to Date	Remaining Balance	PAID
2025-Meetings						
January	Fall 2025 and Winter 2026 Promo	10,000.00	Various	1,450.00	8,550.00	5/16/2025
February	Art in the Park	22,280.00	August 9-10, 2025	20,369.50	-	9/26/2025
	Wisconsin Cheese Festival	10,000.00	May 16-18, 2025	10,000.00	-	6/27/2025
	Taco Fest	10,000.00	September 12-14, 2025	10,000.00	-	10/10/2025
March	Wee Whiskey Fest	20,000.00	April 25-27, 2025	20,000.00	-	6/13/2025
April	None					
May	Corporate Meetings and Events	7,500.00	June-September, 2025	7,500.00	-	8/6/2025
	Das Fest Wisconsin	15,000.00	July 18-20, 2025	15,000.00	-	10/10/2025
	Venetian Festival	27,500.00	August 13-17, 2025	27,500.00	-	10/9/2025
June	Jazz by the Lake	9,800.00	19-Jul-25	3,500.00	-	8/6/2025
July	Gala Days and Nights	35,000.00	October 24-26, 2025	-	35,000.00	
	Sylph, A Contemporary Ballet Performance	7,948.00	August 27-28, 2025	7,628.86	-	11/3/2025
	Venetian Festival	2,650.00	August 13-17, 2025	2,018.79	-	10/9/2025
August	Honoring our Military Heroes	20,000.00	Opening April 2026	-	20,000.00	
September	Tracing the Divide	4,000.00	October 25-26, 2025	3,726.73	-	12/1/2025
	Oktoberfest	22,005.56	October 11-12, 2025	-	22,005.56	
	Abominable Trail Race	3,000.00	November 15, 2025	1,933.01	-	1/9/2026
	Abominable Snow Race	10,000.00	January 31, 2026	6,771.29	-	3/20/2026
	Lake Geneva Winter Bridal Expo	30,000.00	January 17, 2026	27,463.23	-	3/20/2026
October	Downtown Ice Sculpture Walk	15,900.00	January 28-February 1, 2026	14,373.60	1,526.40	4/17/2026
	World's Tallest Glass Tree	50,000.00	December 5-14, 2025	50,000.00	-	3/20/2026
	Gary Con	12,000.00	March 18-22, 2026	-	12,000.00	
November	Baseball/Softball Travel Tournaments	36,400.00	Spring 2026	-	36,400.00	
	The Balloon Adventure-Buggin Out	25,000.00	March 19-29, 2026	25,000.00	-	5/29/2026
December	None-Meeting Cancelled					
Total Grants Paid 2025				254,235.01		

Tourism Grant Commitments

Meetings	Events	Amount committed	Date of Event	Paid to Date	Remaining Balance	PAID
2026 -Meetings						
January	None-Meeting Cancelled					
February	None-Meeting Cancelled					
March	Wee Whiskey Fest	25,000.00	April 17-19, 2026	-	25,000.00	
	Splash, Sparkle and Bloom	8,200.00	August 4-6, 2026		8,200.00	
	Das Fest Wisconsin(requested add'l in April)	14,750.00	July 31-August 2, 2026	-	14,750.00	
April	Art in the Park	26,300.00	August 8-9, 2026	-	26,300.00	
	Lake Geneva Pride Weekend	15,127.00	June 11-14, 2026		15,127.00	
May	Cancelled					
June	Bridal Expo	37,650.00	January 16, 2027	-		
	Pink the Lake	15,000.00	August 1st, 2026	-		
	Fat Tire Charity Ride	20,500.00	September 19, 2026	-		

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:

5/11/26

Organization:

Celebration Management

Contact Person:

Charlie Lorenzi

Name of Event:

Lake Geneva Winter Bridal Expo

Date(s) of Event:

January 16, 2027

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

March 3, 2027

Location of Event:

City Wide, The Riviera, The Cove, Harbor Shores, Bella Vista, TBD.

Type of Event:

Bridal Expo/convention

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

Estimated Number of Attendees:

1,000 +

Have you Applied Before? Yes or No; Explain:

Yes, this is our 7th year

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

812 Wrigley Dr.

What other governmental bodies have been approached for support and what amount has been received? GEM Grant - TBA \$ - pending application

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

Estimated Number of Overnight Stays: Thousands throughout the year with room blocks

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

Annual Event (Yes/No): yes

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

Grant Amount Requested: \$ 30,000

Provide as attachment the following:

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

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

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



262-249-6857
LGWINTERBRIDALEXPO@GMAIL.COM

Marketing Plan 2027

Category	Strategy
Target Market	Men and women ages 20+; focusing on newly engaged, young couples, parents with adult children, and wedding professionals
Positioning Statement	Introduce interested potential couples to all Lake Geneva has to offer. Promote area venues, small businesses, and lodging destinations
Offering to Customers	Attend in person and virtual wedding exhibits, offering wedding “experiences” this year.
Distribution	Strategic internet and ad placement through search engines, social media, print media, and telecommunications
Promotion Strategy	Campaigns will focus on the City of Lake Geneva being an ideal place to visit or plan a wedding related activity
Marketing Research	After analyzing last year's marketing program, we found that our target market responded best to internet ad placement versus traditional methods of advertising. Females between 25-34 using their mobile device were most likely to respond to our ad placement. Our target market reports show almost half of our customers came from IL but we did receive attendees from all over the country.
Other components	Most standard weddings generate over 100 room nights for the City of Lake Geneva. The stays are typically multi-day, these groups also tend to utilize many other types of services that Lake Geneva offers. Example: Gage Boats, Formal Wear, Restaurants, Bars, Photographers, Catering, Venue Rental, etc.



262-249-6857
LGWINTERBRIDALEXPO@GMAIL.COM

Marketing Plan 2027 : Expansion

Category	Strategy
Expansion Plan	In 2026, we expanded to include vendors at Bella Vista Suites and The Cove of Lake Geneva. We also included Maxwell Mansion and Harbor Shores as open house style venues and provided transportation across all venues. We saw over 800 attendees visit all 5 locations and over 1,200 participated in the events at at least one location. We had over 70 vendors attend last year. For 2027, we expect to expand vendors throughout the additional venue spaces with 100 vendors.



262-249-6857

LGWINTERBRIDALEXPO@GMAIL.COM

Lake Geneva Winter Bridal Expo 2024



WWW.LGWINTERBRIDALEXPO.COM



262-249-6857

LGWINTERBRIDALEXPO@GMAIL.COM

Lake Geneva Winter Bridal Expo 2023



WWW.LGWINTERBRIDALEXPO.COM



262-249-6857

LGWINTERBRIDALEXPO@GMAIL.COM

Lake Geneva Winter Bridal Expo 2022



WWW.LGWINTERBRIDALEXPO.COM



262-249-6857
LGWINTERBRIDALEXPO@GMAIL.COM

Lake Geneva Winter Bridal Expo 2021



WWW.LGWINTERBRIDALEXPO.COM



262-249-6857
LGWINTERBRIDALEXPO@GMAIL.COM

Lake Geneva Winter Bridal Expo 2020



WWW.LGWINTERBRIDALEXPO.COM



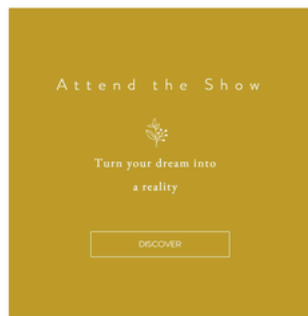
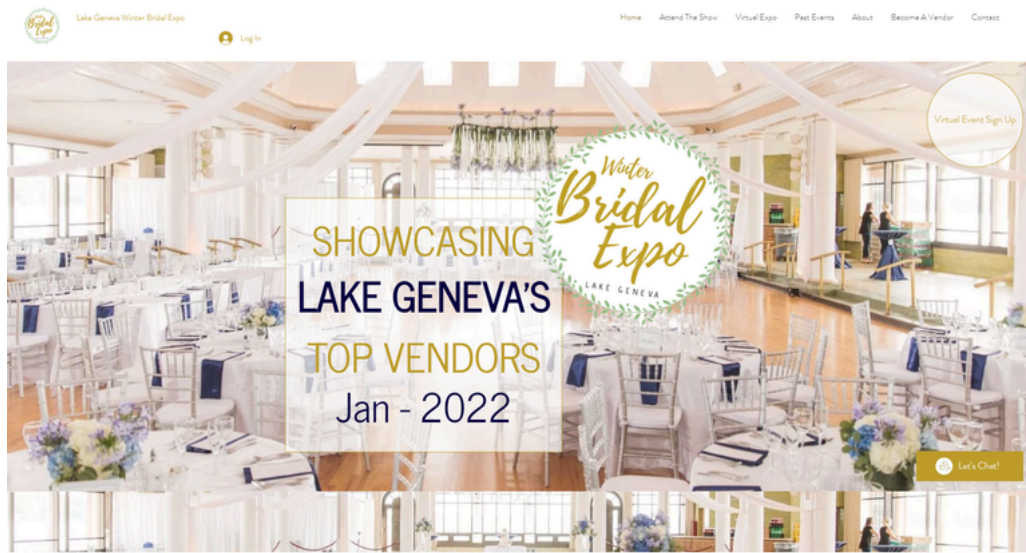
262-249-6857
LGWINTERBRIDALEXPO@GMAIL.COM

Lake Geneva Winter Bridal Expo Vendor and Attendee Report

2020 Attendees	We received emails from over 1,000 attendees, the show garnered over 600 in attendance.
2020 Vendors	We reached capacity with 40 vendors in attendance.
2021 Attendees	We collected over 700 emails from interested customers and had more than 300 in attendance.
2021 Vendors	In 2021, we again reached capacity for the in person event. We had a total of 19 in person vendors and 30 virtual vendors.
2022 Attendees	We collected over 1,400 interested customers and had more than 700 in attendance.
2022 Vendors	We reached capacity for the in person event. We had a total of 43 in person vendors.
2023 Attendees	We saw over 500 attendees throughout the day
2023 Vendors	We reached capacity at 43 vendors.
2024 Attendees	We saw over 650 attendees throughout the day
2024 Vendors	We reached capacity at 45 vendors.
2025 Vendors	We reached capacity at 46 vendors.
2025 Attendees	We saw over 750-800 attendees throughout the day
2026 Vendors	We had 71 vendors.
2026 Attendees	We saw over 1,200 attendees throughout the day

Lake Geneva Winter Bridal Expo

Website Design 2022 - Homepage

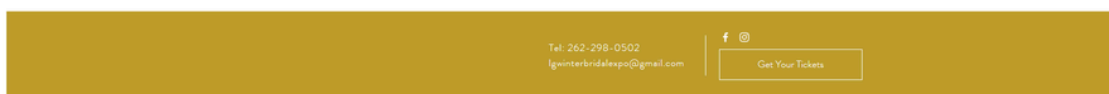
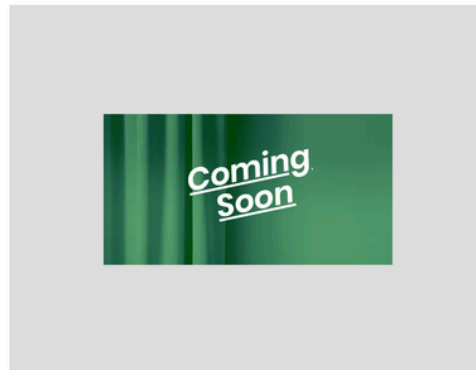
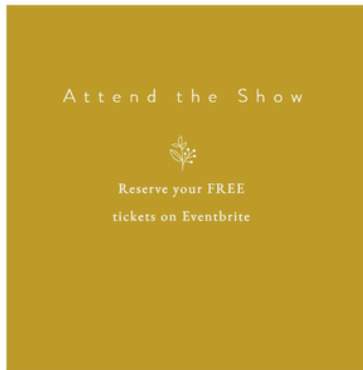
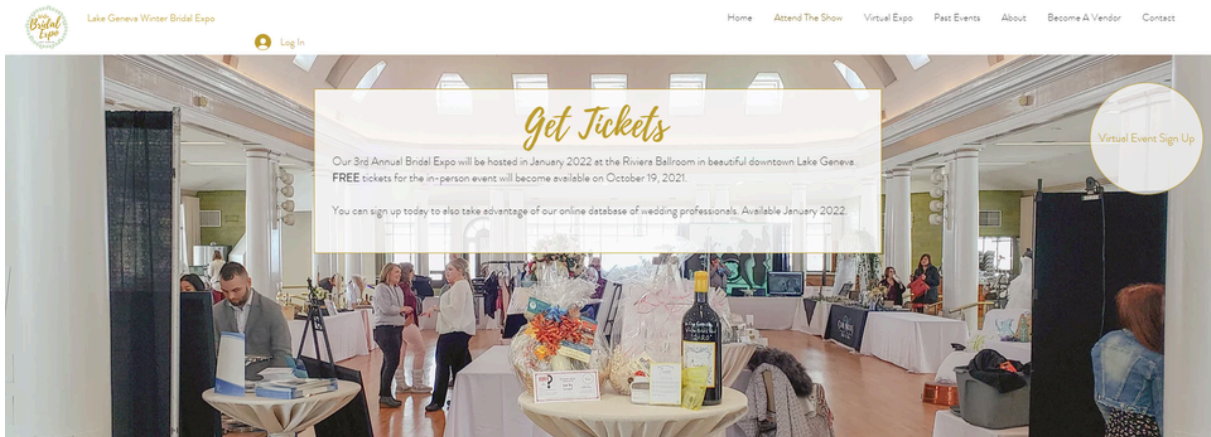


THANK YOU TO LAKE GENEVA'S
WEDDING EXPERTS FOR A GREAT
2021 SHOW!



Lake Geneva Winter Bridal Expo

Website Design 2023 - Get Tickets



Lake Geneva Winter Bridal Expo

Website Design 2023 - Past Events



Lake Geneva Winter Bridal Expo

[Log In](#)

[Home](#) [Attend The Show](#) [Virtual Expo](#) [Past Events](#) [About](#) [Become A Vendor](#) [Contact](#)

[Virtual Event Sign Up](#)

PAST SPONSORS



PAST VENDORS

A Savvy Bride and Tuxedo	All About the Gown by Judy
Always and Forever Formal Wear	Baker House
Bella Bridal Hair	Bella Vista Suites
Blooming Perfection Floral	Celebration on Wells Catering
Cheryl Jacobs Photography	Clear Waters Salon Spa
Cornerstone Shop & Gallery	Country Financial by Danielle Jones
Delta Disc Jockeys	Desserts4u
Denay Coco Bay	Embrace Your Face Artistry
Ensure Productions	Exterior Pros
Forever Birdy	Fred Astaire Dance Studio - Pleasant Prairie
G Marie Design Group	Gino's East of Lake Geneva
Graceful Events	Harbor Shores on Lake Geneva
Jasmine Salon	Julie Michelle Cakes
Krumwiede Home Pros	Lake Geneva Clue Room
Lake Geneva Cruise Line	Lake Geneva Party Bus
Lake Lawn Resort	Lake Life Catering
Lilypots	Ludy Tunes
Maxwell Mansion	Mary Kay by Wendy Jo Ambrose
Matt Mason Photography	Mirror Me Photo Booth
Njeri Bishota Photography	Petty Thieves Band
Plan and Gather Events	PRP Wine International
Pure Romance by Adyna Rivera	RB Photography & Videography
Seven Oaks Bed and Breakfast	Shana Rae May Photo
Simple Food Group	Simply Detailed Wedding
The Bottle Shop	The Candle Mercantile
The Riviera Ballroom	TNT Amenities
Trellis Flowers	Valen Studios
Visit Lake Geneva	Weddings by Jennifer Fox
Weddings Lake Geneva	Zilli Hospitality Group

[Let's Chat!](#)

Tel: 262-298-0502
lgwinterbridalexpo@gmail.com



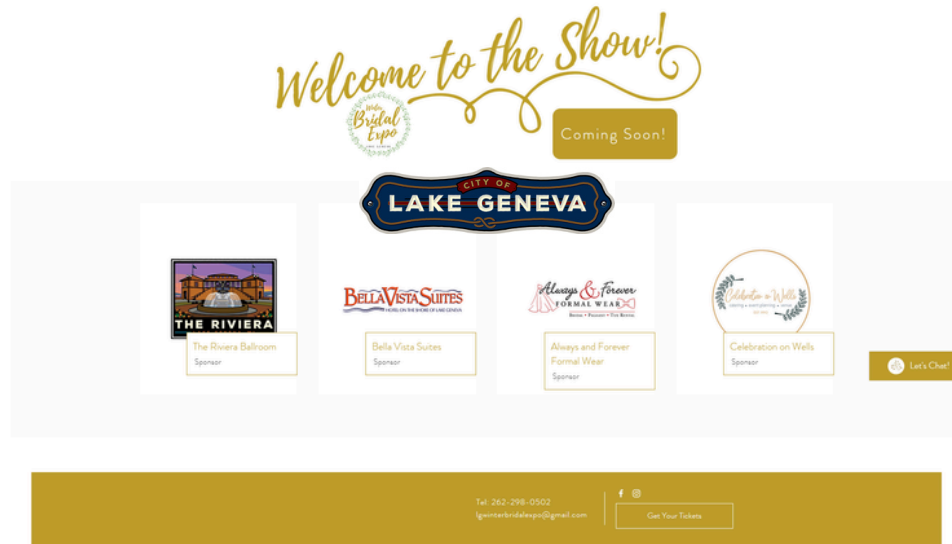
[Get Your Tickets](#)

Lake Geneva Winter Bridal Expo

Website Design 2023 - Virtual Expo

The "Coming Soon" is a button, once activated it will say "Enter" and users will be prompted to either log-in or sign up for the virtual show.

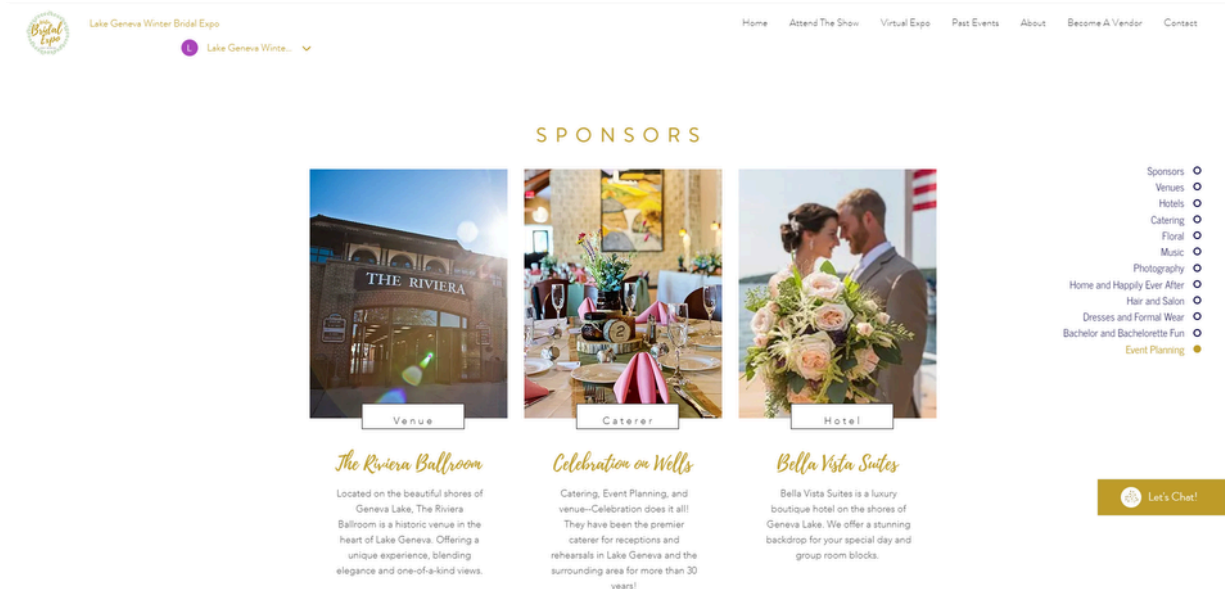
Users have the ability to sign up for the virtual show on every page of the website or when they click "enter." Once signed up, they will create their own password and will have unlimited access to the virtual expo, where we can post live streams for the in person show, vendors can submit videos, set up zoom meetings, etc.



Lake Geneva Winter Bridal Expo

Website Design 2023 - Virtual Expo - After Sign in - Sponsor Section

Lake Geneva Winter Bridal Expo Sponsors are given premium placement with two-three sentence blurbs. The submenu bar on the right navigates users to the different genres of wedding planning easily.



Lake Geneva Winter Bridal Expo

Website Design 2023 - Virtual Expo - After Sign in - Vendor Section

All vendors and sponsors are grouped alphabetically by category in our virtual vendor section.

V e n u e s

Vendor Little Burb	Vendor Little Burb	Vendor Little Burb	Vendor Little Burb
Vendor Little Burb	Vendor Little Burb	Vendor Little Burb	Vendor Little Burb

H o t e l s

Vendor Little Blurb	Vendor Little Blurb	Vendor Little Blurb	Vendor Little Blurb
Vendor Little Blurb			

C a t e r i n g

Vendor Little Blurb	Vendor Little Blurb	Vendor Little Blurb
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Lake Geneva Winter Bridal Expo

Website Design 2023 - Virtual Expo - After Sign in - Vendor Page

Each vendor is given their own person page with contact information, vendor information, videos, and more.

Lake Geneva Winter Bridal Expo

[Home](#) [Attend The Show](#) [Virtual Expo](#) [Past Events](#) [About](#) [Become A Vendor](#) [Contact](#)

[Lake Geneva Winte...](#)

ABOUT THE RIVIERA



00:02 / 01:14

Making Dreams Come True

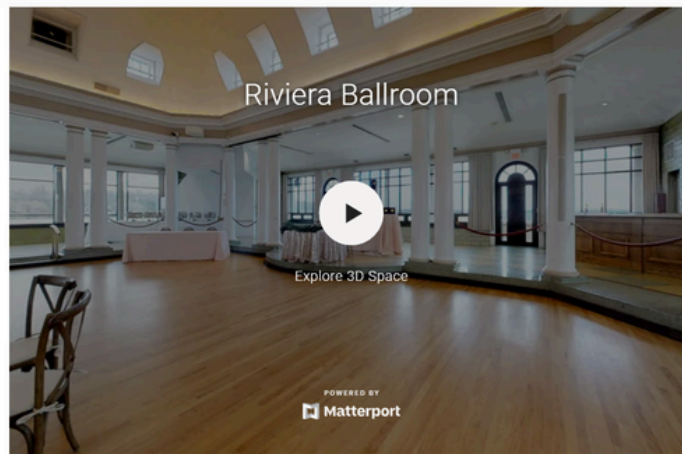
Located on the beautiful shores of Geneva Lake, The Riviera Ballroom is a historic venue in the heart of Lake Geneva and offers a unique experience blending elegance and one-of-a-kind lake views with nostalgic prestige and tradition. This Lakefront gem is surrounded by water on three sides and features over 20-foot-high ceilings, large windows overlooking the beautiful Riviera Beach, and a veranda set above the distinctive Lake Geneva Cruise Line docks.

We are currently undergoing renovations! New enhancements are coming to our ballroom including a new fresh ceiling, crystal chandeliers, new lighting throughout, new countertops and new window treatments throughout. Our goal is to bring back the elegance from the 1930's when it was built while keeping a fresh, clean, and up-to-date look.

Stephanie Copsey
262-344-8246
812 Wrigley Dr. Lake Geneva, WI

[Email](#) [Website](#) [2022 Information](#)

[Let's Chat!](#)



L Lake Geneva Winte... ▾

 Let's Chat!

Page 43 of 218

Expense Account	Total
Online Advertising	\$ 20,000.00
Promo Items	\$ 1,000.00
Stock Images	\$ 150.00
Email Marketing	\$ 1,000.00
Google Placement	\$ 1,500.00
Radio	\$ 1,500.00
Website & Maintenance	\$ 2,500.00
Print	\$ 4,000.00
Bridal Bags	\$ 6,000.00
TOTAL	\$ 37,650.00

CITY OF LAKE GENEVA TOURISM COMMISSION



TOURISM PROMOTION GRANT INFORMATIONAL GUIDE

December 2024

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: May 2, 2026

Organization: Pink The Lake

Contact Person: Kristin Stone

Phone Number: [REDACTED]

Street Address: [REDACTED]

City, State, Zip: [REDACTED]

Email Address: [REDACTED]

Name of Event: Pink The Lake & The Pink Party

Date(s) of Event: August 01, 2026

Deadline for receipt submittal to the City (45 days after event ending): September 15, 2026

Location of Event: Lake Geneva and surrounding lake area

Type of Event: A walk to raise awareness for early detection of breast cancer
(Festival, Cultural, Convention, Tour, Sporting, Other)

Estimated Number of Attendees: 200-300

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

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

Flat Iron Park, Lake Geneva; Library Park, Lake Geneva; Reid Park, Fontana as well as Lake Geneva area hotel for The Pink Party (after event celebration).

What other governmental bodies have been approached for support and what amount has been received? No other governing body

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: 1-2 nights

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

Annual Event (Yes/No): Yes

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

Grant Amount Requested: \$15,000

Provide as attachment the following:

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

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

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

NEEDGES REAL ESTATE
KRISTIN & ALLIE



EVERY STEP MATTERS

WISCONSIN
BREAST
CANCER
COALITION



Harbor
Shores

GENEVA LAKE
TITLE



Geneva Lakes Jewelry

& GEM APPRAISERS LLC



MY
DENSITY
MATTERS





Event Overview/Description - 2026

Pink The Lake is a signature breast cancer awareness walk and community experience held in Lake Geneva, Wisconsin. Centered around awareness of the impact of breast density and early detection of breast cancer, the event brings participants together for a meaningful and visually impactful experience along the shores of Geneva Lake.

Pink The Lake takes place Saturday, August 1, 2026. The event structure features two walking routes of varying distances. One suggested walk is approximately 6.5 miles while the other is 10 miles (however, attendees can walk however long they choose) - this is not a race, it's publicized as a leisurely walk.)

The event includes both the walk and a Saturday evening party called "The Pink Party." This celebration features music, food and a vibrant social atmosphere. Together the walk and The Pink Party create a full weekend experience that encourages participants to travel to Lake Geneva, stay overnight and engage with local hotels, restaurants and retailers.

Participants also receive pink wristbands that extend the experience throughout the weekend, unlocking special offers at participating downtown businesses and further integrating the event into the local tourism economy.



Event Details - 2026

Event Date: Sat. August 1, 2026 (ticketed event)

Routes: Two suggested walk options (approximately 6.5 miles and 10 miles)

The Pink Party: Saturday evening (ticketed event)

Pricing Structure

- Walk + The Pink Party Combo: \$75
- Walk Only: \$45
- The Pink Party Only: \$45



Event Budget - 2026

Tourism Marketing & Promotion - \$4000

Targeted digital advertising (Chicago/Milwaukee markets), print materials and promotional outreach designed to attract out-of-town participants and encourage overnight stays.

The Pink Party (except Food & Beverage)- \$3000

Venue rental, DJ and sound production, event rentals (tables, linens, staging) and decor to create an elevated post-event experience that encourages extended stays. Local hotel venue preferable. Sample of locations being considered: Geneva National, Harbor Shores, The Lodge, Maxwell Mansion, Grand Geneva, Geneva Inn

Food & Beverage - \$4000

The Walk: Water & Snack

The Pink Party: light catering, desserts and non-alcoholic beverages for event participants and attendees.

Attendee Experience (Walk Package & Party Favor) - \$5000

T-shirts, medal, guide map, wristbands, party favor to enhance the overall event experience.

Operation & Safety - \$750

Event insurance, coordination and safety related logistics

Funding will be used specifically to expand the event's reach, enhance visitor experience and increase overnight stays within Lake Geneva.



Marketing Plan - 2026

Marketing efforts target regional audiences in the Chicagoland area, Milwaukee and surrounding Wisconsin communities, with messaging that promotes Pink The Lake as both a meaningful cause-driven event and a weekend destination experience. Our plan is to capture this audience thru print advertisements and a strong social media campaign.

Campaign messaging highlights:

- "Every Step Matters" as a unifying theme
- The addition of *The Pink Party* as a signature social experience
- Downtown Lake Geneva as an active participant through retail promotions

The Lake Geneva Tourism Commission logo and lodging website will be prominently featured across all digital and printed materials.

PINK the lake

Lake Geneva, Wisconsin



Overnight Stay Justification - 2026

Pink The Lake's structure naturally encourages overnight stays. By separating the morning walk, The Pink Party evening celebration and including weekend long shopping incentives, attendees are encouraged to arrive early and remain in Lake Geneva for an extended visit.

Participants traveling from outside the immediate area - particularly from Chicago, Milwaukee and Madison are more likely to book accommodations in order to fully participate in both the walk and the evening party.

The integration of local businesses through wristband promotions further enhances the appeal of a multi-day stay, positioning the event as a weekend destination.

Pink The Lake is designed to grow as an annual destination event, increasing regional attendance and overnight stays year over year.



PINK the lake

Lake Geneva, Wisconsin

MEDIA PLAN - 2026

MILWAUKEE/LAKE GENEVA

TV - TMJ4 News; WISN 12 News; FOX 6 News Milwaukee; CBS 58

Pitch: "Weekend destination event in Lake Geneva for a great cause"

Radio - 97.3 The Game; 103.7 KISS FM Milwaukee; 88Nine Radio Milwaukee; WLKG 96.1

Request: interviews, event mentions, community spotlight

Digital/Print - Milwaukee Journal Sentinel; OnMilwaukee; Milwaukee Magazine; Lake Geneva Regional News; At The Lake Magazine; Downtown Lake Geneva; Best of Lake Geneva

Event Calendars - Visit Milwaukee; OnMilwaukee Events Calendar; Visit Lake Geneva; WalCo Wisconsin Events; What's Happening in Lake Geneva; Lake Geneva Lake Life; Eventbrite; Welcome to Lake Geneva, Wisconsin; Lake Geneva Life; Lake Geneva Locals & Visitors

NORTH SHORE CHICAGO

TV - ABC 7 Chicago; NBC 5 Chicago; WGN-TV

Pitch: "Easy weekend getaway from Chicago"

Local North Shore Publications - Daily Herald; The North Shore Weekend; Wilmette Beacon; Glenview Lantern

Radio/Lifestyle Media - WGN Radio; 93.9 FM Chicago

Event Calendars - Choose Chicago Events; Time Out Chicago; Chicago Parent

MADISON

TV - WKOW 27 News, WISC-TV Channel 3, WMTV NBC15

Radio - WIBA, WORT 89.9 FM

Print/Digital - Wisconsin State Journal; Isthmus; Travel Wisconsin

Event Calendars - Destination Madison; Isthmus Events Calendar

JANESVILLE

TV - WIFS TV

Radio - WCLO; WSJY 107.4

Print/Digital - Janesville Gazette; Beloit Daily News

Event Calendars - Visit Beloit; Janesville Area Convention & Visitors Bureau



MEDIA/MARKETING BUDGET - 2026

DIGITAL ADS - \$1000

Facebook
Instagram

LOCAL PRINT & DIGITAL COMBO - \$800 - \$1200

Lake Geneva Regional News (plus no cost editorial)

EVENT CALENDARS & LISTINGS - \$0 - \$300

RADIO MENTIONS/INTERVIEWS - \$0 - \$300

INFLUENCERS/LOCAL CREATORS - \$0

PRINTED MATERIALS (Flyers, Posters, Banners) - \$500 - \$1200



Estimated Overnight Stays - 2026

Estimated Attendance: 200+ Participants

Estimated Out-Of-Area Attendees: 40-50%

Estimated Hotel Rooms: 40-60 rooms

Estimated Stays: 40-80 room nights

These estimates reflect the multi-day format and incentive for participants to stay in Lake Geneva overnight given the event's schedule.

Pink The Lake is designed to grow as an annual destination event, increasing regional attendance and overnight stays year over year.

Tourism Promotion Compliance

In alignment with Tourism Commission requirements, Pink The Lake will include the Tourism Commission logo and link (and/or QR code) to the official website (www.lakegenevahotels.org) across all marketing materials, including digital platforms, printed collateral and event signage. This ensures participants have direct access to local accommodations and reinforces the event's role in supporting overnight stays within the City of Lake Geneva.

"Plan your stay: Visit LakeGenevaHotels.org"



Experience & Tourism Integration - 2026

Pink The Lake is intentionally designed as a multi-day experience to encourage overnight stays in Lake Geneva. The addition of The Pink Party creates a compelling reason for participants to remain in the area following the walk, while the weekend wristband program incentivizes continued engagement with local businesses on both Saturday and Sunday.

Participants are encouraged to extend their stay, dine locally, shop downtown and experience Lake Geneva as a destination, not a single event.

Additionally, we offer the attendees the option to pick-up their walk packet Friday afternoon, as well as Saturday morning. This is convenient for those who prefer to kick-off their weekend with a Friday night stay prior to the Saturday morning walk.



PINKthe lake

Lake Geneva, Wisconsin

Dear Future Sponsor:

It's with great excitement that we announce a path to breast cancer early detection and awareness. Our **Pink The Lake Walk** aims to raise awareness about breast density, educate, and empower women to get the most appropriate breast cancer screening.

This walk along the beautiful Geneva Lake Shore Path will raise money for two inspiring 501(c)(3) charities; **My Density Matters** and the **Wisconsin Breast Cancer Coalition**. This event promises to promote wellness, community, and support so that women everywhere can obtain the earliest possible breast cancer diagnosis.

When: Saturday, August 1, 2026

Time: Walkers depart at 8:30 a.m. Central Time

Check-in: Melges Real Estate, 233 Center Street Lake Geneva

Starting point 1: Lake Geneva Gazebo

Starting point 2: Fontana Reid Park

Finish point will be at Williams Bay Edgewater Park & Lake Geneva Library Park

Our attendees have two choices in participation levels and are encouraged to obtain pledges:

Lake Geneva to Williams Bay- appx. 6.5 miles

Fontana to Lake Geneva- appx. 10 miles

How can you get involved, gain visibility for your business, and contribute to this important cause? Become a sponsor! Please review the attached for customized sponsor benefits at five different levels. For more information please contact [REDACTED] or [REDACTED] or by phone at [REDACTED].

Thank you! The Pink The Lake Team

PINK the lake

Lake Geneva, Wisconsin



Banners Event program Registration page hot linked Social media advertising T-shirts Medals Complimentary registration Social media photo ops

Premiere \$10,000	Your X-Large logo ON EVERYTHING							For 40 walkers	
Platinum \$5,000	Your Large logo ON EVERYTHING							For 20 walkers	
Gold \$1,000	Your Medium sized logo ON							For 6 walkers	
Silver \$500	Your Small sized logo ON							For 2 walkers	
Community \$250	Your Smaller sized logo ON								

Contact: Kristin Stone

Visit the following participating businesses
for special **PINK** the lake offers

- **Geneva Lakes Jewelry**
10% off select items & free jewelry cleaning
- **Geneva Tap House**
10% off entire bill
- **Sacred Sisters**
Reusable pink tote bag w/ purchase
- **Thrift In**
Reusable pink tote bag w/ purchase
- **The Candle Mercantile**
\$5 off a shelf candle or pour your own candle
- **Marigold Gift Shop**
\$10 off purchase of \$50 or more
- **Eddie Boutique**
\$10 off any full price clothing item
- **Seasons on the Lake**
20% off anything pink
- **Sterling Works**
Free sterling polishing cloth w/any purchase
- **Paws for Treats**
10% off all collars & harnesses
- **The Rabbit Hole**
20% off all purchases
- **Pink Moon Bay**
25% off pink or red regular price items
- **The Hive**
Free charm
- **Something Sweet**
Free pink taffy sample & 15% off purchase
- **Clear Water Outdoor**
10% off all purchases
- **C.R. Goodfinds**
20% off anything pink
- **Le Cookery**
Gift Basket - in store raffle w/ purchase
- **Geneva Upscale Consignment**
10% off anything less than \$100
- **Overland Sheepskin Co**
In store sheepskin raffle
- **Eddie**
\$10 off select full price merchandise
- **Juniper Medspa**
50% off IV's



Thank you to our sponsors!

NEEDLE BEAR PRESENTS
KRISTIN & ALLIE



Geneva Lakes Jewelry



Melanie &
Chris Coulter

Lulu's Wiggling Out
Lake Geneva Market

Thank you to the homeowners of the
Geneva Lake Association and
municipalities of Lake Geneva,
Fontana, Williams Bay, and Linn.

Jerzees Ultimate™ Unisex Ring Spun T-Shirt
Raspberry Heather



Bella + Canvas CVC Tee
Heather Raspberry



District Perfect Blend CVC Tee
Raspberry Fleck



District Very Important Tee
Flush Pink













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: 5/7/2026
Organization: Fat Tire Charity Ride
Contact Person: Dawn Marie Mancuso

Name of Event: Fat Tire Charity Ride
Date(s) of Event: 9/19/2026

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

Location of Event: registration at Champs Sports Bar + Grill

Type of Event: charity bike ride around Geneva Lake

(Festival, Cultural, Convention, Tour, Sporting, ☒ Other) Charity Bike Ride

Estimated Number of Attendees: approximately 1200 registered riders

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

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

Registration takes place at Champs + ride around Geneva Lake
See attached map + direction

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

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

Estimated Number of Overnight Stays: 800 of 1200 riders are from out of state and rent rooms,

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

Annual Event (Yes/No): Celebrating 30 yrs.

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

Grant Amount Requested: \$20,500-

Provide as attachment the following:

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

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

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

The Fat Tire Ride was established approximately 30 years ago by Dawn Marie Mancuso Licht, along with family and friends who shared a passion for mountain biking. As avid cyclists, they frequently participated in races and events across the state. Inspired by several years of riding in the Milwaukee Fat Tire Tour, Dawn Marie launched a similar event in 1996: the Fat Tire Tour of Lake Geneva. The inaugural ride drew approximately 180 participants, with registration hosted at Champs Sports Bar & Grill and organized stops around the lake, culminating in a community pig roast.

While preparing for the second annual event, tragedy struck. On June 21, 1997, Tim Hibbard and Kristy Zadler lost their lives in an automobile accident while returning from a biking event in Milwaukee. Their passing deeply impacted the community. In response, Dawn Marie dedicated the event to their memory, renaming it the Fat Tire Memorial Tour. Proceeds from subsequent rides funded two \$4,000 scholarships at Badger High School in honor of Kristy and Tim through 2010.

As the event grew significantly in size and began attracting participants from across the country, the Hibbard family expressed concern that the original memorial intent had shifted. At that time, Dawn Marie transferred approximately \$70,000 in accumulated funds to the Hibbard family to ensure the continuation of the scholarships, which remain active today. The event then evolved into the Fat Tire Charity Ride, with all proceeds directed toward supporting local charitable organizations.

Use of Grant Funds

Grant funding will support key marketing and operational initiatives, including:

- Social media marketing campaigns: \$3,000
- Website hosting, maintenance, and online registration platform: \$1,500
- Registration and promotional materials (posters, forms, wristbands, signage, banners, T-shirts, and hats featuring Lake Geneva Tourism branding): \$12,000
- Media outreach, including two featured regional news articles and radio programming on WGN and WLKG: \$4,000

Marketing Strategy

Beginning June 1, the event will be promoted through weekly social media posts encouraging registration via the Fat Tire Charity Ride website, along with messaging supporting local hotel partners. Printed promotional materials will be distributed to approximately 20 local businesses and replenished throughout the summer. Additionally, WGN and WLKG radio programming will provide ongoing promotion, including recognition of the Lake Geneva Tourism Grant and participating hospitality partners.

Economic Impact

The grant will enhance our ability to reach a broader audience, increasing overnight stays by promoting local accommodations through digital, print, and radio channels. Over the past two decades, the event has grown to approximately 1,200 registered riders, with additional unregistered participants. Data indicates that roughly 800 attendees travel from out of state and stay in local hotels, resorts, and bed-

and-breakfast establishments.

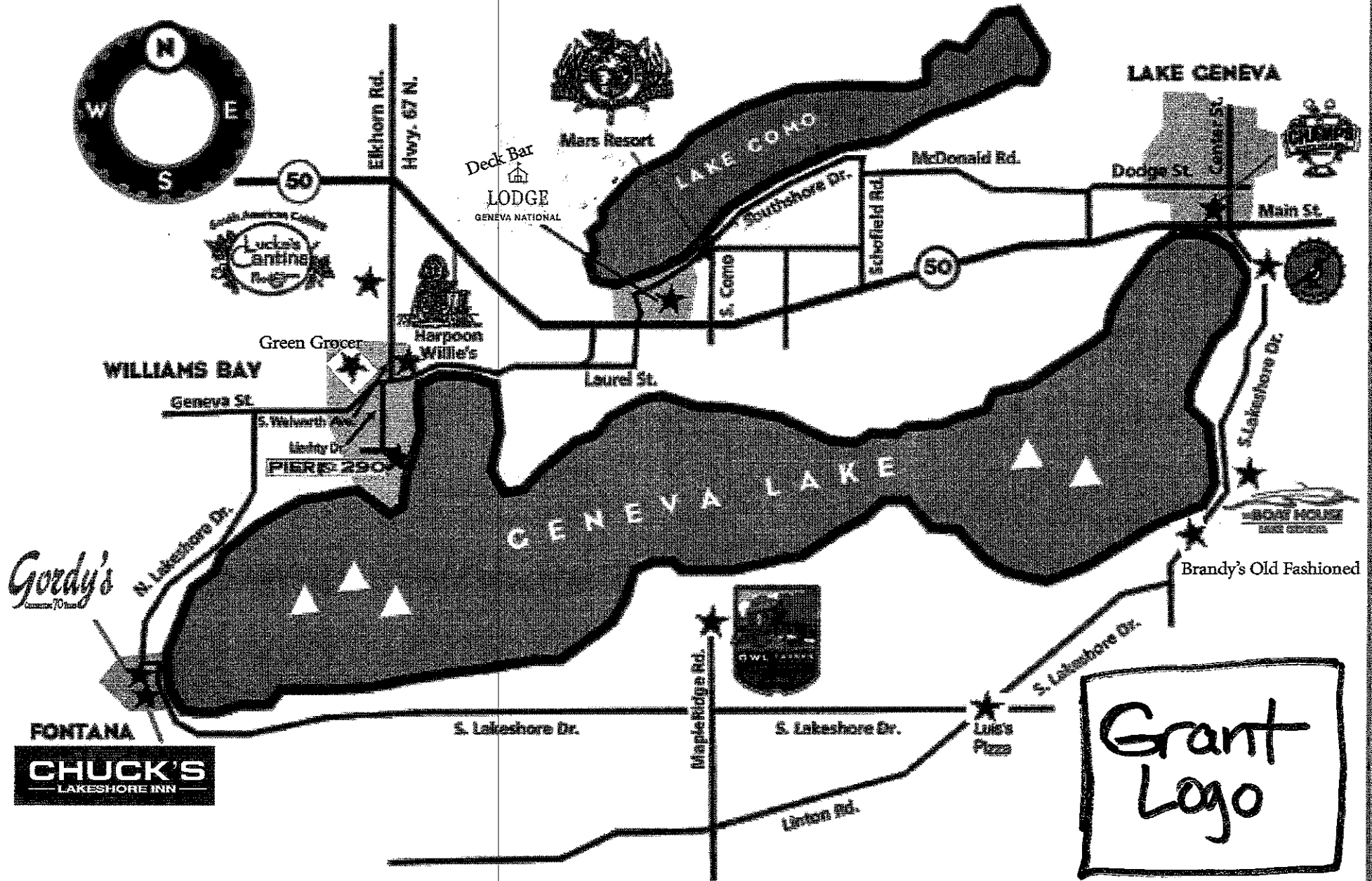
Growth Opportunity

A key opportunity lies in converting non-registered participants into registered riders. Increased marketing efforts will help address this challenge, ultimately allowing us to expand our charitable contributions. Currently, the event donates between \$28,000 and \$35,000 annually to local organizations. Since its inception, the Fat Tire Charity Ride has raised approximately \$600,000 for the community—an achievement we are extremely proud of and eager to build upon.

Thank you for your consideration and support.

Kind regards,
Dawn Marie Mancuso Licht
Fat Tire Charity Ride

SOUTHSHORE ROUTE



Fat Tire Charity Ride 2025 Registered Riders Only

2025 IMPORTANT FAT TIRE INFORMATION!

- THIS IS A CHARITY RIDE-REGISTERED RIDERS ONLY
- Raffle pick up for registered riders at Champs beer garden
At 2pm five tickets drawn and posted every 15 minutes until all 60 prizes are gone
Must be present to win
- Park bikes in designated areas only & not on the road.
- Bikes left over night in public space will be picked up by local Police Departments.
- It is illegal to have open intoxicants in public parks and ride while intoxicated.
- Ride with helmets & single file.
- Sag Wagon Support for registered riders only Noon-4pm. Call Brandee 262-348-8901
- ALL RIDERS MUST RIDE CLOCKWISE AROUND THE LAKE Carefully following the map/directions due to construction & safety concerns.
- Call 911 to report emergencies.

Pig Roast (*not all you can eat*) at Champs served from 2-7pm

Our Gold Benefactor (\$12K) is the Tree House Child & Family Center. A not-for-profit program dedicated to our local children assisting them through the devastating experience of physical and sexual abuse and neglect.

Our Silver Benefactor (\$10K) is the Open Arms Free Clinic, located in Elkhorn, WI which serves the health needs of the uninsured, low income and under-served residents of Walworth County.

Our Bronze Benefactors (\$250-\$1,200) are Lake Geneva Museum, Geneva Lake Water Safety Patrol, Walworth County Special Olympics, Geneva Lake Conservancy and Kishwaukee Conservancy, Lake Geneva YMCA, Agape House, Salvation Army, Lakeland Animal Shelter, LG Youth Bike Program, GL Environmental Ed., Walworth County Food & Diaper Bank

SOUTHSHORE ROUTE

Leaving Champs.

First Stop **Magpies** 642 W. Main Street (Next to Post Office)

From **Magpies** to **The Boat House** 3 miles

Left on Center Street going south to Lakeshore drive

Left S. Lakeshore Drive

Follow signs for South Lakeshore to **The Boathouse**

From **The Boathouse** to **Brandy's Old Fashioned**

From **Brandy's Old Fashioned** to **Luis' Pizza** 0.5 mile

Right on S. Lakeshore Drive at stop sign

Right on Maple Ridge Road to **The Owl**

5.5 miles to **The Owl**

From **The Owl** to **Chuck's, Gordy's Boathouse** 5 miles

South on Maple Ridge Road

Right on S. Lakeshore Drive becomes Fontana Blvd.

Chuck's and Gordy's Boathouse on Lake Street

To **Fontana** to **Williams Bay / Pier 290, Green Grocer,**

Harpoon Wille's and Lucke's Cantina 3.3 miles

North on Lake St. becomes Kinie Ave.

Right on N. Lakeshore Drive

Right on Geneva Street to Hwy 67 and

Harpoon Wille's on Main corner or...

Left on Walworth Ave. to **Lucke's Cantina** 0.3 miles or...

Right on S. Walworth Avenue

Left on Leichy Drive to **Pier 290** 0.3 miles

From **Williams Bay** to **Lodge Resort & Deck Bar** 1.9 miles

Continue East on Geneva Street

Right on Laurel Street

Left on Knollwood to cross Hwy 50

Follow signs through resort property to **Deck Bar**

From **Lodge Resort & Deck Bar** to **Mars Resort** 0.8 miles

Follow signs through **Lodge Resort** down hill

Stay on main road (Interlaken Drive)

Turn left past tennis courts

Becomes West End Road to **Mars Resort**

From **Mars Resort** to **Champs** 4 miles

Left on South Shore Drive

Right on Schofield Rad

Left on McDonald Road

Left at Forest quick right to Dodge Street

Right to Center Street

Cross Geneva Street turn right into **Champs**

KEEP LAKE ON YOUR RIGHT



May/4, 2026

Greetings Fat Tire Charity Ride Sponsor,

We are celebrating 30 years of riding and raising funds for our charities in need. Our event is 9/19/2026, we have selected this date to avoid conflict with other local events.

Once again, we will travel south around the lake per our local Police Department's request. The PD thinks this keeps the roads safer for both riders and drivers. Riders will begin their departure from Champs at 9 a.m. (approximately 1200 riders) as a staggered start to ease the flow of riders in and out of your establishment.

Your \$500.00 sponsor fee is due by June 15, 2026. This ensures your business will be featured on the registration website, social media, registration forms, posters and t-shirts. Please issue your check to Fat Tire Charity Ride and mail to P.O. Box 1375, Williams Bay, WI 53191.

Our Fat Tire Liaison, Madigan, will be dropping off registration forms and posters in mid-June and will plan with you to pick up your raffle donation for our day of raffle.

We thank you for your continued support and want you to know how you are helping our local community. We donate over \$35K every year to the following local charities: Tree House Child & Family Center, Open Arms Free Clinic, The Bridge Food & Diaper Bank, Agape Home, LG Special Olympics, LG Museum, Water Safety Patrol, Holiday Home Camp, Geneva Lake & Kishwaukee Conservancy, YMCA, Lakeland Animal Shelter, and many more local organizations in financial need.

Should you have any questions please feel free to contact me at [REDACTED] or [REDACTED]

Kind Regards,

Dawn Marie Mancuso Licht



Save the Date!

28th Annual Fat Tire Charity Ride | Sat., Sep. 20, 2025

Since 1996, this 21-mile ride around Geneva Lake has benefitted numerous local charities!



Registration open now!

Scan the code or visit <https://fattireride.com>



29th Annual FAT TIRE CHARITY RIDE Saturday, September 20, 2025

REGISTRATION OPTIONS & T-SHIRT INFORMATION

Friday 9-19-2025 from 5:00 PM - 7:30 PM at
Lodge Geneva National Resort - Highway 50 West, Lake Geneva

Saturday 9-20-25 from 8:30 AM - 11:00 AM at
Champ’s Sports Bar & Grill located at 747 W. Main Street, Lake Geneva

Ride begins at your leisure (no official start time) heading clockwise around the lake.

All post marked by 8/30/25 pre-registered riders will receive a T-shirt , map, dinner ticket (delicious pig roast with all the trimmings) and raffle ticket for 50 prizes.
After 8/30/25 registration, additional shirts will be available on a first come basis & no guaranteed size.
*Dinner tickets will be available for non-riders for only \$10.00

PARKING: Metered parking throughout the downtown area. Free parking across from City Hall by the Museum, Central Denison School, side neighborhood streets and at Lodge Geneva National.

CABLE LOCKS and HELMETS are strongly recommended.

BIKE RENTAL: Avant Bicycle & Café located at 234 Broad Street, Lake Geneva (262) 203-5141

The route is strictly road, a beautiful scenic tour through Wisconsin’s most beautiful terrain, please follow the rules of road riding, and ride single file.

NON REGISTERED RIDERS ARE NOT APPRECIATED AS THIS IS A CHARITY EVENT

PRE-REGISTRATION \$45.00 - must be post marked by 8/30/25;
\$50.00 after 8/30/25 and day of event.



Return this portion completely filled out with payment.

REGISTRATION FORM FAT TIRE RIDE 2025: PLEASE PRINT LEGIBLY

Last Name: _____ First Name: _____

Address: _____

City: _____ State: _____ Zip: _____

E-Mail Address: _____

Pre-registered riders are guaranteed a T-shirt size; circled requested size: SM MED LG XL XXL

NO REFUNDS! Ride will be held rain or shine.

Make Checks Payable to: **FAT TIRE CHARITY RIDE**
Mail to: PO Box 1375 • Williams Bay, WI 53191

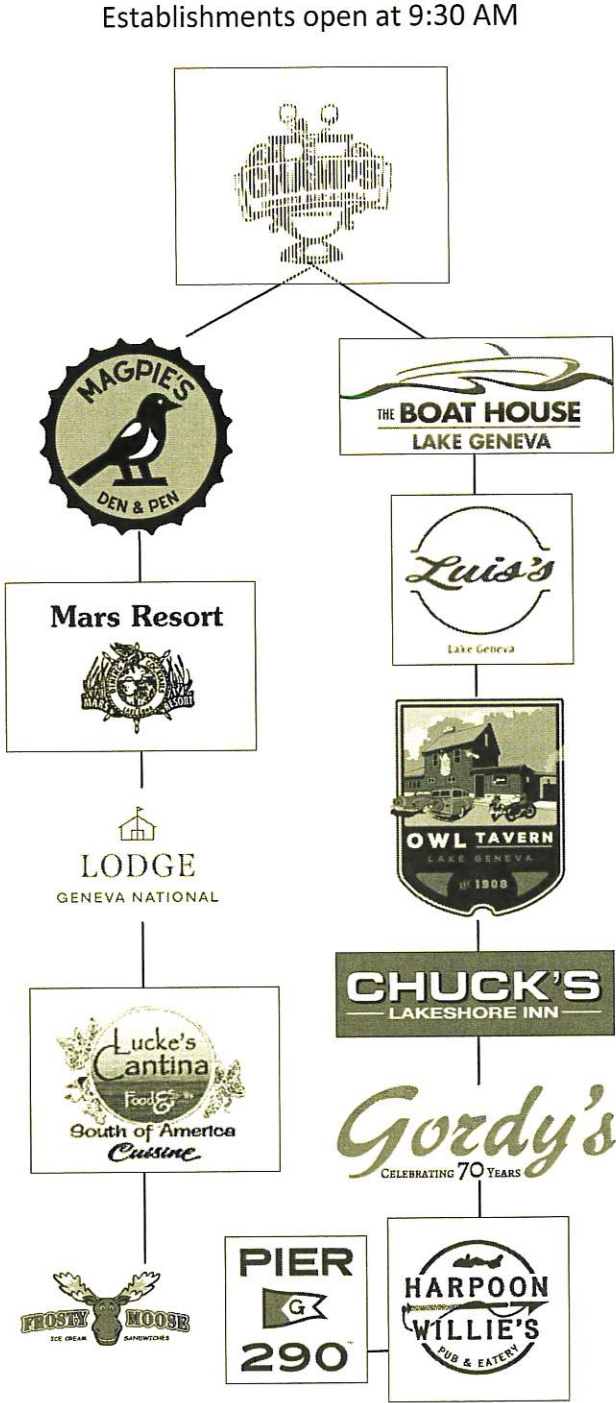


We donate \$10K annually to each of our two major benefactors: **Tree House Child & Family Center**, a not-for-profit program dedicated to protecting our local children by providing child abuse awareness, prevention, and education; & **OPEN ARMS FREE CLINIC**.

For more information on how you can contribute, visit:
www.treehouseforkids.net
www.openarmsfreeclinic.org



- We also support:
- Geneva Lakes Museum
 - Geneva Lake Conservancy
 - Geneva Lakes Family YMCA
 - Geneva Lake Water Safety Patrol
 - Kishwaukee Nature Conservancy
 - Walworth County Special Olympics
 - Walworth County Food + Diaper Bank
 - Local Youth Sports Programs
 - Yerkes Observatory
 - Agape House
 - Forbeck Foundation
 - Holiday Home Camp
 - Salvation Army
 - Lakeland Animal Shelter



New for 2024
Grant Logo
Hotel Logos
listed



29th Annual FAT TIRE CHARITY RIDE

Featuring some of Geneva
Lake's Finest Establishments!

Saturday
September 20, 2025

8:30 AM - 6:00 PM

www.fattireride.com

Fat Tire Charity Ride
PO Box 1375
Williams Bay, WI 53191

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:	<u>March 10, 2026</u>
Organization:	<u>Lakeside Books & The Lake Geneva Public Library</u>
Contact Person:	<u>Alicia Boemi and Emily Kornak</u>
Phone Number:	<u></u>
Street Address:	<u></u>
City, State, Zip:	<u></u>
Email Address:	<u></u>
Name of Event:	<u>Lakeside Literary Festival</u>
Date(s) of Event:	<u>August 22, 2026</u>
Deadline for receipt submittal to the City (45 days after event ending):	<u>October 5, 2026</u>
Location of Event:	<u>Inside the Lake Geneva Public Library</u>
Type of Event:	<u>Literary Festival</u>
(Festival, Cultural, Convention, Tour, Sporting, Other)	
Estimated Number of Attendees:	<u>1,000</u>
Have you Applied Before? Yes or No; Explain:	<u>Lakeside Books has not.</u>
<u></u>	
Where is this event physically located? (street address and governmental jurisdiction):	<u>The Lake Geneva Public Library - 918 W Main St, Lake Geneva, WI 53147</u>

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

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

Estimated Number of Overnight Stays: 76-80. This is outlined and explained in our comprehensive marketing plan that is attached.

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

Annual Event (Yes/No): Yes

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

Grant Amount Requested: \$10,489.50

Provide as attachment the following:

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

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

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



Lakeside Literary Festival

Comprehensive Marketing Plan

Event Date: August 22, 2026

Location: Inside the Lake Geneva Public Library – Lake Geneva, Wisconsin

Host Organizations: Lakeside Books & Lake Geneva Public Library

1. Marketing Objectives

The marketing strategy for the inaugural Lakeside Literary Festival (LLF) is designed to position Lake Geneva as a regional cultural tourism destination and drive overnight visitation to downtown Lake Geneva hotels.

Primary objectives:

1. Generate overnight hotel stays in Lake Geneva through targeted tourism marketing.
2. Attract 1,000 attendees to the inaugural event.
3. Encourage visitors to extend their stay through cross-promotion with Venetian Fest, occurring the same weekend.
4. Establish the festival as an annual regional literary tourism event that will expand to two days in future years.
5. Promote Lake Geneva as a weekend getaway destination for readers, cultural travelers, and families.

2. Target Markets

Marketing will focus on audiences most likely to travel overnight to Lake Geneva.

Primary Markets

- Chicago Metro Area
- Milwaukee Metro Area



- Madison
- Northern Illinois
- Southern Wisconsin

These markets include a strong demographic of:

- Book lovers and readers
- Cultural tourists
- Couples and weekend travelers
- Families attending library programs
- Writing and literary communities

Secondary Markets

- Midwest literary communities
- Wisconsin tourism travelers
- Followers of participating authors and speakers

3. Key Marketing Message

“Spend a literary weekend in Lake Geneva.”

The campaign will highlight the combination of:

- Author talks and book signings
- Literary marketplace and book fair
- Lake Geneva’s downtown shopping and dining
- Venetian Fest entertainment
- Walkable downtown hotels

Messaging will encourage visitors to:

“Come for the Lakeside Literary Festival and stay for Venetian Fest.”



4. Attendance & Overnight Stay Projection

Attendance Estimate

1,000 attendees throughout the day.

Overnight Stay Projection & Calculation

The Lakeside Literary Festival is expected to generate overnight stays in Lake Geneva hotels through a combination of attendees traveling from outside the region, festival speakers, and event vendors, as well as visitors extending their stay to experience Venetian Fest, which occurs the same weekend.

Estimated Event Attendance

The inaugural Lakeside Literary Festival is expected to attract approximately 1,000 attendees throughout the day. Attendance estimates are based on:

- The combined reach of Lakeside Books and the Lake Geneva Public Library audiences
- Regional literary event benchmarks
- Targeted marketing in Chicago, Milwaukee, Madison, and Northern Illinois
- Cross-promotion during Venetian Fest weekend

Overnight Visitor Assumptions

Based on typical festival travel patterns and the regional marketing strategy, we estimate:

10% of total attendees will travel from outside the immediate Lake Geneva area and stay overnight.



10% of 1,000 attendees = **100 overnight visitors**

Assuming an average of **2 people per hotel room**:

100 visitors ÷ 2 = **50 hotel rooms**

Additional Room Nights Generated

In addition to attendee stays, additional overnight stays are expected from:

Author Speakers

The festival will host approximately 8–12 authors and speakers, many traveling from outside the region.

Estimated rooms:

- **10 rooms**

Festival Author Fair Participants

The literary marketplace and author fair will include approximately 17 exhibitors.

Estimated overnight stays:

- 6 vendors staying overnight
- 1 room each

Estimated rooms:

6 room nights



Extended Tourism from Venetian Fest

Because the Lakeside Literary Festival occurs during Venetian Fest weekend, many visitors are expected to extend their stay to attend both events.

Estimated extended stays:

- 15–20 additional visitors staying overnight
- Approximately **10 additional hotel rooms**

Total Estimated Hotel Room Nights

Category	Estimated Room Nights
Attendees	50
Author Speakers	10
Author Fair Participants	6
Extended Venetian Fest Stays	10

Total Estimated Room Nights:

76-80 hotel room nights

Hotel Partnerships

The Lakeside Literary Festival plans to partner with local hotels to encourage overnight stays, including:

- Harbor Shores is already offering discounted stays with a code



- Additional downtown Lake Geneva hotels
- Promotion through LakeGenevaHotels.org

Festival marketing materials will direct visitors to Lake Geneva lodging options to maximize overnight stays.

Tourism Impact

The Lakeside Literary Festival will generate overnight tourism by:

- Attracting visitors from major regional markets
- Leveraging Venetian Fest weekend traffic
- Encouraging weekend cultural travel to Lake Geneva
- Promoting downtown hotel stays

With an estimated 76-80 room nights in its inaugural year, the festival is designed to grow into a multi-day event that will significantly increase overnight visitation in future years.

5. Marketing Strategy

A. Regional Digital Advertising

Meta (Facebook & Instagram) Ads

Targeted advertising will focus on:

- Chicago suburbs
- Milwaukee



- Madison
- Northern Illinois

Target audiences include:

- Book lovers
- Library patrons
- Festival attendees
- Cultural travelers
- Literary podcast audiences

Ads will promote:

- Author lineup
- Festival schedule
- Weekend getaway messaging
- Hotel booking links

B. Event Discovery Platforms

Eventbrite Paid Promotion

Eventbrite ads will promote the festival to users searching for:

- Wisconsin festivals
- Literary events
- Author talks
- Cultural travel experiences

Eventbrite allows targeting users already looking for destination events, increasing conversion to overnight visitors.

Budget: \$1,000



C. Tourism Marketing Partnerships

VISIT Lake Geneva Marketing Co-Op

The festival will participate in the Visit Lake Geneva marketing co-op, ensuring the event is promoted through:

- Tourism newsletters
- Regional visitor guides
- Website listings
- Event calendars

This aligns the event with Lake Geneva's broader tourism marketing.

Budget: \$1,700

Lake 96.1 Radio Marketing Co-Op

Radio promotions will reach regional listeners across:

- Walworth County
- Northern Illinois
- Southeast Wisconsin

Radio ads will promote the festival as part of a weekend destination trip to Lake Geneva.

Budget: \$1,497

6. Influencer & Content Marketing

@WisconsinCheesePlease Influencer Collaboration

This regional lifestyle influencer will promote:

- The Lakeside Literary Festival



- Lake Geneva weekend experiences
- Restaurants and downtown attractions
- Hotel stays

Content will include:

- Instagram posts
- Stories
- Festival coverage

Budget: \$400

Discover Wisconsin Podcast – CabinPod

The Discover Wisconsin podcast will feature the festival through:

- Podcast discussion
- Instagram Reel promotion
- Regional tourism storytelling

This platform reaches audiences interested in Wisconsin travel and weekend trips.

Budget: \$1,250

7. Public Relations & Organic Social Media

The festival will pursue additional media coverage through:

- Regional newspapers
- Wisconsin travel blogs
- Literary media outlets
- Organic Social Media
- Library networks
- Author networks

Additionally, the festival will leverage the high visibility of Venetian Fest weekend, which attracts thousands of visitors to Lake Geneva.



Media outreach will promote the festival as an additional cultural attraction during Venetian Fest weekend, encouraging visitors already planning trips to attend.

Budget: \$3,000 for Marketing Coordinator to facilitate from April-August

8. Printed Tourism Marketing Materials

Printed materials will be distributed throughout Lake Geneva and the surrounding regions.

Materials Include

- 1,000 Event Cards
- 1,000 Bookmarks
- 50 Posters
- Event Banner

Distribution locations:

- Lake Geneva hotels
- Downtown businesses
- Coffee shops
- Libraries in Wisconsin and Illinois
- Tourism offices

All materials will include:

- Tourism Commission logo
- Link or QR code to LakeGenevaHotels.org to encourage overnight stays as required by the grant guidelines.

Budget: \$892.50



9. Website & Event Hub

A dedicated Lakeside Literary Festival website page will provide:

- Event schedule
- Author lineup
- Travel information
- Hotel recommendations
- Links to Lake Geneva lodging

The website will serve as the central hub for visitors planning a weekend trip to Lake Geneva.

Budget: \$500

10. Photography & Content Creation

Professional photography will capture:

- Author talks
- Book fair
- Visitor experiences
- Lake Geneva scenery

These images will be used for:

- Future marketing
- Tourism promotion
- Media outreach
- Expanding the festival into a two-day event in future years.

Budget: \$250



11. Marketing Timeline

April-May

- Hire Marketing Coordinator
- Launch festival website
- Begin digital advertising
- Secure hotel partnerships
- Promote author lineup

June-July

- Influencer campaigns begin
- Radio promotions start
- Printed materials distributed
- Podcast promotion released

August (Final Push)

- Social media advertising increased
- Media coverage secured
- Event reminders through tourism partners



Marketing Samples (postcard and poster):

LAKE SIDE LITERARY FESTIVAL
August 22, 2026 | LG Public Library
KEYNOTE:
HANNAH MORRISSEY

Plan Your Trip!
Book Your Stay
Now:

LAKE GENEVA PUBLIC LIBRARY

LAKE SIDE BOOKS

TOURISM
LAKE GENEVA
COMMISSION

Interview: DASHA KELLY

DANIELLE BAINBRIDGE

LAKE SIDE LITERARY FESTIVAL
August 22, 2026
PANEL ANNOUNCEMENT!

MAGGIE GINSBERG

CHRISTINA CLANCY

ROWAN BEAIRD

Moderated by Mindy Quigley

LAKE GENEVA PUBLIC LIBRARY

LAKE SIDE BOOKS

TOURISM
LAKE GENEVA
COMMISSION

Plan Your Trip!
Book Your Stay
Now:

Tickets:
lakesidebookslg.com

Tickets:
lakesidebookslg.com



12. Long-Term Tourism Impact

The Lakeside Literary Festival is designed to become an annual tourism event for Lake Geneva.

Future growth plans include:

- Expanding to a two-day festival
- Hosting national authors
- Increasing hotel partnerships
- Growing attendance to 2,000+ visitors

The event will establish Lake Geneva as a destination for literary tourism and cultural programming, bringing visitors during peak summer tourism season while encouraging extended stays.

(Budget on next page)



13. Marketing Budget (Grant Request)

Total Marketing Budget Requested: **\$10,489.50**

Expense	Amount
Marketing Coordinator (April–August)	\$3,000
VISIT Lake Geneva Co-Op Ads	\$1,700
Meta & Eventbrite Ads	\$1,000
Influencer Campaign	\$400
Discover Wisconsin Podcast Promotion	\$1,250
Printed Event Cards	\$380
Printed Bookmarks	\$140
Printed Posters	\$225
Event Banner	\$147.50
Lake 96.1 Radio Co-Op	\$1,497
Website Design	\$500
Photography	\$250

City of Lake Geneva Tourism Commission

Grant Evaluation Form

The City of Lake Geneva Tourism Commission provided funds for your organization's promotional efforts. As required by our guidelines, in return for our investment, you must provide an evaluation of the results of this promotional effort within forty-five (45) days of its completion. This shall be remitted along with marketing materials and paid receipts before grant dollars will be authorized and distributed. Please note that evaluations will be reviewed when consideration of future grants are requested by your organization. Forward all of the required information to:

cityadmin@cityoflakegeneva.gov

or mail to

City of Lake Geneva

626 Geneva Street

Lake Geneva, WI 53147

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

Name: DANA TRILLA Date: 6/2/26

Name of Organization: GENEVA LAKES WHISKEY CLUB

Email: [REDACTED] Phone: [REDACTED]

Wee Whiskey Fest 2026 Tourism Grant Final Report

1. Final Media Synopsis

Wee Whiskey Fest continued its impressive growth in 2026, attracting whiskey enthusiasts from throughout Wisconsin, Illinois, and the greater Midwest region. Through a comprehensive marketing campaign utilizing both traditional and digital media channels, the festival successfully expanded its reach and increased attendance significantly over the previous year.

Our promotional efforts included targeted social media advertising, email marketing, radio partnerships, public relations, tourism listings, and collaborative promotions with sponsors and vendors. We once again partnered with ESPN personality and whiskey expert Carmen DeFalco, whose audience provided valuable exposure within the Chicago market. Additionally, our continued partnership with Lake 96.1 helped strengthen awareness throughout Southeastern Wisconsin and the Lake Geneva area.

The primary target market remained men and women ages 29–60 with an interest in premium whiskey, bourbon, craft spirits, and culinary experiences. Marketing efforts focused heavily on the greater Chicagoland area, Milwaukee, Madison, Southern Wisconsin, and Northern Illinois.

While complete website traffic and social media analytics are not available for all campaign platforms, the effectiveness of our marketing efforts is evident through the festival's measurable growth. Attendance at the Grand Tasting increased nearly 30% over the previous year, growing from 480 attendees in 2025 to 675 attendees in 2026. Vendor participation also increased substantially, growing from 36 participating brands to 47 vendors showcasing more than 125 unique whiskey, spirits, craft beer and local chocolate expressions. These results demonstrate the success of our promotional efforts and the continued growth of Wee Whiskey Fest as a destination event for Lake Geneva.

2. Actual Attendance Results

In our grant application, we projected continued growth for Wee Whiskey Fest and were pleased to exceed our expectations.

The 2026 Grand Tasting welcomed 675 attendees, representing an increase of nearly 30% compared to the previous year's attendance of 480 guests. In addition to the Grand Tasting, attendees participated in numerous festival-related experiences throughout the weekend, including specialty tastings, educational seminars, social gatherings, and hospitality events.

The continued increase in attendance reflects the growing reputation of Wee Whiskey Fest as one of the region's premier whiskey-focused tourism events and highlights its ability to attract visitors from outside the immediate Lake Geneva market.

3. Estimated Overnight Stays

Based on attendee demographics, ticket purchaser data, and observations from previous years, we estimate that approximately 40% to 50% of festival attendees stayed overnight in the City of Lake Geneva during the event weekend.

Using the Grand Tasting attendance of 675 guests, we estimate that between 270 and 338 attendees required overnight accommodations. Because Wee Whiskey Fest is structured as a three-day festival experience, many guests elected to stay for multiple nights to fully participate in the weekend's activities.

Based on an average stay of two nights per overnight visitor, we estimate the festival generated approximately 540 to 675 hotel room nights within the City of Lake Geneva. This estimate was calculated using attendee travel patterns, customer feedback, historical attendance data, and the regional draw of the festival.

These overnight stays contributed significantly to local hotels, restaurants, bars, retail establishments, and other tourism-related businesses throughout the event weekend.

4. Income & Expense Statement

Please see the attached Income and Expense Statement and supporting documentation.

The City of Lake Geneva generously awarded Wee Whiskey Fest a Tourism Grant in the amount of \$25,000. The organization incurred total marketing and promotional expenses of \$41,135.64 directly related to attracting visitors and promoting the event.

Supporting invoices, receipts, and expense documentation have been included with this submission. The total eligible expenses substantially exceed the grant award amount.

5. Additional Information

The 2026 Wee Whiskey Fest marked another significant milestone in the event's growth and impact on tourism within the City of Lake Geneva. The festival experienced record attendance, expanded vendor participation, and increased visitor engagement throughout the weekend.

The addition of new vendors and expanded tasting opportunities enhanced the guest experience while further establishing the festival as a premier destination event for whiskey enthusiasts throughout the Midwest. With 47 participating vendors and more than 125 featured expressions, attendees enjoyed one of the most diverse and comprehensive whiskey experiences the festival has offered to date.

Beyond attendance growth, the event continued to generate meaningful economic impact through overnight stays, dining, shopping, and entertainment spending throughout the community. The success of the festival would not have been possible without the continued support of the City of

Lake Geneva Tourism Commission and its commitment to fostering events that attract visitors and strengthen the local economy.

On behalf of the entire Wee Whiskey Fest team, thank you for your continued partnership and investment. We are grateful for the opportunity to contribute to Lake Geneva's vibrant tourism industry and look forward to building on this momentum in the years ahead.

Cheers,

Dana Trilla, Brie Pacey, Sherm Lindsey & Ronnie Lindsey
Geneva Lakes Whiskey Club & Wee Whiskey Fest

Date: 04.22.2026

Name of Organization: 531 Fund

Contact: Kimberly Voller

Email: [REDACTED]

Phone: [REDACTED]



Photo courtesy of C. Lynn Photography

GRANT EVALUATION

City of Lake Geneva Tourism Commission

Grant Evaluation Form

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cityadmin@cityoflakegeneva.gov or mail to:

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Lake Geneva, WI 53147

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 - 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: Kimberly Voller

Date: 04.22.2026

Name of Organization: 531 Fund

Email: kimberlyvoller@531fund.org

Phone: 815.354.2619



Final Media Synopsis

1a. Number of Customer Responses Generated from Type of Media Utilized

We collected customer data at the point of ticket purchase to better understand how attendees learned about the event. While responses varied by channel, overall engagement and attendance demonstrate strong customer response across all media platforms utilized. The event welcomed over 2,800 attendees, serving as a key indicator of campaign effectiveness.

1b. What Media Did You Use in Your Campaign?

Our campaign included a diversified media mix of digital and traditional platforms, including Facebook, Instagram, Meta Ads, radio, television, newspaper advertising, social media influencers, posters, and rack cards. Digital media played a significant role in driving engagement and ticket conversions, while radio and television helped expand regional awareness.

1c. What Were Your Target Markets?

We targeted a broad demographic, with a primary focus on families, regional visitors, and those seeking spring break activities. Our reach extended across Wisconsin, Illinois, and surrounding states, with attendees traveling from across the Midwest and beyond.

2. Estimated vs. Actual Attendance

Our projected attendance goal was 5,000 attendees. The Balloon Adventure: Buggin' Out! welcomed over 2,800 attendees. While slightly below projections, this reflects strong engagement and continued growth, particularly given the event's timing and evolving marketing strategy.

3. Estimated Overnight Stays

We estimate approximately 246 overnight stays in the City of Lake Geneva. This estimate was based on attendee address data collected through the ticketing platform, specifically identifying guests traveling from three or more hours away who were more likely to require overnight accommodations. This data demonstrates the event's ability to draw regional visitors and contribute to local tourism.



Balloon Adventure Highlights

The Balloon Adventure: Buggin' Out! drew attendees from across the country—including Alabama, California, Iowa, Illinois, Indiana, Missouri, Nebraska, New Jersey, New York, Ohio, Oklahoma, Oregon, and Wisconsin—creating a truly regional destination experience.

We hosted a multi-chamber networking event with over 150 attendees, who first explored the Balloon Adventure and then gathered at PIER 290 to enjoy food, drinks, and connection.

The Bug Passport program enhanced the guest experience by encouraging families to spend more time inside the event. It also extended beyond the venue through a Lake Geneva Passport, guiding attendees into downtown businesses to collect stamps. Once completed, families visited the Visitor Center to receive a customized Balloon Adventure sticker and a sweet treat.

Sixteen professional balloon artists from across North America—including Canada, Georgia, New Jersey, Utah, Florida, Alabama, Indiana, Illinois, Ohio, and Wisconsin—spent three and a half days bringing the installation to life.

More than 100,000 balloons were used to create Buggin' Out!—an immersive, interactive experience featuring larger-than-life designs and nine different bug-themed environments.



The Balloon Adventure Budget - 2026



	2026 Balloon Adventure	
	Estimated Income/ Expenses	Final Income/ Expenses
Income		
Sponsors	\$ 100,000.00	\$ 61,250.00
Ticket Sales	\$ 85,000.00	\$ 38,052.12
Corporate Event	\$ 10,000.00	\$ 26,000.00
Lake Geneva Tourism Commission Grant		\$ 25,000.00
Travel Wisconsin JEM Grant		\$ 18,763.00
Total Estimated Income	\$ 195,000.00	\$ 169,065.12
Expenses		
Marketing/Promotion	\$ 74,900.00	\$ 41,608.54
Balloon Costs	\$ 25,000.00	\$ 25,000.00
Framework/Fabrication	\$ 11,500.00	\$ 11,500.00
Artists Stipend	\$ 40,000.00	\$ 40,000.00
Travel Expenses	\$ 10,000.00	\$ 10,000.00
Hotel	\$ 10,000.00	\$ 6,950.00
Food	\$ 5,000.00	\$ 2,000.00
Lake Life Catering		\$ 622.87
Miscellaneous	\$ 5,000.00	\$ 1,558.00
Total Estimated Expenses	\$ 181,400.00	\$ 139,239.41
Marketing Budget		
Website Marketing/Design	\$ 1,000.00	\$ 0.00
Print - Rack Cards	\$ 1,500.00	\$ 569.00
Print - Posters	\$ 500.00	\$ 143.75
Print - Bug Passport/Lake Geneva Passport	\$ -	\$ 1,278.00
Print - Travel Magazines	\$ 2,000.00	\$ 0.00
Print - Balloon Adventure Stickers	\$ -	\$ 161.00
Print - Copies and Prints Plus	\$ 2,500.00	\$ 0.00
Print - Signage	\$ -	\$ 1,011.00
Digital - Travel Magazines	\$ -	\$ 275.00
Digital - Meta Ads	\$ 25,000.00	\$ 17,485.99
Digital - Google Ads	\$ 5,000.00	\$ 0.00
Digital - Visit Lake Geneva Co-Op	\$ 3,050.00	\$ 3,200.00
Digital - Travel Wisconsin	\$ 400.00	\$ 0.00
Digital - Email	\$ 2,500.00	\$ 1,378.10
Digital - Influencer	\$ 5,000.00	\$ 1,375.00
Digital - Milwaukee with Kids		\$ 1,350.00
Digital - Social Media Content Creator	\$ -	\$ 3,000.00
Publicity - Photography	\$ 500.00	\$ 0.00
Publicity - Videography	\$ 1,000.00	\$ 0.00
Publicity - Press Release/Media	\$ 3,000.00	\$ 3,600.00
Radio - WGN (TV)	\$ 10,000.00	\$ 0.00
Radio - WLKG - FM	\$ 2,000.00	\$ 1,000.00
Radio - I Heart Radio	\$ 3,000.00	\$ 4,000.00
Radio - WTMX - FM	\$ 1,500.00	\$ 1,782.00
TV - The Morning Blend	\$ 3,500.00	\$ 0.00
Digital - OnMilwaukee	\$ 2,000.00	\$ 0.00
Total Estimated Marketing Budget	\$ 74,950.00	\$ 41,608.84



Sponsorship Contribution Breakdown	
Gage Marine Corp/PIER 290	\$25,000.00
Kunes	\$25000.00
Grand Geneva/TimberRidge	\$2500.00
The Cove	\$5000.00
FORM Wealth Advisors	\$1250.00
Cafe Calamari/Harpoon Willies	\$1250.00
Interstate Insurance/Auto Owners	\$1250.00

In-Kind Donation	
Gage Marine - Boat Showroom Rental	\$25,000.00

Poster



MARCH 19-29, 2026

PIER 290 BOAT SHOWROOM | WILLIAMS BAY, WI

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

Get ready for a 10-day journey packed with un-bee-lievable balloon creations that will transport you into the fascinating world of bugs! This year's enchanting theme, **"Buggin' Out!"**, is sure to captivate and delight adventurers of all ages.

Proceeds benefit Camp Timber-lee.

**SNAG YOUR TICKETS
BEFORE THEY FLY AWAY!**

Bee part of something amazing — **scan the QR code** for tickets and details!



**DISCOVER ACCOMMODATIONS
AT [LAKEGENEVAHOTELS.ORG](https://lakegenevahotels.org)
AND TURN THE BALLOON
ADVENTURE INTO A GETAWAY
TO REMEMBER!**



Rackcard



MARCH 19-29, 2026

**PIER 290 BOAT SHOWROOM
WILLIAMS BAY, WI**

A BUZZ-WORTHY BALLOON ADVENTURE!

Creep, crawl, and flutter your way through a 10-day balloon-filled journey celebrating the amazing world of bugs, all while supporting Camp Timber-lee!

BUG OUT FOR A GOOD CAUSE



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

SNAG YOUR TICKETS BEFORE THEY FLY AWAY!

Bee part of something amazing — scan the QR code for tickets and details!



ticket info

EARLY BIRD SAVINGS!

JANUARY 5-16, 2026

Available for General Admission purchases only.

GENERAL ADMISSION: (BEGINNING JANUARY 17TH)

General: \$20 per ticket

Ages 2-13: \$15 per ticket

65 & Over: \$17 per ticket

Under 2: Free

GENERAL ADMISSION AT THE DOOR:

Add \$5 per ticket

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

PIER 290

Gage Marine

**KUNES
AUTO GROUP**

LAKE GENEVA

WHERE TO STAY

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

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





Bug Passport

this book belongs to:

THANK YOU FOR YOUR SUPPORT!

We're so thankful to the 531 Fund for hosting this special event in coordination with Camp Timber-lee. Timber-lee is a Christ-centered camp and retreat in East Troy, Wisconsin, where kids, families, and groups come together in faith, build friendships, and experience God through outdoor adventure and meaningful community. From summer camp to year-round retreats and events, Timber-lee creates space for life-changing moments. If you're interested in getting involved, there are many ways to be part of the Timber-lee community through attending events, volunteering, or supporting their mission.

CHECK OUT CAMP TIMBER-LEE!

MY FAVORITE BUGS!

Draw your favorite bugs & label them.

BUTTERFLY GARDEN

Look for the butterfly stamp and put it here.

BUTTERFLY LIFECYCLE

DRAW SEQUENCES OF THE BUTTERFLY'S LIFECYCLE...

GRASSHOPPER GROVE

Look for the grasshopper stamp and put it here.

CAN YOU HELP THE GRASSHOPPER THROUGH THE GRASS?

ANT HILL ADVENTURE

Look for the ant stamp and put it here.

ANT PATTERNS PARADE

LOOK FOR AN ANT WITH A DIFFERENT BODY, COLOR, OR SIZE!

FIREFLY FOREST

Look for the firefly stamp and put it here.

DRAW DOTS OF YELLOW LIGHT TO HELP THE FIREFLIES GLOW IN THE NIGHT!

SNAIL TRAIL

Look for the snail stamp and put it here.

CAN YOU DRAW THE TRAIL THE SNAIL TOOK TO EAT THESE LEAVES?

WEB OF WONDERS

Look for the spider stamp and put it here.

COUNT HOW MANY FLIES ARE IN THE SPIDERWEB!

THERE ARE ____ FLIES!

CATERPILLAR CRAWL

Look for the caterpillar stamp and put it here.

FEED THE HUNGRY CATERPILLAR

DRAW & COLOR DIFFERENT FOODS THAT IT COULD EAT!

BUMBLEBEE BOULEVARD

Look for the bumblebee stamp and put it here.

FILL THE HONEYCOMB

BECKIN' WOODEN BEES, THE QUEEN, AND MORE!

LADYBUG LANDING

Look for the ladybug stamp and put it here.

MAKE YOUR OWN LADYBUG

COLOR THE LADYBUG (YOU CAN COLOR THE BODY AND DOTS OR NOT!)

LAKE GENEVA GETAWAY GUIDE: SHORES, STAYS & SCENIC ADVENTURES

Get among the shores of beautiful Lake Geneva, Wisconsin is a destination that blends natural beauty, history, and small-town charm. Walk the scenic Geneva Lake Shore Path, explore the water by boat, or unwind at Big Foot Beach State Park.

Downtown offers boutique shopping, great dining, and seasonal events that make every visit feel special.

From lakeside retreats to cozy downtown stays, Lake Geneva has a variety of lodging options for every kind of traveler. Scan the QR code to find the perfect place to stay and start planning your next visit back to the lake.

TASTE YOUR WAY THROUGH LAKE GENEVA

Page 290

Locusts Dr., Williams Bay, WI 53191
 Your meal is sure to be fun and full of delicious flavors. Naturally raised American fare. (You'll get free slices of bread!)

Harpoon Willie's
 81 E. Geneva Street Williams Bay, WI 53191
 Join us for our delicious BBQ lunch, our signature burgers, beers, shakes, salads, and other tasty delights.

Capt. Calamari
 101 E. Geneva Street Williams Bay, WI 53191
 Our cuisine is a combination of traditional Italian and Wisconsin dishes with a twist.

Magpies
 400 W. Main St., Lake Geneva, WI 53147
 Start with a salad or the baked potato, then add a few favorites. Northwest produce. Then share the hearty chicken, fish, or a juicy steaks burger or a family sized hot dog.

Champs
 707 W. Main St., Lake Geneva, WI 53147
 From Wisconsin's Cheesecake, and French Onion Soup to their famous...

Thank you for visiting!

The Balloon Adventure! buggin' out!

Post a pic from The Balloon Adventure, tag #531Fund, #CampTimberLee and #BalloonAdventure, and you'll be entered for a chance to win a getaway!

Lake Geneva Passport



BALLOON ADVENTURE
Go through the Balloon Adventure and post a selfie with #BalloonAdventure.





LAKESIDE BOOKS
Tell the store clerk your favorite book.

ALLISON WONDERLAND
Guess how many pieces are in the displayed LEGO set.





I ♥ LAKE GENEVA SIGN
Take a picture with the iconic sign in Flat Iron Park.

CORNERSTONE SHOP + GALLERY
Search for an bug-inspired piece of décor or art and post a photo with #BalloonAdventure.





INSPIRED COFFEE
Take a selfie & tag #531Fund.

CLEARWATER OUTDOOR
Guess how many kayaks or paddleboards are in the store. Tell the clerk the number.





BANGLES & BAGS
Count how many different bag styles you can find in the store.

SOMETHING SWEET
Tell the store clerk your favorite candy.





LAKE GENEVA LIBRARY
Visit the Monarch Garden behind the library and learn how native plants support butterflies.

MURALS IN MOTION
Take a photo with the flower mural at Christine's and post it with #BalloonAdventure.





PIER 290
Kids Eat Free - With the Purchase of an adult Entrée!

MURALS IN MOTION
Take a photo with the Lake Geneva mural by Starbucks and post it with #BalloonAdventure.





KILWINS
Find the most unique or fun ice cream flavor on the menu.

RIVERIA FOUNTAIN
Take a selfie at the Riviera Fountain, and post it with #BalloonAdventure.



Earned Media Coverage



The Balloon Adventure: Buggin' Out!

Thursday, March 18, 2026, 11:00am-5:00pm

Location
PIER 290
1 Lehigh Drive
Williams Bay, WI
8153542619
Directions

Price
\$15.00 to \$20.00 — Child: \$15 (24)
Ticket Options

Description
Get ready to start Buggin' Out. The 290 in Lake Geneva, Wisconsin, for



Melissa Hagan
@OutnumberedMama

Get ready to start #BugginOut

Balloon Adventure returns to PIER 290 in Lake Geneva March 19-29 with 100,000+ balloons, oversized bug installations, hands-on fun, and unforgettable photo ops.

Tickets are on sale now!

531fund.org/the-balloon-ad...



Buggin' Out Balloon Adventure (Lake Geneva, WI)
foxcitiesmagazine.com

Outnumbered 2 to 1
February 17, 2026

Get ready to start Buggin' Out

The Balloon Adventure is BACK at PIER 290 in Lake Geneva from March 19-29, and this year it's bigger, brighter, and buggier than ever. More than 100,000 balloons will transform the boat showroom into a colorful world of oversized bugs, hands-on science fun, and photo-worthy surprises around every corner.

Even better? Every ticket supports Camp Timber-lee and helps create meaningful experiences for families of all abilities.

Grab your tickets now and come explore this one-of-a-kind adventure!

www.531fund.org/the-balloon-adventure

#BugginOut



At The Lake



CURRENTS / FEATURES / FOOD & DRINK / HISTORY / HOME & GARDEN / OUT & ABOUT

All Events

This event has passed.

The Balloon Adventure

March 19 - March 29

Let by Lake Geneva's Sara Meyer, balloon artists will create a balloon installation around the theme "Buggin' Out." Pier 290 Boat Showroom, 1 Lehigh Dr., Williams Bay. For tickets and more info, visit 531fund.org/the-balloon-adventure/



A BIGGER, BUGGIER BALLOON ADVENTURE RETURNS TO LAKE GENEVA, WISCONSIN

100,000 BALLOONS TRANSFORM PIER 290 BOAT SHOWROOM INTO LARGER-THAN-LIFE IMMERSIVE EXPERIENCE

Get ready to start Buggin' Out. The annual Balloon Adventure returns to PIER 290 in Lake Geneva, Wisconsin, for its third year, with its boat showroom transformed into a colorful, cavi-werthy world of oversized bugs and playful surprises. Running March 19 - 29, 2026, the all-ages event features more than 100,000 balloons (oversized and hands-on) and hands-on science fun, and photo-ready moments designed to spark curiosity and joy.

Each year brings a new Balloon Adventure theme, and this year's bug-inspired experience invites guests to step inside a whimsical world where dazzling bug art and no bug community live the same. Families, friends, friends and curious kids of all ages can explore interactive displays, team through play and capture one-of-a-kind photos along the way.

Friends, friends and curious kids of all ages can explore interactive displays, team through play and capture one-of-a-kind photos along the way.

But the fun doesn't stop there. Proceeds from this charity event, presented by the 531 Fund, will support Camp Timber-lee, a family-owned nonprofit organization that provides meaningful experiences for children, families and individuals of all abilities.

"This event is about more than just creating joy while making a real difference," said Kimberly Sides, executive director of the 531 Fund. "Every year brings support for Camp Timber-lee and brings our community together in a really special way."

In a short time, Balloon Adventure has become a must-see attraction for residents and visitors alike. Organizers hope to continue expanding the event, increasing the impact for Camp Timber-lee and expanding access to its programs.

"Support from the Balloon Adventure helps make Camp Timber-lee possible for so many families," said Josh Olson, development director of Camp Timber-lee. "It's a special honor to support an organization that builds confidence, connection and lifelong memories."

The immersive world was created by Wisconsin Balloon Artist who specializes in large-scale installations and custom design. This year's Balloon Adventure theme was designed by the artist's imagination and creativity.



Kids and adults alike can view down, explore and let their curiosity take over.

Throughout the event, special experiences are available and include a Buggy Run, The Great Balloon Race, Balloon Adventure and The Big Bug Parade.

Tickets are on sale now. For event details, tickets and more, visit www.531fund.org/the-balloon-adventure and follow along on social media using #BugginOut.



A Bigger, Buggier Balloon Adventure Returns to Lake Geneva, WI

100,000 Balloons Transform PIER 290 Boat Showroom into Larger-than-Life Immersive Experience

LAKE GENEVA, WI, UNITED STATES, January 27, 2026 (EINPresswire.com) — Get ready to start Buggin' Out. The annual Balloon Adventure returns to PIER 290 in Lake Geneva, Wisconsin, for its third year, with its boat showroom transformed into a colorful, cavi-werthy world of oversized bugs and playful surprises. Running March 19 - 29, 2026, the all-ages event features more than 100,000 balloons (oversized and hands-on) and hands-on science fun, and photo-ready moments designed to spark curiosity and joy.

Each year brings a new Balloon Adventure theme, and this year's bug-inspired experience invites guests to step inside a whimsical world where creativity runs wild and no hoomans look the same. Families, friends, friends and curious kids of all ages can explore interactive displays, team through play and capture one-of-a-kind photos along the way.



he is not sculpting snow, he also expresses his creativity through ornamental concrete work.

This year's Balloon Adventure theme has been announced.

This year, we're going Buggin' Out. Inspiring bug and insect balloon displays. This is an imaginative adventure where the tiniest creatures take center stage. From whimsical ladybugs to larger-than-life butterflies, guests will step into a world where bugs rule, and every twist and turn is bursting with balloon artistry, interactive fun, and colorful surprises. There will also be photo ops, scavenger hunts, theme nights, and more.

The event will be held at Pier 290 in the boat showroom from March 19th to 29th and benefiting Camp Timber-lee. When the lights go low, the party lights up! The Afterglow Rave is a family-friendly dance experience featuring a DJ, glowing elements, balloon magic, and high-energy fun as you dance your way through the Buggin' Out world. This fun dance party will be held on Friday, March 20th, from 6 p.m. to 8 p.m.

Both events are family-friendly. Kick off your evening at the Balloon Adventure before sipping your way through Lake Geneva. Guests receive a signature Happy Ending cocktail, a Pub Crawl badge, and shuttle transportation to participating bars offering exclusive Balloon Adventure drinks and then return safely to PIER 290. This adult theme night is Saturday, March 21st. Cozy up for a magical, bug-themed movie night designed for families. Explore the Balloon Adventure before settling in under the canopy for a favorite film, complete with comfy vibes, movie-night treats, and unforgettable balloon-filled ambiance. The movie is on Friday, March 27th, starting at 5:30 p.m. Be part of the grand finale! This hands-on experience invites guests ages 10+ (with a paying adult) to explore the Balloon Adventure before helping pop select balloons in a guided, high-energy finale that brings the build to an exciting close. The grand finale is Sunday, March 29th, from 4:30 p.m. to 7 p.m. All events are ticketed event.

Better Magazine

March 19-29: Lake Geneva Balloon Adventure



Balloon Adventure returns to PIER 290 in Lake Geneva, Wisconsin with a colorful, cavi-werthy world of oversized bugs and playful surprises. The all-ages event features more than 100,000 balloons of towering bug-themed installations. Explore hands-on science elements and photo-ready moments designed to spark curiosity and joy.



Look Ahead

Look Ahead: Buggin' Out on balloons in Williams Bay plus tributes to Pink, Carole King in Lake Geneva

Steve Targo Mar 24, 2026

A Bigger, Buggier Balloon Adventure Returns to Lake Geneva, WI

100,000 Balloons Transform PIER 290 Boat Showroom into Larger-than-Life Immersive Experience

LAKE GENEVA, WI, UNITED STATES, January 27, 2026 (EINPresswire.com) — Get ready to start Buggin' Out. The annual Balloon Adventure returns to PIER 290 in Lake Geneva, Wisconsin, for its third year, with its boat showroom transformed into a colorful, crawl-worthy world of oversized bugs and playful surprises. Running March 19 – 29, 2026, the all-ages event features more than 100,000 balloons twisted, sculpted and linked into towering bug-themed installations. Guests can explore hands-on science elements and photo-ready moments designed to spark curiosity and joy.

Each year brings a new Balloon Adventure theme, and this year's bug-inspired experience invites guests to step inside a whimsical world where creativity runs wild and no two corners look the same. Families, friends, tourists and curious kids of all ages can explore interactive displays, learn through play and capture one-of-a-kind photos along the way.

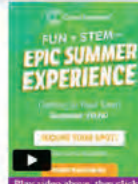
But the fun doesn't stop there. Proceeds from this charity event, presented by the 531 Fund, will support Camp Timber-lee, helping provide outdoor, educational and faith-based experiences for children, families and individuals of all abilities.

"This event is about more than balloons; it's about creating joy while making a real difference," said Kimberly Volter, executive director of the 531 Fund. "Every visit helps support Camp Timber-lee and brings our community together in a really special way."

In a short time, Balloon Adventure has become a must-see attraction for residents and visitors alike. Organizers hope to welcome even more guests this year increasing the impact for Camp Timber-lee and expanding access to its programs.

"Support from the Balloon Adventure helps make Camp Timber-lee possible for so many families," said Josh Olson, development director of Camp Timber-lee. "It opens the door for experiences that build confidence, connection and lifelong memories."

"This event is about more than balloons; it's about creating joy



The Balloon Adventure Buggin' Out

The event has already taken place on this date (Sun, 03/29/2026)

The annual Balloon Adventure returns to PIER 290 in Lake Geneva, Wisconsin, for its third year, with its boat showroom transformed into a colorful, crawl-worthy world of oversized bugs and playful surprises. Running March 19 – 29, 2026, the all-ages event features more than 100,000 balloons twisted, sculpted and linked into towering bug-themed installations. Guests can explore hands-on science elements and photo-ready moments designed to spark curiosity and joy.

Posts
balloonadventurewi

balloonadventurewi and 531fund
Lake Geneva, Wisconsin

View insights **Boost post**

18 1 1 1

Liked by visitlakegeneva and others

balloonadventurewi We had so much fun this morning on @cbs58news! Catch the segment at the link in our bio or here: <https://www.cbs58.com/news/buggin-out...> more

58 NEWS NEWS WEATHER SPORTS HOMETOWNS SUNDAY MORNING SWEEPSTAKES

Balloon Adventure brings a creepy, crawly experience to Lake Geneva

By: Amanda Becker
Posted: Mar 23, 2026 10:13 AM CDT

UNMUTE

58 NEWS MILWAUKEE **BUG THEMED BALLOON ADVENTURE** LAKE GENEVA

NOW: Balloon Adventure brings a creepy, crawly experience to Lake Geneva

Posts
balloonadventurewi

balloonadventurewi and 531fund
Lake Geneva, Wisconsin

The Balloon Adventure
58 NEWS MILWAUKEE
CBS 58 Interview @ 7:40AM!

TUNE IN! 7:40AM

View insights **Boost post**

8 1 1 2

Liked by discoverwilliamsbay and others

balloonadventurewi We'll be on @cbs58news tomorrow morning at 7:40am! Tune in to hear all about The Balloon Adventure 🐝 You don't want to miss this... more

FOX6 MILWAUKEE LIVE News Weather Sports WakeUp Things To Do Contests More

River Flood Warning until WED 7:00 AM CDT, Jefferson County

Buggin' Out Balloon Adventure; Through March 29 in Lake Geneva

BUGGIN' OUT BALLOON ADVENTURE THROUGH MARCH 29 IN LAKE GENEVA

Buggin' Out Balloon Adventure; Through March 29 in Lake Geneva

Posts
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balloonadventurewi and 531fund
Milwaukee, Wisconsin

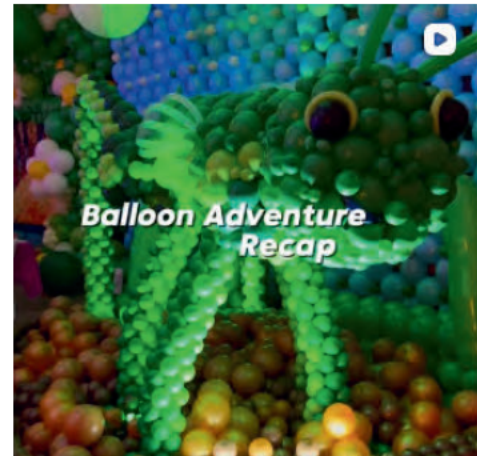
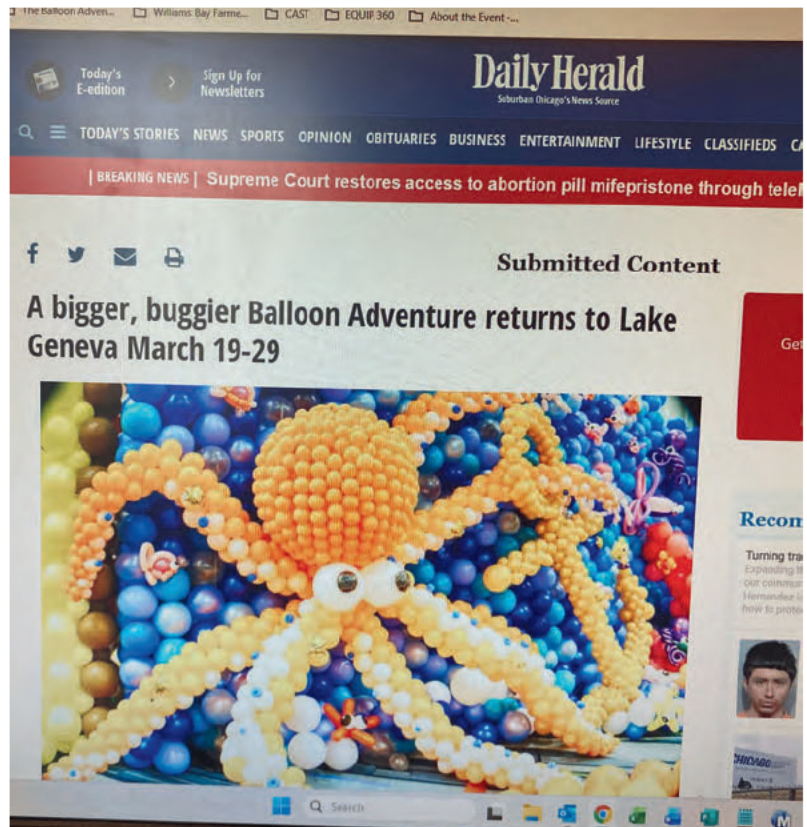
BUGGIN' OUT BALLOON ADVENTURE THROUGH MARCH 29 IN LAKE GENEVA

View insights **Boost post**

26 2 1 2

Liked by gagemarine and others

balloonadventurewi We had so much fun yesterday morning on FOX6 Real Milwaukee talking all about The Balloon Adventure 'Buggin' Out' 🐝 Watch the... more



Bugs, balloons and fun coming to Williams Bay

Give a kid a balloon and just step back and watch the fun.

Picture that in your mind, then multiply the balloons by thousands. Let your imagination do the rest and you can



STEPHANIE KLETT



BILL BARTH

understand why people look forward to the third annual Balloon Adventure, with this year's theme of Buggin' Out.

Presented by the charitable 531 Fund, the event is held in the Pier 290 boat show-room, 1 Liechty Drive, Williams Bay. The Balloon Adventure opens March 19 and runs through March 29, open every day with the exception of Monday,

March 23.

Last year we brought our 5-year-old grandson Jack to the show. He was delighted – which meant we were delighted, too – and we're all looking forward to a repeat engagement. More than 4,000 people attended over the 2025 run, and this year organizers expect to top 5,000.

We sat down with Kimberly Voller, executive director of the 531 Fund, to talk about the 2026 edition and what the group and its volunteers are trying to accomplish.

"Our mission is to support other nonprofits within our community," she told us. "We raise money through our events in an effort to give back to our community through other organizations."

About 10 years ago the work began with Santa Cruise and the accompanying Christmas Tree Festival, which raised charitable funds under the Santa

Cause title. The success of that event encouraged organizers to rebrand as the 531 Fund – a reference to the area's zip code – to expand with non-Christmas activities aimed at increasing the charitable impact.

Kimberly said the effort now has grown to include three events: the Santa Cruise-linked Christmas Tree Festival, the Balloon Adventure and Freezin' for a Reason, which brings water skiers onto the lake the first Saturday in December to raise money for charity.

There could be more than three in the future, Kimberly said. "We're working on them."

The 531 Fund might be called a force multiplier.

"It's one organization, for many causes, and collective impact," she said.

All proceeds from Buggin' Out will go to benefit Camp Timber-lee, a year-round Christian youth facility located at N8705 Scout Road, East Troy. The 600-acre site offers youth summer camp, winter retreats, outdoor education and other activities for kids and groups.

This year's theme centers around all kinds of bugs, beetles, butterflies and the like. We wondered how that creepy-crawly approach evolved.

"The theme for this year came about because Camp Timber-lee has a very extensive science program," Kimberly said. "We thought this would be a fun thing because it's a great way to segue into more about Camp Timber-lee. We're doing some hands-on science things. It's a great opportunity to showcase what they have available. And kids like bugs."

Don't get the idea it is only fun for kids, though.

"It is for everybody, but it's really fun to watch grandparents come in with their grandkids," she told us. "It's really fun to

watch how they interact. They sit down and color with their grandchildren, getting them to look at all the different elements that are in the build. Participating in the Scavenger Hunt, or the Passport, really engaging the kids. It's fun to see the grandparents with the kids."

The Scavenger Hunt challenges event-goers to find hidden items throughout the colorful displays. The Passport provides interesting tidbits about the various bug balloon displays. Each child, upon entering, is given a balloon to carry. And, yes, at the end the kids are encouraged to pop them.

There are other special, ticketed events that sound like a blast.

After Glow Rave is set from 6-8 p.m. on March 20, with a DJ and music so kids can dance.

The Great Balloon Pub Crawl – this one is age 21 and up – is 3-6:30 p.m. March 21. Patrons are shuttled to Lake Geneva where six partner locations have concocted special Balloon Adventure drinks, before being shuttled back to Williams Bay.

Blockbuster Adventure Movie Night encourages children to come in their pajamas on March 27. After going through the balloon exhibits, they sit on blankets under the canopy to watch a movie together.

Finally, The Big Pop, when it's all over on March 29. As the name suggests, the thousands of balloons are popped and then recycled with the cooperation of Sara Meyer, owner of Wisconsin Balloon Decor of Lake Geneva.

Kimberly advises patrons to reserve online (links can be found at 531fund.org and visit-lakegeneva.com), where tickets can be purchased at a \$5 discount from the on-site price. Crowds are expected, since several regional school districts



SUBMITTED PHOTO

Stephanie Klett's grandson Jackson Barth enjoying the Balloon Adventure.

will be on spring break and Balloon Adventure draws from wide and far.

"We literally have people that travel. I was surprised where people were coming from," Kimberly told us. "Last year we had people from Minnesota, Michigan, Indiana, Iowa, Illinois, so it's not all local folks. It's a great family event. It's a unique experience. It's interactive. It's fun. It's immersive."

And Grandma Steph still has the pictures Jack colored for

her from last year, when Balloon Adventure had a nautical theme.

She's counting on a big ugly bug to grace the refrigerator this year.

Stephanie Klett is the President and CEO of Visit Lake Geneva, and the former Secretary of the Wisconsin Department of Tourism. Her husband, Bill Barth, is the former Editor of the Beloit Daily News and a member of the Wisconsin Newspaper Hall of Fame.



Buggin' Out! Where Tiny Bugs Create a BIG Adventure

Step into Buggin' Out!—a balloon adventure bursting with science and family fun at PIER 290 in Williams Bay, WI, March 19-29, 2026. Ten epic days await!

→ READ MORE



BALLOON ADVENTURE MARKETING CO-OP METRICS

Balloon Adventure Marketing Co-Op Metrics

Ran January 1 to March 31, 2026

- 126,298 Impressions
- 1,631 Unique clicks
- 1.15% CTR

Email Marketing

January Insider Email Ad: Deployed on 1/6/2026

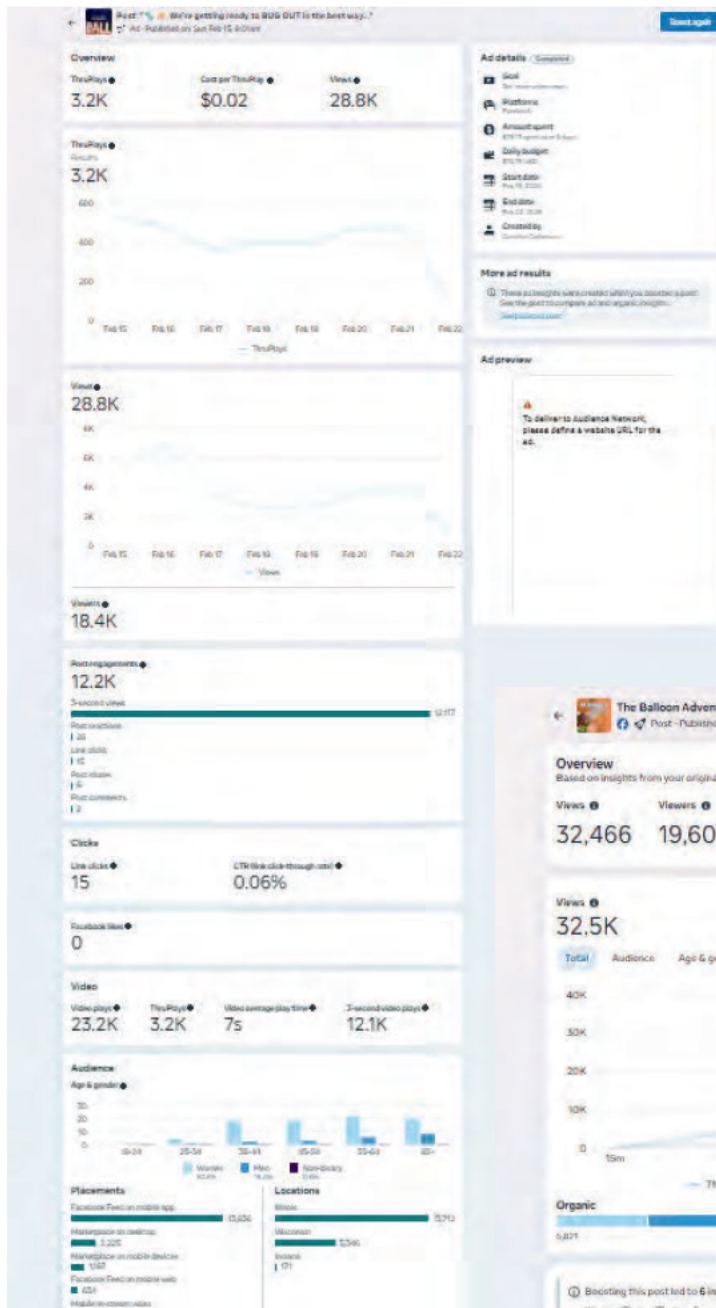
- Successfully delivered to 53,723 subscribers
- 32 clicks on the ad = 1.6% of total clicks in the email

2/5/26 Exclusive Email

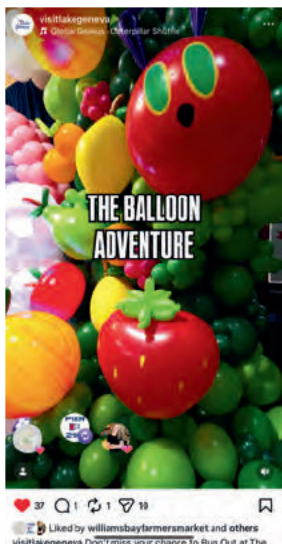
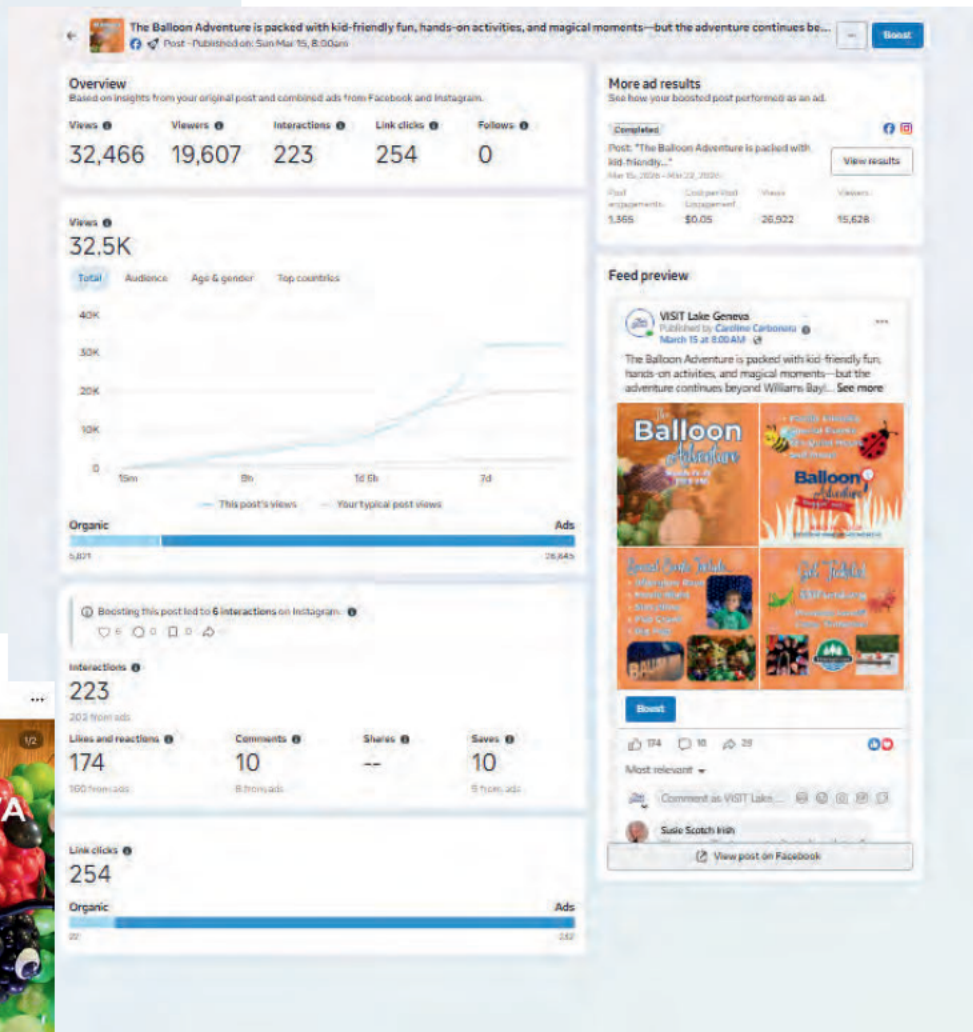
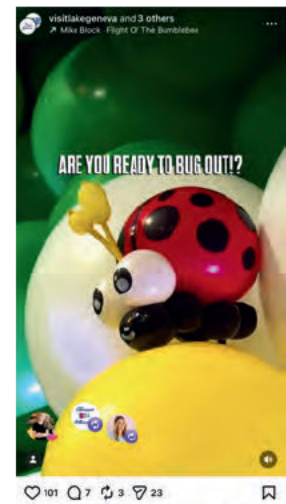
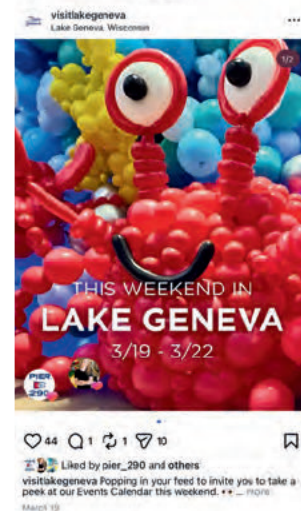
- Successfully delivered to 52,361 subscribers
- Total opens = 7,435
 - Last opened on April 9th
- Unique opens = 5,328
 - Open rate = 10.2%
- Total clicks = 569 (last clicked on 3/27)
 - CTR = 0.63%
- Unique clicks = 329
 - Clicks per unique open rate = 6.2%

3/10/26 Exclusive Email

- Successfully delivered to 56,023 subscribers
- Total opens = 6,982
 - Last opened on April 10th
- Unique opens = 5,230
 - Open rate = 9.3%
- Total clicks = 614 (last clicked on 3/27)
 - CTR = 0.56%
- Unique clicks = 311
 - Clicks per unique open rate = 5.9%



VISIT Lake Geneva





Email Marketing

Email Send Date	Sends	No. of Opens	No. of Clicks
3/13/2026	11,686	4113	97
3/10/2026	56,023	6982	614
2/5/2026	52,361	7435	569
1/29/2026	11,085	3770	104
1/13/2026	10,894	4192	193
1/6/2026	53,723	8595	137

Radio Marketing



iHM Product: Broadcast

Order Line	Station	Market	Days	Daypart	Len	Rate	Total	
1	WIBA-FM	Madison, WI	WThF	06:00:00-18:59:59	30	\$25.00	\$450.00	
Aired	ISCI/SPOT TITLE			DATE	TIME	LEN	RATE	MG
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/18/2026	7:17 AM	30	\$25.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/18/2026	11:49 AM	30	\$25.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/18/2026	12:15 PM	30	\$25.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/18/2026	2:45 PM	30	\$25.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/18/2026	3:54 PM	30	\$25.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/18/2026	6:19 PM	30	\$25.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/19/2026	8:02 AM	30	\$25.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/19/2026	8:26 AM	30	\$25.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/19/2026	9:02 AM	30	\$25.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/19/2026	4:51 PM	30	\$25.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/19/2026	5:17 PM	30	\$25.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/19/2026	6:24 PM	30	\$25.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/20/2026	9:20 AM	30	\$25.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/20/2026	12:20 PM	30	\$25.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/20/2026	1:53 PM	30	\$25.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/20/2026	4:46 PM	30	\$25.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/20/2026	5:17 PM	30	\$25.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/20/2026	6:43 PM	30	\$25.00	
3	WIBA-FM	Madison, WI	S	09:00:00-18:59:59	30	\$15.00	\$75.00	
Aired	ISCI/SPOT TITLE			DATE	TIME	LEN	RATE	MG
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/21/2026	11:46 AM	30	\$15.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/21/2026	12:19 PM	30	\$15.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/21/2026	2:49 PM	30	\$15.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/21/2026	4:18 PM	30	\$15.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/21/2026	6:49 PM	30	\$15.00	
4	WIBA-FM	Madison, WI	SSn	09:00:00-18:59:59	30	\$15.00	\$150.00	
Aired	ISCI/SPOT TITLE			DATE	TIME	LEN	RATE	MG
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/14/2026	10:20 AM	30	\$15.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/14/2026	4:23 PM	30	\$15.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/14/2026	5:48 PM	30	\$15.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/14/2026	6:17 PM	30	\$15.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/14/2026	6:51 PM	30	\$15.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/15/2026	9:17 AM	30	\$15.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/15/2026	11:45 AM	30	\$15.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/15/2026	12:44 PM	30	\$15.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/15/2026	4:10 PM	30	\$15.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/15/2026	6:17 PM	30	\$15.00	
7	WIBA-FM	Madison, WI	SSn	09:00:00-18:59:59	30	\$15.00	\$135.00	



Invoice No: 8823701004

<u>Aired</u>	<u>ISCI/SPOT TITLE</u>	<u>DATE</u>	<u>TIME</u>	<u>LEN</u>	<u>RATE</u>	<u>MG</u>
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec	03/07/2026	9:14 AM	30	\$15.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec	03/07/2026	10:21 AM	30	\$15.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec	03/07/2026	1:49 PM	30	\$15.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec	03/08/2026	9:15 AM	30	\$15.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec	03/08/2026	12:19 PM	30	\$15.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec	03/08/2026	1:44 PM	30	\$15.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec	03/08/2026	4:45 PM	30	\$15.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec	03/08/2026	5:14 PM	30	\$15.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec	03/08/2026	6:11 PM	30	\$15.00	

9	WIBA-FM	Madison, WI	MTWThFS	06:00:00-21:59:59	30	\$0.00	\$0.00
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<u>Aired</u>	<u>ISCI/SPOT TITLE</u>	<u>DATE</u>	<u>TIME</u>	<u>LEN</u>	<u>RATE</u>	<u>MG</u>
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec	03/16/2026	8:18 PM	30	\$0.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec	03/17/2026	9:15 PM	30	\$0.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec	03/18/2026	9:16 PM	30	\$0.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec	03/20/2026	8:15 PM	30	\$0.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec	03/21/2026	8:17 PM	30	\$0.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec	03/21/2026	8:46 PM	30	\$0.00	

Total for Station: WIBA-FM	No. of Spots/Misc: 48/0	Gross Amount: \$810.00
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Order Line	Station	Market	Days	Daypart	Len	Rate	Total	
2	WMAD-FM	Madison, WI	S	09:00:00-18:59:59	30	\$10.00	\$50.00	
<u>AIRED</u>	<u>ISCI/SPOT TITLE</u>			<u>DATE</u>	<u>TIME</u>	<u>LEN</u>	<u>RATE</u>	<u>MG</u>
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/21/2026	10:15 AM	30	\$10.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/21/2026	10:42 AM	30	\$10.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/21/2026	4:19 PM	30	\$10.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/21/2026	4:45 PM	30	\$10.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/21/2026	6:42 PM	30	\$10.00	
5	WMAD-FM	Madison, WI	SSn	09:00:00-18:59:59	30	\$10.00	\$100.00	
<u>AIRED</u>	<u>ISCI/SPOT TITLE</u>			<u>DATE</u>	<u>TIME</u>	<u>LEN</u>	<u>RATE</u>	<u>MG</u>
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/14/2026	10:44 AM	30	\$10.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/14/2026	11:17 AM	30	\$10.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/14/2026	12:19 PM	30	\$10.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/14/2026	3:23 PM	30	\$10.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/14/2026	5:17 PM	30	\$10.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/15/2026	11:19 AM	30	\$10.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/15/2026	1:22 PM	30	\$10.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/15/2026	3:19 PM	30	\$10.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/15/2026	5:44 PM	30	\$10.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/15/2026	6:17 PM	30	\$10.00	
6	WMAD-FM	Madison, WI	MTWThFS	06:00:00-21:59:59	30	\$0.00	\$0.00	
<u>AIRED</u>	<u>ISCI/SPOT TITLE</u>			<u>DATE</u>	<u>TIME</u>	<u>LEN</u>	<u>RAT</u>	<u>MG</u>
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/16/2026	8:47 PM	30	E	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/17/2026	9:18 PM	30	\$0.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/18/2026	9:21 PM	30	\$0.00	
							\$0.00	



Invoice No: 8823701004

Commercial 2026BalloonAdventure/ 2026-Balloon-Adventure-30sec
Commercial 2026BalloonAdventure/ 2026-Balloon-Adventure-30sec
Commercial 2026BalloonAdventure/ 2026-Balloon-Adventure-30sec

03/19/2026 9:48 PM 30 \$0.00
03/20/2026 8:17 PM 30 \$0.00
03/21/2026 9:41 PM 30 \$0.00

8 WMAD-FM Madison, WI WThF

06:00:00-18:59:59 30 \$25.00 \$450.00

<u>AIRED</u>	<u>ISCI/SPOT TITLE</u>	<u>DATE</u>	<u>TIME</u>	<u>LEN</u>	<u>RATE</u>	<u>MG</u>
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec	03/18/2026	10:19 AM	30	\$25.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec	03/18/2026	11:49 AM	30	\$25.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec	03/18/2026	12:43 PM	30	\$25.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec	03/18/2026	1:19 PM	30	\$25.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec	03/18/2026	2:48 PM	30	\$25.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec	03/18/2026	4:18 PM	30	\$25.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec	03/19/2026	10:52 AM	30	\$25.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec	03/19/2026	12:20 PM	30	\$25.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec	03/19/2026	12:51 PM	30	\$25.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec	03/19/2026	1:23 PM	30	\$25.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec	03/19/2026	4:18 PM	30	\$25.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec	03/19/2026	5:46 PM	30	\$25.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec	03/20/2026	11:47 AM	30	\$25.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec	03/20/2026	1:21 PM	30	\$25.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec	03/20/2026	2:21 PM	30	\$25.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec	03/20/2026	2:56 PM	30	\$25.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec	03/20/2026	3:20 PM	30	\$25.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec	03/20/2026	4:19 PM	30	\$25.00	

10 WMAD-FM Madison, WI SSn

09:00:00-18:59:59 30 \$10.00 \$90.00

<u>AIRED</u>	<u>ISCI/SPOT TITLE</u>	<u>DATE</u>	<u>TIME</u>	<u>LEN</u>	<u>RATE</u>	<u>MG</u>
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec	03/07/2026	9:52 AM	30	\$10.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec	03/07/2026	10:37 AM	30	\$10.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec	03/07/2026	1:47 PM	30	\$10.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec	03/07/2026	2:41 PM	30	\$10.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec	03/07/2026	3:44 PM	30	\$10.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec	03/07/2026	4:18 PM	30	\$10.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec	03/08/2026	9:39 AM	30	\$10.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec	03/08/2026	2:40 PM	30	\$10.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec	03/08/2026	6:18 PM	30	\$10.00	

Total for Station: WMAD-FM

Total for Market: Madison, WI No.of Spots/Misc: 48/0 Gross Amount: \$690.00

No.of Spots/Misc: 96/0 Gross Amount: \$1,500.00

Gross Amount for Invoice: \$1,500.00

iHM Product: Broadcast

Order Line	Station	Market	Days	Daypart	Len	Rate	Total
2	WISN-AM	Milwaukee, WI	MTWThF	19:00:00-23:59:58	30	\$35.00	\$175.00
<u>Aired</u>	<u>ISCI/SPOT TITLE</u>			<u>DATE</u> <u>TIME</u>	<u>LEN</u>	<u>RATE</u>	<u>MG</u>
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/16/2026 10:02 PM	30	\$35.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/17/2026 11:31 PM	30	\$35.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/18/2026 9:57 PM	30	\$35.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/19/2026 9:31 PM	30	\$35.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/20/2026 9:57 PM	30	\$35.00	
4	WISN-AM	Milwaukee, WI	WThFS	06:00:00-18:59:59	30	\$0.00	\$0.00
<u>Aired</u>	<u>ISCI/SPOT TITLE</u>			<u>DATE</u> <u>TIME</u>	<u>LEN</u>	<u>RAT</u>	<u>MG</u>
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/18/2026 6:40 AM	30	E	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/18/2026 9:25 AM	30	\$0.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/19/2026 8:32 AM	30	\$0.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/20/2026 8:47 AM	30	\$0.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/21/2026 8:40 AM	30	\$0.00	
5	WISN-AM	Milwaukee, WI	SSn	06:00:00-18:59:59	30	\$35.00	\$350.00
<u>Aired</u>	<u>ISCI/SPOT TITLE</u>			<u>DATE</u> <u>TIME</u>	<u>LEN</u>	<u>RATE</u>	<u>MG</u>
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/07/2026 10:31 AM	30	\$35.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/07/2026 3:59 PM	30	\$35.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/07/2026 6:47 PM	30	\$35.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/08/2026 8:03 AM	30	\$35.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/08/2026 12:17 PM	30	\$35.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/14/2026 7:37 AM	30	\$35.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/14/2026 5:57 PM	30	\$35.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/15/2026 8:41 AM	30	\$35.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/15/2026 10:05 AM	30	\$35.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/15/2026 11:02 AM	30	\$35.00	
7	WISN-AM	Milwaukee, WI	MTWThF	06:00:00-09:59:59	30	\$150.00	\$300.00
<u>Aired</u>	<u>ISCI/SPOT TITLE</u>			<u>DATE</u> <u>TIME</u>	<u>LEN</u>	<u>RATE</u>	<u>MG</u>
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/18/2026 8:27 AM	30	\$150.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/20/2026 9:43 AM	30	\$150.00	
8	WISN-AM	Milwaukee, WI	MTWThF	15:00:00-18:59:59	30	\$150.00	\$300.00
<u>Aired</u>	<u>ISCI/SPOT TITLE</u>			<u>DATE</u> <u>TIME</u>	<u>LEN</u>	<u>RATE</u>	<u>MG</u>
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/19/2026 3:52 PM	30	\$150.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/20/2026 6:53 PM	30	\$150.00	
9	WISN-AM	Milwaukee, WI	MTWThF	10:00:00-14:59:59	30	\$100.00	\$100.00
<u>Aired</u>	<u>ISCI/SPOT TITLE</u>			<u>DATE</u> <u>TIME</u>	<u>LEN</u>	<u>RATE</u>	<u>MG</u>
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/20/2026 2:55 PM	30	\$100.00	
12	WISN-AM	Milwaukee, WI	S	06:00:00-18:59:59	30	\$35.00	\$175.00
<u>Aired</u>	<u>ISCI/SPOT TITLE</u>			<u>DATE</u> <u>TIME</u>	<u>LEN</u>	<u>RATE</u>	<u>MG</u>



Invoice No: 8823700940

Commercial2026BalloonAdventure/	2026-Balloon-Adventure-30sec	03/21/2026	6:06 AM	30	\$35.00
Commercial2026BalloonAdventure/	2026-Balloon-Adventure-30sec	03/21/2026	11:46 AM	30	\$35.00
Commercial2026BalloonAdventure/	2026-Balloon-Adventure-30sec	03/21/2026	12:52 PM	30	\$35.00
Commercial2026BalloonAdventure/	2026-Balloon-Adventure-30sec	03/21/2026	3:58 PM	30	\$35.00
Commercial2026BalloonAdventure/	2026-Balloon-Adventure-30sec	03/21/2026	5:03 PM	30	\$35.00
Total					

for Station: WISN-AMNo. of Spots/Misc: 30/0

Gross Amount: \$1,400.00

Order Line	Station	Market	Days	Daypart	Len	Rate	Total	
1	WMIL-FM	Milwaukee, WI	MTWThF	06:00:00-09:59:59	30	\$100.00	\$200.00	
AIRIED	ISCI/SPOT TITLE			DATE	TIME	LEN	RATE	MG
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/18/2026	8:46 AM	30	\$100.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/19/2026	6:05 AM	30	\$100.00	
3	WMIL-FM	Milwaukee, WI	WThFS	06:00:00-18:59:59	30	\$0.00	\$0.00	
AIRIED	ISCI/SPOT TITLE			DATE	TIME	LEN	RAT	MG
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/18/2026	8:13 AM	30	E	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/18/2026	9:45 AM	30	\$0.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/20/2026	6:06 AM	30	\$0.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/20/2026	9:49 AM	30	\$0.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/21/2026	9:13 AM	30	\$0.00	
6	WMIL-FM	Milwaukee, WI	SSn	06:00:00-18:59:59	30	\$30.00	\$0.00	\$300.00
AIRIED	ISCI/SPOT TITLE			DATE	TIME	LEN	RATE	MG
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/07/2026	6:16 AM	30	\$30.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/07/2026	7:12 AM	30	\$30.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/08/2026	7:12 AM	30	\$30.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/08/2026	8:17 AM	30	\$30.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/08/2026	6:13 PM	30	\$30.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/14/2026	9:15 AM	30	\$30.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/14/2026	12:46 PM	30	\$30.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/14/2026	5:17 PM	30	\$30.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/15/2026	3:11 PM	30	\$30.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/15/2026	4:46 PM	30	\$30.00	
10	WMIL-FM	Milwaukee, WI	MTWThF	15:00:00-18:59:59	30	\$100.00	\$200.00	
AIRIED	ISCI/SPOT TITLE			DATE	TIME	LEN	RATE	MG
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/16/2026	6:30 PM	30	\$100.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/18/2026	6:11 PM	30	\$100.00	
11	WMIL-FM	Milwaukee, WI	MTWThF	10:00:00-14:59:59	30	\$100.00	\$100.00	
AIRIED	ISCI/SPOT TITLE			DATE	TIME	LEN	RATE	MG
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/19/2026	1:30 PM	30	\$100.00	
13	WMIL-FM	Milwaukee, WI	MTWThF	19:00:00-23:59:58	30	\$30.00	\$150.00	
AIRIED	ISCI/SPOT TITLE			DATE	TIME	LEN	RATE	MG
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/16/2026	9:44 PM	30	\$30.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/17/2026	11:49 PM	30	\$30.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/18/2026	9:18 PM	30	\$30.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec			03/19/2026	9:52 PM	30	\$30.00	



Invoice No: 8823700940

Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec		03/20/2026	9:17 PM	30	\$30.00	
14	WMIL-FM	Milwaukee, WI	S	06:00:00-18:59:59		30	\$30.00 \$150.00
Aired	ISCI/SPOT TITLE		DATE	TIME	LEN		MG
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec		03/21/2026	10:48 AM	30	\$30.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec		03/21/2026	1:15 PM	30	\$30.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec		03/21/2026	2:20 PM	30	\$30.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec		03/21/2026	4:20 PM	30	\$30.00	
Commercial	2026BalloonAdventure/ 2026-Balloon-Adventure-30sec		03/21/2026	6:18 PM	30	\$30.00	
Total for Station: WMIL-FM		No.of Spots/Misc: 30/0				Gross Amount: \$1,100.00	
Total for Market: Milwaukee, WI		No.of Spots/Misc: 60/0				Gross Amount: \$2,500.00	
							Gross Amount for Invoice: \$2,500.00

Facebook/Instagram

Preview		Views	Viewers	Engagement	Net follows	Impressions	Comments	Watch time
	Big ideas. 100,000 balloons. On... Published • Feb 17 at 2:31 PM	746,426	438,524	22,555	12	1,050,824	33	29d 3h
	Your kids won't ask, "Can we g... Published • Mar 10 at 8:58 AM	332,354	182,208	17,866	75	255,462	36	14d 16h
	Don't miss it! The Ballo... Published • Feb 13 at 3:11 PM	281,461	184,305	8,504	20	256,712	12	--
	Uh oh... the bugs are out and t... Published • Feb 23 at 9:34 AM	217,843	131,452	5,796	11	220,586	6	8d 17h
	Something BIG is Buggin' Out ... Published • Mar 13 at 9:41 AM	121,251	81,742	6,567	32	144,340	53	4d 12h
	The Balloon Adventure Is 'Bug... Cross posted • Feb 13 at 3:28 PM	71,259	74,261	16,362	28	225,562	27	3d 20h
	This is not your average day o... Published • Mar 17 at 10:27 AM	12,726	7,945	4,041	10	40,374	4	11h 39m
	"Our family had an amazing ti... Published • Mar 16 at 1:26 PM	12,507	15,481	738	0	26,177	0	23h 19m
	Known for their beautiful resor... Published • Mar 16 at 9:07 PM	2,831	1,941	33	0	2,146	0	--
	We had so much fun yesterday... Cross posted • Mar 20 at 2:55 PM	1,439	879	76	0	972	0	--
	A big thank you to Kunes Auto... Published • Mar 17 at 7:00 PM	1,199	693	23	0	800	0	--
	T O M O R R O W we are 'Bugg... Cross posted • Mar 18 at 10:58 AM	1,191	738	62	2	726	3	2h 7m
	We're excited to partner with T... Lake Geneva Lake Life Published • Mar 4 at 11:26 AM	1,176	731	15	0	869	0	--
	Located on the beautiful shore... Published • Mar 19 at 7:00 PM	1,168	669	17	0	762	2	--



Preview		Views	Viewers	Engagement	Net follows	Impressions	Comments	Watch time
	A big thank you to Lake Lawn ... Published • Mar 20 at 7:00 PM	1,140	714	4	0	787	0	--
	The Balloon Adventure official... Cross posted • Mar 19 at 10:07 AM	1,128	664	41	2	849	1	1h 55m
	The Lake Geneva Tourism Com... Published • Mar 18 at 7:00 PM	1,088	634	7	0	708	0	--
	We are LIVE! With Madison's N... Cross posted • Mar 18 at 5:27 AM	1,055	615	12	0	651	0	52m 4s
	A special thank you to The Cov... Published • Mar 12 at 7:00 PM	1,031	615	12	0	712	0	--
	Don't miss it! The Ballo... Published • Feb 13 at 8:00 AM	985	603	62	0	702	1	--
	We had so much fun this morn... Cross posted • Mar 10 at 11:47 AM	809	496	45	0	577	1	--
Preview		Views	Viewers	Engagement	Net follows	Impressions	Comments	Watch time
	Story Time just got a whole lot... Published • Feb 27 at 10:33 AM	773	420	45	2	514	1	--
	BTS! The Balloon Adventure is ... Cross posted • Jan 16 at 10:15 AM	743	544	40	0	322	1	1h 8m
	Story Time at The Balloon Adv... Cross posted • Mar 23 at 10:02 AM	742	419	15	0	566	1	54m 9s
	For years, Interstate Insurance ... Published • Mar 13 at 7:00 PM	721	460	8	0	523	0	--
	The Balloon Adventure is arou... Published • Jan 20 at 10:30 AM	649	352	27	0	401	0	--
	Located along the beautiful sh... Published • Mar 14 at 7:01 PM	596	400	5	0	460	0	--
	We'll be on @cbs58news tomo... Cross posted • Mar 9 at 11:55 AM	562	348	15	0	394	0	--



Preview 14		Views 14	Viewers 14	Engagement 14	Net follows 14	Impressions 14	Comments 14	Watch time
	This experience doesn't happen... Published • Mar 3 at 11:49 AM	550	806	18	0	372	3	41m 7s
	Big thanks to FORM Wealth A... Published • Mar 11 at 7:00 PM	476	807	3	0	342	0	--
	Want to make a weeken... Cross posted • Feb 28 at 7:02 AM	455	257	8	0	307	0	--
	Join us tomorrow 3.26 for anot... Cross posted • Mar 25 at 8:53 AM	431	285	12	0	425	0	32m 19s
	You never know what you mig... Cross posted • Mar 27 at 5:06 PM	420	319	23	1	394	0	51m 23s
	Afterglow Rave is a blast! Cross posted • Mar 13 at 9:40 AM	410	301	10	0	407	0	36m 58s
	The countdown is on! The ... Cross posted • Mar 12 at 12:15 PM	409	295	10	0	350	0	25m 45s
Preview 14		Views 14	Viewers 14	Engagement 14	Net follows 14	Impressions 14	Comments 14	Watch time
	Join us for Story Time at The B... Cross posted • Mar 6 at 11:46 AM	406	269	2	0	304	0	--
	When the lights go low, the... Cross posted • Feb 4 at 1:29 PM	405	269	6	1	223	0	23m 25s
	The Balloon Adventure pro... Published • Feb 19 at 10:11 AM	401	216	8	0	283	1	20m 4s
	The countdown is on! The ... Cross posted • Mar 4 at 12:59 PM	392	263	12	0	327	0	20m 13s
	Want some quiet time to a... Cross posted • Feb 27 at 9:53 AM	388	197	4	0	267	0	15m 28s
	Get your tickets now! When... Cross posted • Feb 25 at 9:59 AM	385	294	12	0	291	0	35m 51s
	The Big Pop! Be part of t... Cross posted • Feb 17 at 11:05 AM	365	187	5	0	222	1	17m 32s



Preview		Views	Viewers	Engagement	Net follows	Impressions	Comments	Watch time
	Who said The Balloon Adventure is a bugger? Cross posted • Feb 10 at 10:47 AM	327	217	3	0	232	0	17m 54s
	The Balloon Adventure is a bugger! Cross posted • Feb 19 at 9:30 AM	315	187	10	0	218	1	--
	Cozy up for a magical, bugger! Cross posted • Feb 12 at 1:21 PM	311	221	5	0	263	0	23m 25s
	We're making headlines Published • Feb 25 at 9:06 AM	310	188	16	0	228	1	--
	This larger-than-life balloon exhibition Published • Jan 26 at 10:48 AM	300	177	9	0	195	0	24m 3s
	more days of The Balloon Adventure Cross posted • Mar 27 at 11:26 AM	290	181	8	0	223	0	25m 14s
	Are you ready to party, have a bugger! Cross posted • Feb 6 at 11:15 AM	285	170	21	0	197	0	--
Preview		Views	Viewers	Engagement	Net follows	Impressions	Comments	Watch time
	The Balloon Adventure is a bugger! Cross posted • Feb 26 at 10:53 AM	264	174	5	0	202	0	--
	Get your tickets to our special event Cross posted • Jan 27 at 10:34 AM	225	149	6	0	171	0	17m 29s
	No text content Published • Jan 7 at 7:47 PM	197	115	13	0	136	0	--
	We're excited to partner with The Geneva Convention Published • Mar 4 at 1:38 PM	191	146	0	0	155	0	--
	This larger-than-life balloon exhibition Published • Jan 26 at 10:49 AM	133	75	2	0	61	0	9m 25s
	So many memories, so much fun Cross posted • Mar 30 at 5:18 PM	122	81	4	0	93	0	11m 12s
	We're getting closer to the bugger! Published • Mar 3 at 11:41 AM	69	44	1	0	17	0	4m 44s

Social Media Insights

01 Feb 26 - 28 Feb 26

The Balloon Adventure



The Balloon Adventure



balloonadventurewi

Followers

 The Balloon Adventure

661
+4.42%

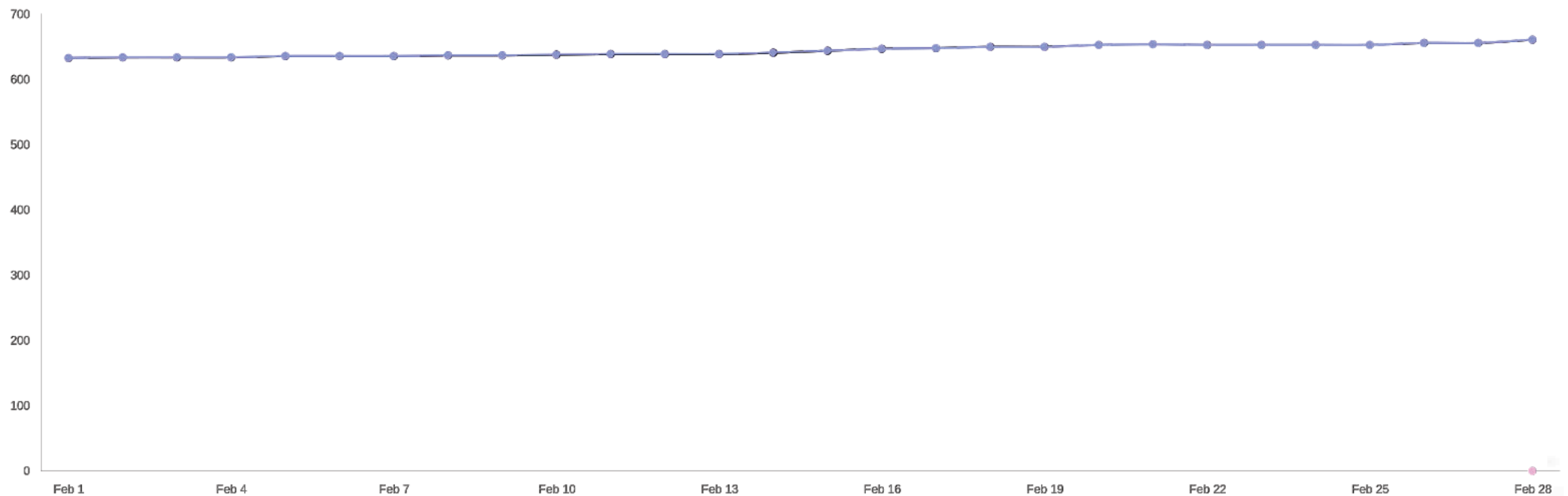


661
+4.42%

Facebook

0

Instagram



01 Feb 26 - 28 Feb 26

Izzy Works

Impressions

 The Balloon Adventure

257.03K
+4991.62%

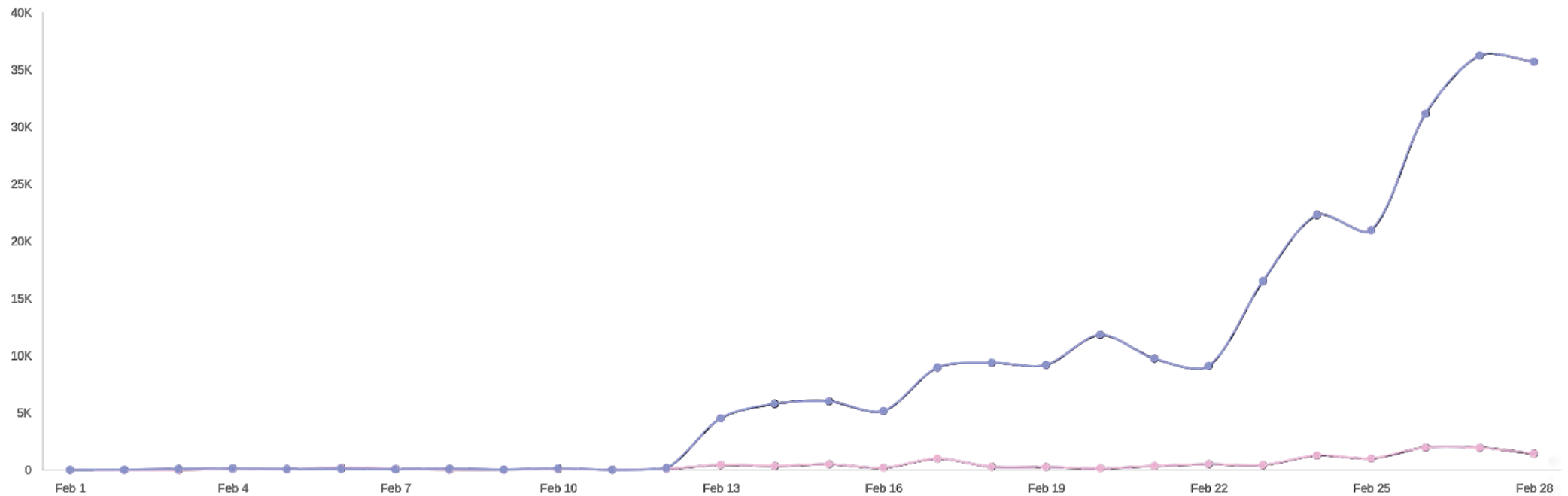


243.87K
+9305.05%

Facebook

13.15K
+435.72%

Instagram



01 Feb 26 - 28 Feb 26

Izzy Works

Interactions

 The Balloon Adventure

9914
+6832.87%

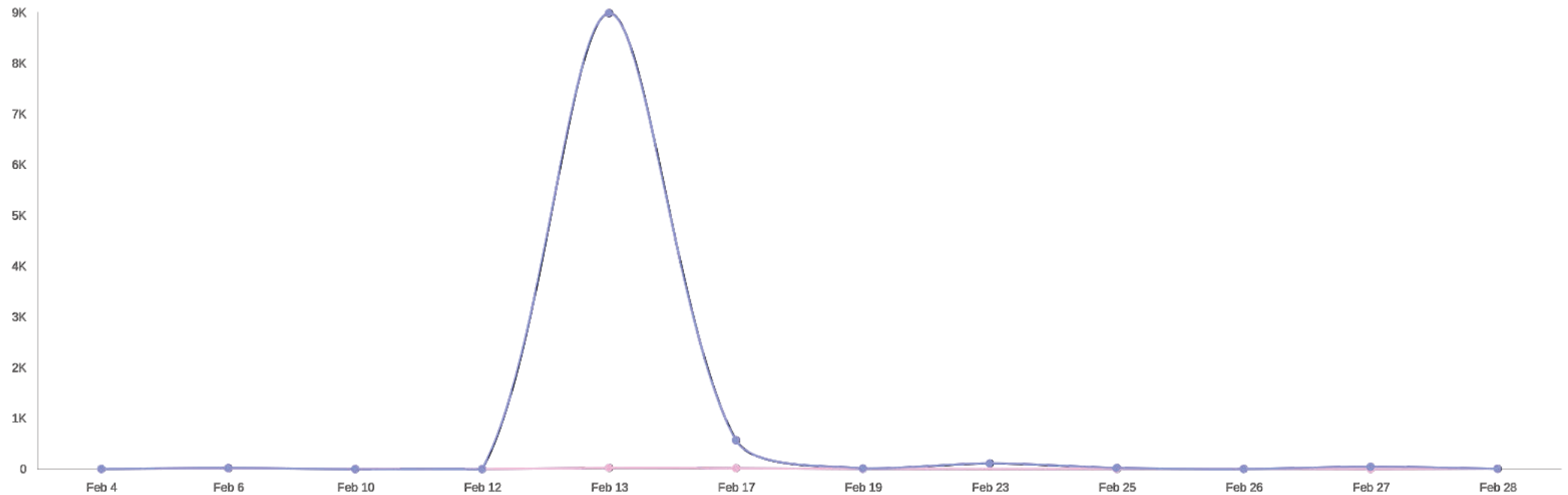


9810
+12980.00%

Facebook

104
+52.94%

Instagram



01 Feb 26 - 28 Feb 26

Izzy Works

Posts

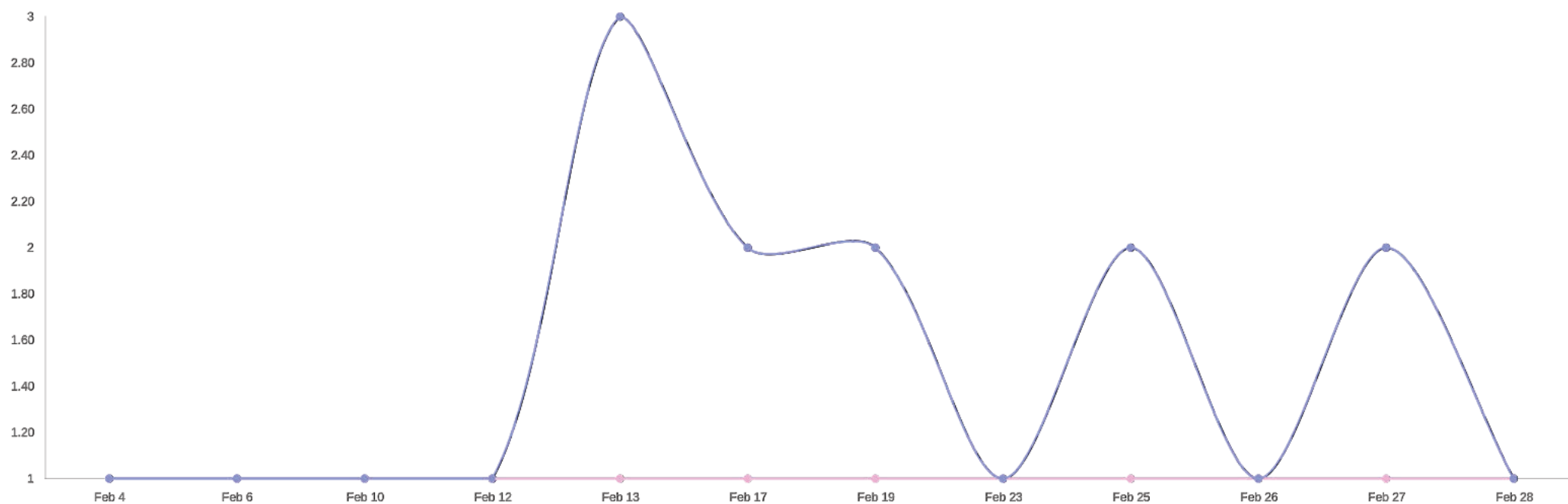
 The Balloon Adventure

29
+314.29%



18
+260.00%
Facebook

11
+450.00%
Instagram



01 Feb 26 - 28 Feb 26

Izzy Works

Ranking of posts

The Balloon Adventure

Showing 20 posts sorted by impressions

Published		Type	Text			Impressions	Interactions
Feb 17, 2026 2:48 PM			Big ideas. 100,000 balloons. One powerful purpose. In our latest Kunes Auto and RV Group Car Convo,...	Go		662.15k	567
Feb 13, 2026 4:11 PM			🐞🐞 Don't miss it! The Balloon Adventure: Buggin' Out! is only here for a limited time at PIER 290...	Go		281.46k	8501
Feb 23, 2026 10:32 AM			Uh oh... the bugs are out and they've taken over Kunes Auto and RV Group 🐞👩 These balloon critters ...	Go		184.31k	114
Feb 13, 2026 4:28 PM			The Balloon Adventure is 'Buggin' Out' and runs from March 19-29 at @pier_290 and it's going to be a...	Go		62.22k	431
Feb 17, 2026 12:05 PM			👩 The Big Pop! Be part of the grand finale! This hands-on experience invites guests ages 10+ (with...	Go		1039	19
Feb 13, 2026 9:00 AM			🐞🐞 Don't miss it! The Balloon Adventure: Buggin' Out! is only here for a limited time at PIER 290...	Go		982	62

Published		Type	Text			Impressions	Interactions
Feb 27, 2026 11:33 AM			Story Time just got a whole lot bigger. Join us March 24 or March 26 for a special Story Time insid...	Go		772	45
Feb 6, 2026 12:15 PM			Are you ready to party, have quiet hours, or rave in the glow of balloons with us? We're Buggin' Out...	Go		459	17
Feb 28, 2026 8:02 AM			👤👤 Want to make a weekend out of The Balloon Adventure in Lake Geneva? Here are 4 hotels we recomme...	Go		453	8
Feb 13, 2026 4:28 PM			The Balloon Adventure is 'Buggin' Out' and runs from March 19-29 at @pier_290 and it's going to be a...	Go		372	25
Feb 25, 2026 10:59 AM			📺 Get your tickets now! When the lights go low, the party lights up! The Afterglow Rave is a family-...	Go		318	9
Feb 19, 2026 10:50 AM			🦋👤 The Balloon Adventure is proud to support Camp Timber-lee through ticket sales! Camp Timber-lee ...	Go		312	10
Feb 25, 2026 10:08 AM			We're making headlines 🐞👤 The Daily Herald just featured Balloon Adventure: Buggin' Out and we co...	Go		309	16
Feb 4, 2026 2:29 PM			📺 When the lights go low, the party lights up! The Afterglow Rave is a family-friendly dance experie...	Go		300	5

Published		Type	Text			Impressions	Interactions
Feb 27, 2026 10:52 AM			📺 Want some quiet time to admire The Balloon Adventure? We've got you covered! On March 20 & 27 fro...	Go		300	3
Feb 28, 2026 8:02 AM			📍 Want to make a weekend out of The Balloon Adventure in Lake Geneva? Here are 4 hotels we recomme...	Go		285	12
Feb 6, 2026 12:15 PM			Are you ready to party, have quiet hours, or rave in the glow of balloons with us? We're Buggin' Out...	Go		284	21
Feb 19, 2026 10:50 AM			✈️📍 The Balloon Adventure is proud to support Camp Timber-lee through ticket sales! Camp Timber-lee ...	Go		268	5
Feb 26, 2026 11:53 AM			🎪📍 The Balloon Adventure has exciting special events for adults and kids! Swipe to see which one ...	Go		263	5
Feb 26, 2026 11:53 AM			🎪📍 The Balloon Adventure has exciting special events for adults and kids! Swipe to see which one ...	Go		256	8

Community growth

 The Balloon Adventure



Posts viewed in period

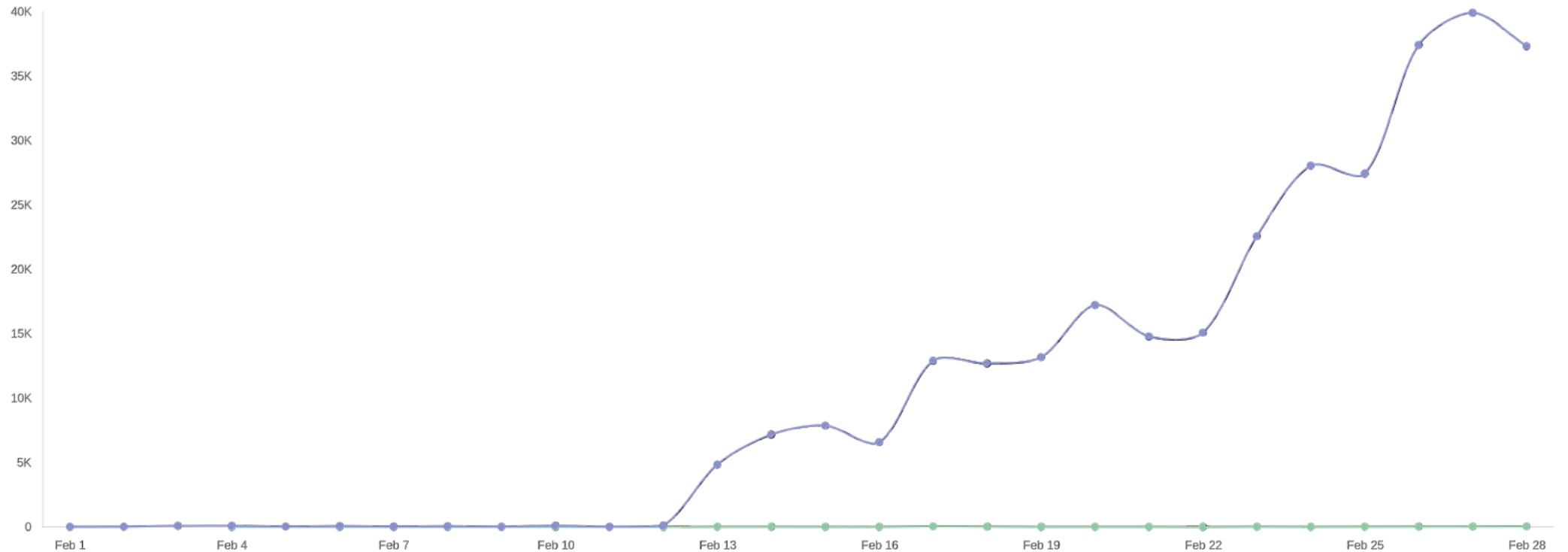
 The Balloon Adventure

305.75K
+20081.25%

Views

360
+650.00%

Reactions



01 Feb 26 - 28 Feb 26

Izzy Works

Demographics: countries and cities

 The Balloon Adventure

Top 10 countries

United States	101.21%
Canada	0.30%
Puerto Rico	0.15%
United Kingdom	0.15%
Ecuador	0.15%
Costa Rica	0.15%

Top 10 cities

Lake Geneva, WI	3.78%
Rockford, IL	3.33%
Milwaukee, WI	2.87%
Janesville, WI	2.57%
Chicago, IL	2.42%
Williams Bay, WI	1.97%
Delavan, WI	1.51%
Beloit, WI	1.36%
East Troy, WI	1.36%
Crystal Lake, IL	1.21%

Content Views on the page

 The Balloon Adventure

243.87K

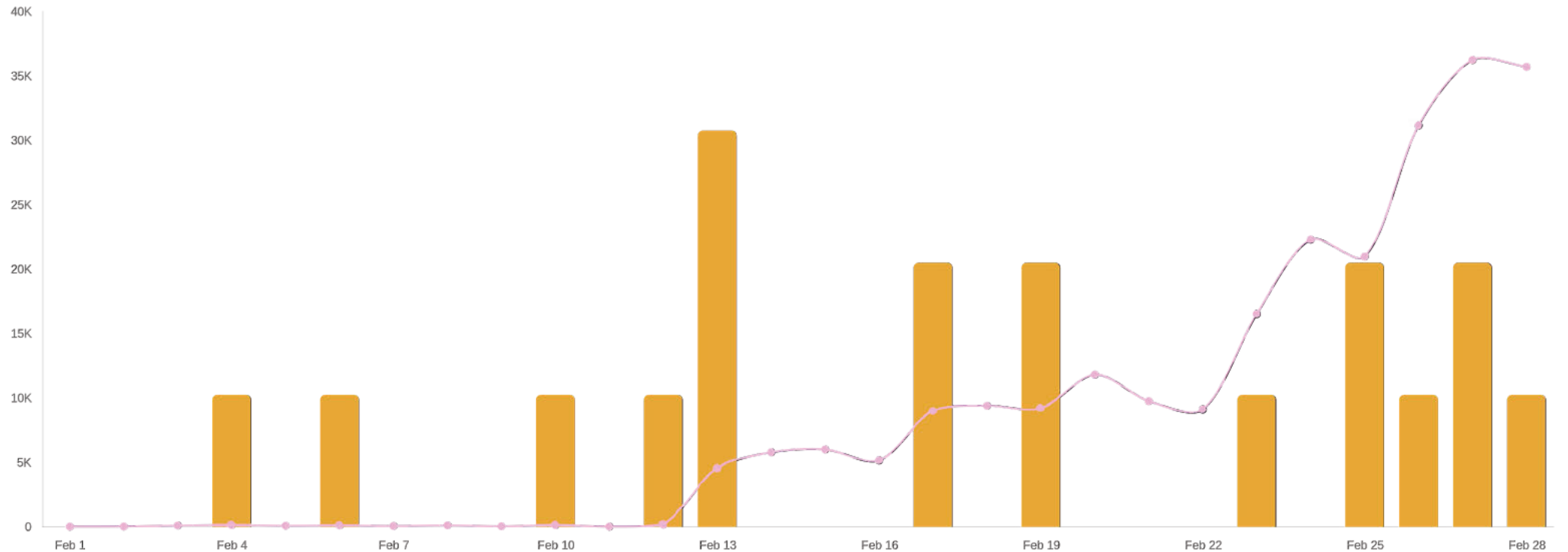
+9305.05%

Views

18

+260.00%

Total content



Clicks on page

 The Balloon Adventure

0

Total clicks

1149

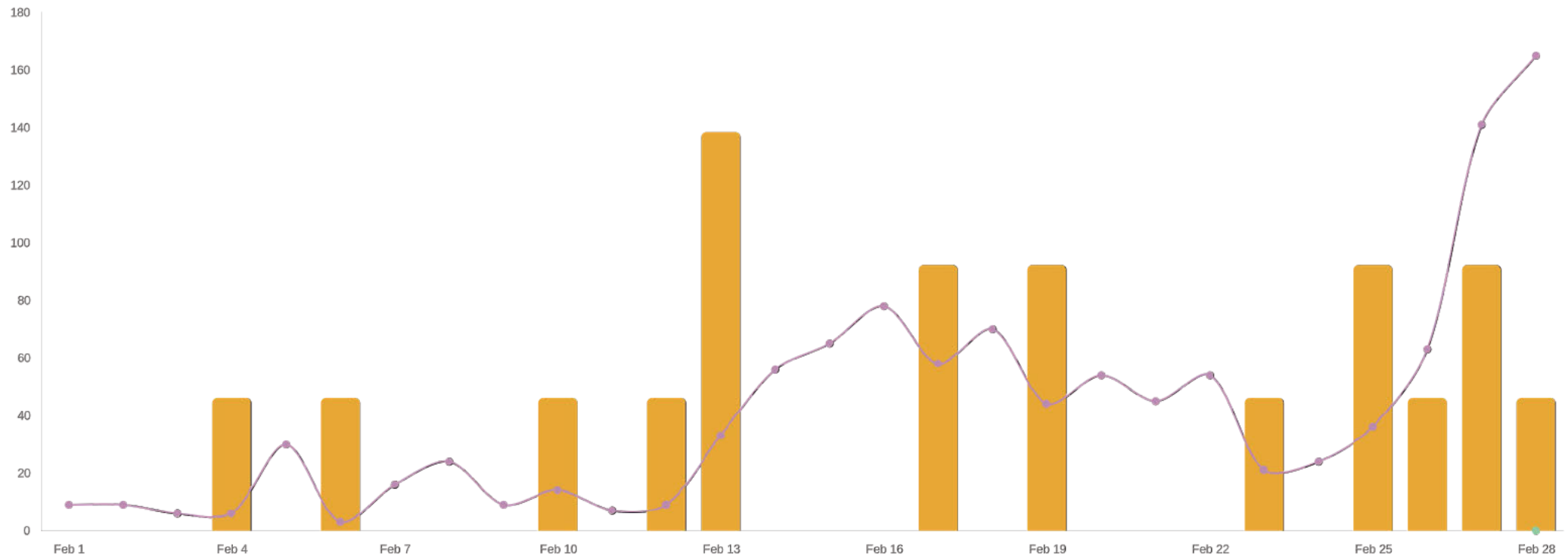
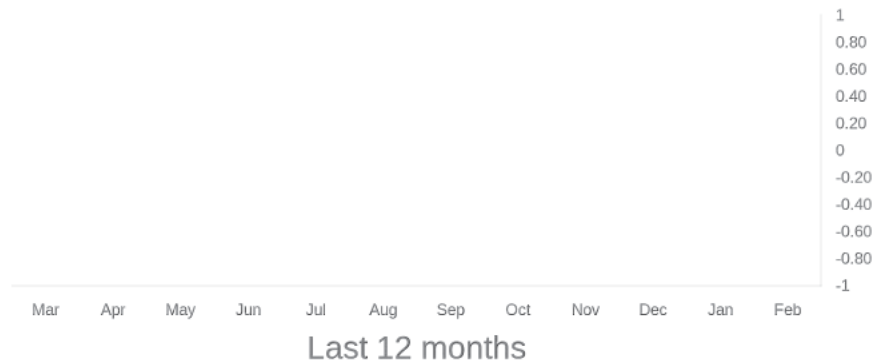
+232.08%

Page views

18

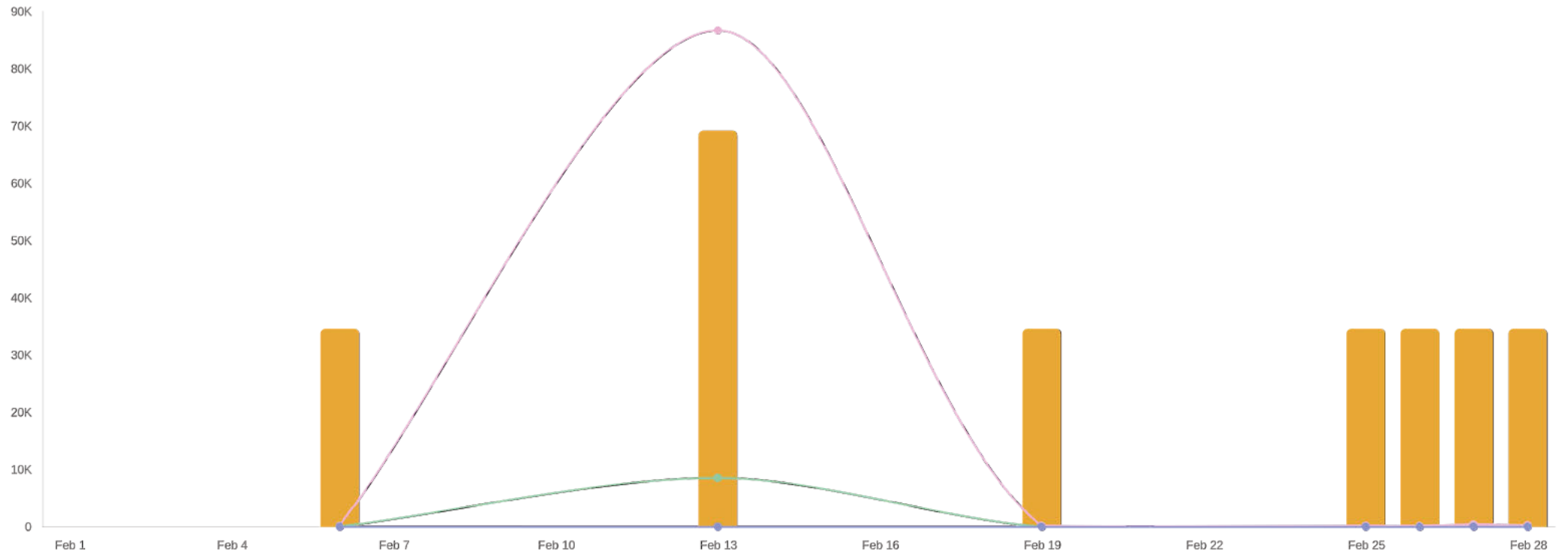
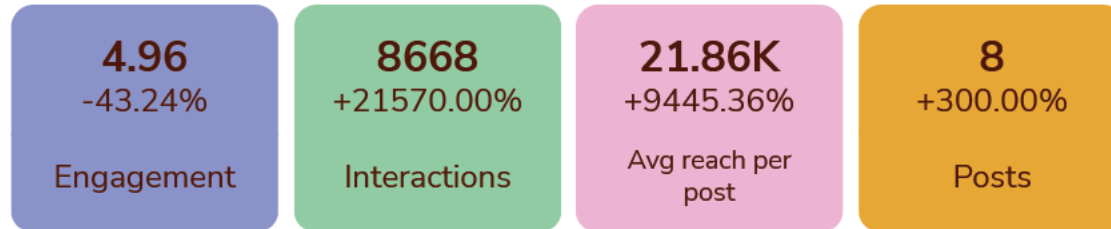
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Total content



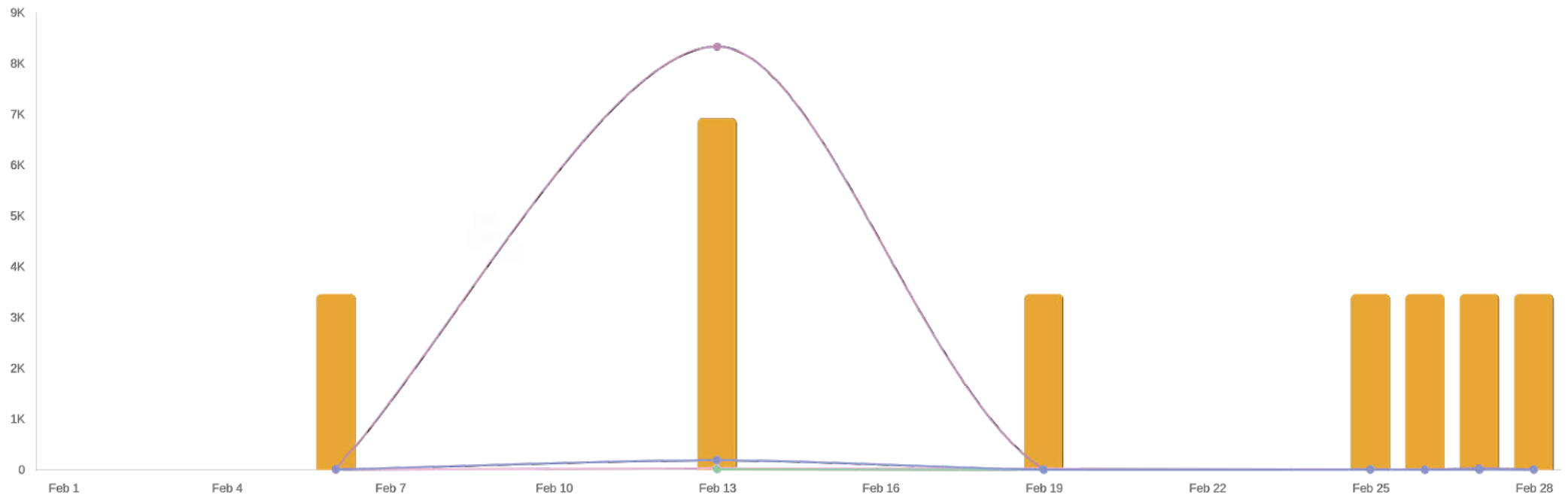
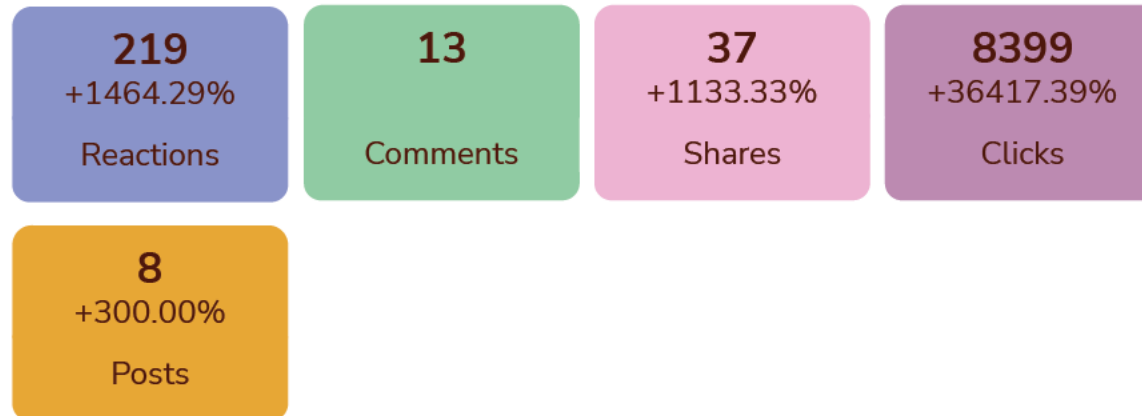
Posts published in period

 The Balloon Adventure



Interactions of published posts

 The Balloon Adventure



Ranking of posts

 The Balloon Adventure

Showing 8 posts sorted by impressions

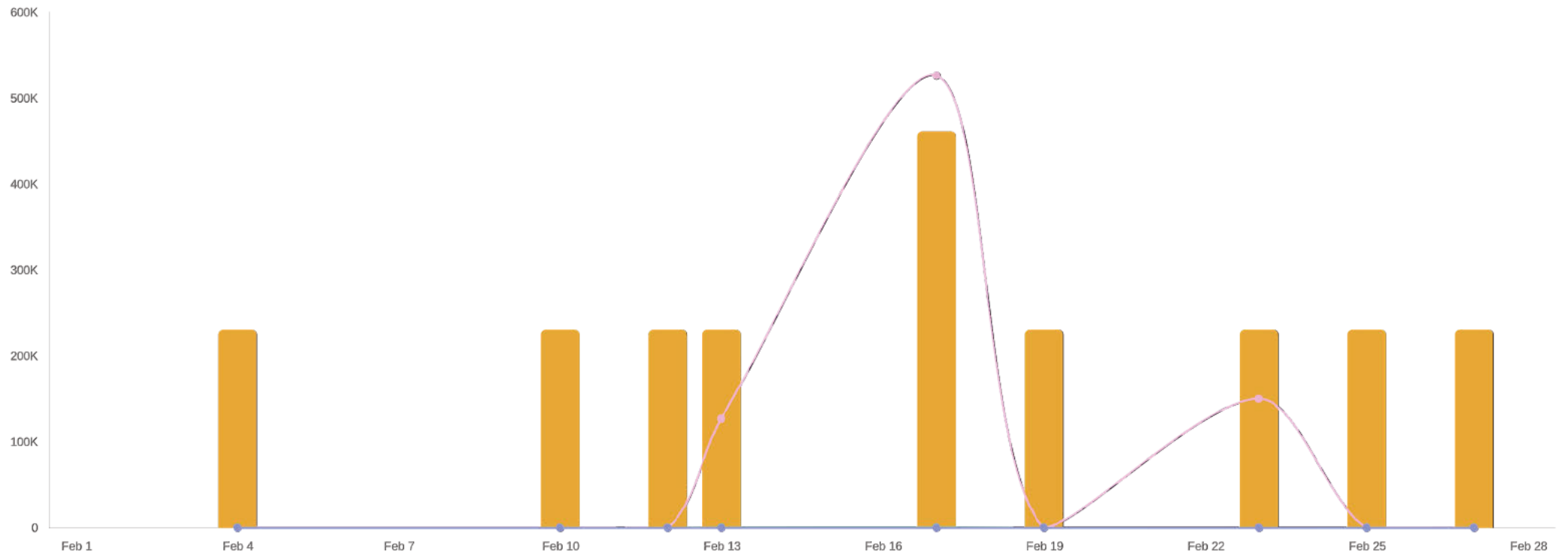
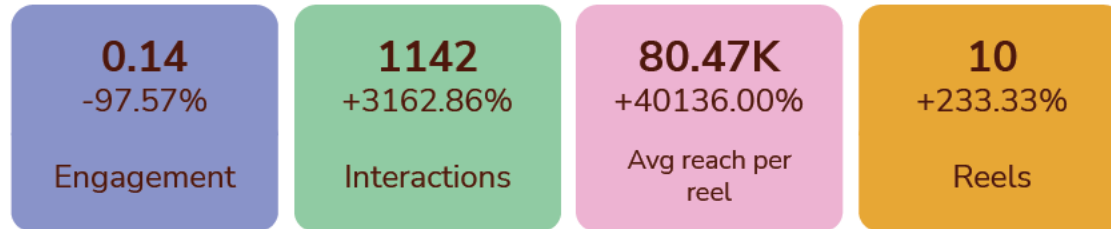
Published	Type	Text		Reactions	Comments	Shares	Clicks	Link clicks	Views	Reach	Video views	Engagement
Feb 13, 2026 3:11 PM		 Don't miss it! The Ballo...	Go	174	9	27	8291	5730	281.46k	172.88k	0	4.92
Feb 13, 2026 8:00 AM		 Don't miss it! The Ballo...	Go	14	1	5	42	20	982	604	0	10.26
Feb 27, 2026 10:33 AM		 Story Time just got a whole lo...	Go	8	1	4	32	20	772	413	0	10.9
Feb 28, 2026 7:02 AM		 Want to make a weekend out...	Go	3	0	0	5	0	453	257	0	3.11
Feb 19, 2026 9:50 AM		 The Balloon Adventure is p...	Go	5	1	0	4	0	312	187	0	5.35
Feb 25, 2026 9:08 AM		 We're making headlines T...	Go	6	1	0	9	0	309	188	0	8.51

Izzy Works

Published		Type	Text		Reactions	Comments	Shares	Clicks	Link clicks	Views	Reach	Video views	Engagement
Feb 6, 2026 11:15 AM			Are you ready to party, have q... Go		6	0	1	14	1	284	170	0	12.35
Feb 26, 2026 10:53 AM			  The Balloon Adventure ha... Go		3	0	0	2	1	263	174	0	2.87

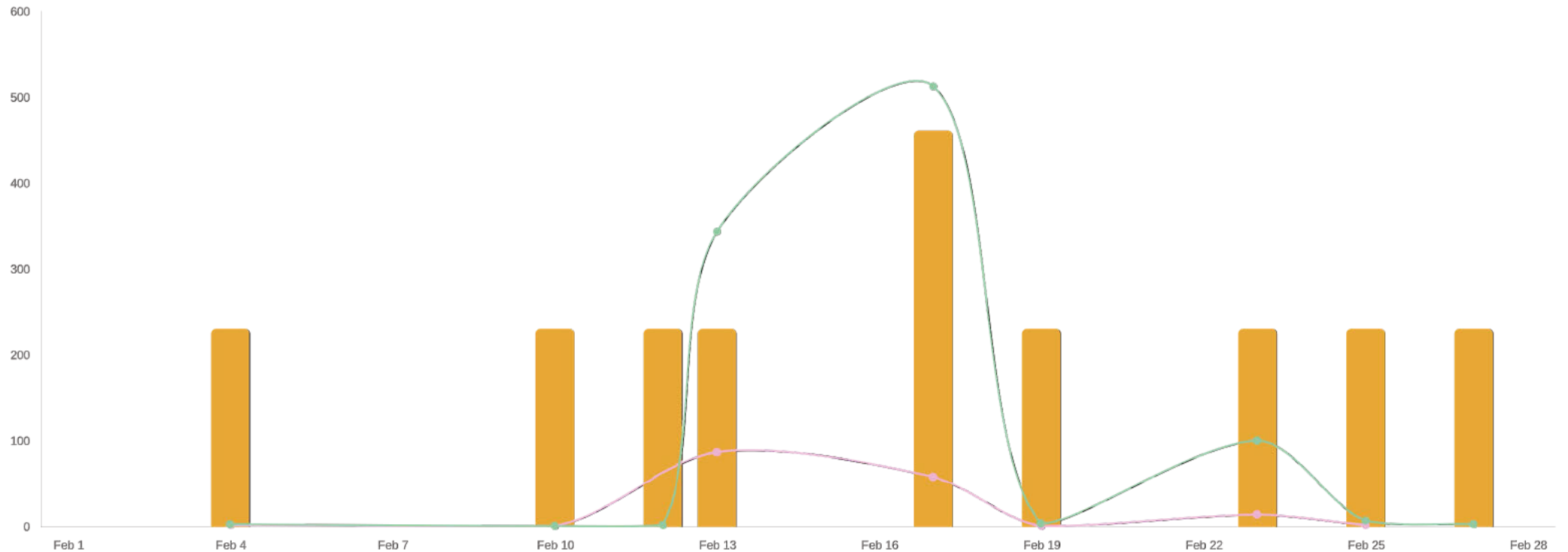
Reels published in period

 The Balloon Adventure



Interactions of published reels

 The Balloon Adventure



Ranking of reels

 The Balloon Adventure

Showing 10 posts sorted by likes

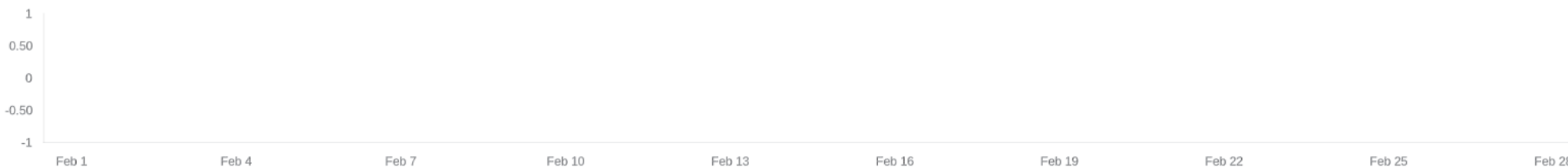
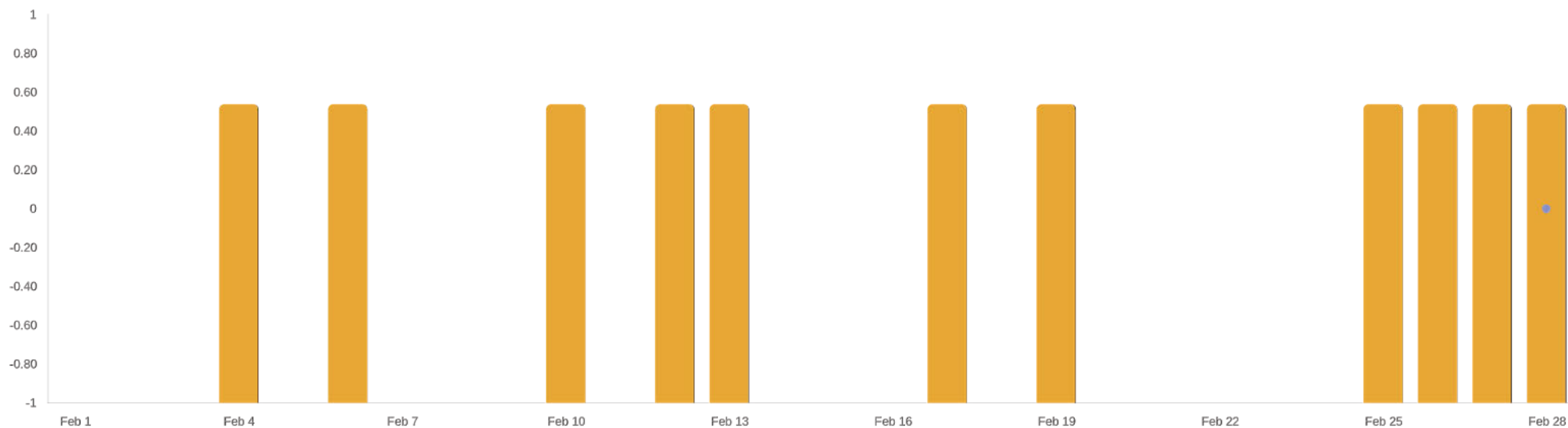
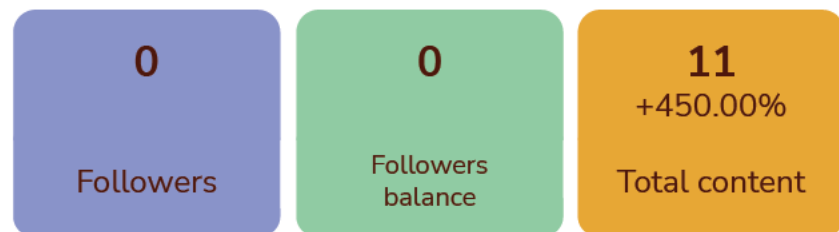
Published		Text		Video views	Reach	Likes	Actions	Engagement	Time watched	Avg. time watched
Feb 17, 2026 1:48 PM		Big ideas. 100,000 balloons. O...	Go	662.15k	526.17k	510	57	0.11	699h 42m 28s	3s
Feb 13, 2026 3:28 PM		The Balloon Adventure is 'Bugg...	Go	62.22k	126.75k	344	87	0.34	92h 55m 36s	5s
Feb 23, 2026 9:32 AM		Uh oh... the bugs are out and th...	Go	184.31k	150.23k	100	14	0.08	209h 39m 4s	4s
Feb 25, 2026 9:59 AM		Get your tickets now! When t...	Go	318	254	7	2	3.54	35m 51s	6s
Feb 19, 2026 10:11 AM		The Balloon Adventure proud...	Go	247	243	4	1	2.06	20m 4s	4s
Feb 27, 2026 9:53 AM		Want some quiet time to adm...	Go	216	237	3	0	1.27	15m 28s	4s

Izzy Works

Published		Text		Video views	Reach	Likes	Actions	Engagement	Time watched	Avg. time watched
Feb 17, 2026 11:05 AM		🗨️ The Big Pop! Be part of th...	Go	216	186	3	1	2.15	17m 32s	4s
Feb 4, 2026 1:29 PM		📺 When the lights go low, the ...	Go	300	205	3	2	2.44	23m 21s	4s
Feb 12, 2026 1:21 PM		🗨️ Cozy up for a magical, bug-...	Go	240	246	2	0	0.81	23m 25s	5s
Feb 10, 2026 10:47 AM		🗨️ Who said The Balloon Adv...	Go	241	204	1	1	0.98	17m 54s	4s

Community growth

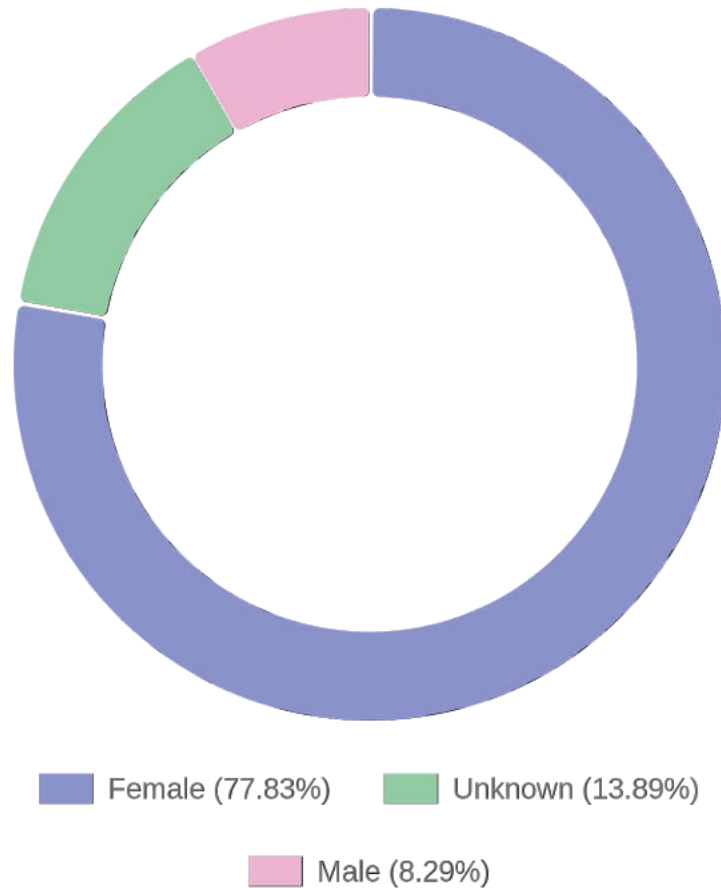
 balloonadventurewi



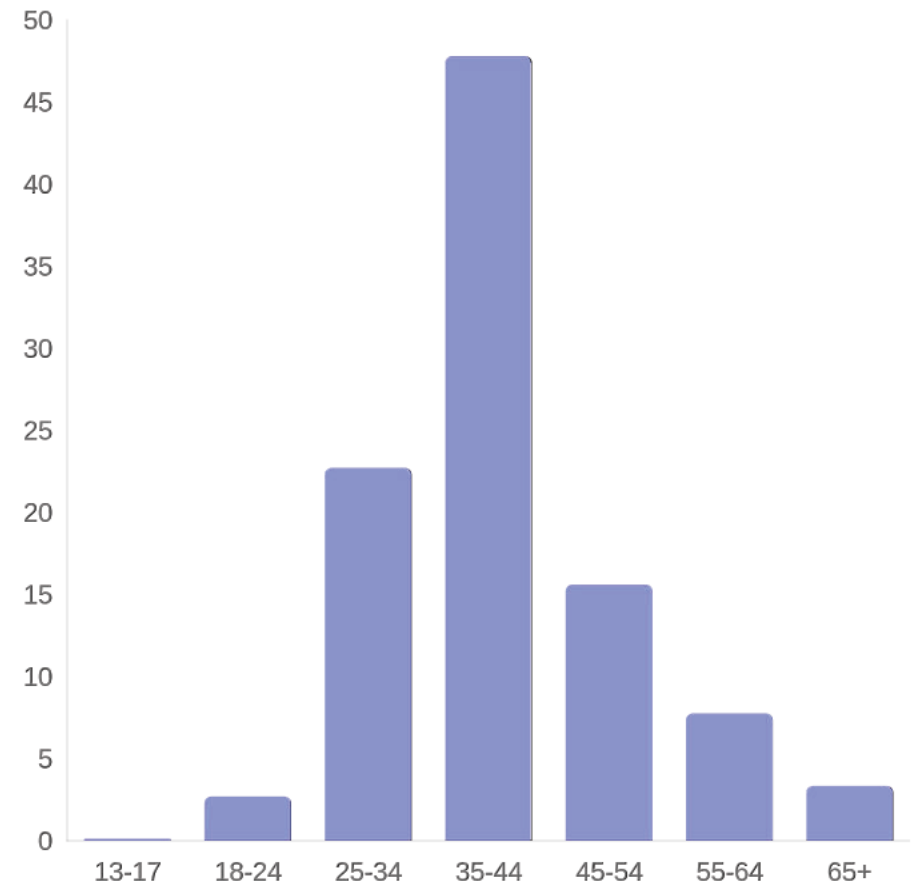
Demographics: gender and age

 balloonadventurewi

Gender



Ages



Demographics: countries and cities

 balloonadventurewi

Top 10 countries

United States	94.94%
Canada	1.72%
United Kingdom	0.97%
India	0.32%
Puerto Rico	0.32%
Brazil	0.22%
Germany	0.22%
South Korea	0.22%
Mexico	0.22%
Australia	0.11%

Top 10 cities

Chicago, Illinois	6.67%
Milwaukee, Wisconsin	3.88%
Lake Geneva, Wisconsin	3.44%
Williams Bay, Wisconsin	1.18%
Kenosha, Wisconsin	1.08%
Delavan, Wisconsin	0.97%
Elkhorn, Wisconsin	0.97%
Madison, Wisconsin	0.86%
Fontana, Wisconsin	0.75%
Pell Lake, Wisconsin	0.75%

Average reach per day

 balloonadventurewi

13.15K
+435.72%

Views

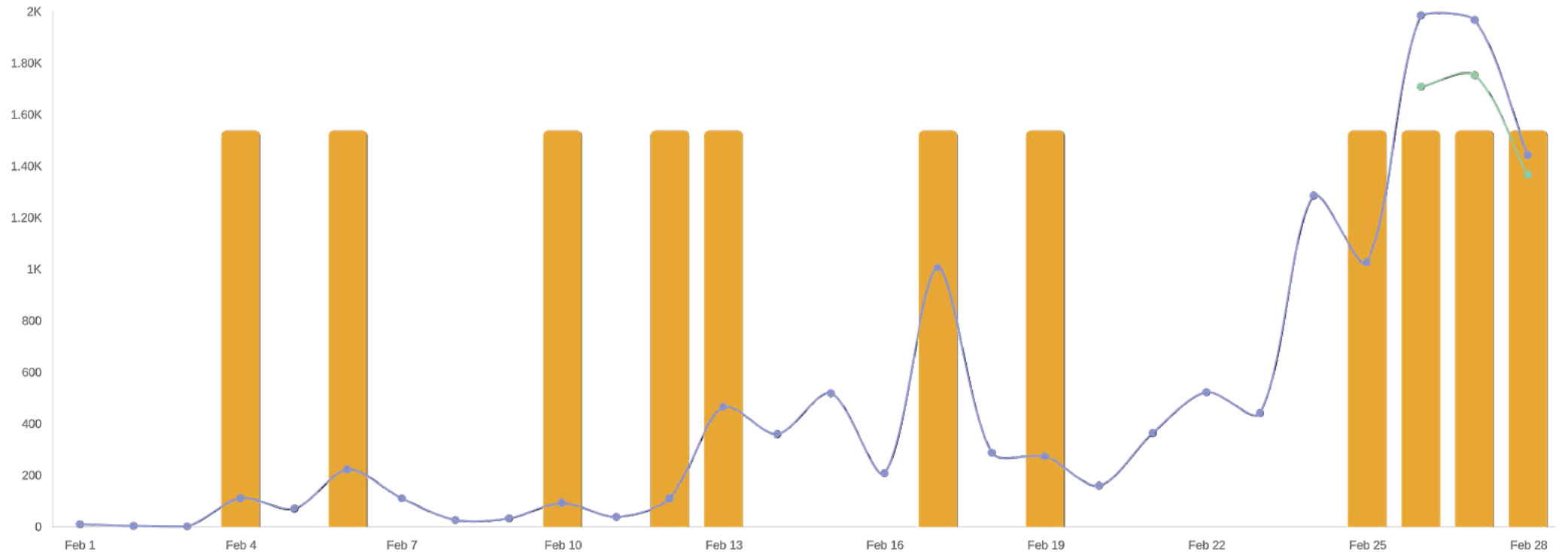
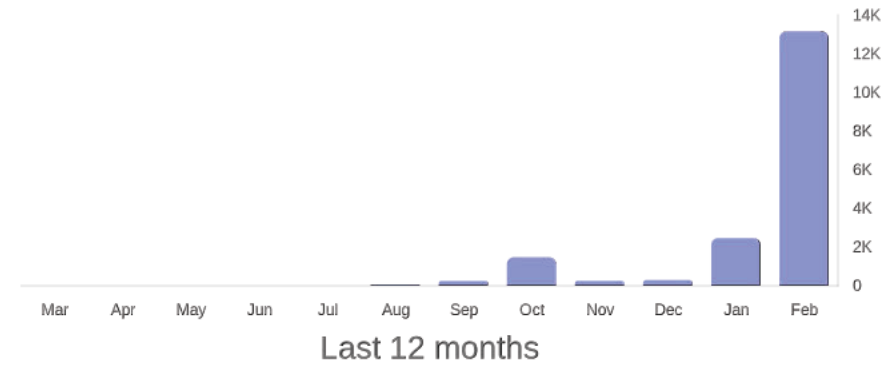
1609.33

Average reach
per day

11

+450.00%

Total content



Posts published in period

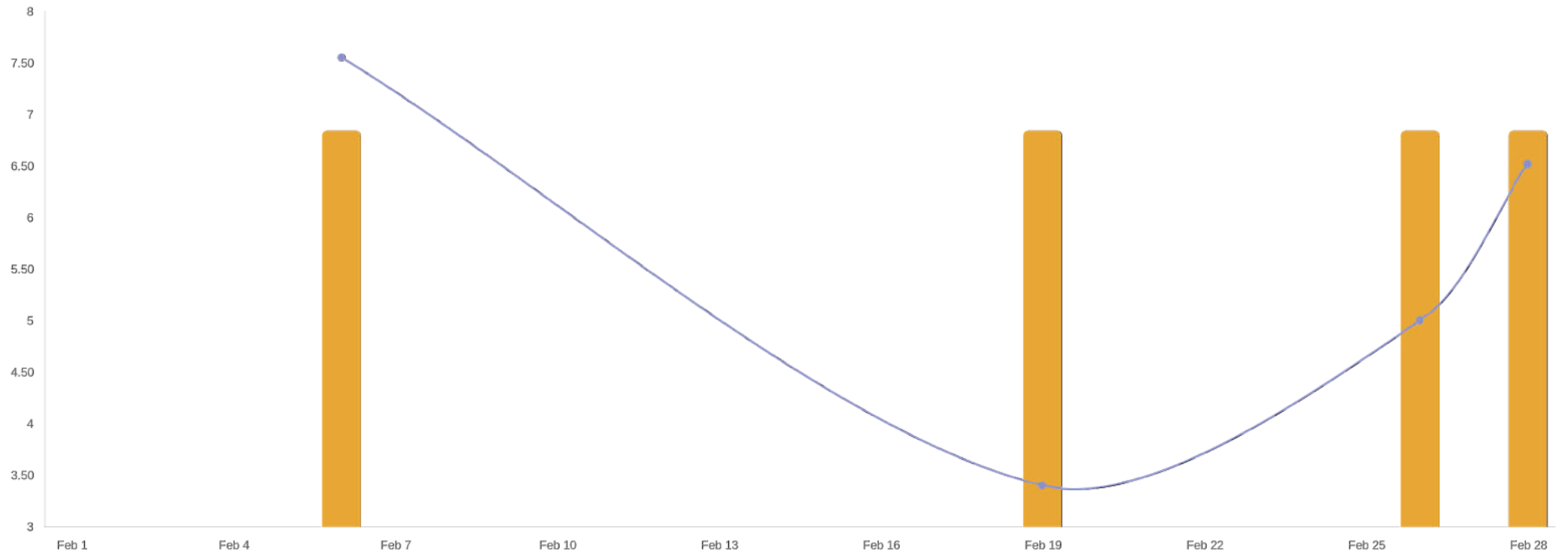
 balloonadventurewi

5.87

Engagement

4

Posts



Reach of published posts

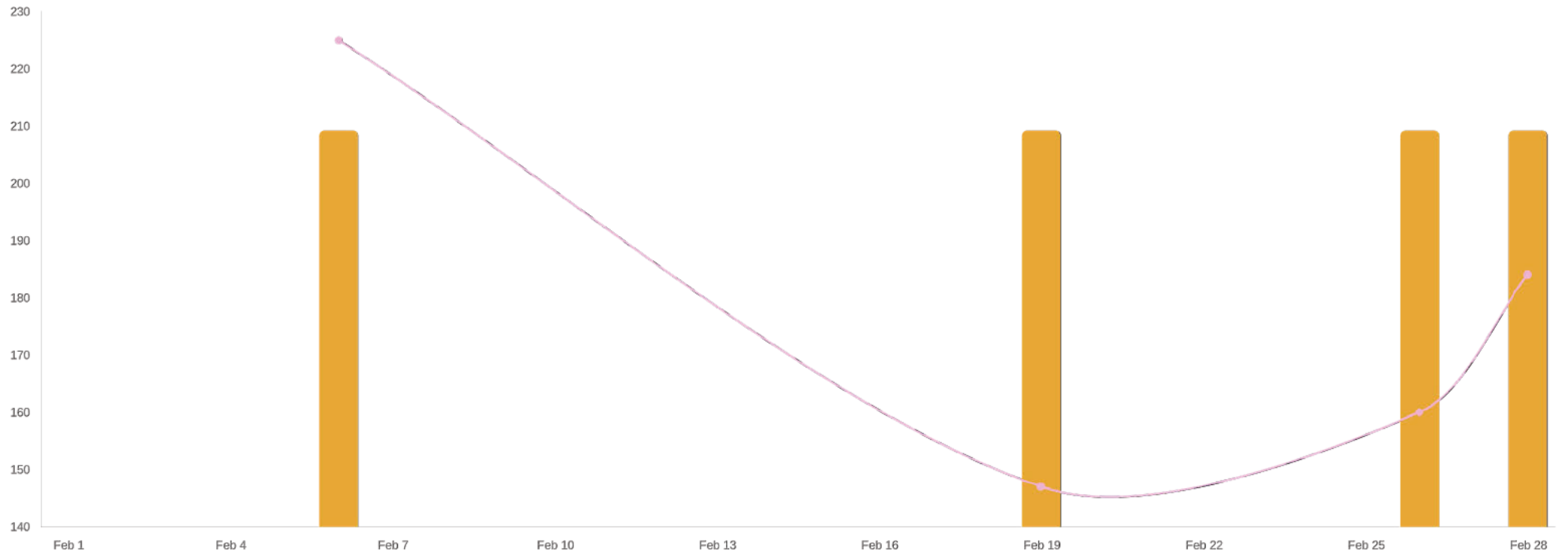
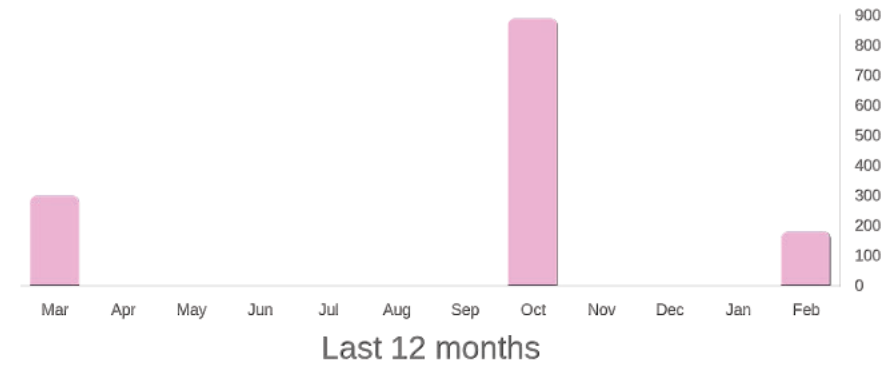
 balloonadventurewi

179

Avg reach per
post

4

Posts

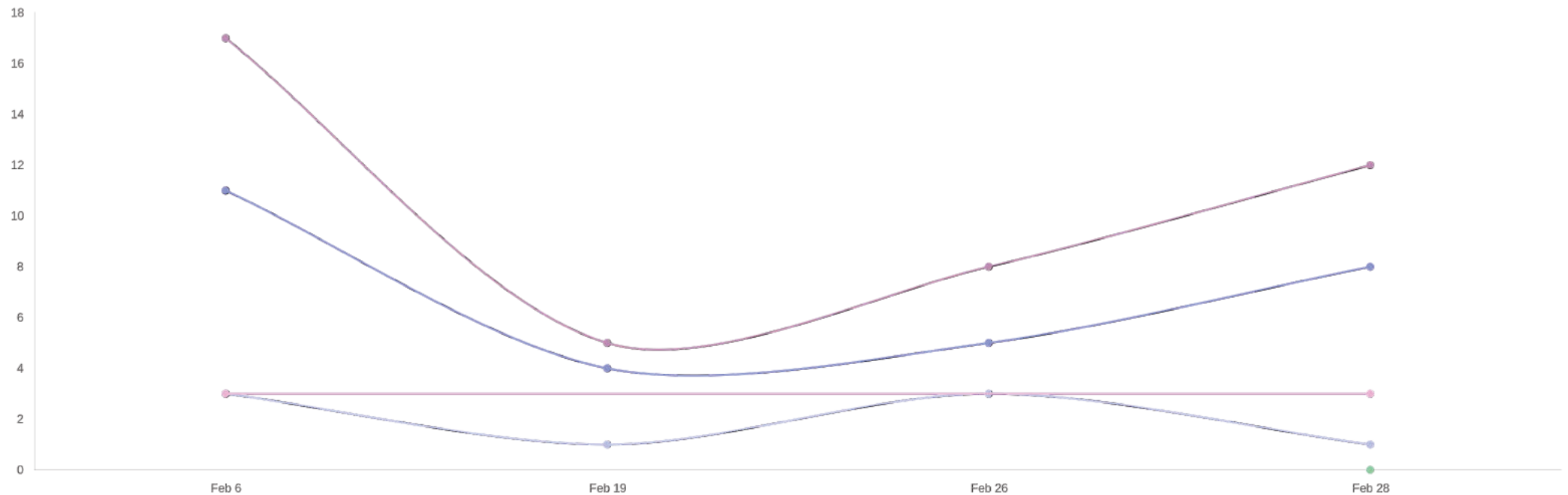


01 Feb 26 - 28 Feb 26

Izzy Works

Interactions of published posts

 balloonadventurewi



Ranking of posts

 balloonadventurewi

Showing 4 posts sorted by likes

Published		Type	Text		Views	Reach	Likes	Comments	Saved	Engagement
Feb 6, 2026 11:15 AM			Are you ready to party, have quiet hours, or rave ...	Go	459	225	11	0	3	7.56
Feb 28, 2026 7:02 AM			👩🏻‍🦱 Want to make a weekend out of The Balloon Adve...	Go	285	184	8	0	3	6.52
Feb 26, 2026 10:53 AM			🎈🎉 The Balloon Adventure has exciting special e...	Go	256	160	5	0	0	5
Feb 19, 2026 9:50 AM			👩🏻‍🦱 The Balloon Adventure is proud to support Camp...	Go	268	147	4	0	0	3.4

Ranking of hashtags

 balloonadventurewi

Showing 11 hashtags sorted by likes

	Posts	Views	Likes	Comments
#pier290	1	459	11	0
#lakegenevaevents	3	333	8	0
#lakegenevawi	1	285	8	0
#balloonadventurewi	1	285	8	0
#balloonadventure	2	363	7	0
#lakegenevawisconsin	4	317	7	0
#visitlakegeneva	4	317	7	0
#williamsbaywi	1	256	5	0
#mylakegeneva	1	256	5	0
#camptimberlee	1	268	4	0

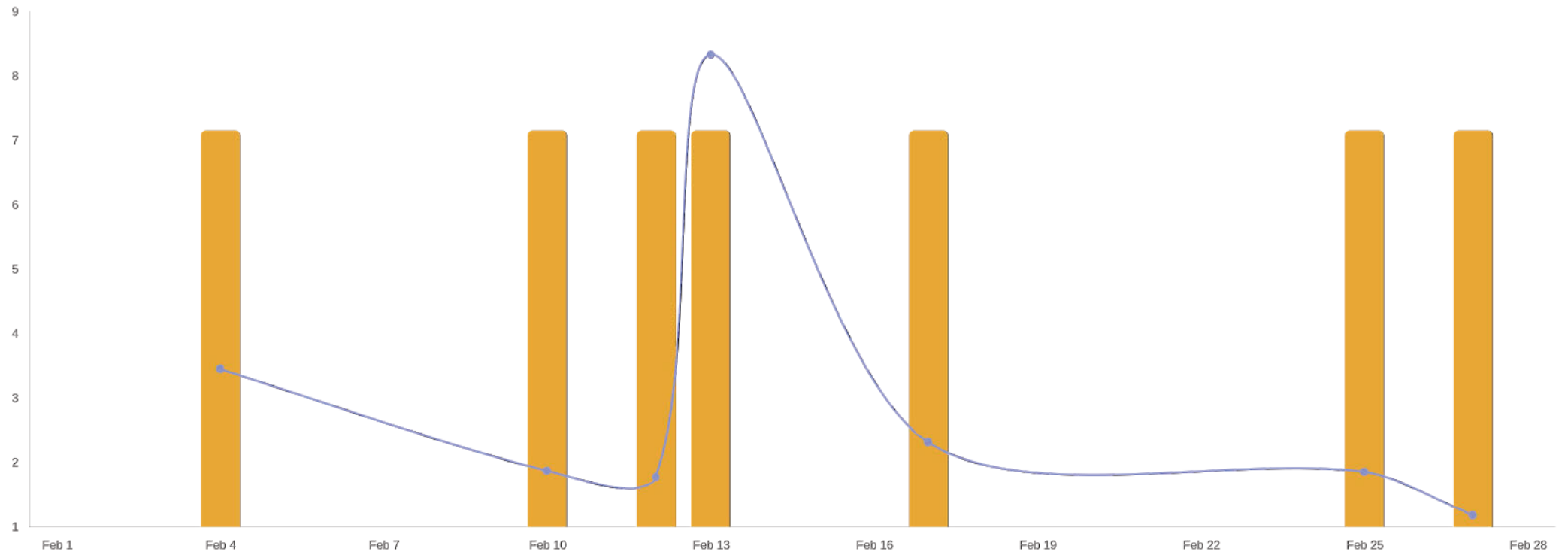
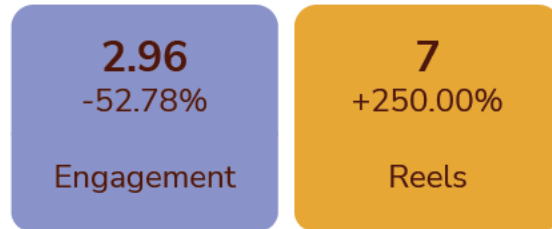


#wisconsinballoons

Posts	Views	Likes	Comments
1	268	4	0

Reels published in period

 balloonadventurewi



Reach of published reels

 balloonadventurewi

299

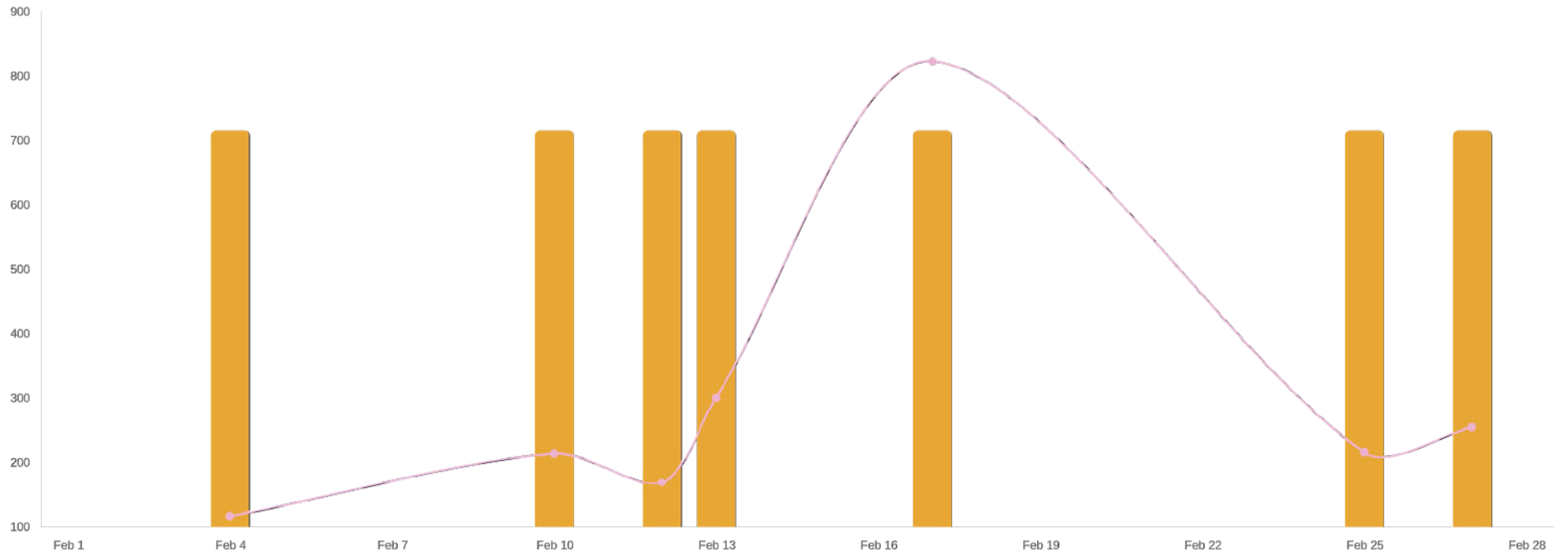
-44.83%

Avg reach per reel

7

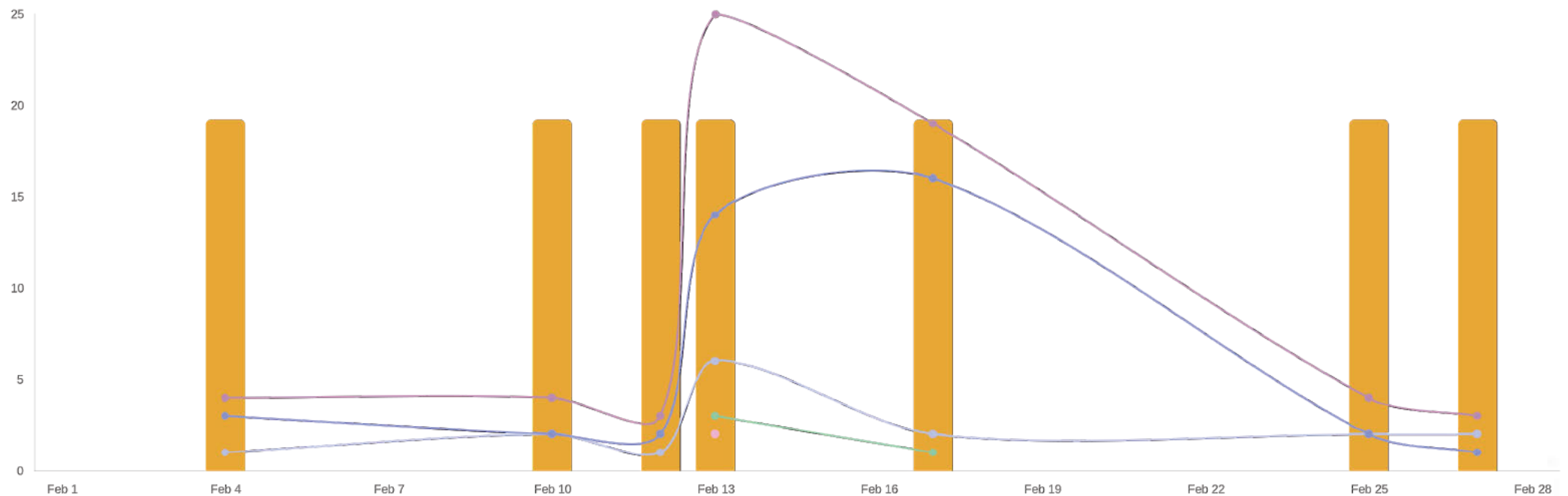
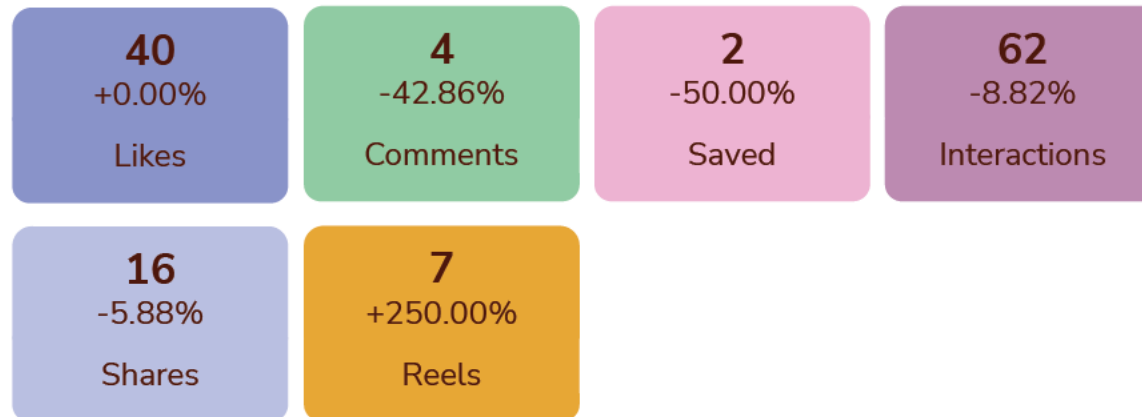
+250.00%

Reels



Interactions of published reels

 balloonadventurewi



Ranking of reels

 balloonadventurewi

Showing 7 posts sorted by likes

Published		Text		Views	Reach	Likes	Saved	Comments	Shares	Engagement
Feb 17, 2026 11:05 AM		👤 The Big Pop! Be part of the grand finale! This...	Go	1039	823	16	0	1	2	2.31
Feb 13, 2026 3:28 PM		The Balloon Adventure is 'Buggin' Out' and runs fr...	Go	372	300	14	2	3	6	8.33
Feb 4, 2026 1:29 PM		📺 When the lights go low, the party lights up! The...	Go	157	116	3	0	0	1	3.45
Feb 25, 2026 9:59 AM		📺 Get your tickets now! When the lights go low, th...	Go	231	216	2	0	0	2	1.85
Feb 12, 2026 1:20 PM		👤 Cozy up for a magical, bug-themed movie night d...	Go	204	169	2	0	0	1	1.78
Feb 10, 2026 10:47 AM		👤 Who said The Balloon Adventure was just for ...	Go	250	214	2	0	0	2	1.87

Published		Text		Views	Reach	Likes	Saved	Comments	Shares	Engagement
Feb 27, 2026 9:52 AM		□ Want some quiet time to admire The Balloon Adve... Go		300	255	1	0	0	2	1.18

Social Media Insights

01 Mar 26 - 31 Mar 26

The Balloon Adventure



The Balloon Adventure



balloonadventurewi

Followers

 The Balloon Adventure

1872
+183.21%



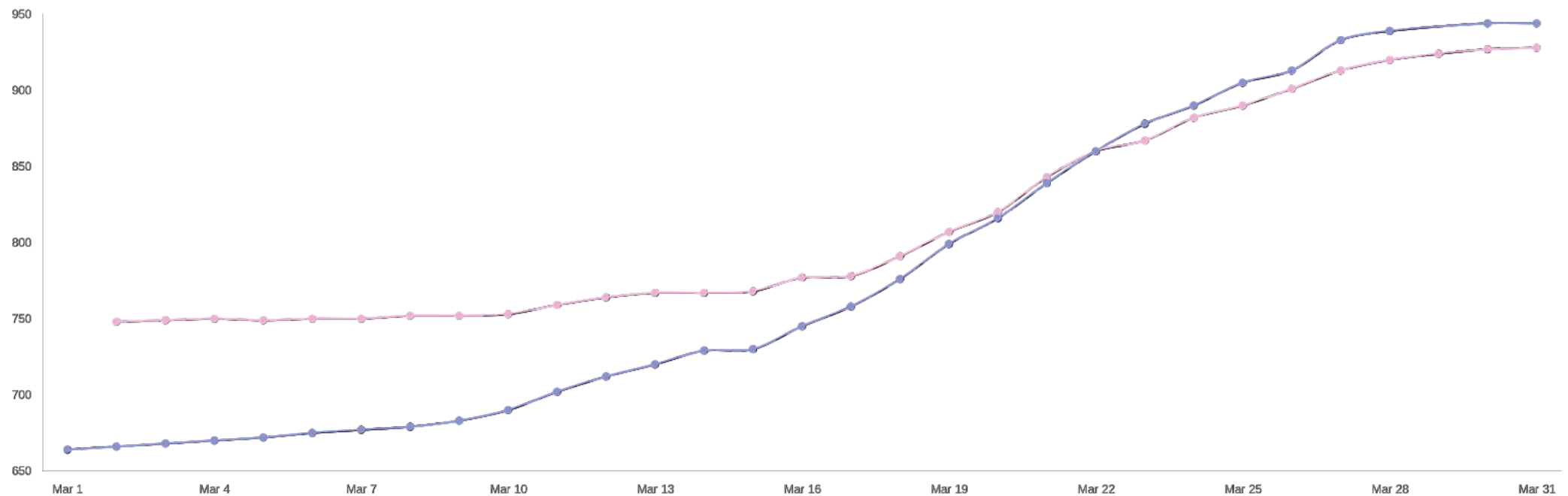
944

+42.81%

Facebook

928

Instagram



01 Mar 26 - 31 Mar 26

Izzy Works

Impressions

 The Balloon Adventure

2.73M
+962.93%

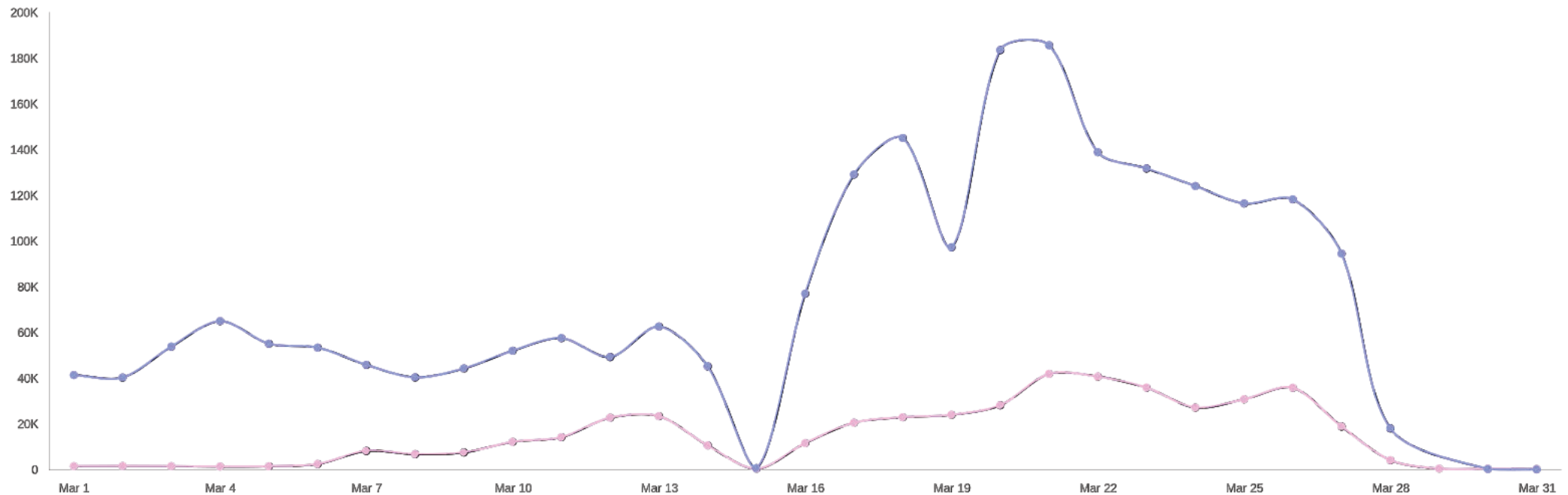


2.27M
+830.53%

Facebook

463.31K
+3409.94%

Instagram



01 Mar 26 - 31 Mar 26

Izzy Works

Interactions

 The Balloon Adventure

3332
-66.39%



3004

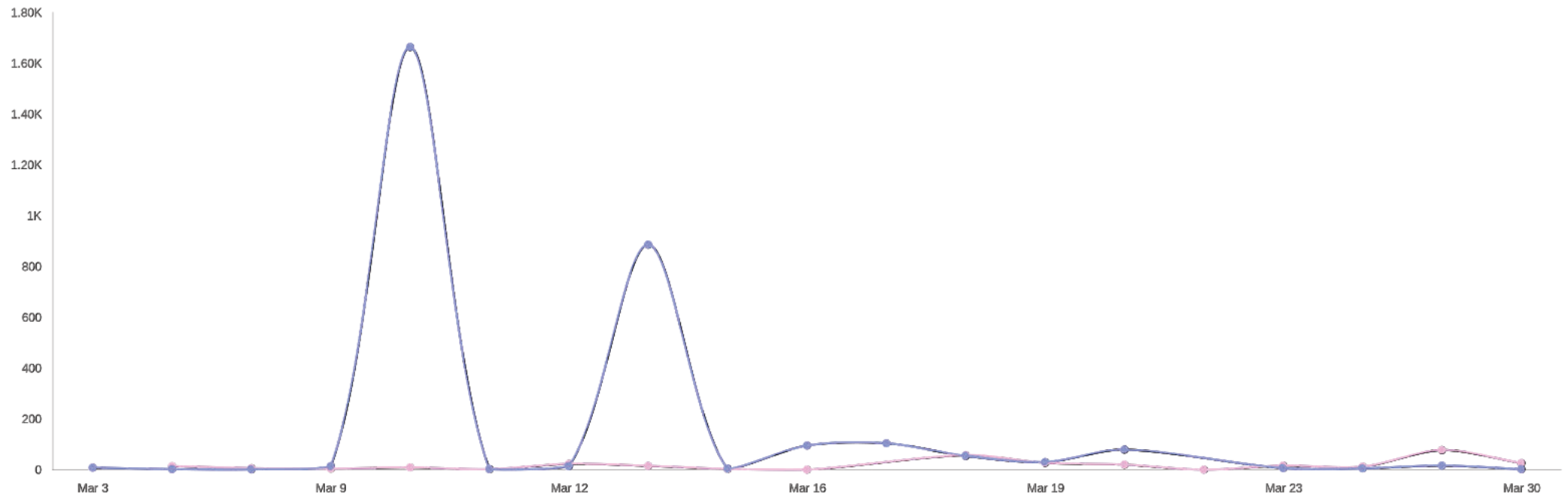
-69.38%

Facebook

328

+215.38%

Instagram



Izzy Works

Posts

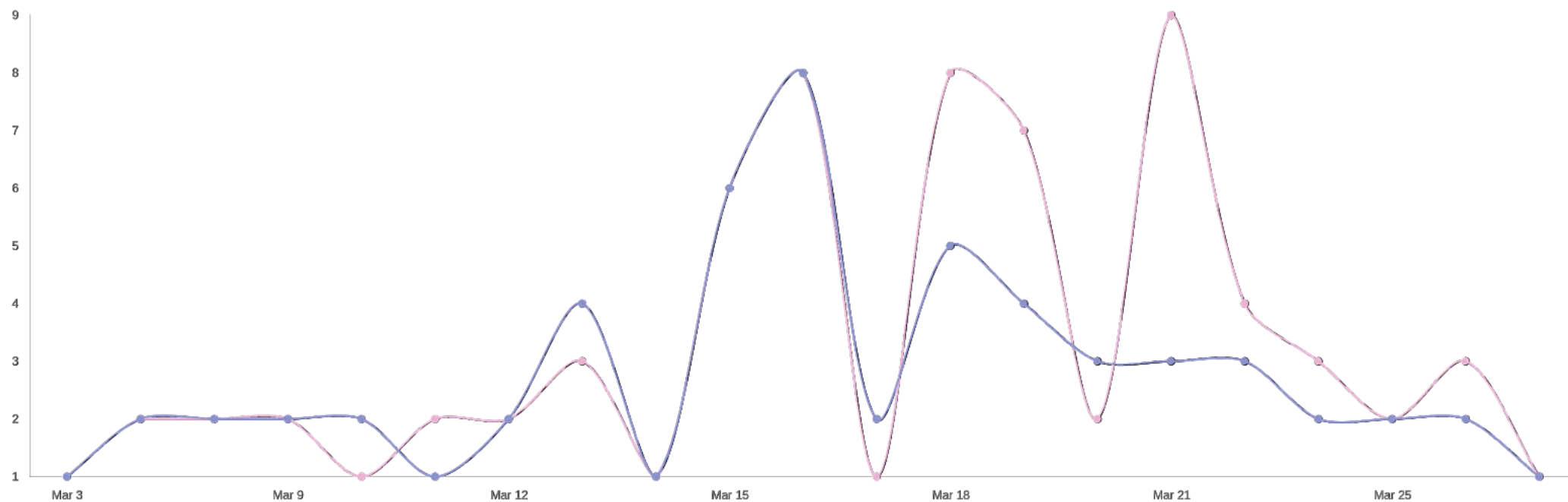
 The Balloon Adventure

127
+337.93%



58
+222.22%
Facebook

69
+527.27%
Instagram



01 Mar 26 - 31 Mar 26

Izzy Works

Ranking of posts

The Balloon Adventure

Showing 20 posts sorted by impressions

Published		Type	Text			Impressions	Interactions
Mar 10, 2026 9:57 AM			Your kids won't ask, "Can we go?" They'll ask, "Can we go again?"  Balloon Adventure: Buggin' Out...	Go		247.67k	1620
Mar 13, 2026 10:41 AM			Something BIG is Buggin' Out at PIER 290!   Step into a colorful world built from more than 100,...	Go		92.45k	874
Mar 16, 2026 2:23 PM			"Our family had an amazing time at Balloon Adventure. The kids absolutely loved it."  Families ar...	Go		11.32k	63
Mar 17, 2026 11:26 AM			This is not your average day out. A massive walk-through balloon world is taking over Lake Geneva a...	Go		7750	83
Mar 16, 2026 10:07 PM			Known for their beautiful resort setting, Grand Geneva Resort & Spa offers year-round luxury, outdoo...	Go		2833	33
Mar 18, 2026 11:57 AM			T O M O R R O W we are 'Buggin' Out' at The Balloon Adventure! Are you ready? It looks amazing 😊 ...	Go		1515	36

Published	Type	Text			Impressions	Interactions
Mar 20, 2026 3:55 PM		We had so much fun yesterday morning on FOX6 Real Milwaukee talking all about The Balloon Adventure ...	Go		1439	76
Mar 27, 2026 6:06 PM		You never know what you might see at The Balloon Adventure 📺 We loved this sweet moment! #ballo...	Go		1272	42
Mar 17, 2026 8:00 PM		A big thank you to Kunes Auto and RV Group for supporting the Balloon Adventure! Their commitment t...	Go		1199	22
Mar 19, 2026 8:00 PM		Located on the beautiful shores of Lake Geneva in Williams Bay, PIER 290 is known for its incredibl...	Go		1168	17
Mar 20, 2026 8:00 PM		A big thank you to Lake Lawn Resort for being a valued sponsor of the Balloon Adventure! Located ju...	Go		1141	4
Mar 18, 2026 7:26 AM		We are LIVE! With Madison's NBC affiliate, WMTV 15. Catch a sneak peek of The Balloon Adventure 📺 ...	Go		1113	20
Mar 18, 2026 8:00 PM		The Lake Geneva Tourism Commission plays an important role in promoting tourism and supporting event...	Go		1088	7
Mar 12, 2026 8:00 PM		A special thank you to The Cove of Lake Geneva for supporting the Balloon Adventure! 📺 Located in...	Go		1031	11

Published		Type	Text			Impressions	Interactions
Mar 12, 2026 1:15 PM			🕒 The countdown is on! The Balloon Adventure starts NEXT Thursday! Get your tickets: 531Fund.org #b...	Go		998	21
Mar 20, 2026 3:54 PM			We had so much fun yesterday morning on FOX6 Real Milwaukee talking all about The Balloon Adventure ...	Go		885	21
Mar 18, 2026 11:58 AM			T O M O R R O W we are 'Buggin' Out' at The Balloon Adventure! Are you ready? It looks amazing 😊 ...	Go		836	43
Mar 10, 2026 12:47 PM			We had so much fun this morning on @cbs58news! Catch the segment at the link in our bio or here: htt...	Go		809	45
Mar 19, 2026 11:07 AM			The Balloon Adventure officially opens today! 🎉 We can't wait to share it with you! Get tickets: ...	Go		754	14
Mar 27, 2026 12:26 PM			2🗄 more days of The Balloon Adventure 📍 Get your tickets for a whimsical time among hundreds of th...	Go		743	36

Community growth

 The Balloon Adventure

944

+42.81%

Followers

58

+222.22%

Total content

284

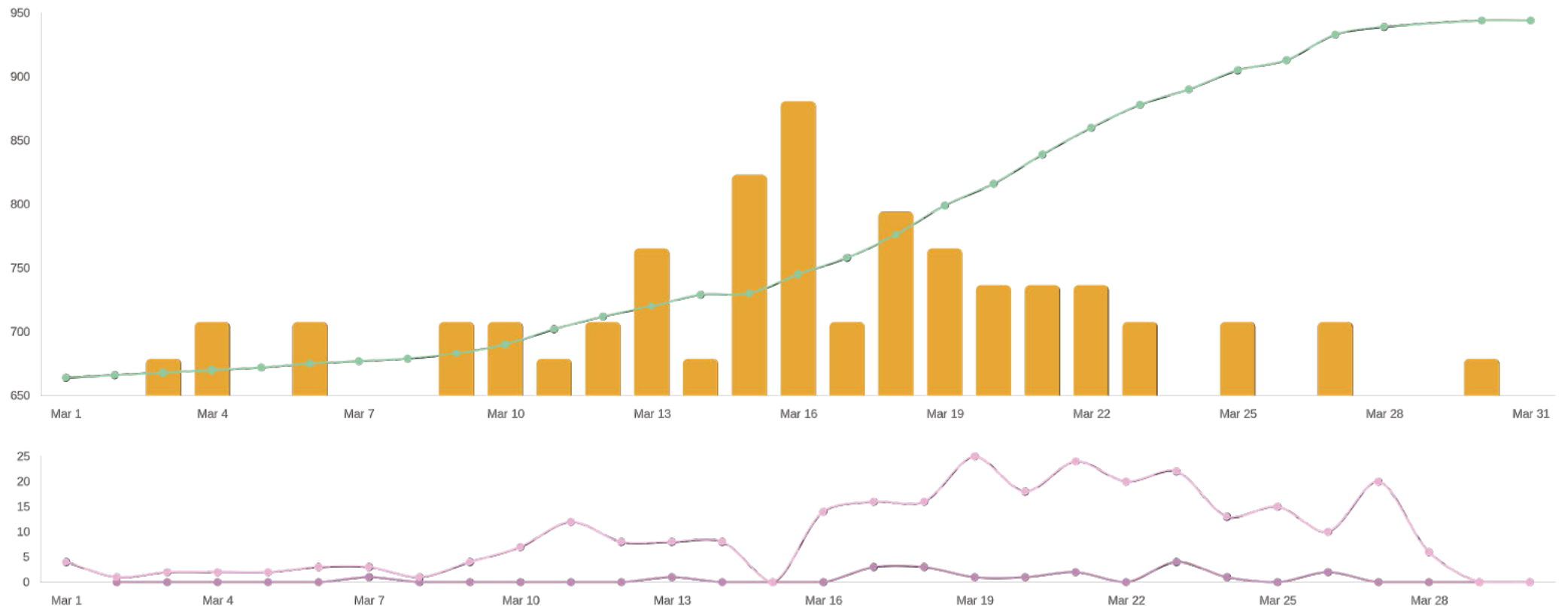
+816.13%

Acquired

19

+280.00%

Lost



Izzy Works

Posts viewed in period

 The Balloon Adventure

2.22M

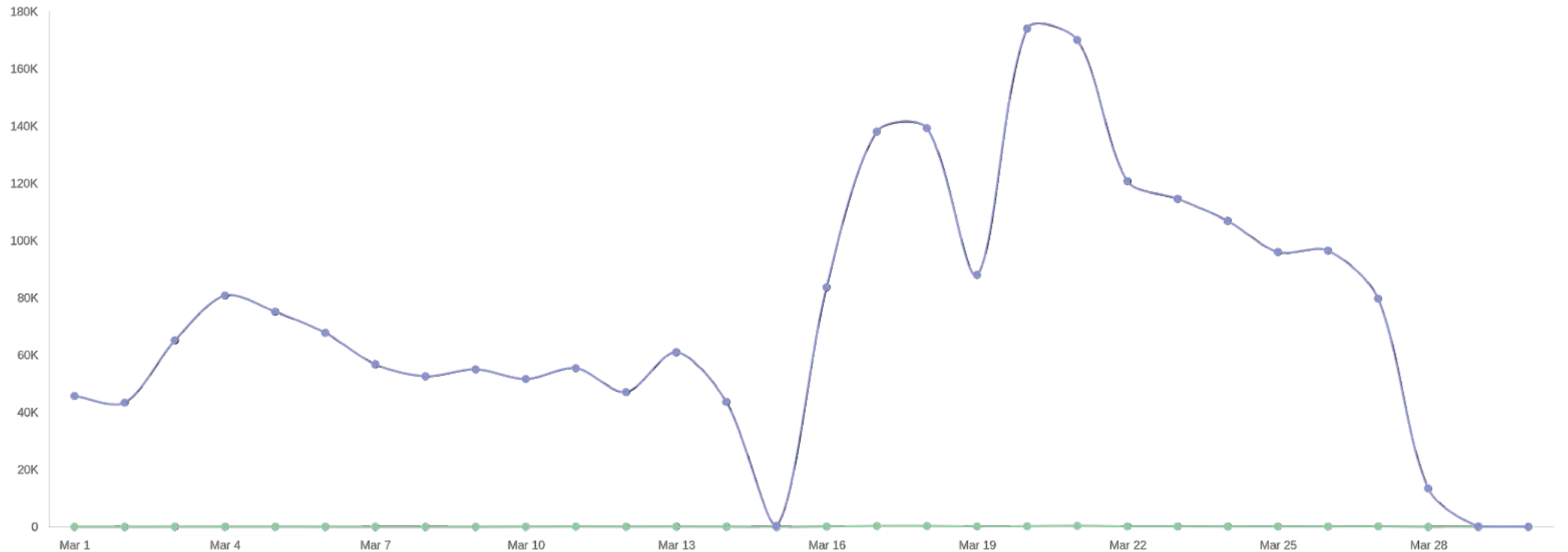
+627.28%

Views

3653

+909.12%

Reactions



Izzy Works

Demographics: countries and cities

 The Balloon Adventure

Top 10 countries

United States	100.85%
Canada	0.32%
Puerto Rico	0.11%
Australia	0.11%
United Kingdom	0.11%
Ecuador	0.11%
Costa Rica	0.11%

Top 10 cities

Milwaukee, WI	3.81%
Chicago, IL	3.50%
Lake Geneva, WI	3.28%
Rockford, IL	2.33%
Janesville, WI	2.22%
Delavan, WI	1.69%
Williams Bay, WI	1.27%
Kenosha, WI	1.17%
Elkhorn, WI	1.17%
Burlington, WI	1.06%

Content Views on the page

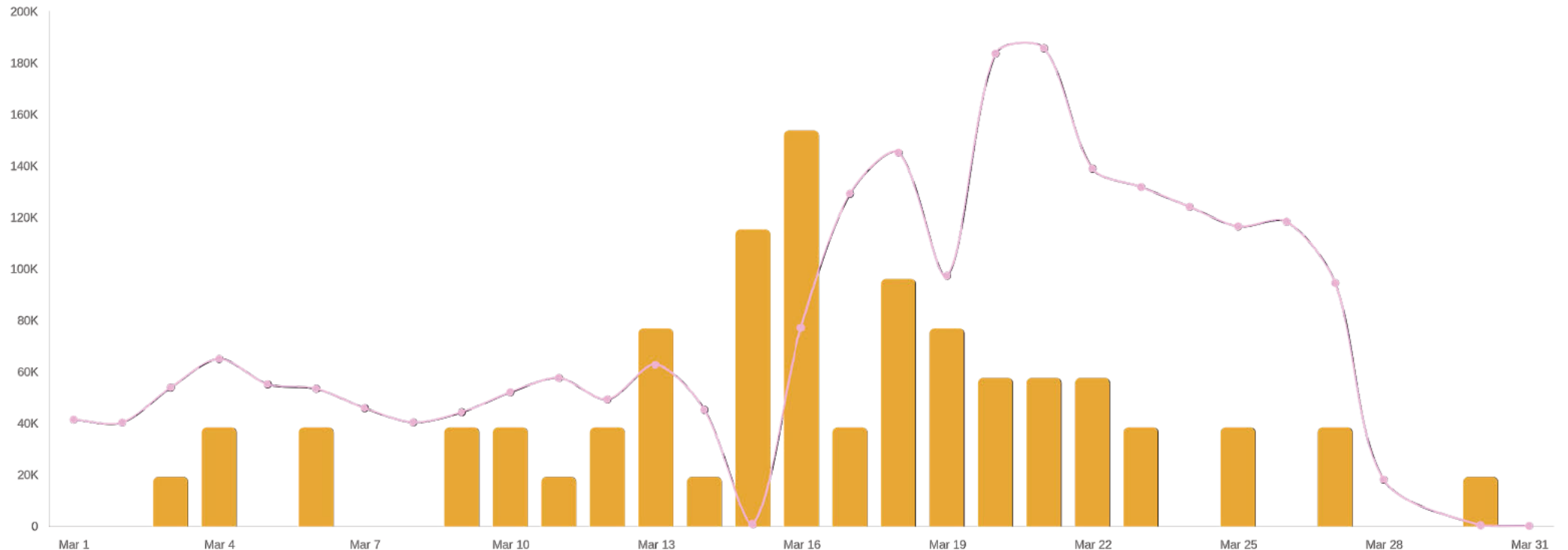
 The Balloon Adventure

2.27M
+830.53%

Views

58
+222.22%

Total content



Izzy Works

Clicks on page

 The Balloon Adventure

0

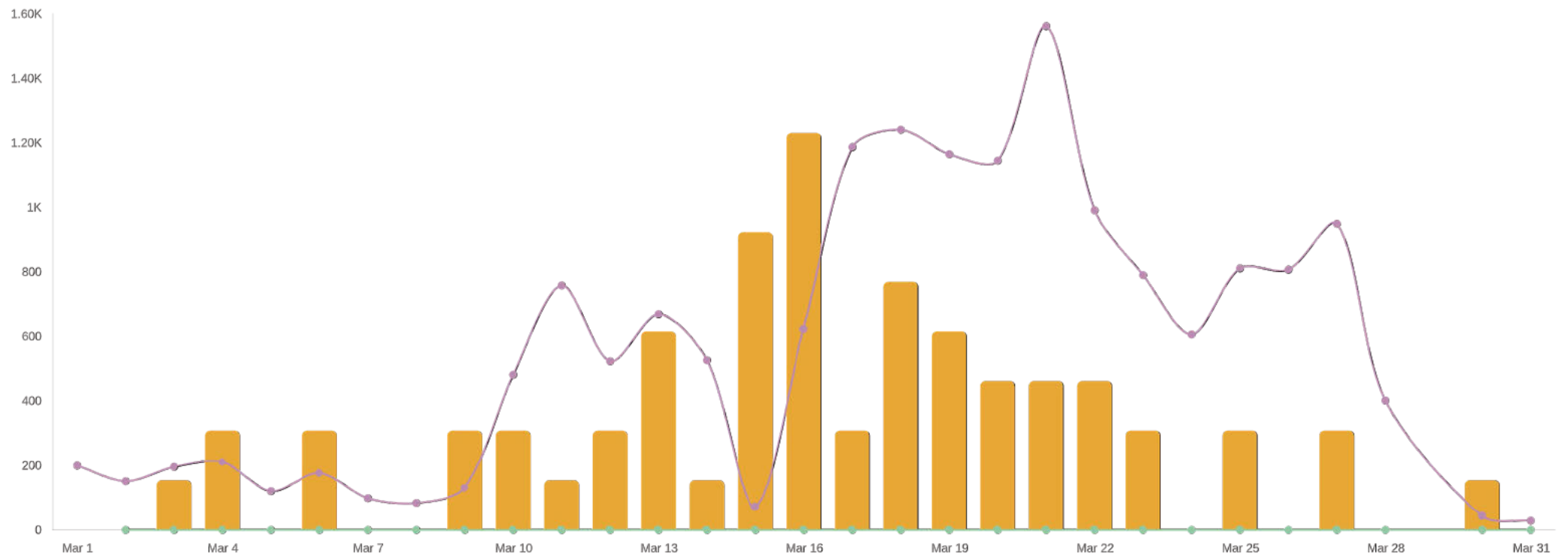
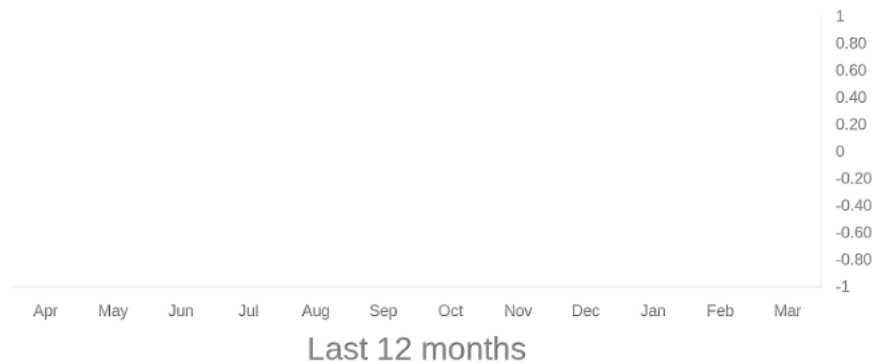
Total clicks

16.74K
+1311.55%

Page views

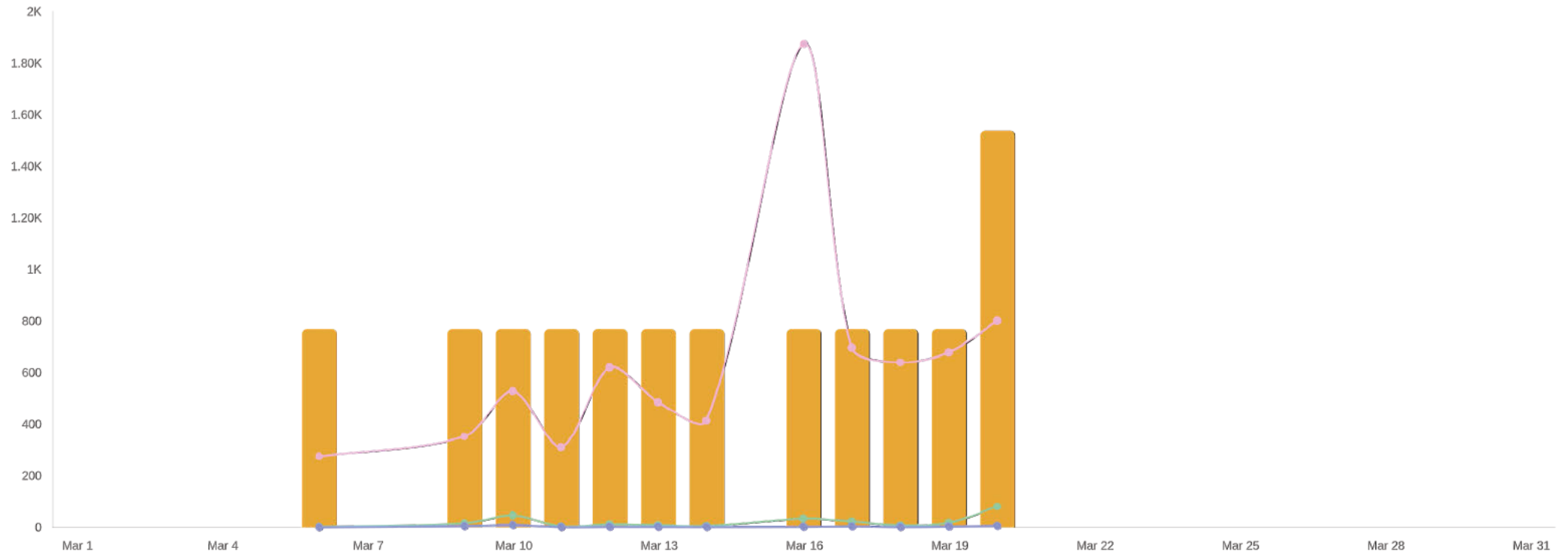
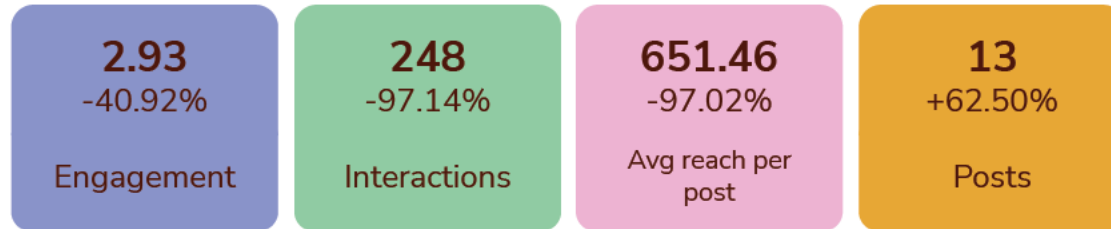
58
+222.22%

Total content



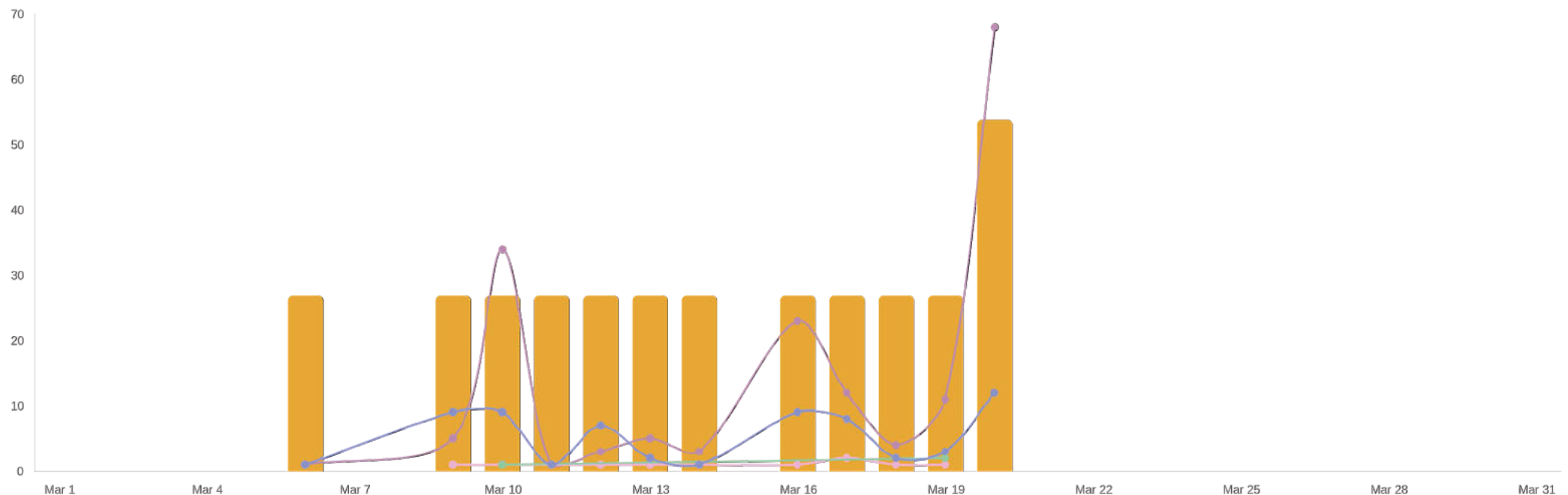
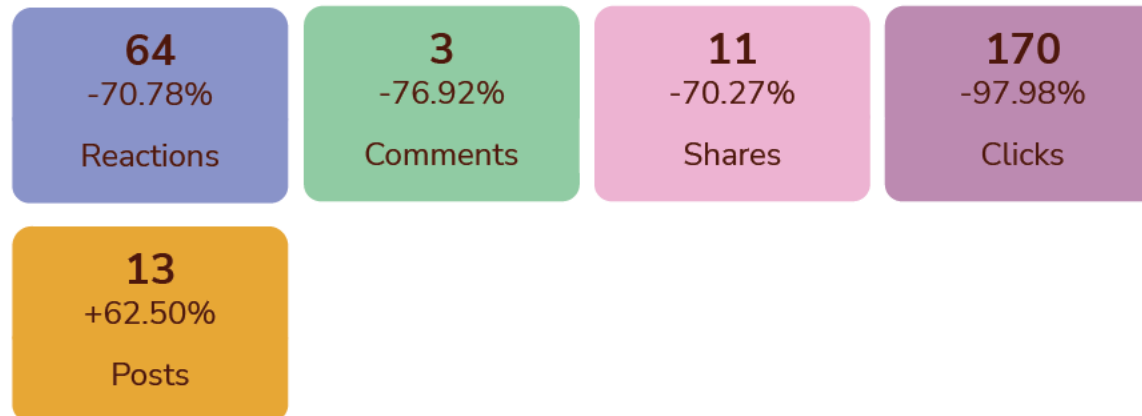
Posts published in period

 The Balloon Adventure



Interactions of published posts

 The Balloon Adventure



01 Mar 26 - 31 Mar 26

Izzy Works

Ranking of posts

 The Balloon Adventure

Showing 13 posts sorted by impressions

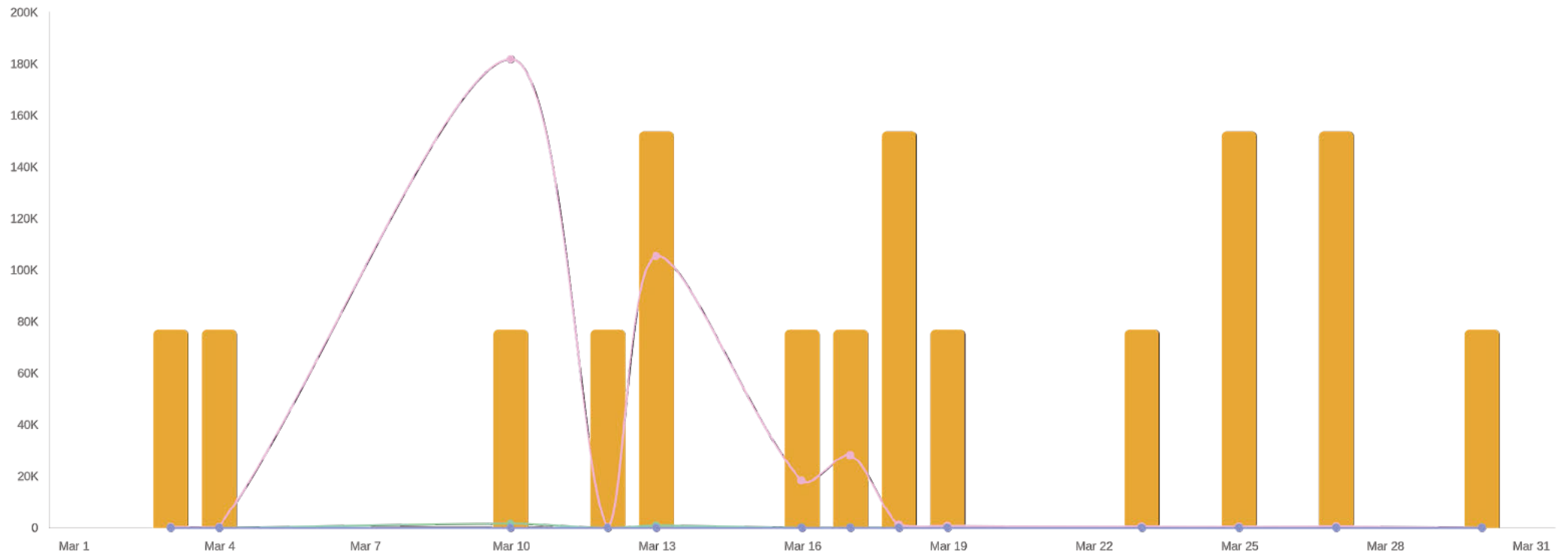
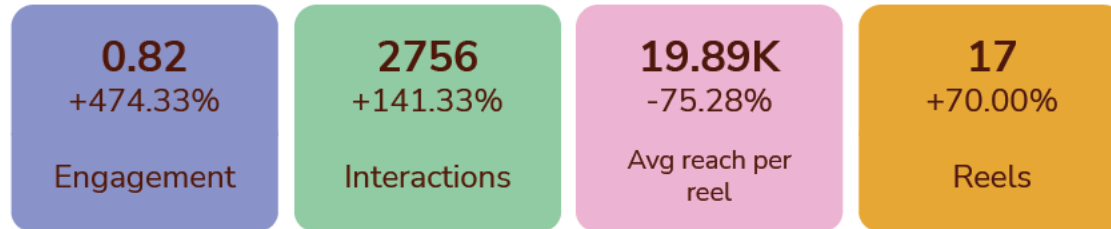
Published	Type	Text	Reactions	Comments	Shares	Clicks	Link clicks	Views	Reach	Video views	Engagement
Mar 16, 2026 9:07 PM		Known for their beautiful reso... Go	9	0	1	23	8	2833	1875	0	1.76
Mar 20, 2026 2:55 PM		We had so much fun yesterday m... Go	10	0	0	66	25	1439	881	0	8.63
Mar 17, 2026 7:00 PM		A big thank you to Kunes Auto ... Go	8	0	2	12	6	1199	696	0	3.16
Mar 19, 2026 7:00 PM		Located on the beautiful shore... Go	3	2	1	11	6	1168	678	0	2.51
Mar 20, 2026 7:00 PM		A big thank you to Lake Lawn R... Go	2	0	0	2	0	1141	719	0	0.56
Mar 18, 2026 7:00 PM		The Lake Geneva Tourism Commis... Go	2	0	1	4	3	1088	639	0	1.1

Izzy Works

Published	Type	Text	Reactions	Comments	Shares	Clicks	Link clicks	Views	Reach	Video views	Engagement
Mar 12, 2026 7:00 PM		A special thank you to The Cov... Go	7	0	1	3	0	1031	619	0	1.78
Mar 10, 2026 11:47 AM		We had so much fun this mornin... Go	9	1	1	34	7	809	527	0	8.54
Mar 13, 2026 7:00 PM		For years, Interstate Insuranc... Go	2	0	1	5	2	721	485	0	1.65
Mar 14, 2026 7:01 PM		Located along the beautiful sh... Go	1	0	1	3	2	596	413	0	1.21
Mar 9, 2026 11:55 AM		We'll be on @cbs58news tomorrow... Go	9	0	1	5	0	570	352	0	4.26
Mar 11, 2026 7:00 PM		Big thanks to FORM Wealth Advi... Go	1	0	1	1	1	476	310	0	0.97
Mar 6, 2026 11:46 AM		Join us for Story Time at The ... Go	1	0	0	1	0	406	275	0	0.73

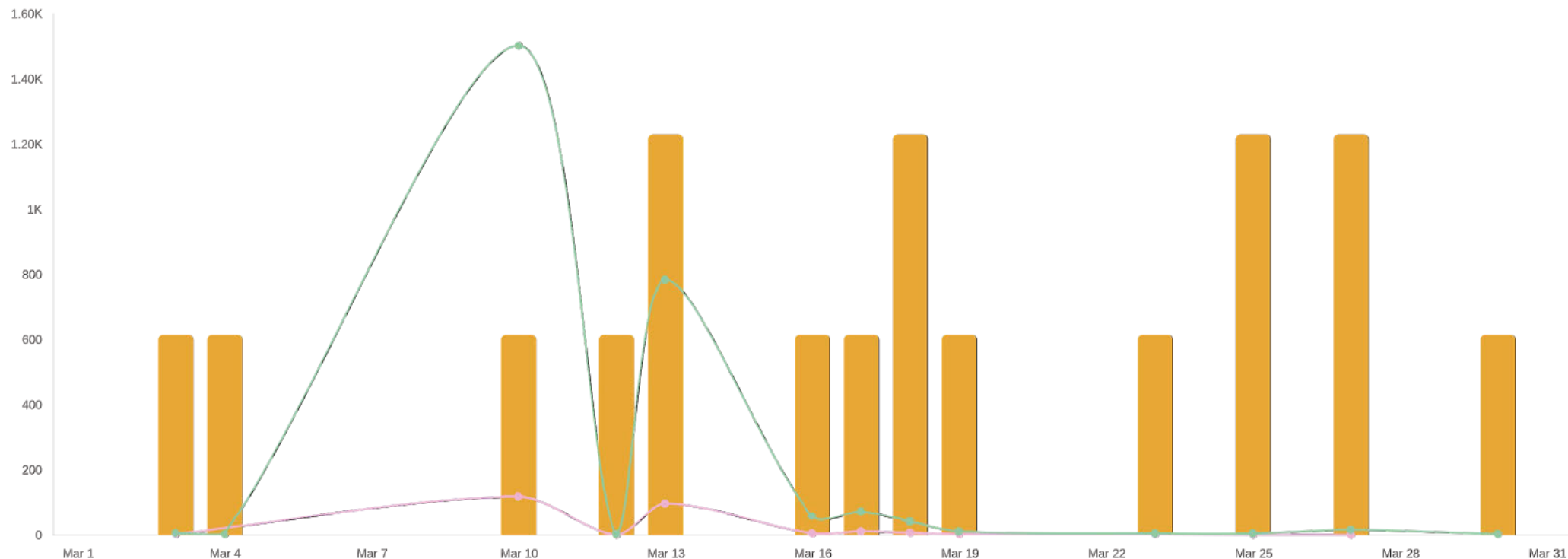
Reels published in period

 The Balloon Adventure



Interactions of published reels

 The Balloon Adventure



Ranking of reels

 The Balloon Adventure

Showing 17 posts sorted by likes

Published		Text		Video views	Reach	Likes	Actions	Engagement	Time watched	Avg. time watched
Mar 10, 2026 8:57 AM		Your kids won't ask, "Can we g...	Go	247.67k	181.87k	1503	117	0.89	352h 9m 25s	5s
Mar 13, 2026 9:41 AM		Something BIG is Buggin' Out a...	Go	92.45k	105.02k	778	96	0.83	108h 43m 8s	4s
Mar 17, 2026 10:26 AM		This is not your average day o...	Go	7750	28.12k	72	11	0.3	11h 39m 39s	5s
Mar 16, 2026 1:23 PM		"Our family had an amazing tim...	Go	11.32k	18.3k	58	5	0.34	23h 19m 1s	5s
Mar 18, 2026 10:58 AM		TOMORROW we are 'Buggin...	Go	836	630	36	7	6.83	2h 7m 23s	9s
Mar 19, 2026 10:07 AM		The Balloon Adventure official...	Go	754	741	11	3	1.89	1h 55m 42s	9s

Izzy Works

Published		Text		Video views	Reach	Likes	Actions	Engagement	Time watched	Avg. time watched
Mar 27, 2026 5:06 PM		You never know what you might ... Go		333	346	10	1	3.18	52m 12s	9s
Mar 27, 2026 11:26 AM		2 more days of The Balloon A... Go		191	197	6	0	3.05	25m 14s	7s
Mar 3, 2026 11:49 AM		This experience ... Go		344	324	6	3	2.78	41m 7s	7s
Mar 25, 2026 8:53 AM		Join us tomorrow 3.26 for anot... Go		319	368	5	0	1.36	32m 20s	6s
Mar 23, 2026 10:02 AM		Story Time at The Balloon Adve... Go		477	502	5	2	1.39	54m 12s	6s
Mar 18, 2026 6:27 AM		We are LIVE! With Madison's NB... Go		671	568	5	0	0.88	52m 4s	4s
Mar 13, 2026 9:40 AM		Afterglow Rave is a blast! ✨ ... Go		329	374	5	0	1.34	36m 58s	6s
Mar 30, 2026 5:18 PM		So many memories, so much fun ... Go		87	87	3	0	3.45	11m 12s	7s

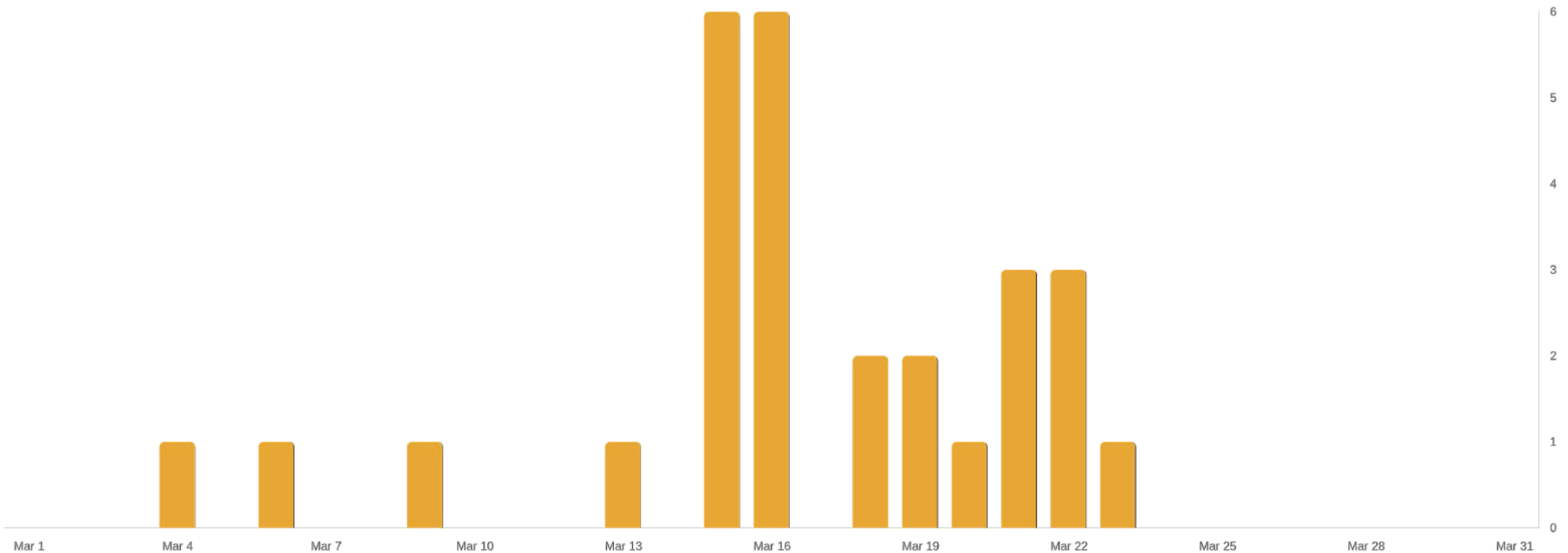
Published		Text		Video views	Reach	Likes	Actions	Engagement	Time watched	Avg. time watched
Mar 12, 2026 12:15 PM		 The countdown is on! The Ba...	Go	324	317	3	1	1.26	25m 45s	4s
Mar 4, 2026 12:59 PM		 The countdown is on! The Ba...	Go	278	300	3	0	1	20m 13s	4s
Mar 25, 2026 1:30 PM		 This is not your typical ...	Go	68	70	0	1	1.43	4m 49s	4s

Stories published in period

 The Balloon Adventure

28

Stories



01 Mar 26 - 31 Mar 26

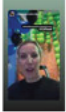
Izzy Works

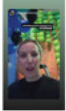
Ranking of stories

 The Balloon Adventure

Showing 20 stories sorted by date

Published		Type
Mar 23, 2026 6:43 PM		Video
Mar 22, 2026 6:10 PM		Photo
Mar 22, 2026 6:10 PM		Photo
Mar 22, 2026 1:56 PM		Photo
Mar 21, 2026 5:03 PM		Video
Mar 21, 2026 5:03 PM		Video

Published		Type
Mar 21, 2026 11:00 AM		Photo
Mar 20, 2026 5:44 PM		Photo
Mar 19, 2026 10:55 AM		Photo
Mar 19, 2026 5:29 AM		Photo
Mar 18, 2026 2:37 PM		Video
Mar 18, 2026 11:05 AM		Video
Mar 16, 2026 10:45 AM		Video
Mar 16, 2026 10:45 AM		Video

Published		Type
Mar 16, 2026 10:44 AM		Video
Mar 16, 2026 10:41 AM		Video
Mar 16, 2026 9:08 AM		Photo
Mar 16, 2026 1:44 AM		Photo
Mar 15, 2026 10:57 AM		Video
Mar 15, 2026 8:47 AM		Video

Community growth

 balloonadventurewi

928

Followers

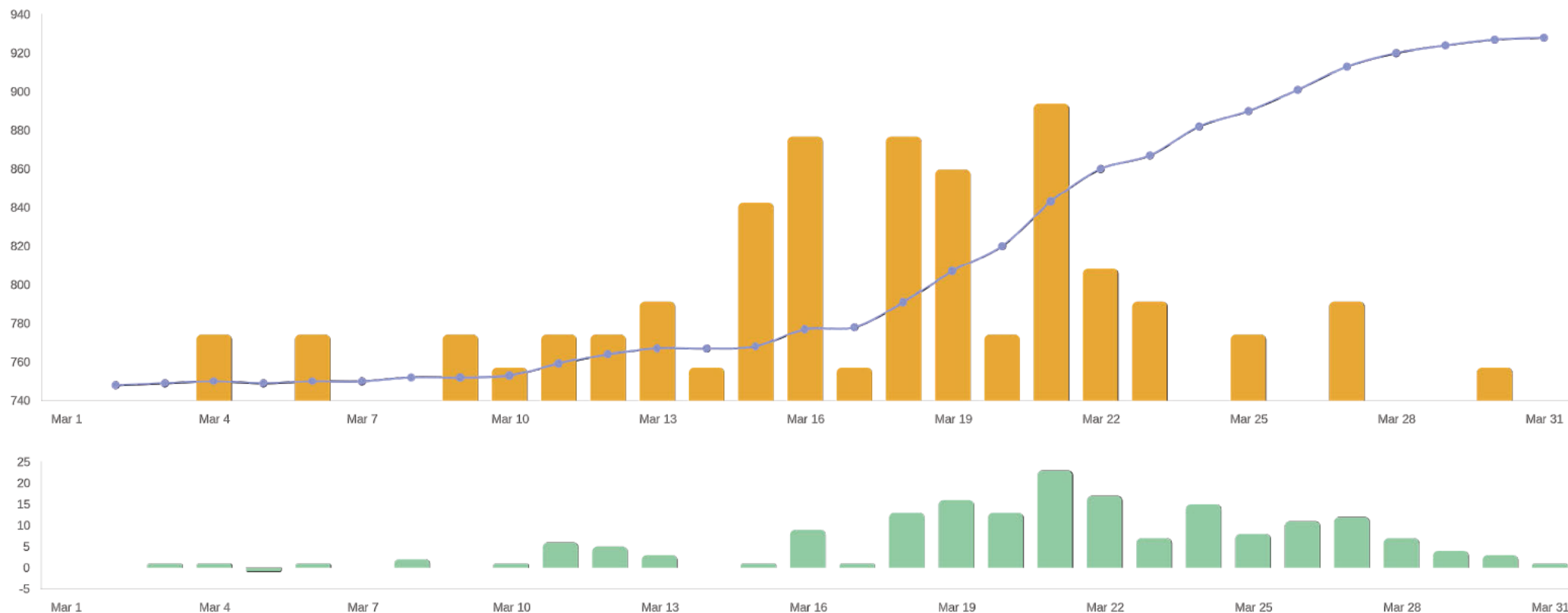
180

Followers
balance

69

+527.27%

Total content

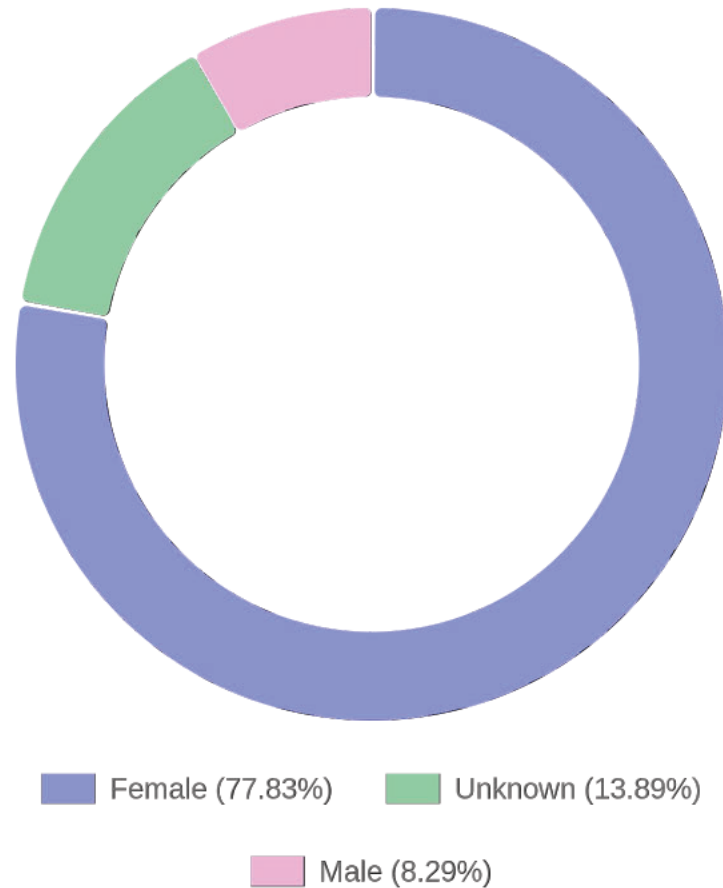


Izzy Works

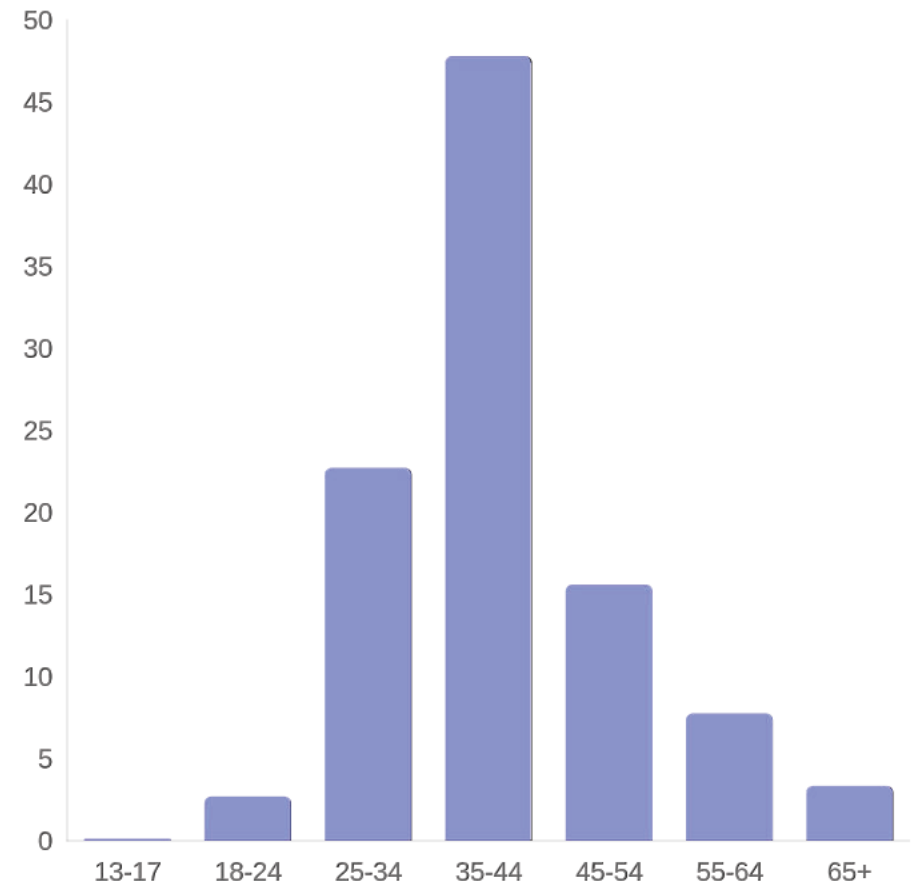
Demographics: gender and age

 balloonadventurewi

Gender



Ages



Demographics: countries and cities

 balloonadventurewi

Top 10 countries

United States	94.94%
Canada	1.72%
United Kingdom	0.97%
India	0.32%
Puerto Rico	0.32%
Brazil	0.22%
Germany	0.22%
South Korea	0.22%
Mexico	0.22%
Australia	0.11%

Top 10 cities

Chicago, Illinois	6.67%
Milwaukee, Wisconsin	3.88%
Lake Geneva, Wisconsin	3.44%
Williams Bay, Wisconsin	1.18%
Kenosha, Wisconsin	1.08%
Delavan, Wisconsin	0.97%
Elkhorn, Wisconsin	0.97%
Madison, Wisconsin	0.86%
Fontana, Wisconsin	0.75%
Pell Lake, Wisconsin	0.75%

Average reach per day

 balloonadventurewi

463.31K

+3409.94%

Views

12.85K

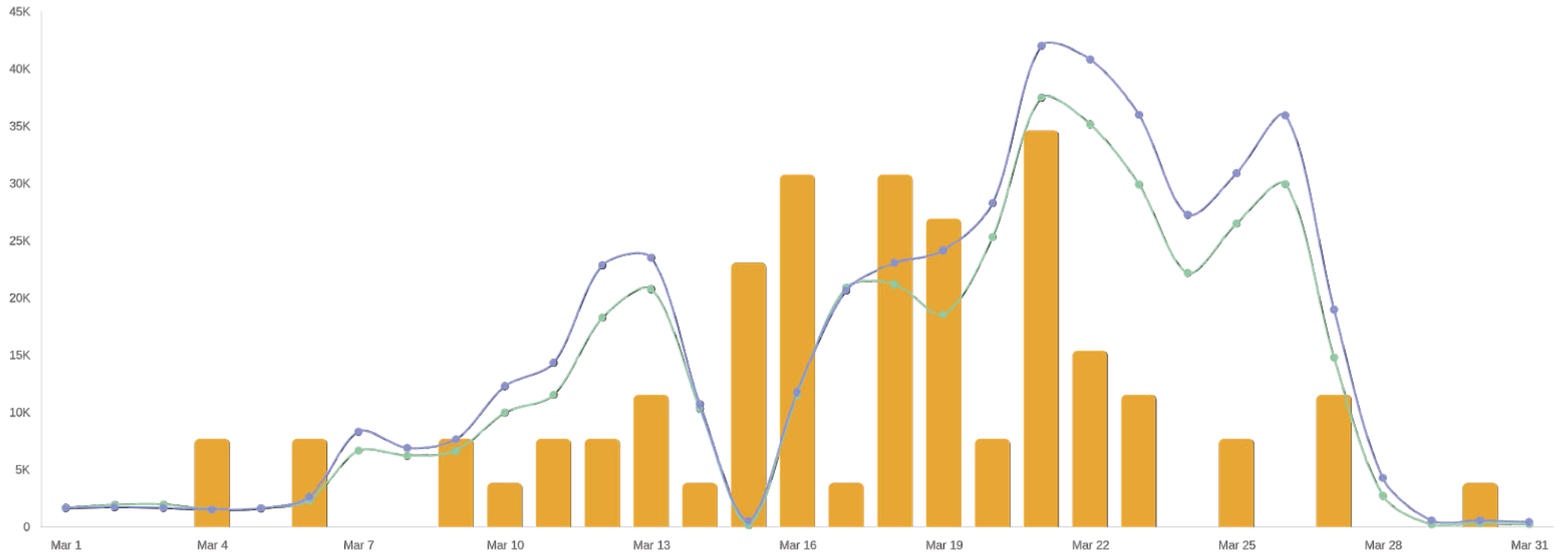
+698.75%

Average reach
per day

69

+527.27%

Total content



Posts published in period

 balloonadventurewi

2.41

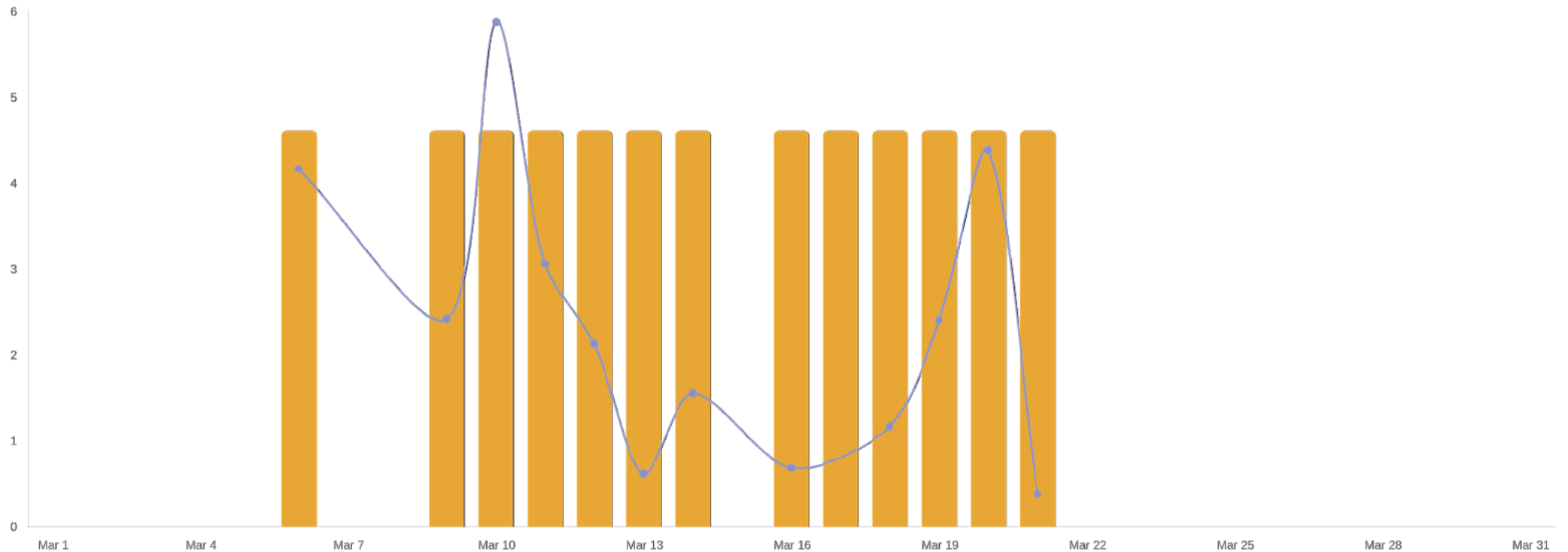
-58.83%

Engagement

13

+225.00%

Posts



Reach of published posts

 balloonadventurewi

210.23

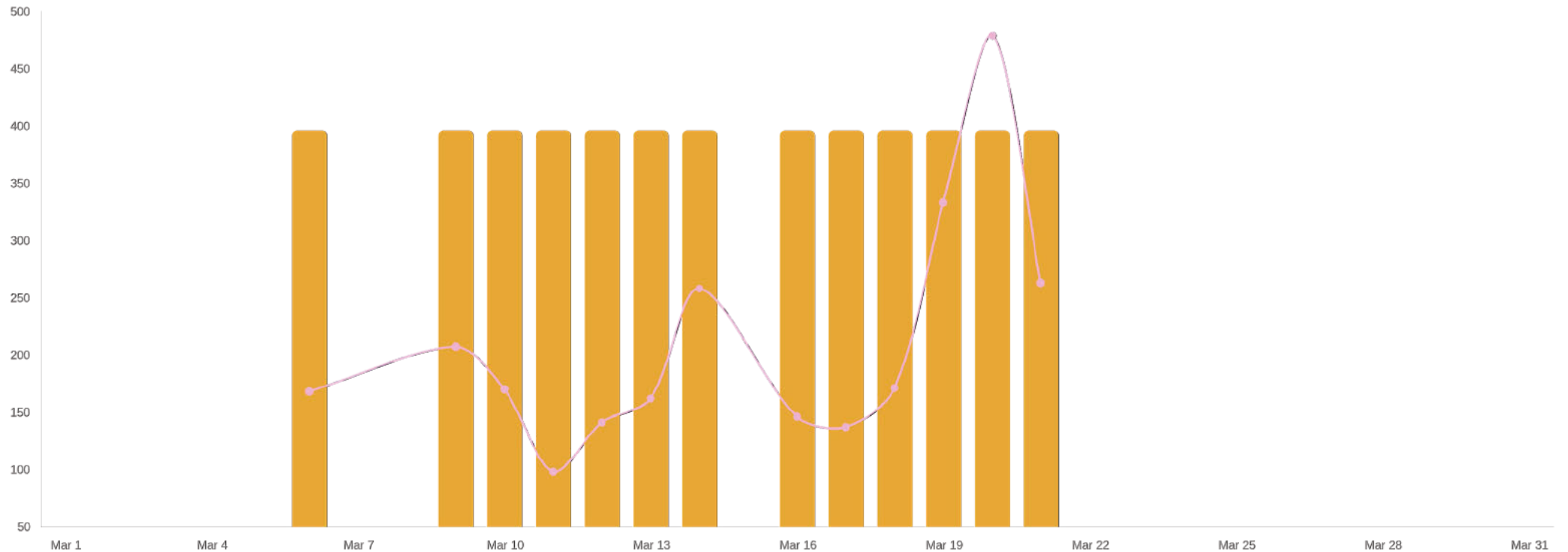
+17.45%

Avg reach per
post

13

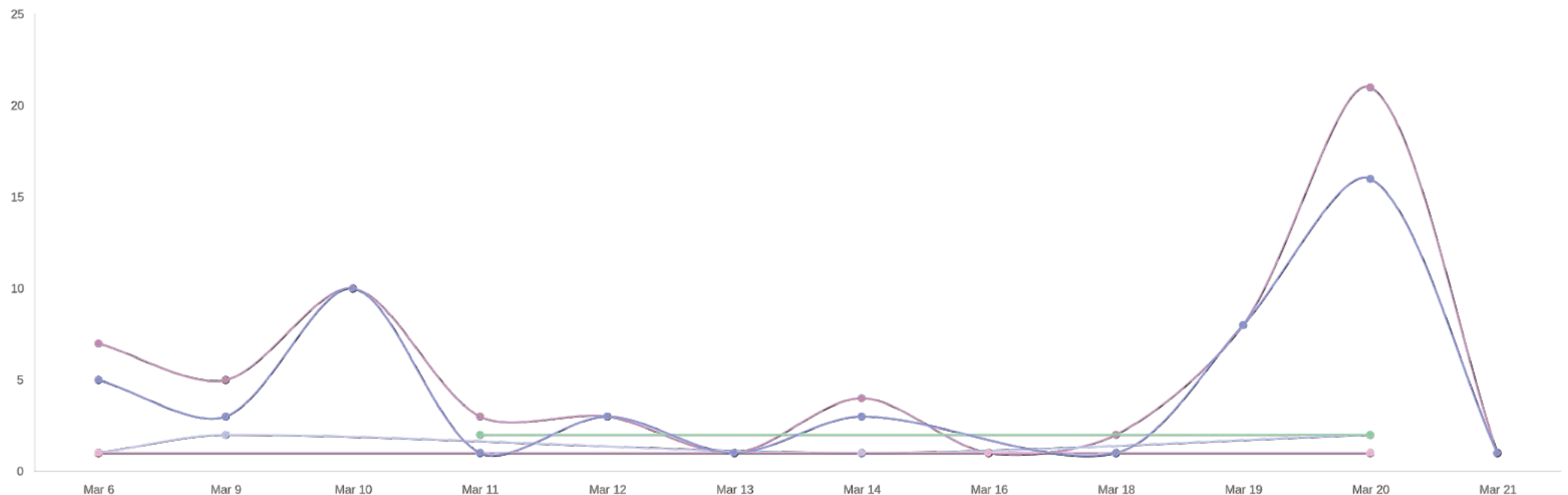
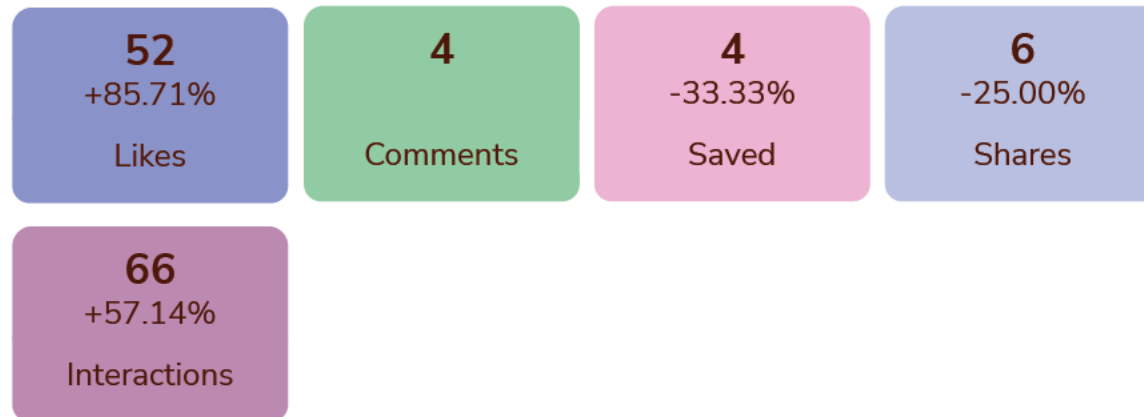
+225.00%

Posts



Interactions of published posts

 balloonadventurewi



Ranking of posts

 balloonadventurewi

Showing 13 posts sorted by likes

Published	Type	Text	Views	Reach	Likes	Comments	Saved	Engagement
Mar 20, 2026 2:54 PM		We had so much fun yesterday morning on FOX6 Real ... Go	885	479	16	2	1	4.38
Mar 10, 2026 11:47 AM		We had so much fun this morning on @cbs58news! Cat... Go	322	170	10	0	0	5.88
Mar 19, 2026 4:01 PM		Located on the beautiful shores of Lake Geneva in ... Go	498	333	8	0	0	2.4
Mar 6, 2026 11:46 AM		Join us for Story Time at The Balloon Adventure at... Go	269	168	5	0	1	4.17
Mar 14, 2026 7:02 AM		Located along the beautiful shores of Lake Geneva,... Go	350	258	3	0	0	1.55
Mar 12, 2026 9:00 PM		A special thank you to @coveoflakegeneva for supp... Go	200	141	3	0	0	2.13

Published	Type	Text	Views	Reach	Likes	Comments	Saved	Engagement
Mar 9, 2026 11:55 AM		We'll be on @cbs58news tomorrow morning at 7:40am!... Go	328	207	3	0	0	2.42
Mar 21, 2026 3:00 PM		A big thank you to Lake Lawn Resort for being a va... Go	383	263	1	0	0	0.38
Mar 18, 2026 5:00 AM		The Lake Geneva Tourism Commission plays an import... Go	244	171	1	0	1	1.17
Mar 13, 2026 3:00 PM		For years, Interstate Insurance has helped individ... Go	226	162	1	0	0	0.62
Mar 11, 2026 9:00 PM		Big thanks to @formwealthadvisors for helping bri... Go	137	98	1	2	0	3.06
Mar 17, 2026 9:00 PM		A big thank you to @kunesautogroup for supporting... Go	194	137	0	0	0	0
Mar 16, 2026 8:00 PM		Known for their beautiful resort setting, @grand_g... Go	197	146	0	0	1	0.68

Ranking of hashtags

 balloonadventurewi

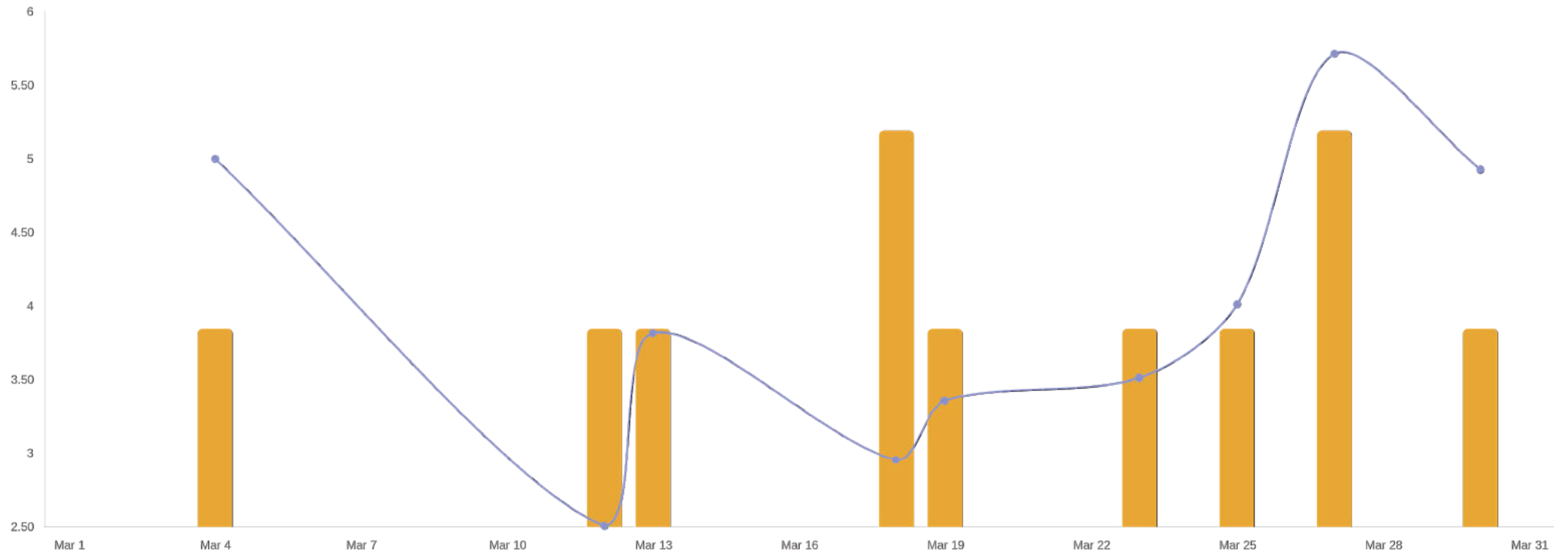
Showing 20 hashtags sorted by likes

	Posts	Views	Likes	Comments
#wisconsinballoons	1	322	10	0
#wisconsinballoondcor	1	322	10	0
#williamsbaywi	1	322	10	0
#lakegenevawi	1	322	10	0
#williamsbay	1	498	8	0
#lakegenevawisconsin	3	494	8	0
#pier290	1	498	8	0
#balloonadventurewi	4	451	8	0
#gagemarine	1	498	8	0
#visitlakegeneva	3	466	7	0

	Posts	Views	Likes	Comments
#harpoonwillies	1	350	3	0
#lakegenevaevents	1	328	3	0
#coveoflakegeneva	1	200	3	0
#familyfun	4	317	3	0
#familygetaway	1	200	3	0
#cafecalamari	1	350	3	0
#531fund	8	255	2	0
#balloonadventure	9	269	2	0
#lakegeneva	9	269	2	0
#sponsorspotlight	7	272	2	0

Reels published in period

 balloonadventurewi



Reach of published reels

 balloonadventurewi

613.09

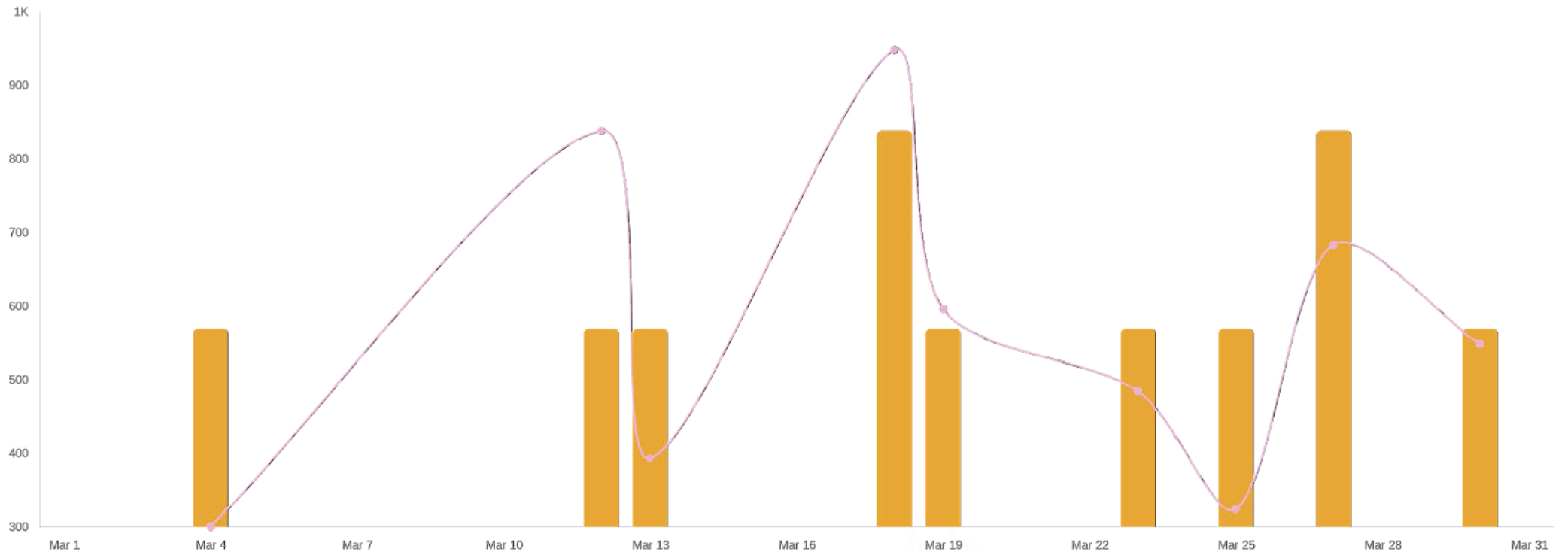
+105.05%

Avg reach per reel

11

+57.14%

Reels

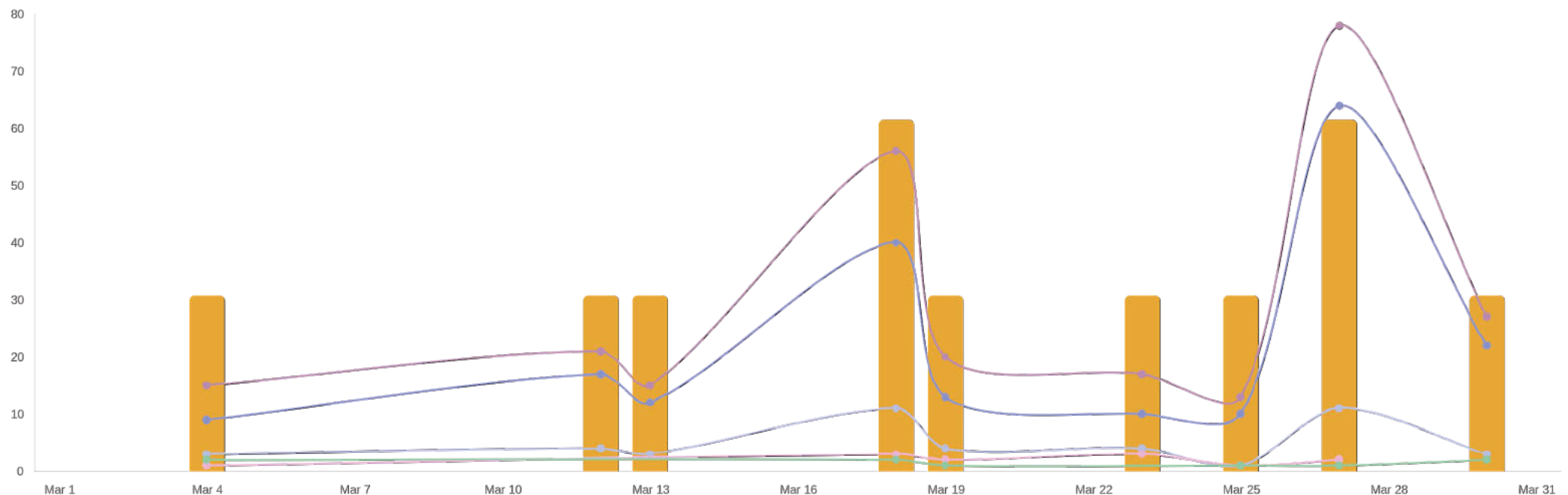
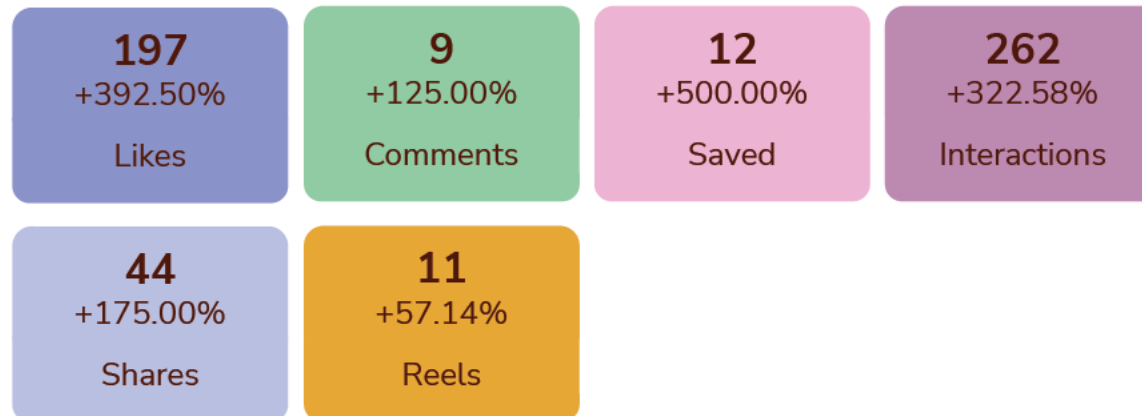


01 Mar 26 - 31 Mar 26

Izzy Works

Interactions of published reels

 balloonadventurewi



Ranking of reels

 balloonadventurewi

Showing 11 posts sorted by likes

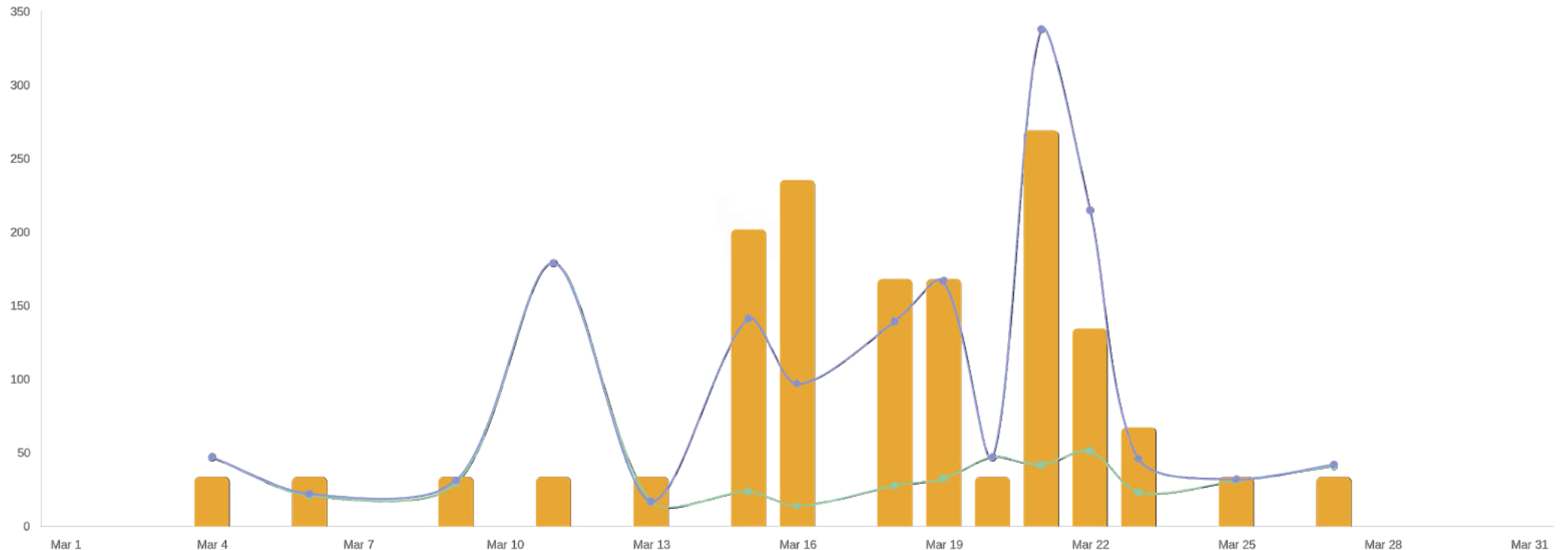
Published	Text	Views	Reach	Likes	Saved	Comments	Shares	Engagement
Mar 27, 2026 5:06 PM	 You never know what you might see at The Ballon Ad... Go	1272	835	33	2	1	6	5.03
Mar 27, 2026 11:26 AM	 2 more days of The Balloon Adventure ♀ Get your... Go	743	530	31	0	0	5	6.79
Mar 18, 2026 10:57 AM	 TOMORROW we are 'Buggin' Out' at The Balloo... Go	1515	1155	25	2	1	8	3.12
Mar 30, 2026 5:18 PM	 So many memories, so much fun 'Buggin' Out' at The... Go	695	548	22	0	2	3	4.93
Mar 12, 2026 12:15 PM	 ⌚ The countdown is on! The Balloon Adventure start... Go	998	838	17	0	0	4	2.51
Mar 18, 2026 6:26 AM	 We are LIVE! With Madison's NBC affiliate, WMTV 15... Go	1113	741	15	1	1	3	2.7

Izzy Works

Published		Text		Views	Reach	Likes	Saved	Comments	Shares	Engagement
Mar 19, 2026 10:06 AM		The Balloon Adventure officially opens today! 🎈 W... Go		738	596	13	2	1	4	3.36
Mar 13, 2026 9:40 AM		Afterglow Rave is a blast! 🌟 ♀ Come dance with u... Go		477	393	12	0	0	3	3.82
Mar 25, 2026 8:53 AM		Join us tomorrow 3.26 for another amazing Story Ti... Go		386	324	10	1	1	1	4.01
Mar 23, 2026 10:02 AM		Story Time at The Balloon Adventure 📖 ♀ Join us ... Go		648	484	10	3	0	4	3.51
Mar 4, 2026 12:58 PM		🕒 The countdown is on! The Balloon Adventure start... Go		347	300	9	1	2	3	5

Stories published in period

 balloonadventurewi



Ranking of stories

 balloonadventurewi

Showing 20 stories sorted by impressions

Published		Text	Impressions	Reach	Replies	Tap back	Tap forward	Exits
Mar 11, 2026 3:25 PM		-	179	179	1	0	25	11
Mar 22, 2026 1:55 PM		-	60	57	0	4	42	10
Mar 22, 2026 1:55 PM		-	54	51	0	8	49	6
Mar 22, 2026 6:09 PM		-	52	50	0	4	49	3
Mar 22, 2026 6:10 PM		-	49	47	0	4	28	21
Mar 21, 2026 11:00 AM		-	49	49	0	0	40	7

Published		Text	Impressions	Reach	Replies	Tap back	Tap forward	Exits
Mar 18, 2026 6:27 AM		-	49	49	0	0	27	5
Mar 20, 2026 5:44 PM		-	47	47	0	0	27	22
Mar 4, 2026 1:01 PM		-	47	47	1	1	30	10
Mar 23, 2026 6:42 PM		-	46	46	0	1	6	21
Mar 18, 2026 6:41 PM		-	46	45	0	3	35	11
Mar 21, 2026 5:03 PM		-	44	43	0	0	34	3
Mar 18, 2026 2:36 PM		-	44	44	0	2	41	11
Mar 27, 2026 11:31 AM		-	42	41	0	2	23	16

Published		Text	Impressions	Reach	Replies	Tap back	Tap forward	Exits
Mar 21, 2026 5:03 PM		-	42	41	0	0	36	2
Mar 21, 2026 5:03 PM		-	42	41	0	1	38	0
Mar 21, 2026 5:03 PM		-	42	41	0	0	31	0
Mar 21, 2026 5:04 PM		-	41	40	0	1	35	2
Mar 21, 2026 11:00 AM		-	40	40	0	1	29	9
Mar 19, 2026 5:29 AM		-	40	38	0	6	26	13



Explore **LAKE GENEVA** *with* FEATHERED FRIENDS



**COMPLIMENTARY
BIRD-WATCHING BACKPACKS
FOR LOAN *at the* FRONT DESK
OF YOUR LOCAL HOTEL**



Everything you need to observe a variety of native birds in the Lake Geneva area.



Mallard Duck

LOOK FOR THESE BIRDS:



House Sparrow



Purple Martin



Sandhill Crane



What's in the bird-watching backpack?



High-quality binoculars & case



Local birding field guide



Brochure guide with local map & areas of prime bird-watching opportunities



How to check one out:



Visit the front desk at your hotel



Ask for a bird-watching backpack



Enjoy your nature adventure!



Return to the front desk when finished.



Birdwatching is better than scrolling.

Give your screen a break – see what's flying around in Lake Geneva!



@LakeGenevaBirdCity

Bird Watching Backpacks made possible with the generosity of the following partners:

Rotary
Lake Geneva



630.750.5432



Jillrod426@gmail.com



Why Bird Watching in Lake Geneva?

- ↘ A diverse habitat of woodlands, wetlands, & open water.
- ↘ Seasonal migration = rare bird sightings!
- ↘ A great excuse to use binoculars & look cool.

What's in the bag?

- ↘ Binoculars
- ↘ Brochure of places to bird watch in Lake Geneva
- ↘ Bird Identifying Guide
- ↘ Backpack



Please keep in mind...

- ↘ Please return the backpack & all its contents to the hotel it was checked out from. If found, please return to City Hall, 626 Geneva St., Lake Geneva
- ↘ Bird watching backpack is the property of the City of Lake Geneva Avian Committee & Rotary Club of Lake Geneva. Please treat the backpack & items in it with respect & care.

Lakeshore Path Policy

The Lakeshore Path is accessible from multiple points on the Lake & goes all the way around, mainly through private property.

- ↘ Be respectful of private property & piers
- ↘ Please stay on the trail
- ↘ No bikes or motorized vehicles
- ↘ Keep pets on a leash
- ↘ Do not remove plants or any other natural material



AVIAN COMMITTEE

Our Mission:

- Preserve & nurture the birds & bird habitats of Lake Geneva.
- Build the understanding of all community members & partners about this natural asset.
- Encourage residents & partners to value & protect this asset.
- Equip the next generation to become the future stewards of this resource.
- Contribute to research designed to help birds thrive.
- Engage our residences & tourists in enjoying & celebrating our birds.



@LakeGenevaBirdCity

Bird Watching Backpacks made possible with the generosity of the following partners:



Explore LAKE GENEVA with FEATHERED FRIENDS



Everything you need to observe a variety of native birds in the Lake Geneva area.





Identifying Birds

- Use the bird guide in your kit & visit the Lake Geneva Public Library for more resources
- Look out over the water to find birds swimming, fishing, diving, & swooping to eat insects
- Look for bird houses along the Lakeshore Path. Many of these are homes for Purple Martins.
- Areas with trees shelter many species from Goldfinch to Bald Eagles. Look way up in the trees for eagles & other raptors like hawks.
- Native plants attract birds like the Ruby-Throated Hummingbird.
- Remember to be still & listen. You may be able to hear a bird - like a woodpecker - before you see it.



Williams Bay



Birding Apps

- eBird
- Merlin Bird
- Audobon Bird Guide

Fontana-on-Geneva Lake

Points of Interest

1

Riviera Ballroom



812 Wrigley Drive,
Lake Geneva, WI

Public Bathrooms,
Lakeshore Path Access,
& Beach Access

2

Library Park & Lake Geneva Public Library



918 W Main Street,
Lake Geneva, WI

Bathrooms, Lakeshore
Path Access, &
Purple Martin Houses

3

Big Foot State Park & Beach



1550 S Lake Shore Drive
Lake Geneva, WI

Bathrooms, Lakeshore
Path Access, Paid
Parking Lots &
Numerous Trails

4

Mary Koutsy Four Seasons Nature Preserve



N1889 County Trunk H
Lake Geneva, WI

Parking, Picnic Areas,
& Nature Trail
---QR Code for Trail Book

5

Hillmoor Trails



333 E Main Street,
Lake Geneva, WI

Free Parking, Numerous
Nature Trails, &
Biodiverse

6

Visit Lake Geneva Visitor's Center



201 Wrigley Drive,
Lake Geneva, WI

Bathrooms, Lakeshore
Path Access, &
Free Parking

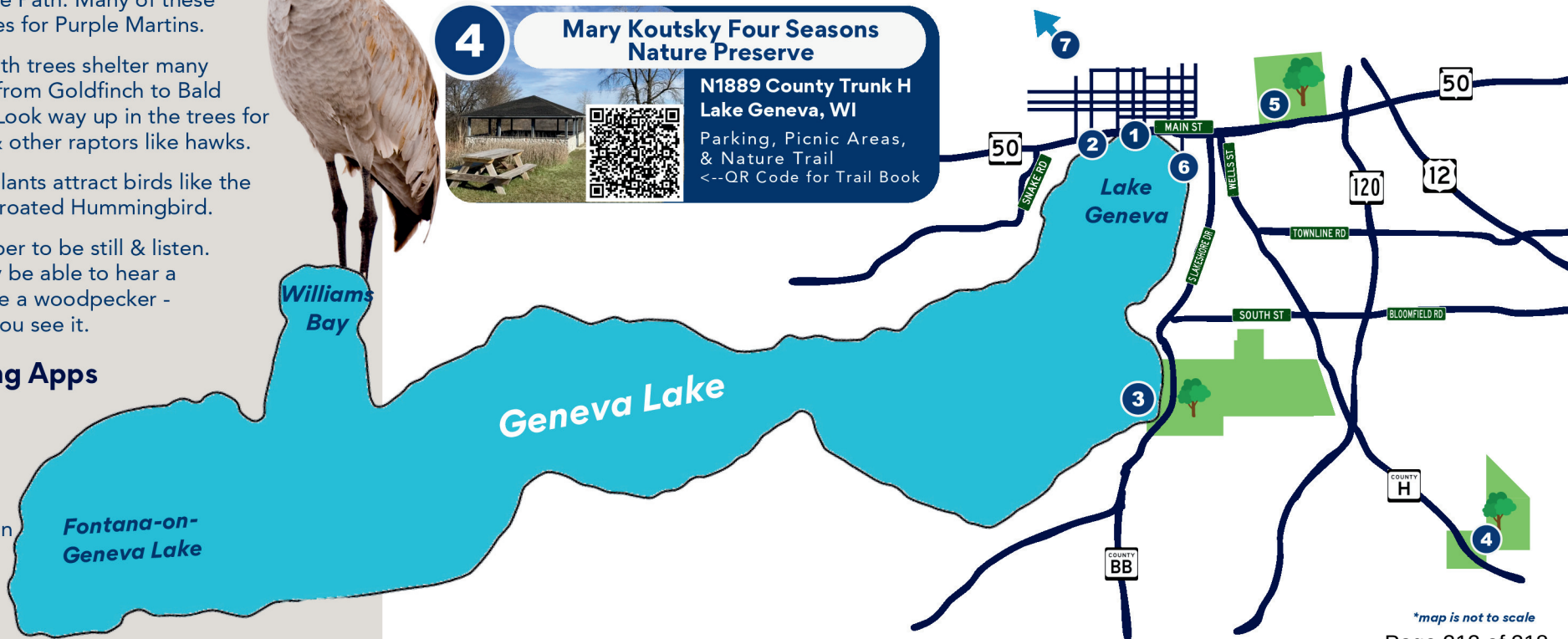
7

Duck Lake Nature Trail



1350 Edgewood Drive,
Lake Geneva, WI

Old Railroad Track
Trail, Bird-Watching
Friendly,



*map is not to scale

CITY OF LAKE GENEVA TOURISM COMMISSION
GRANT EVALUATION FORM

1. Provide final media synopsis that includes the following information

- a. Number of customer responses generated from type of media utilized

Information not available

- b. What type of media did you use in your campaign?

In house marketing materials – rack card and fliers

Images supplied for online posting (websites, Instagram, facebook)

Newspaper coverage

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

As this project was not an event, this question is not applicable

3. In your grant application you listed estimated number of overnight stays. Please estimate approximate City of Lake Geneva hotel room nights booked and how that estimate was attained.

This project was designed (and approved) to enhance the experience of visitors booked in City of Lake Geneva hotels. As such, we were not anticipating the project to necessarily draw visitors here, but rather to encourage repeat visits knowing that the Birding Backpacks would be available for further enjoyment.

4. Provide an income and expense statement to include actual paid receipts. Any items that are grouped together in a category must be detailed on a separate sheet.

As the Avian Committee is a city entity all bills were submitted through the city comptroller and deducted from the Tourism Commission grant. Copies of receipts attached

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

We successfully launched the Birding Backpacks project with 6 local hotels and the Visitor Center. Each location received a backpack and in house as well as online promotional materials (see attached). In order to facilitate the program we asked the hotels to determine their own security / borrowing procedures and to keep records as appropriate. We are in the process of determining usage as well as placing the three remaining Birding Backpacks this Spring. We also promoted the project on the Avian Committee's Facebook and Instagram pages, and with rack cards distributed throughout the community. An article appeared in the Regional News as well as on the Wisconsin Bird City social media posts. As this project was funded by the Tourism Commission (and with support from the Rotary Club of Lake Geneva), not as an event but as an ongoing opportunity to enhance the experiences of visitors to our community and for the local hotels, the Avian Committee will continue to monitor and expand the Birding Backpacks program.

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 campaign?
 - c. What were your target markets?

The Grant requested was for the shuttle, but we certainly had media activity, including website, email blasts to over 10K subscribers, and social media.

We used those platforms to promote our Lake Geneva partner hotels. You can see our Visit Lake Geneva logo off our website:

<https://wwwFOUNDERSANDLEGENDS.com/hotels/>

The focus of the grant was to create a shuttle to connect the Lake Geneva hotels to the Grand Geneva AND to connect people at the Grand Geneva to Lake Geneva.

If we're able to make a shuttle work, we can start using event space in-town, further increasing heads-in-beds, event space revenues, and overall city revenues as the increased number of people staying and spending in Lake Geneva increases.

This would also mean we'd be able to increase the size of the convention by another 10%-15% and be able to keep the convention in Lake Geneva, which we consider highly desirable and why we're working so hard to come up with financially viable solutions to being full-up at the Grand campus.

Please note! We're listing much of the money spent on the shuttle, aside from staff costs or email blast charges for our over 10K subscribers. We asked for \$12K as we had no idea how much it would cost. We went over. We only expect the \$12K as that was what was agreed upon.

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

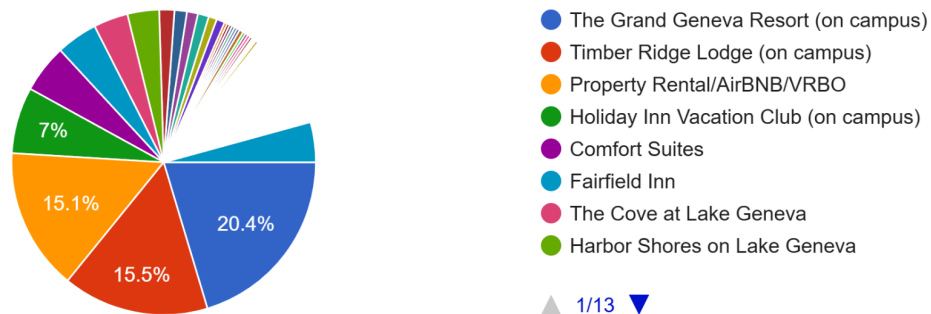
3,971 registered attendees plus approximately 150 unregistered spouses and children.

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.

ROOM NIGHT ESTIMATES (GENERATING OVERNIGHT STAYS)

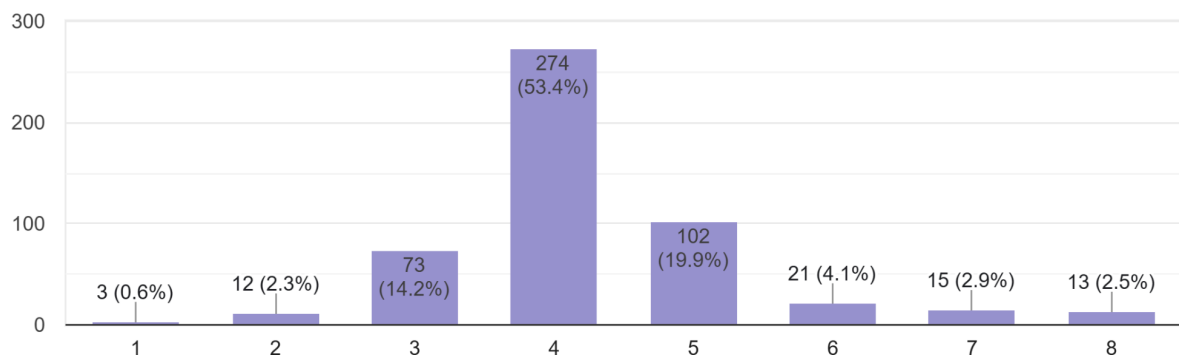
Where did you stay during Gary Con?

683 responses



If you stayed in a Lake Geneva hotel or other rental for Gary Con, how many nights did you stay?

513 responses



Using the responses from our survey (683 responded of 4000 attendees, which is a pretty good response rate) and based on the extrapolation of the surveys, we filled a lot of rooms in Lake Geneva, which by extrapolation of results for LG-only indicated 400 rooms, with an average of 4 nights, taking us to 1600 room nights in LG hotels. Many indicated they booked out-of-block.

Estimated total of 10,000 – 13,000 room nights across the Grand Geneva Resort & Spa and overflow hotels, including beyond LG, such as Elkhorn.

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

Day	Projected Rooms	Notes
Saturday	30	Early staff arrivals
Sunday	70	Early staff arrivals, Tournament arrivals
Monday	100	Early staff arrivals, Tournament
Tuesday	500	Early staff, attendees, Tournament, & exhibitor arrivals
Wednesday	1500-2000	Exhibitor setup, Tournament, & Early attendees
Thursday	2000-2500	Opening day; Peak arrival
Friday	2000-2500	Peak night
Saturday	2000-2500	Peak night
Sunday	1000	Closing day
Monday	100	Staff, late staying attendees, & tear down

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.

Utilization of the downtown/hotel bus routes exceeded or met our expectations during Gary Con XVIII. As more folks became aware of and comfortable with the service, usage increased on the second and third days of Gary Con. During the morning hours occupancy neared capacity with 100 plus riders per hour incoming on the three routes. After 11AM usage slowed as expected, but small numbers continued to arrive and depart from the Grand Geneva at all hours. Usage increased again during late afternoon and evening hours (5pm-11pm). While most riders were staying at partner hotels, evenings did see some Grand Geneva guests going offsite to eat dinner and recreate downtown. Daily ridership averaged 1200 per day.

2026 was the first year using shuttles to bring attendees to the Convention at the Grand Geneva Campus. While we view this first year as a success, we are also looking to improve the process for future years. We deployed signage at the Geneva Wells Motel, Lake Geneva Lodge, Comfort Inn & Suites, Fairfield Inn, Mill Creek Hotel, The Cove at Lake Geneva, and at Seminary Park. These signs included 14' feather signs and two-sided sandwich board signs at each location.

Using data collected this year, we are working with the shuttle companies to gain efficiencies in routing and tracking for future years. We understand the desire to have stops at all hotels. In speaking with the drivers, ridership was light from Geneva Wells and Lake Geneva Lodge, with riders only taking the shuttle from these locations from 0700 - 0900 with a total of only about 16 persons from these two locations. Recommendations for the three stops near Lake Shore Drive (The Cove, Seminary Park, and Mill Creek) are to combine these three stops into a single one on Lake Shore Drive

to avoid congestion and blocking traffic on Center Street. This would also allow for more hourly circuits between downtown and the Grand without increasing cost.