



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

Special Tourism Commission Agenda
Tuesday, July 21, 2026 - 4:00 PM
Lake Geneva City Hall; Council Chambers

Members:

Mary Daly, Luke Pfeifer, Shelley Rowell, Alderperson Mary Jo Fesenmaier, and Alderpson 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. Election of Officers
 - a. Chairperson
 - b. Vice Chairperson
 - c. Secretary
6. Approval of the minutes from June 16, 2026
7. Written Reports
 - a. Heather Jones (Independent Contractor for Tourism Commission) Meet at the Lake Promotional Activity
 - b. Tourism Entity (VISIT Lake Geneva) on Promotional Activity, Calendar, and Hotel performance
 - c. Lake Geneva Business Improvement District (events and mission)
 - d. Financial report regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements, list of outstanding (unpaid) tourism grants awarded
8. Discussion/Action on Tourism Promotional Grant Program and Requests: **Maximum ten (10) minute presentation per request:**
 - a. Fat Tire Charity Ride; Dawn Marie Mancuso (continued from June meeting)
 - b. Bridal Expo; Celebration Management (continued from June meeting)
 - c. Venetian Festival; Lake Geneva Jaycees
9. Final Event Evaluation and Discussion on Recent Grant Recipients and Future Action-None

10. Discussion/Action regarding Tourism Grant Guide to set potential parameters for the number of years and maximum grant reimbursement (continued from June meeting)

11. Discussion/Possible Action regarding changing the recurring meeting day and time

12. 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.

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

DRAFT

Call to Order

by City Clerk Reynolds at 4:00 pm.

Roll Call

Present: Mary Daly, Luke Pfeifer, Shelley Rowell, Alder Brian Smith, Mayor Todd Krause, Finance Director Laura Pisarcik. Absent: Alder Mary Jo Fesenmaier & VISIT Lake Geneva President Stephanie Klett. Others present: City Clerk Lacey L. Reynolds and other interested persons.

Comments from the public limited to 5 minutes, limited to items on this agenda

None.

Election of Temporary Chairperson

Clerk Reynolds announced the procedure for nominating and voting on a temporary chairperson. Currently there is not Chairperson for the Tourism Commission. Alder Smith nominated Luke Pfeifer as the temporary chair for today's meeting, second by Rowell. Clerk Reynolds asked if Pfeifer accepted the nomination and Pfeifer replied yes. Clerk Reynolds asked for other nominations. There were no other nominations and nominations were closed. Voice vote, approved, motion carried.

Approval of the minutes from April 13, 2026

Motion by Smith to approve, second by Rowell. Voice vote, approved, motion carried.

Written report from Heather Jones (Independent Contractor for Tourism Commission) Meet at the Lake Promotional Activity

Written report from Tourism Entity (VISIT Lake Geneva) on Promotional Activity, Calendar, and Hotel performance

Written report from Lake Geneva Business Improvement District (events and mission)

Written financial update regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements, list of outstanding (unpaid) tourism grants awarded

Discussion took place.

Discussion/Action on Tourism Promotional Grant Program and Requests: Maximum ten (10) minute presentation per request:

Bridal Expo; Celebration Management

Discussion took place. Motion by Pfeifer to continue to next month's meeting, second by Daly. Voice vote, approved, motion carried.

Pink the Lake & The Pink Party; Kristin Stone

Discussion took place. Motion by Rowell to approve \$4,000.00, second by Daly. Voice vote, approved, motion carried.

Fat Tire Charity Ride; Dawn Marie Mancuso

Applicant was unable to attend this meeting. Motion by Pfeifer to continue to next month's meeting, second by Smith. Voice vote, approved, motion carried.

Lakeside Literary Festival; Alicia Boemi & Emily Kornak

Discussion took place. Motion by Daly to approve \$7,199.50, second by Rowell. Voice vote, approved, motion carried.

Final Event Evaluation and Discussion on Recent Grant Recipients and Future Action

Wee Whiskey Fest; Geneva Lakes Whiskey Club

Discussion took place.

The Balloon Adventure-Buggin' Out!; 531 Fund (Formerly Santa Cause)

Discussion took place.

Birding Backpacks; Avian Committee

Discussion took place.

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

Discussion took place.

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

Discussion took place. Motion by Daly to continue to next month's meeting, second by Rowell. Voice vote, approved, motion carried.

Adjournment

Motion by Rowell to adjourn, second by Smith. Voice vote, approved, motion carried. Adjourned at 5:17 pm.

Lacey L. Reynolds
City Clerk

DRAFT

Riviera Ballroom/MATL Update- Tourism Commission Meeting July 2026

Marketing Update

- Website Analytics Update: June 2026:
 - Site Sessions: 3,120 (+43%)
 - Site Sessions by traffic source
 1. Google (1,136)
 2. Direct (695)
 3. Google Ads (669)
 4. Facebook Ad (93)
 5. WIX Ads (81)
 - Active Inquiries: 136, 144 recorded for June 2025
 - Avg. Session Duration: 1m 45s (-3%)
 - Site Bounce Rate: 65% (+5%)
- WeddingWire & TheKnot: June Stats
 - 329 Visitors
 - 7 Link Clicks
 - 32 Saves
 - 27 leads
- Hotels & Lodging Analytics Update Past 30 days:
 - 140 Page Views (+55 from last month)
 - Avg. time spent on page: 42sec (-1m 1s)
- www.lakegenevahotels.org Analytics- past 30 days
 - 1,340 Site Sessions (-24%)
 - (815) Google Ad
 - (143) Wix Ad
 - (138) Facebook
 - (68) Direct
 - (53) Instagram
 - Avg. Session Duration: 2m 23s (-18%)
- Social Media Campaign started June 15th targeting weddings and corporate events

Sales Update

	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028
Weddings	28	9	54	55	52	43	45	53	25	1
Social	1	0	1	5	4	5	3	6		
Corporate	2	1	1	2	3	1	5	2		
Non-Profit	10	0	3	1	5	4	7	7	1	
Event Total	41	10	60	62	64	54	60	67	26	1
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										

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

Sales by year June 2026 :

- 2026: One social event contract returned & one non-profit contract out for signature.
- 2027: Five wedding contracts returned & one non-profit returned. Three wedding contracts out for signature.
- 2028: Two wedding contracts out for signature
- Last Year, reported for July; 55 events booked for 2025, 33 events booked for 2026 & 1 event for 2027.

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	\$330,093.31

CATERING REVENUE

\$4,337.68	\$32,970.09	\$46,691.72	\$48,795.80	\$47,914.74	\$46,425.26	\$17,166.53
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Lake Geneva Tourism Commission

APRIL 13, 2026

VISIT Lake Geneva Update

Partner Events

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

Public Events

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

MARKETING METRICS – MARCH 2026

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

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

- **Top Pages**

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

- **Top Cities**

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

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

SOCIAL MEDIA

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

EMAIL SUBSCRIBERS

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

VISITOR CENTER ACTIVITY

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

HOTEL ACTIVITY – FEBRUARY 2026

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

MEETINGS & GROUPS RFP ACTIVITY

Lake Geneva – MARCH 2026

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

MEDIA HIGHLIGHTS – MARCH 2026

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

NEWS & ACCOLADES

- Midwest Living Magazine 2026 Best of the Midwest Award | *Best Lake Towns*
- USA Today 10Best's Readers' Choice Award | *Top 10 Best Small Towns in the Midwest*

**CITY OF LAKE GENEVA
ROOM TAX COMPARISONS
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	70,387.09		260,862.70		
April	1,796.79	11.42	53,514.20		55,322.41	10,099.32	6/12/2026
May	46,700.78	53.03	-		46,753.81	40,212.41	7/9/2026
June					-		
July					-		
August					-		
September					-		
October					-		
November					-		
December					-		
	114,361.83	189,142.95	157,518.81	-	461,023.59	50,311.73	

Note: Marketplace Providers now pay on a quarterly basis

461,023.59	City Portion 30% (after \$362,377)
362,377.00	City Minimum portion
98,646.59	Net minus City Minimum
69,052.61	Tourism Funds 70%
50,311.73	Per Visit Con.72.86%
0.00	Owed to Visit

Tourism Grant Commitments

Meetings	Events	Amount committed	Vendor	Date of Event	Paid to Date	Remaining Balance	PAID
2025-Meetings							
January	Fall 2025 and Winter 2026 Promo	10,000.00	Riviera -Heather Jones	Various	2,900.00	7,100.00	5/16/2025 6/12/2026
February	Art in the Park	22,280.00	Geneva Lake Arts Foundation, Inc.	August 9-10, 2025	20,369.50	-	9/26/2025
	Wisconsin Cheese Festival	10,000.00	LG house of Music and Adams Publishing Group	May 16-18, 2025	10,000.00	-	6/27/2025
	Taco Fest	10,000.00	LG house of Music and Adams Publishing Group	September 12-14, 2025	10,000.00	-	10/10/2025
March	Wee Whiskey Fest	20,000.00	Geneva Lakes Whiskey Club	April 25-27, 2025	20,000.00	-	6/13/2025
April	None						
May	Corporate Meetings and Events	7,500.00	The Riviera Ballroom	June-September, 2025	7,500.00	-	8/6/2025
	Das Fest Wisconsin	15,000.00	Prost! Das Fest Wisconsin	July 18-20, 2025	15,000.00	-	10/10/2025
	Venetian Festival	27,500.00	Lake Geneva Jaycees	August 13-17, 2025	27,500.00	-	10/9/2025
June	Jazz by the Lake	9,800.00	Midwest Young Artists Concert	19-Jul-25	3,500.00	-	8/6/2025
July	Gala Days and Nights	35,000.00	Geneva Lake Women's Association	October 24-26, 2025	30,449.15	-	6/19/2026
	Sylph, A Contemporary Ballet Performance	7,948.00	Dawn Springer Dance Projects	August 27-28, 2025	7,628.86	-	11/3/2025
	Venetian Festival	2,650.00	Lake Geneva Jaycees (add'l Request)	August 13-17, 2025	2,018.79	-	10/9/2025
August	Honoring our Military Heroes	20,000.00	Geneva Lake Museum	Opening April 2026	-	20,000.00	
September	Tracing the Divide	4,000.00	Avant Cycles	October 25-26, 2025	3,726.73	-	12/1/2025
	Oktoberfest	22,005.56	Downtwon Bid	October 11-12, 2025	-	-	Not received in require time
	Abominable Trail Race	3,000.00	ASR Events, LLC	November 15,2025	1,933.01	-	1/9/2026
	Abominable Snow Race	10,000.00	ASR Events, LLC	January 31, 2026	6,771.29	-	3/20/2026
	Lake Geneva Winter Bridal Expo	30,000.00	Celebration Management	January 17, 2026	27,463.23	-	3/20/2026
October	Downtown Ice Sculpture Walk	15,900.00	VISIT Lake Geneva	January 28-February 1, 2026	14,373.60	-	4/17/2026
	World's Tallest Glass Tree	50,000.00	Mackglass Community	December 5-14, 2025	50,000.00	-	3/20/2026
	Gary Con	12,000.00	Gaxx Worx, LLC	March 18-22,2026	12,000.00	-	6/19/2026
November	Baseball/Softball Travel Tournaments	36,400.00	YMCA	Spring 2026	31,706.90	-	6/19/2026
	The Balloon Adventure-Buggin Out	25,000.00	531 Fund	March 19-29, 2026	25,000.00	-	5/29/2026
December	None-Meeting Cancelled						
Total Grants Paid 2025		405,983.56			329,841.06	27,100.00	

Tourism Grant Commitments

Meetings	Events	Amount committed	Vendor	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	Geneva Lakes Whiskey Club	April 17-19, 2026	25,000.00	-	6/19/2026
	Splash, Sparkle and Bloom	8,200.00	Lake Geneva Garden Club	August 4-6, 2026		8,200.00	
	Das Fest Wisconsin(requested add'l in April)	14,750.00	Prost! Das Fest Wisconsin	July 31-August 2, 2026	-	14,750.00	
April	Art in the Park	26,300.00	Geneva Lake Arts Foundation, Inc.	August 8-9,2026	-	26,300.00	
	Lake Geneva Pride Weekend	15,127.00	Downtown Lake Geneva BID	June 11-14, 2026	-	15,127.00	
May	Cancelled						
June	Bridal Expo	37,650.00	Celebration Management	January 16, 2027	-	37,650.00	Continued to July
	Pink the Lake	4,000.00	Pink The Lake	August 1st, 2026	-	4,000.00	
	Fat Tire Charity Ride	20,500.00	Fat Tire Charity Ride	September 19, 2026	-	20,500.00	Continued to July
	Literary Festival	7,199.50	Lakeside Books & The LG Public Library	August 22, 2026	-	7,199.50	
July	Abominable Snow Race	10,000.00	ASR Events, LLC	January 30, 2027	-	10,000.00	
	Abominable Trail Race	3,000.00	ASR Events, LLC	November 14, 2026	-	3,000.00	
Total 2026		171,726.50			25,000.00	146,726.50	

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	69,052.61	82,913.88	1,600,000.00	1,517,086.12	5.18
47-00-00-46100	TOURISM MISC REVENUE	.00	.00	.00	.00	.00
47-00-00-48110	INTEREST INCOME	1,547.67	8,323.79	20,000.00	11,676.21	41.62
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:		70,600.28	91,237.67	1,684,655.00	1,593,417.33	5.42
47-00-00-57100	HOTEL/MOTEL ASSN-CHAM OF COM	.00	.00	800,000.00	789,900.68	1.26
47-00-00-57210	EVENTS COORDINATOR	.00	.00	.00	.00	.00
47-00-00-57212	RIVIERA MARKETING COORDINATOR	5,833.34	35,000.04	70,000.00	29,166.62	58.33
47-70-00-57150	PROMOTIONAL GRANT	25,000.00	123,608.12	150,000.00	74,214.17-	149.48
47-70-00-57155	TOURISM MUNICIPAL DEVELOPMENT	6,050.24	59,725.03	422,000.00	341,618.84	19.05
47-70-00-59500	TRANSFER TO LAKEFRONT FUND	.00	.00	.00	.00	.00
47-70-00-59600	TRANSFER TO DEBT SERVICE FUND	.00	.00	242,655.00	242,655.00	.00
TOURISM Expenditure Total:		36,883.58	218,333.19	1,684,655.00	1,329,126.97	21.10
Net Total TOURISM:		33,716.70	127,095.52-	.00	264,290.36	.00
Net Grand Totals:		33,716.70	127,095.52-	.00	264,290.36	.00

CITY OF LAKE GENEVA

BALANCE SHEET

MAY 31, 2026

FUND 47 - TOURISMASSETS

47-00-00-11111	FUND CASH	655,068.12	
	TOTAL ASSETS		655,068.12

LIABILITIES AND EQUITYLIABILITIES

47-00-00-21100	ACCOUNTS PAYABLE	25,300.53	
	TOTAL LIABILITIES		25,300.53

FUND EQUITY

47-00-00-34800	RESTRICTED FUND BALANCE	756,863.11	
	REVENUE OVER EXPENDITURES - YTD	(127,095.52)	
	TOTAL FUND EQUITY		629,767.59
	TOTAL LIABILITIES & EQUITY		655,068.12

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
FUND CASH			04/30/2026 (04/26) Balance	47-00-00-11111			596,050.89
06/30/2026	CA	19	Cash Allocation - Created: 06/09/26 3:22 PM		1,547.67		
05/31/2026	CA	25	Cash Allocation - Created: 06/10/26 10:36 AM			1,547.67-	
05/08/2026	CA-CD	18	CDA Fund Allocation - Created: 05/08/26 1:53 P			971.99-	
05/20/2026	CA-CD	53	CDA Fund Allocation - Created: 05/20/26 10:36			4,625.00-	
05/29/2026	CA-CD	67	CDA Fund Allocation - Created: 05/29/26 10:45			5,986.06-	
05/31/2026	CA-JE	14	JE Fund Allocation - Created: 06/10/26 10:36 A		1,547.67		
05/31/2026	CA-JE	18	JE Fund Allocation - Created: 07/07/26 9:33 AM		69,052.61		
			05/31/2026 (05/26) Period Totals and Balance		72,147.95 *	13,130.72- *	655,068.12
ACCOUNTS PAYABLE			04/30/2026 (04/26) Balance	47-00-00-21100			.00
05/31/2026	AP	330	Summary Transactions from AP System			5,596.99-	
05/31/2026	AP	1003	Summary Transactions from AP System			30,986.06-	
05/31/2026	AP	1089	Summary Transactions from AP System			300.53-	
05/08/2026	CDA	92124	US CELLULAR		32.73		
05/20/2026	CDA	92197	KAPUR & ASSOCIATES INC		962.50		
05/20/2026	CDA	92234	UPLAND DESIGN LTD		3,662.50		
05/29/2026	CDA	92256	CHARTER COMMUNICATIONS		119.99		
05/29/2026	CDA	92260	JONES, HEATHER		5,833.34		
05/29/2026	CDA	92266	US CELLULAR		32.73		
05/08/2026	CDA	3252026	ELAN FINANCIAL SERVICES		939.26		
			05/31/2026 (05/26) Period Totals and Balance		11,583.05 *	36,883.58- *	25,300.53-
RESTRICTED FUND BALANCE			04/30/2026 (04/26) Balance	47-00-00-34800			756,863.11-
			05/31/2026 (05/26) Period Totals and Balance		.00 *	.00 *	756,863.11-
ROOM TAX			04/30/2026 (04/26) Balance	47-00-00-41210			13,861.27-
05/31/2026	JE	28	TRANSFER ROOM TAX			40,720.32-	
05/31/2026	JE	28	TRANSFER ROOM TAX			28,332.29-	
			05/31/2026 (05/26) Period Totals and Balance		.00 *	69,052.61- *	82,913.88-
YTD Encumbrance			.00 YTD Actual -82,913.88 Total -82,913.88 YTD Budget -1,600,000.00 Unearned		1,517,086.12		
INTEREST INCOME			04/30/2026 (04/26) Balance	47-00-00-48110			6,776.12-
05/31/2026	JE	22	REC MAY LGIP ACTIVITY			1,547.67-	
			05/31/2026 (05/26) Period Totals and Balance		.00 *	1,547.67- *	8,323.79-
YTD Encumbrance			.00 YTD Actual -8,323.79 Total -8,323.79 YTD Budget -20,000.00 Unearned		11,676.21		
RIVIERA MARKETING COORDINATOR			04/30/2026 (04/26) Balance	47-00-00-57212			29,166.70
06/01/2026	AP	983	JONES, HEATHER		5,833.34		
			**Desc: RIVIERA EVENTS COORDINATOR-JUN 2026				
			05/31/2026 (05/26) Period Totals and Balance		5,833.34 *	.00 *	35,000.04
YTD Encumbrance			.00 YTD Actual 35,000.04 Total 35,000.04 YTD Budget 70,000.00 Unexpended		34,999.96		
PROMOTIONAL GRANT			04/30/2026 (04/26) Balance	47-70-00-57150			98,608.12
05/26/2026	AP	869	SANTA CAUSE		25,000.00		
			**Desc: TOURISM GRANT-BALLOON EVENT				
			05/31/2026 (05/26) Period Totals and Balance		25,000.00 *	.00 *	123,608.12
YTD Encumbrance			.00 YTD Actual 123,608.12 Total 123,608.12 YTD Budget 150,000.00 Unexpended		26,391.88		

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
TOURISM MUNICIPAL DEVELOPMENT			04/30/2026 (04/26) Balance	47-70-00-57155			53,674.79
04/17/2026	AP	57	KAPUR & ASSOCIATES INC **Desc: HILLMOOR DRT REVIEW		962.50		
05/01/2026	AP	82	UPLAND DESIGN LTD **Desc: HILLMOOR ZONE 1 DESIGN (KNOWLES- NELSON)		3,662.50		
04/12/2026	AP	91	US CELLULAR **Desc: RIVIERA CELL-HEATHER		32.73		
03/25/2026	AP	224	ELAN FINANCIAL SERVICES **Desc: WIX-GOOGLE ADS-FEB-MAR		300.00		
03/25/2026	AP	231	ELAN FINANCIAL SERVICES **Desc: WIX-GOOGLE ADS RIV.		339.26		
03/25/2026	AP	246	ELAN FINANCIAL SERVICES **Desc: WIX-GOOGLE ADS MAR		300.00		
05/12/2026	AP	837	US CELLULAR **Desc: RIVIERA CELL-HEATHER		32.73		
05/14/2026	AP	979	CHARTER COMMUNICATIONS **Desc: INTERNET SVC-MAY 2026		119.99		
04/24/2026	AP	1013	ELAN FINANCIAL SERVICES **Desc: GOOGLE ADS WITH WIX		300.53		
05/31/2026 (05/26) Period Totals and Balance					6,050.24 *	.00 *	59,725.03
YTD Encumbrance	.00	YTD Actual	59,725.03	Total	59,725.03	YTD Budget	422,000.00
					Unexpended	362,274.97	
Number of Transactions: 31 Number of Accounts: 8					Debit	Credit	Proof
Total TOURISM:					120,614.58	120,614.58-	.00
Number of Transactions: 31 Number of Accounts: 8					Debit	Credit	Proof
Grand Totals:					120,614.58	120,614.58-	.00

Report Criteria:

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

amount. Any disputes arising from submission will be reviewed for State law compliance by the Lake Geneva City Attorney and the Lake Geneva City Administrator.

Section 1-Submit for Approval

City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

Revised December 2024

Date Submitted: 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.

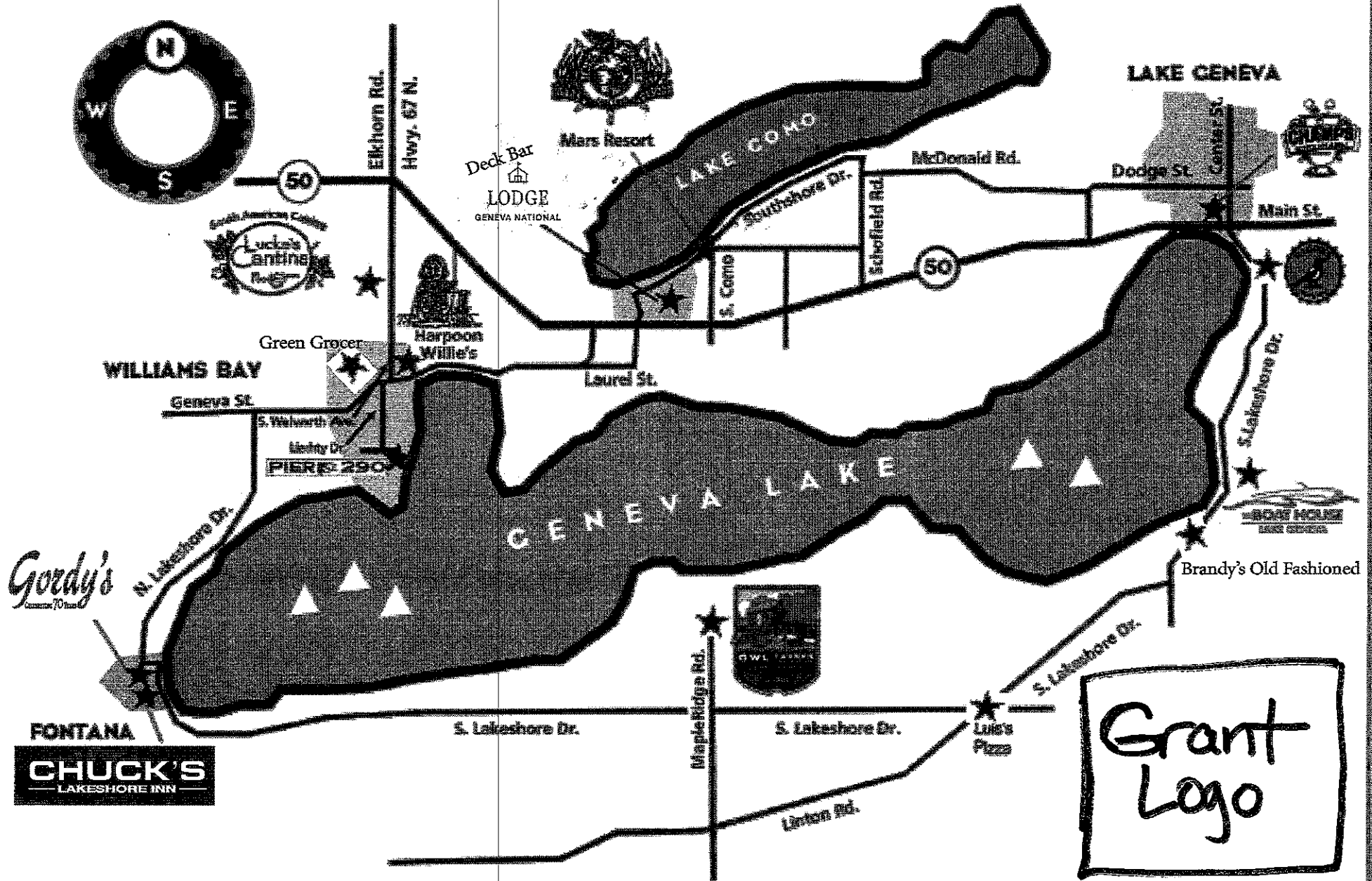
Growth Opportunity

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 all roads to **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

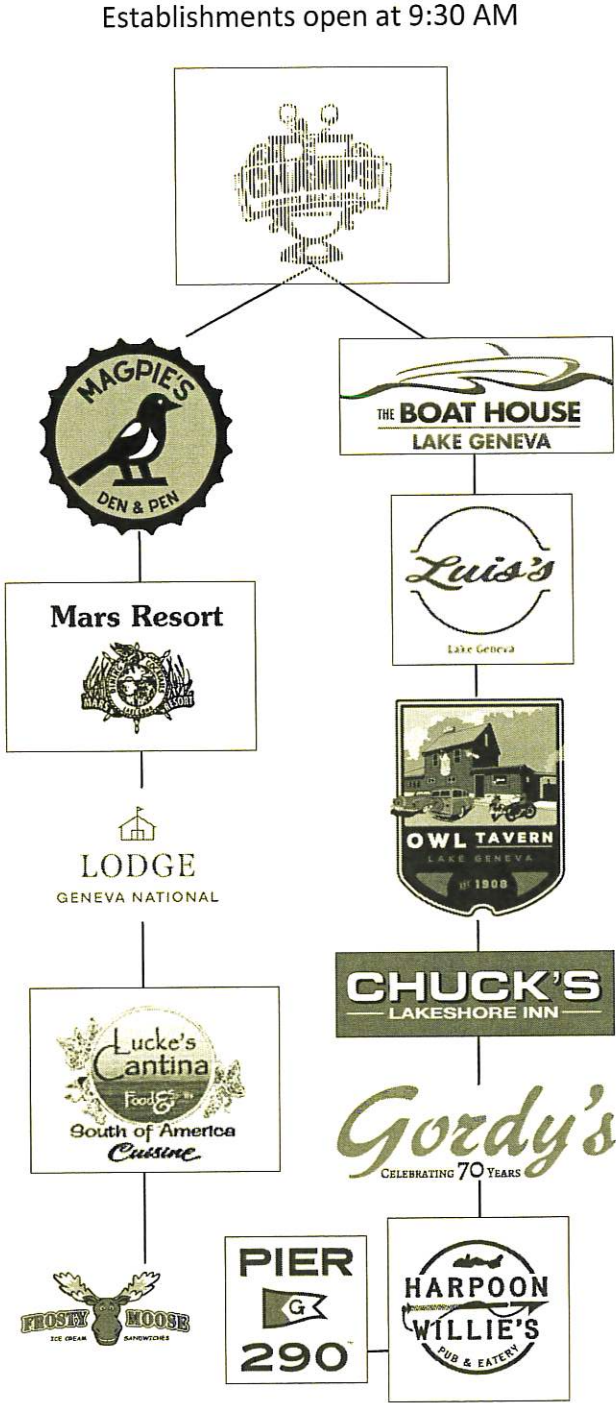


We donate \$10K annually to each of our two major benefactors: **Tree House Child & Family Center**, a not-for-profit program dedicated to protecting our local children by providing child abuse awareness, prevention, and education; & **OPEN ARMS FREE CLINIC**.

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:

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

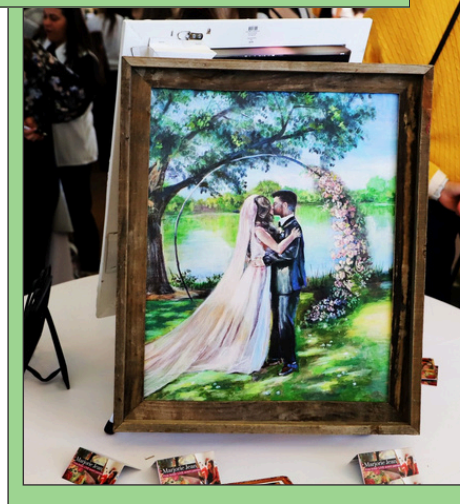
Category	Strategy
Expansion Plan	In 2026, we expanded to include vendors at Bella Vista Suites and The Cove of Lake Geneva. We also included Maxwell Mansion and Harbor Shores as open house style venues and provided transportation across all venues. We saw over 800 attendees visit all 5 locations and 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



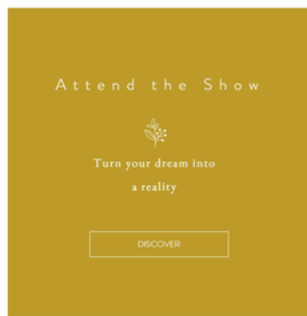
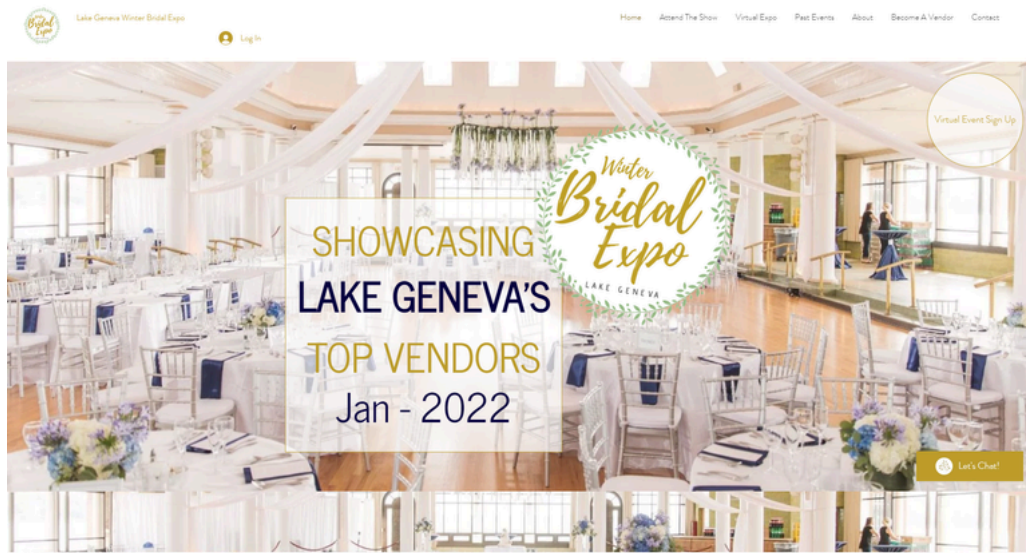
262-249-6857
LGWINTERBRIDALEXPO@GMAIL.COM

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

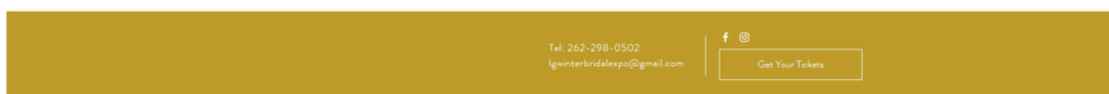
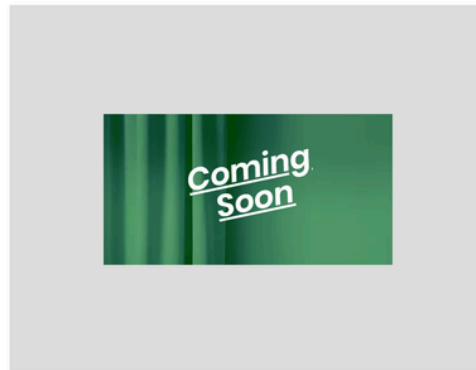
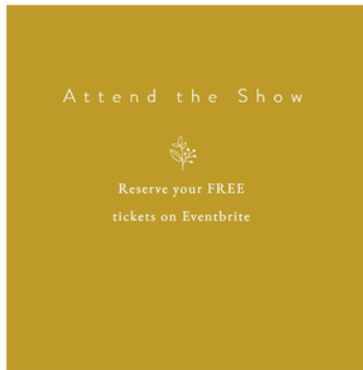
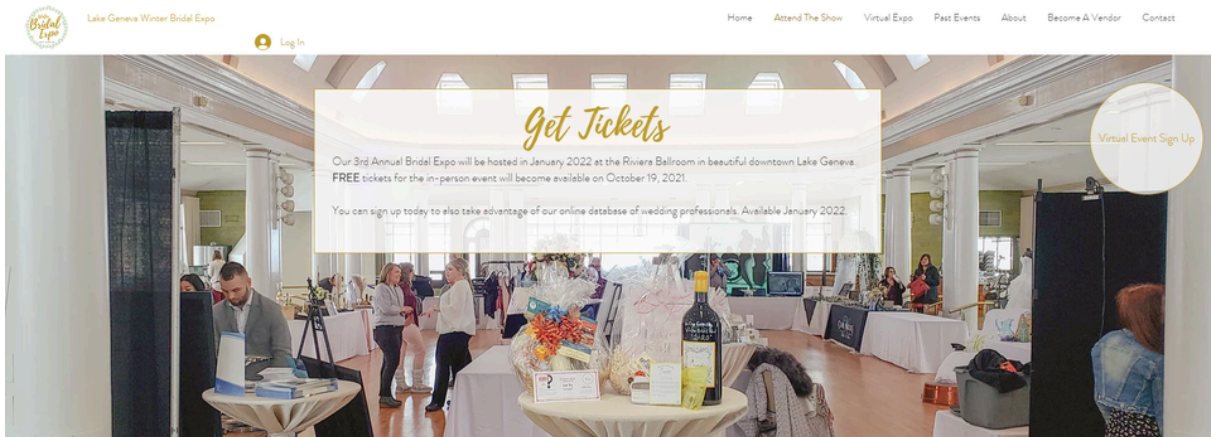


THANK YOU TO LAKE GENEVA'S
WEDDING EXPERTS FOR A GREAT
2021 SHOW!



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



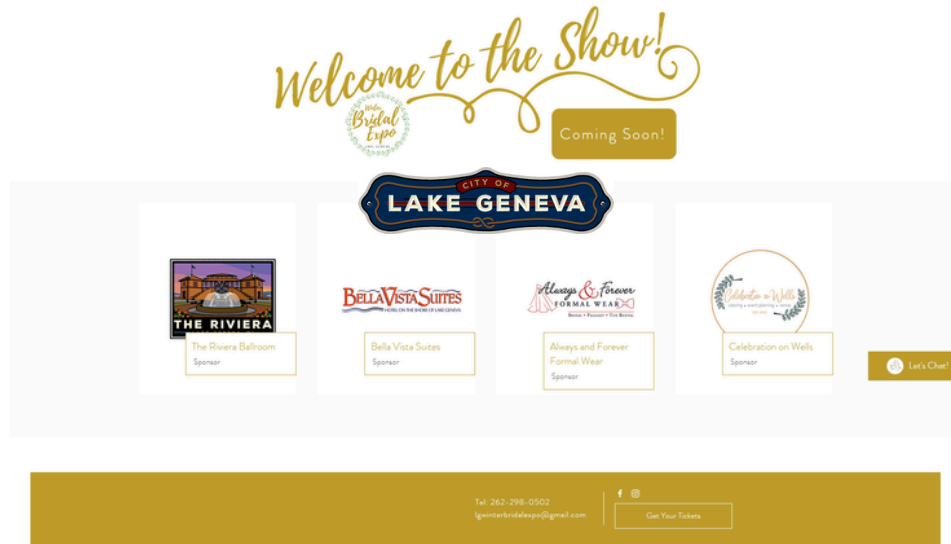
[Get Your Tickets](#)

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.

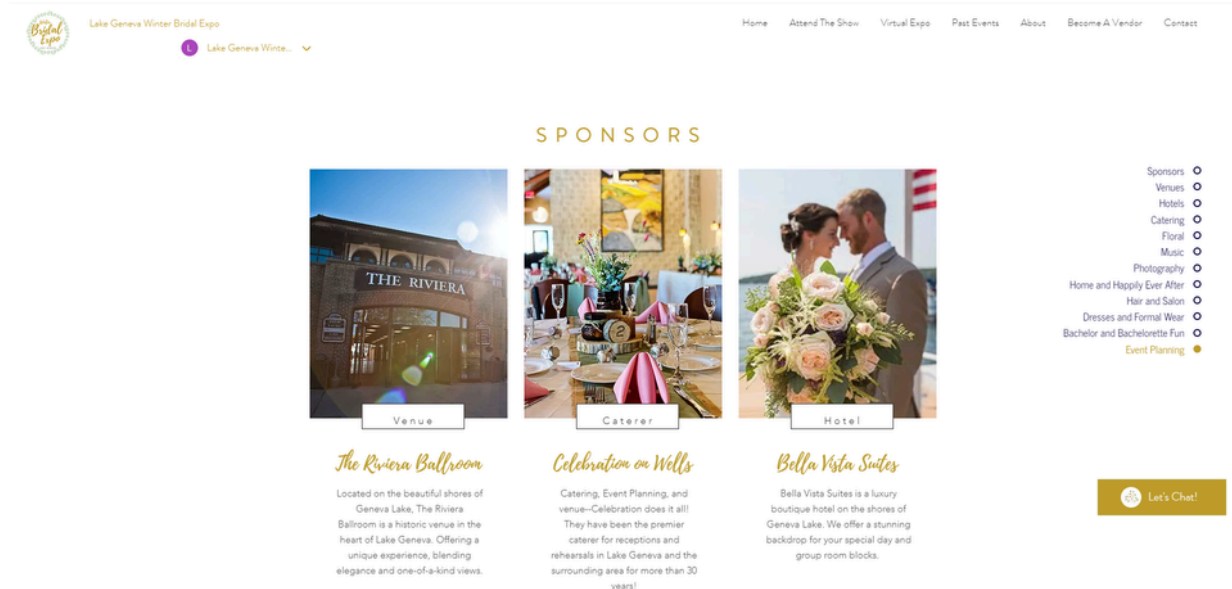
Users have the ability to sign up for the virtual show on every page of the website or when they click "enter." Once signed up, they will create their own password and will have unlimited access to the virtual expo, where we can post live streams for the in person show, vendors can submit videos, set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

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

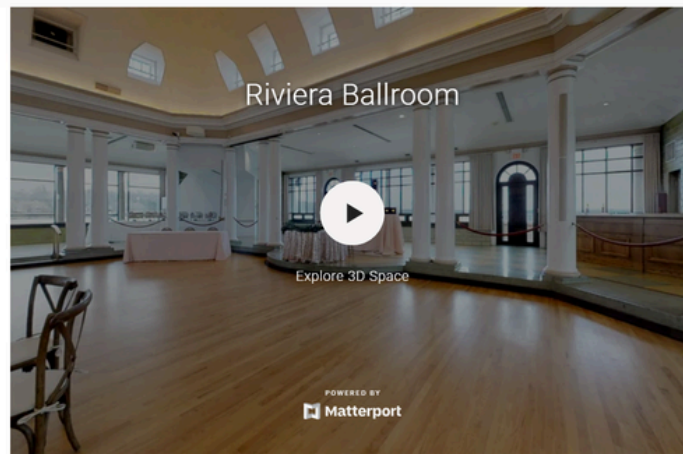
Located on the beautiful shores of Geneva Lake, The Riviera Ballroom is a historic venue in the heart of Lake Geneva and offers a unique experience blending elegance and one-of-a-kind lake views with nostalgic prestige and tradition. This Lakefront gem is surrounded by water on three sides and features 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!](#)



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



[Get Your Tickets](#)

L Lake Geneva Winte... ▾

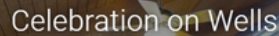
ABOUT CELEBRATION ON WELLS CATERING



Preferred Venues



Our facility can accommodate dinner parties of up to 180 guests, and cocktail parties as large as 400. It is the perfect place to have your wedding! We are conveniently located right in the heart of beautiful Lake Geneva and offer plenty of free parking!



Explore 3D Space

POWERED BY
 Matterport



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

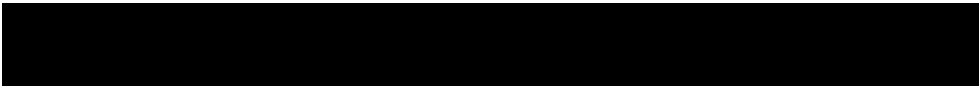
Tourism Promotion Grant Application

Revised December 2024

Date Submitted: 6/1/26

Organization: Lake Geneva Jaycees

Contact Person: Keith Felt

Phone Number: 

Street Address: 

City, State, Zip: 

Email Address: 

Name of Event: Venetian Festival

Date(s) of Event: August 19th through 23rd

Deadline for receipt submittal to the City (45 days after event ending): October 7th

Location of Event: Flat Iron, Library, and Seminary Parks

Type of Event: Festival

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

Estimated Number of Attendees: 20,000+

Have you Applied Before? Yes or No; Explain: Yes, for advertising in 2022, 23, 24, & 25

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

Flat Iron Park, Library Park, & Seminary Park

What other governmental bodies have been approached for support and what amount has been received? City of L.G. has provided \$10k for fireworks

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: **With this grant we are aim to fill hotels for all 5 nights of the festival**

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 website (link or QR Code) on marketing event/initiative materials including printer materials, banners, event websites and all other social media and will be required to provide paid receipts, and an evaluation of the results of this promotional effort within 45 days of its completion, which is to include approximate number of room nights retained in City of Lake Geneva hotels.

Grant Amount Requested: **\$35,000**

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
- 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 be aware that the applicant is required to notify the City Administrator or Tourism Commission Chair prior to making changes to the event as proposed in this grant application 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

Appendix I

Event Overview & Description:

Venetian Festival

Venetian Festival is a long-standing annual community event organized and operated by the Lake Geneva Jaycees, a nonprofit civic organization composed of local young professionals. The festival takes place each August in Flat Iron, Seminary, & Library Parks along the Geneva Lake lakefront in downtown Lake Geneva, Wisconsin.

Now in its 64th year, the festival spans five days, drawing thousands of residents and visitors from across the Midwest and beyond. It features a wide range of public programming, including live music, a full carnival midway, an 80+ vendor craft fair, local food and beverage offerings, and two hallmark events: the Lighted Boat Parade and a large-scale fireworks display over Geneva Lake.

The purpose of Venetian Festival is twofold:

1. To provide an inclusive, family-friendly summer event that enhances the cultural and social vibrancy of the Lake Geneva area
2. To generate funds that are reinvested into the community through the Lake Geneva Jaycees' donation request program, which supports local organizations, civic initiatives, scholarships, and individuals in need

The event serves as a major seasonal attraction and contributes significantly to local tourism, hospitality, and retail activity. Visitors commonly travel from Milwaukee, Madison, Chicago, and other surrounding areas, generating increased hotel occupancy and foot traffic during a critical point in the summer tourism season.

Venetian Festival is organized entirely by volunteers, and proceeds from food and beverage sales, carnival ticket sales, and sponsorships are used to cover event costs and fund charitable contributions throughout the year.

Appendix II

***Amendment: Digital Billboard and 1 Month of US99 / Audacy Radio quote**

We are requesting an amendment to our previously approved tourism grant to include two additional marketing initiatives aimed at further enhancing our reach and overnight visitation to the area.

1. **Digital Billboard Advertising** – An added investment of **\$450** to cover placement on a high-visibility digital billboard which was originally part of the “Printed Materials” section of our request. The billboard, located on HWY 12 is viewed by thousands of drivers daily and will help drive awareness of Venetian Festival for 1 month prior to it’s start.
2. **Country Radio Advertising** – An additional **\$2,200** for a targeted campaign on **US99 (99.5 FM Chicago)** through Audacy Radio. This strategic buy specifically targets country music listeners—an essential audience for promoting our **Friday night Country performance by a Nashville-based artist**. The campaign is scheduled to begin in **late July**, aligning with our initiative to drive hotel bookings and increase out-of-market attendance.

Use of Funds – Venetian Festival Tourism Grant Application

The funds awarded through this tourism grant will be used to support two primary areas that directly impact visitor attendance and overnight stays in Lake Geneva:

1. *Promotional & Advertising Costs:*
A portion of the funding will be allocated to promote Venetian Festival through targeted advertising campaigns designed to reach out-of-town audiences traveling greater than an hour to Lake Geneva. This includes digital marketing, printed materials, billboard and potential radio and TV spots to increase visibility and encourage travel to Lake Geneva during the festival week.

By reducing the financial burden on these essential components, this funding will enable the Jaycees to continue delivering a high-impact festival experience that supports local businesses, increases hotel occupancy, & reinforces Lake Geneva’s reputation as a top-tier regional tourism destination.

Promotional & Printed Materials: \$30,150

Digital Marketing: \$11,800

- **Online & Social Media Marketing**
- **Spectrum Wisconsin Digital ads, retargeting, streaming**
- **Alpha Media Display targeting for Illinois, including YouTube**
- **Website**

Radio & TV Advertising: \$14,900

- **Spectrum Brewers game coverage and local Wisconsin TV coverage**
- **Alpha Media Local Star 105.5 Radio & Illinois TV coverage**
- **Audacity & US 99 Radio advertising**

Billboard: \$450

- **Highway 12 Digital Billboard**

Appendix III (attached in email)

Appendix IV

Marketing Plan

Drive attendance and maximize regional awareness of Venetian Festival 2025 while increasing overnight stays in Lake Geneva through high-impact advertising, strategic partnerships, and multichannel outreach.

Primary Goals

- Attract overnight tourists from Chicago, Milwaukee, Madison, and regional markets to begin planning their stay with local hotels
- Increase presale carnival ticket purchases
- Boost attendance for nightly entertainment and specialty events (e.g., Wristband Night, Baggo Tournament, Craft Fair, Boat Parade, and Fireworks)
- Reinforce the Jaycees' community impact and charitable mission

Target Audience

- Families, couples, and groups from within 60–120 miles of Lake Geneva (Chicago suburbs, Milwaukee North/West, Madison DMA – Designated Market Area)
- Individuals interested in live music, lakeside festivals, carnivals, and community events
- Small business vendors, local artists, and craft fair sellers / attendees
- Repeat attendees + first-time Lake Geneva summer tourists

Marketing Channels & Tactics

1. Digital Display & Retargeting

- 187,500 targeted impressions via geofencing, behavioral data, and interest targeting

- Keyword targeting tied to event attractions and music lineup (to be finalized)
- Retargeting based on website visits, abandoned cart behavior, and social engagement

2. Digital Audio

- 75,000 impressions served via music streaming platforms (e.g., Spotify, Pandora, iHeart)
- Behavioral targeting tied to interests like summer travel, parenting, local events, and outdoor recreation
- Optimized for reach during morning commutes and weekend listening

3. YouTube TrueView Ads

- 4,500+ views on 15–30 second skippable in-stream video ads
- Targets interest groups like “family vacation planners,” “festival-goers,” “live music fans,” and “summer travel”
- Geo-targeted to Chicago metro, Madison DMA, and northern Illinois

4. CTV (Connected TV) Advertising

- 70,000 impressions on Alpha’s “Moms & Families” and other niche networks
- Transparent channel-level reporting and placements with lifestyle-focused content
- Ideal for reaching family decision-makers planning summer getaways

5. Radio Advertising (WZSR-FM / Star 105.5)

- 2-week on-air and streaming campaign (8/1 – 8/14)
- 80 total :60 second commercials per week across all dayparts
- Heavy frequency in morning and evening drive times for maximum exposure
- Station format: Adult Contemporary, age 25–54, 60% female audience

6. Social Media Marketing

- Platform Focus: Facebook, Instagram, Reels, Stories
- Weekly campaigns tied to psychological hooks
- Boosted posts & event campaigns targeting top feeder markets
- User-generated content, countdowns, and early ticket promotions
- Video-driven storytelling (Reels featuring past highlights, band teasers, and vendor previews)
- Partner marketing with Visit Lake Geneva & Illinois Foodie social media pages

7. Public Relations

- Press releases distributed to top regional outlets (Milwaukee, Madison, Chicago)
- Local TV and radio appearance opportunities
- Media pass availability for behind-the-scenes and live event coverage
- Emphasis on charitable impact and long-standing community tradition

8. Grassroots & Local Outreach

- Poster and flyer distribution to partner businesses and vendors
- Event cross-promotion at Jaycees-hosted events (e.g., Easter Egg Hunt, Summer Kickoff)
- On-site signage, QR codes for presale ticket access, and cross-mentions with local sponsors

Geographic Focus

As per the proposal:

- Milwaukee (north & west zones)
- Entire Madison DMA
- Northern Illinois suburbs (e.g., Schaumburg, Arlington Heights, Waukegan, Zion, Elgin)

Timeline Summary

- January–May: Launch vendor registration, presale tickets, and grassroots campaign
- June–July: Begin paid media rollout, ramp up social + video content
- August: Final push across all channels, daily social content, and influencer/event coverage

Appendix VI

Estimated Fully Booked Lodging – 4 Nights

The projected number of overnight stays generated by Venetian Festival is calculated based on both the **length of the event** and the **nature of the programming that encourages late-evening attendance**.

The festival spans **five days**, with the majority of tourism-related activity concentrated between **Wednesday and Saturday evenings**. Our estimate specifically excludes Sunday, as most visitors typically depart after the Fireworks display.

Each night from Wednesday through Saturday features **live musical entertainment at the main entertainment stage**, with headlining acts scheduled to perform until approximately **11:45 PM**.

These performances are one of the festival's key draws and attract both local attendees and out-of-town visitors.

Because entertainment concludes late in the evening, it is **unlikely that attendees traveling from outside the local area will return home the same night**, especially those coming from **Milwaukee, Madison, Chicago**, and other regional cities. Instead, many opt to **book lodging in or around Lake Geneva** to stay overnight and fully enjoy the festival experience without needing to leave early or commute late at night.

The estimated number of overnight stays was determined by evaluating:

- **The average number of out-of-town visitors** based on ticket presales, historic attendance patterns, and travel trends
- **Hotel availability and partner feedback** from past years indicating high occupancy during the festival window
- **The nature of programming**, with events concluding close to midnight and incentivizing guests to remain in town
- **Visitor behavior**, where many attendees come for multiple days (especially Friday–Saturday) and often book weekend packages

This combination of factors supports the conclusion that **Venetian Festival serves as a significant driver of overnight tourism**, contributing directly to increased hotel stays and related economic impact in the Lake Geneva area during a key summer window.

Important points for your grant presentation at Tourism Commission:

- Please verify permitting requirements with the City of Lake Geneva *Tourism Grant Applications will not be considered until any required permits or approvals by the City Council are obtained.
- Please be prepared to address the items outlined on page four of this packet when presenting to the Tourism Commission.
- If you are going to bring printed materials to the meeting as part of your presentation; bring seven (7) copies, so all members of the Tourism Commission and the meeting recorder will have copies.

- Presentations should not last more than ten (10) minutes. Additional time is reserved for members of the Tourism Commission to ask questions of the applicant.
- If you intend to present any digital materials to the Commission, you must provide those to the City Administrator one week prior to the meeting.

64TH ANNUAL



2026 MEDIA & PRESS KIT

PRESENTED BY THE
LAKE GENEVA
JAYCEES



CONTENTS

Event Poster/Logo (.pdf)
Above Club Logo (.jpg/.pdf)
Venetian Festival Logo (.pdf)
PR/Article (About)
Event Contacts
Event Schedule
Event Images



EVENT POSTER



CLUB LOGOS





VENETIAN FESTIVAL LOGO



AMERICA 250 THEME LOGO





About Venetian Festival

2026 VENETIAN FESTIVAL 64th Anniversary

2026 celebrates the 64th anniversary of the Lake Geneva Jaycees Venetian Festival. The five-day Festival runs from August 19th-23rd and takes place at Flat Iron, Library, and Seminary Parks in picturesque downtown Lake Geneva.

Venetian Festival features a weekend of great family entertainment including a Craft Fair, Carnival, Water ski show, local cuisine including a brat stand and beer tent. This is all capped off on Sunday with a traditional Venetian-style lighted boat parade followed by the area's largest fireworks display high above Geneva Lake.

History (by Jeremy Kinsey)

The Lake Geneva Jaycees Annual Venetian Festival was founded in 1962. For sixty-four years, Venetian Festival has been the banner event for the Lake Geneva Jaycees Chapter. It represents the largest revenue generator for the club. The net profits all go back into the local community and not-for-profit organizations. As Venetian Festival has grown over the years, so have the donations from the Jaycees. Some of the organizations that continue to benefit from the proceeds are:

The Lake Geneva Police Dept., The Town of Linn Fire Dept., Geneva Lakes YMCA, Badger High School Scholarships, Cub Scouts, Kisses from Keegan, Big Brother's Big Sisters, Walworth County Veterans Service Office, Special Olympics Dream Team, Adult Special Olympics, WC Food Pantry, Lake Geneva Food Pantry, Side by Side, Geneva Lake Water Safety Patrol, Walworth County Reading Project, and many, many more!

The annual event draws tens of thousands of people throughout the five-day festival, greatly exceeding Lake Geneva's population. Visitors from all over the US attend regularly.

Lake Geneva Jaycees Venetian Festival 2026 Days of Operation:

August 19th through August 23rd, 2026

Wednesday - Friday 5pm to Midnight. Saturday & Sunday Noon to Midnight.

FIREWORKS DISPLAY AUGUST 23rd at Dusk following the Boat Parade.

For Current Festival Information, hours and entertainment schedules, please visit our Venetian website <https://www.venetianfest.com>

Or Visit the Lake Geneva Jaycees website: <https://lakegenevajaycees.org>



Event Contact Information

Venetian Festival Chairman

Andrew Glass

262-374-3272

aglass.lgjc@gmail.com

Co-Chairman

Keith Felt

keith.lgjc@gmail.com

Entertainment Director

Mike Mackin

entertainment@lakegenevajaycees.org

Boat Parade Chairman

Andrew Glass

aglass.lgjc@gmail.com

Entertainment Co-Director

AJ Ploch

lgjc.aj@gmail.com

Marketing Director

Keith Felt

kfelt.lgjc@gmail.com

Craft Fair Information

Mike Springer

jayceecraftfair@gmail.com

Venetian Festival Webmaster

Keith Felt

kfelt.lgjc@gmail.com

Jaycees 2026 President

Rob Schmidt

lgjcpresident26@gmail.com

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For additional Press Release information please contact Keith Felt: kfelt.lgjc@gmail.com

Days of Operation

August 19th through August 23rd, 2026

Wednesday - Friday: 5:00PM to Midnight

Saturday & Sunday: Noon to Midnight

Location: Flat Iron, Seminary, and Library Parks - Lake Geneva, WI.

For information see our website <https://www.venetianfest.com>

Entertainment Schedule

Band submissions for 2026 are CLOSED.

Submissions for 2026 Venetian Festival will open November 2026.

(All Shows Located in the Jaycees Entertainment Pavilion "Beer Tent")

Must be 21 to enter - WE ID!!!)

Wednesday, August 19th

8 PM - 12 AM OPENING NIGHT

"Lunch Money Bullies"

<https://www.facebook.com/lunchmoney.bullies/>

(\$5 Cover Charge at the door)

Sponsored by:



Lunch Money Bullies kick off Venetian Festival with a high-energy performance that sets the tone for an unforgettable week on the lakefront. Known for their crowd-pleasing mix of rock, pop, and party anthems, the band delivers a dynamic live show packed with recognizable hits and infectious energy that keeps audiences singing along from the first song to the last encore.

With a reputation for engaging crowds and bringing a full-throttle party atmosphere to every stage they play, Lunch Money Bullies are the perfect band to open Venetian Festival and get the celebration started in Lake Geneva.

Entertainment Schedule

Thursday, August 20th
8 PM - 12 AM - Rooster Night
"The Toys"

<https://www.thetoysband.com/>
 (\$5 Cover Charge at the door)

Sponsored by:



The Toys bring the ultimate tribute-band energy to Venetian Festival, delivering classic rock and pop favorites that audiences know by heart. With strong musicianship, big-stage energy, and plenty of sing-along moments, they blend nostalgia with a full-throttle live show that keeps the party going all night.

Friday, August 21st
AMERICA 250 Night
8 PM - 12 AM
"Kelly Daniels"

<https://www.kellydanielsmusic.com/>
 (\$5 Cover Charge at the door)

Sponsored by:



Nashville-based country music singer/songwriter, Kelly Daniels, is taking the stage by storm with his superior showmanship and a familiar, down home country sound. Having begun his journey as a professional musician in 2011 as the founder and lead vocalist of popular Midwest country music tribute band, "Rockstar Rodeo," Kelly has nearly two decades of valuable experience as a musician and performer.

Entertainment Schedule

Saturday, August 22nd

11 AM - 3 PM

Baggo Tournament

[Registration is Open](#)

Sponsored by:




General Music Playlist will be playing during the Annual Baggo Tournament.

Cost: \$40 per team.

Set up: Double elimination straight to 21

100% of the Proceeds Benefit the Local Community by way of the Lake Geneva Jaycees!

Saturday, August 22nd

3 PM - 6 PM

"Terry Byrne Band"

<https://www.facebook.com/terrybyrnemusic/>

(No Cover Charge)

Sponsored by:




Terry Byrne brings a versatile, crowd-friendly mix of rock, pop, and classic favorites to Venetian Festival. Known for his engaging stage presence and ability to connect with audiences of all ages, Terry delivers the perfect soundtrack for a summer night on the Lake Geneva lakefront.

Entertainment Schedule

Saturday, August 22nd

8 PM - 12 AM

"Too Hype Crew"

<https://www.toohypecrew.com>

(\$5 Cover Charge at the Door)

Sponsored by:



Saturday Night TooHypeCrew takes the party to the next level with a playlist Digital Underground would dance to. Hip-Hop and G-Funk from all of your favorites from the 80's, 90's, & 2000's!

Did we mention the Fly Girls?!

Sunday, August 23rd

12 PM - 3 PM

"Rock Central"

<https://www.rockcentral.org/>

(No Cover Charge)

Sponsored by:



**CHEVROLET GMC
LAKE GENEVA**



Rock Central is a non profit music school dedicated to enriching the quality of life for children and adults of all ages through accessible music education and experiences.

Entertainment Schedule

Sunday August 23rd

3 PM - 6 PM

"Big Al Wetzel Band"

<https://www.bigalwetzelband.com/>

(No Cover Charge)

Sponsored by:



Drawing from fan favorites of every genre (including Rock/Country/Pop/Blues/Funk/Reggae to name a few), the Big Al Wetzel Band delivers a jaw dropping spectrum of first class live music for high end events large and small throughout the Chicago Tri State area and beyond.

Sunday, August 23rd

8 PM - 12 AM

"The Venetian All-Stars"

(\$5 Cover Charge at the Door)

Sponsored by:



The band that isn't really a band, The Venetian All-Stars, is a dynamic group of local musicians who come together 2 or 3 times a year for special events. Formed in the spring of 2023, this unique ensemble has graced the stage at Maggie's Summer Warm-Up and Summer Cool-Down parties for the past two years and made a memorable appearance at Octoberfest in downtown Lake Geneva last year.

Each performance is a celebration of musical diversity and camaraderie, where the love for music brings us all together.

Entertainment Pavilion (Beer Tent) Hours

Sponsored by Bud Light



The Venetian Festival Entertainment Pavilion (Beer Tent) is open Wednesday - Friday 5pm to Midnight. Saturday & Sunday Noon to Midnight.

Serving the following fine Beverages from our Sponsor Beachwood (Bud Light)

Taps

Spotted Cow	Mango Cart
Tail Wagger	Downeast Cider
Hazy Beer Hug	3 Sheeps Pilsner
Kona Big Wave	

Cans

Michelob Ultra & Ultra N/A
 Busch Light
 Bud Light
 Happy Dad Seltzer
 Happy Dad Lemonad & Tea

Beverages may be purchased in the beer tent only with Tokens.

Tokens are available in the beer tent.

***Price, Availability, and Selections subject to change**



29th Annual Craft Fair Information



The Lake Geneva Jaycees Arts & Crafts Fair is held annually at beautiful Library Park just west of downtown Lake Geneva along the lakefront. Over 80 artists and craftspeople from all over the USA sell unique items at this FREE weekend event! The Cub Scouts provide food and beverage at the Brat Stand located in the park.

- Date: Saturday August 22nd and Sunday August 23rd
- Hours: Sat 10AM - 5PM, Sun 10AM - 4PM
- Location: Library Park - Lake Geneva Lake Front Main Street - Hwy 50 West
- Exhibitors: >80
- Admission: FREE to the Public
- For more information about the Craft Fair or if you are a Vendor please visit our Craft Fair Information site here <https://www.venetianfest.com/craftfair/>



Carnival / Kids Carnival Information



Located in Flat Iron & Seminary Parks near the lakefront, the Lake Geneva Jaycees Venetian Festival Carnival is family fun for everyone. Mr. Ed's Magical Midways has great rides for all ages, games, entertainment and food for every taste!



SATURDAY & SUNDAY
SEMINARY PARK, LAKE GENEVA, WI

TOUCH A TRUCK

SATURDAY, AUGUST 22 12 AM - 4 PM



ANNUAL CAR & MOTORCYCLE SHOW

SUNDAY, AUGUST 23 11 AM - 3 PM

\$15 Entry Fee per car or bike - Spectators Free

Information: info@lakegenevajaycees.org



PIG RACING

SATURDAY & SUNDAY 22ND & 23RD

- Sat Aug 22nd, 8 shows, Noon-1pm-2pm-3pm-4pm-5pm-6pm-7pm
- Sun Aug 23rd, 6 shows, Noon-1pm-2pm-3pm-4pm-5pm



Water Ski Show Information



Wonder Lake Ski Team

- Date: Sunday August 23rd
- Hours: Starts at 6PM
- Location: Geneva Lake Front by Library Park & The Riviera

Sponsored by Harbor Shores on Lake Geneva, Lowell Custom Homes and Mike's Auto Repair



Boat Parade Information



The boat parade is held on Sunday night August 23rd on Geneva Lake right in front of Library Park in Lake Geneva and the Riviera. The lighted boat parade starts right at dusk with a fireworks display after that. This year's theme is "America 250" celebrating America's 250th birthday. For more information please contact:

Lake Geneva Cruise Line
Jack Lothian –
Assistant Manager
(262) 248-6206
ext. 1106
jl@glcl.net



Lake Geneva Cruise Lines – Best in Show Awards

1st, 2nd, and 3rd Place, Best in Show, recognition will be giving out for the hard work and participation in the parade.

Lake Front Presenting Sponsor

This special sponsorship contributes to all activities during Venetian Festival that occur along the Geneva Lake shoreline. Water Ski Show, Craft Fair, Boat Parade and Fireworks!

Special Thank You to Both:



Fireworks Information



Sponsored by the Lake Geneva Jaycees, City of Lake Geneva, and Fireworks Sponsors

Fireworks – Sunday August 23rd at Dusk (following the boat parade)

The Annual Lake Geneva Jaycees Fireworks display follows the boat parade after sundown on Sunday, August 23rd. Fireworks are shot off in Geneva Bay, downtown Lake Geneva and can be viewed from Library Park, the Lake Front, Riviera Beach, and Flat Iron Park in downtown Lake Geneva.

With the outstanding help of the City of Lake Geneva and our Fireworks Sponsors below, we are planning to have our largest fireworks show yet!



Lodging Information

HARBOR SHORES ON LAKE GENEVA

300 Wrigley Drive

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Fax: 262-248-1000 E-mail: info@lakegenevawi.com



For more information about Venetian Festival

Visit <https://www.venetianfest.com>

Sponsored by Mia.Net & HostDrive Hosting (<http://www.hostdrive.com>)

Pictures and Media

Festival Layout & Parking





Carnival & Kiddieland





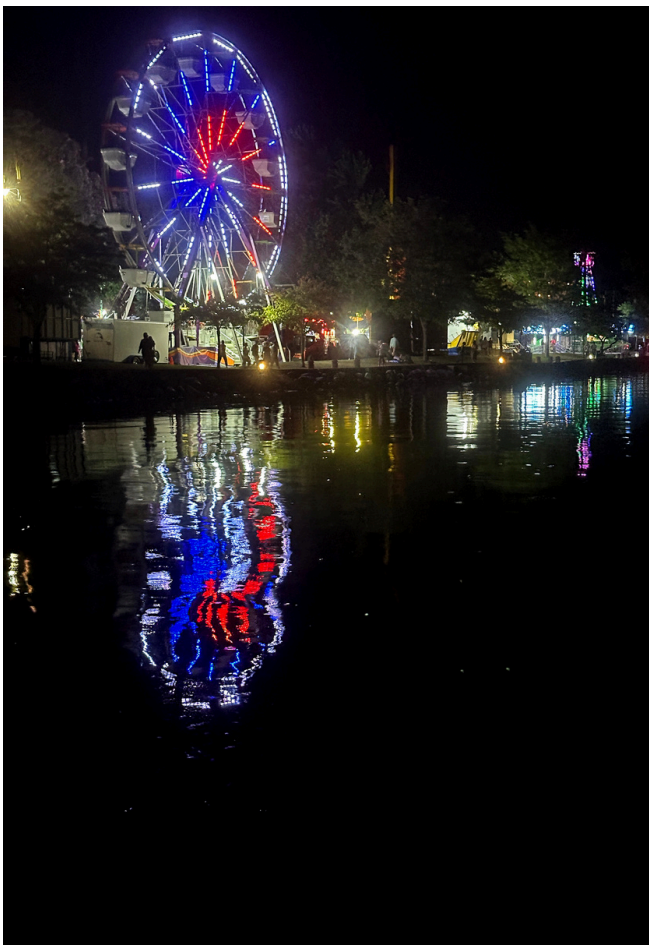
Entertainment Pavilion



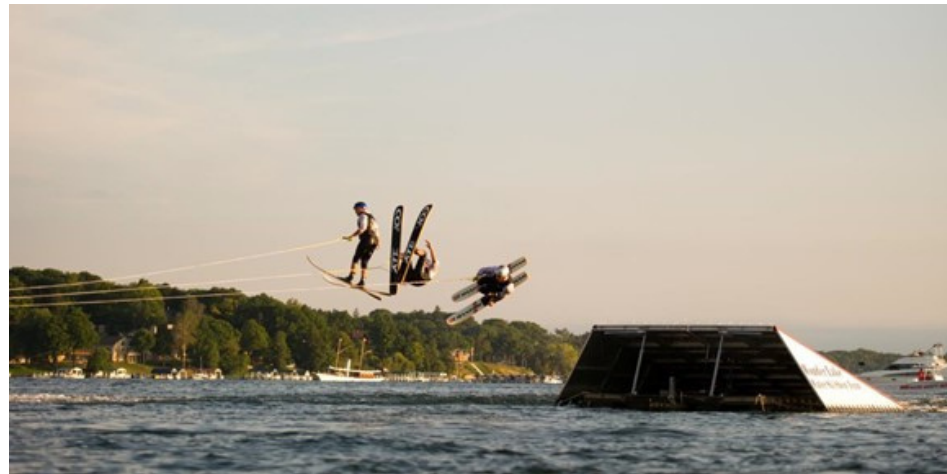
Craft Fair



Lake Geneva Waterfront & Flat Iron Park



Water Ski Show





Agenda Item Memo

Committee/Board/Commission/Council: Tourism Commission

Meeting Date: July 21, 2026

Subject/Title: Discussion/Possible action regarding changing the recurring meeting day and time

Submitted By: Clerk's Office

Background/Request

Financial reports are easier to compile if the meeting is later in the month.
Council Chambers is available at multiple time slots on the 3rd Tuesday of the month.

Ordinance/Policy Implications/Changes

No ordinance changes
Due dates would need to be adjusted in the Commission's application & guide to align with the new meeting time.

Recommendation

Change the regular meeting day to the 3rd Tuesday of the month and keep a 4:00 pm start time.

Fiscal Impact / Budget

- **Estimated Cost:** n/a
- **Funding Source:** n/a
(e.g., General Fund, TID, Water Utility, Grants)
- **Budget Status:** ☐ Within Budget _____
☐ Over Budget _____
☐ Budget Amendment Required _____
- **GL Number:** _____
(If applicable, note grant awards, cost-sharing, or capital plan references.)

Implementation/Next Steps

Name of Committee	Date of Meeting	Original Agenda Item #	Outcome
Tourism Com.	07/21/2026		Approval or no Action

Attachments (list any and all attachments that go with this item and memo)

none

Reviewed by	Date	Comments
Clerk's Office	July 2026	no other committee consideration needed
Finance Dept	July 2026	In favor of change