



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

Tourism Commission Agenda
Tuesday, August 18, 2026 - 4:00 PM
Lake Geneva City Hall; Council Chambers

Members:

Chairperson Luke Pfeifer, Vice-Chairperson Mary Daly, Shelley Rowell, Alderperson Mary Jo Fesenmaier, and
Alderperson 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. Election of Secretary
4. Comments from the public limited to 5 minutes, limited to items on this agenda
5. Approval of the minutes from July 21, 2026
6. Written financial update regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements, list of outstanding (unpaid) tourism grants awarded
7. Discussion/Action on Municipal Development Grants-None
8. Discussion/Action on Tourism Promotional Grant Program and Requests: **Maximum ten (10) minute presentation per request:**
 - a. Abominable Trail Race; ASR Events, LLC
 - b. Abominable Snow Race; ASR Events, LLC
9. Final Event Evaluation and Discussion on Recent Grant Recipients and Future Action-None
10. Discussion/Action regarding pausing the Grant Program for the remainder of 2026
11. Discussion/Action regarding changes to the Promotional Grant Informational Guide and Application Form
12. Discussion/Possible Action regarding changing the recurring meeting day and time
13. Reports
 - a. Independent Contractor: Heather Jones
 - b. Tourism Entity: VISIT Lake Geneva
14. Adjournment

A quorum of the Council may be present; however, no official Council action will be taken.
Requests from persons with disabilities who need assistance to participate in this meeting should be made to the City Clerk's office in advance
so that the appropriate accommodations can be made.

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

Call to Order

Deputy Clerk Jahns called the meeting to order at 4:00 pm.

Roll Call

Present: Daly, Pfeifer, Rowell, Fesenmaier

Absent: Smith

Ex Officio Members Present: Krause, Plsarcik, Klett

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

Heather Jones, independent contractor; spoke on item 8b.

Election of Temporary Chairperson

Deputy Clerk Jahns opened the floor to nominations.

Daly nominated Pfeifer.

No other nominations.

Jahns closed floor to nominations.

Pfeifer elected Temporary Chair on voice vote 4-0.

Election of Officers

Chairperson

Temporary chair Pfeifer opened the floor to nominations.

Daly nominated Pfeifer.

No other nominations.

Pfeifer closed floor to nominations.

Pfeifer elected Chairperson on a voice vote 4-0.

Vice Chairperson

Pfeifer opened floor to nominations.

Pfeifer nominated Daly.

Daly accepted nomination.

No other nominations.

Pfeifer closed floor to nominations.

Daly elected Vice-Chairperson on a roll call vote 4-0, with Daly, Pfeifer, Rowell, and Fesenmaier voting yes.

Secretary

Pfeifer opened floor to nominations.

Daly nominated Rowell.

Rowell declined the nomination.

Pfeifer nominated Fesenmaier.

Fesenmaier declined the nomination.

Motion by Pfeifer to continue the election to the next meeting, second by Rowell.

No discussion, motion carried 4-0 on a voice vote.

Approval of the minutes from June 16, 2026

Motion by Day to approve, second by Rowell.

No discussion. Motion carried 4-0 on a voice vote.

Written Reports

Discussion on the preference of Written vs Oral reports. General consensus of the Commission members is to have the reports be itemized on future agendas to allow for presentation.

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

Motion by Pfeifer to suspend the rules to allow Heather Jones to present, second by Rowell.

No discussion, motion carried 4-0 on a voice vote.

Heather Jones presented her monthly report on various topics and activities.

Discussion followed between Ms Jones and the Commission members regarding reporting and events.

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

Motion by Pfeifer to suspend the rules to allow Deanna Goodwin, VISIT Lake Geneva present, second by Daly.

No discussion, motion carried 4-0 on a voice vote.

Deanna Goodwin presented the VISIT Lake Geneva monthly report on various topics and activities.

Discussion followed between Ms Goodwin and the Commission members regarding reporting and trends.

Lake Geneva Business Improvement District (events and mission)

No report given.

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

Questions and discussion between Commissioners regarding layout of the reports, budget line items, committed expenses, and how they affect the Commission's remaining balance for 2026.

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

Fat Tire Charity Ride; Dawn Marie Mancuso (continued from June meeting)

Dawn Marie Mancuso presented the grant application for Fat Tire Charity Ride.

Questions and discussion followed between Commissioners and Ms Mancuso regarding tourism commission requirements for digital and print materials, how a grant would grow the event leading to overnight stays, the timeline for this grant application, and the Commission's remaining funds.

Klett suggested the commission consider approving a grant for a lesser amount for marketing that can still accommodate adding the Tourism Commission's logo and hotel listing url.

Motion by Daly to approve a grant for the Social Media and Media Outreach amounts of the request, totaling \$7000, second by Fesenmaier.

Motion carried 4-0 on a voice vote.

Bridal Expo; Celebration Management (continued from June meeting)

Charlie Lorenzi, Celebration Management presented the application request.

Questions and discussion followed between Mr Lorenzi and the Commission members regarding event details, the placement of the Tourism Commission logo on event materials, hotel inclusion, and expense details.

Motion by Fesenmaier to approve grant in and amount not to exceed \$30,000, second by Rowell.

No discussion, motion carried 4-0 on a voice vote.

Venetian Festival; Lake Geneva Jaycees

Keith Felt, Lake Geneva Jaycees presented the grant application for Venetian Festival.

Questions and general discussion followed between the Commissioners and Mr Felt regarding locations and specific events during Venetian Festival.

Commissioners discussed 2026 financials, the grant amount given last year, and the timeline of this grant request.

Motion by Fesenmaier to approve grant in the amount of \$30,000, second by Rowell.

Discussion followed regarding the amount.

Motion carried 4-0 on a voice vote.

Final Event Evaluation and Discussion on Recent Grant Recipients and Future Action-None

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

Commission members discussed regarding the draft provided by Pfeifer.

Key parameters discussed included a cap on requested amounts, yearly reductions, physical locations of the events, and budgeting for annual larger or signature events.

Other suggestions included separating the application from the guide, streamlining to online submittal, and past grant information.

Mayor Krause discussed setting goals and freezing the acceptance of new grant applications for the remainder of the year.

Daly would like to have an expert discuss tourism parameters and have a legal review on the do's and don'ts.

Klett suggested a presenter.

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

Mayor Krause discussed options for changing dates so that the meetings don't back right up to a Council meeting. Pisarcik added that financial reports can be more current if pulled later in the month. Also, the 3rd Tuesday of the month is open since FLR no longer meets.

The 3rd Tuesday of the month does not work for Klett.

Setting future dates will be on the next agenda, Commission will set the next meeting date and time now.

Motion by Pfeifer to hold the next meeting on Tuesday, August 18th at 4:00 pm, second by Fesenmaier.

No discussion, motion carried 4-0 on a voice vote.

Adjournment

Motion by Fesenmaier to adjourn, second by Daly.

No discussion, motion carried 4-0 on a voice vote.

The meeting adjourned at 6:01 pm.

Vanessa Jahns

Deputy City Clerk

&

Laura Pisarcik

Finance Director/Comptroller

**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	5,345.47		49,589.30	-	
February	20,200.54	22.78	28,181.41		48,404.73	-	
March	1,463.59	189,012.02	70,387.09		260,862.70		
April	1,796.79	11.42	53,374.73		55,182.94	10,099.32	6/12/2026
May	46,700.78	53.03	23,401.55		70,155.36	40,212.41	7/9/2026
June	213,862.52	298,647.95	-		512,510.47	275,613.71	8/7/2026
July	4,715.92	-	-		4,715.92		
August					-		
September					-		
October					-		
November					-		
December					-		
	332,940.27	487,790.90	180,690.25	-	1,001,421.42	325,925.44	228,138.86

Variance 148,470.87

Note: Marketplace Providers now pay on a quarterly basis

1,001,421.42	City Portion 30% (after \$362,377)
362,377.00	City Minimum portion
639,044.42	Net minus City Minimum
447,331.09	Tourism Funds 70%
325,925.44	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
February	Art in the Park	22,280.00	Geneva Lake Arts Foundation, Inc.	August 9-10, 2025	20,369.50	-	6/12/2026
	Wisconsin Cheese Festival	10,000.00	LG house of Music and Adams Publishing Group	May 16-18, 2025	10,000.00	-	9/26/2025
	Taco Fest	10,000.00	LG house of Music and Adams Publishing Group	September 12-14, 2025	10,000.00	-	6/27/2025
							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	-	8/7/2026
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	-	-	
	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			349,841.06	7,100.00	

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	30,000.00	Celebration Management	January 16, 2027	-	30,000.00	
	Pink the Lake	4,000.00	Pink The Lake	August 1st, 2026	-	4,000.00	
	Fat Tire Charity Ride	7,000.00	Fat Tire Charity Ride	September 19, 2026	-	7,000.00	
	Literary Festival	7,199.50	Lakeside Books & The LG Public Library	August 22, 2026	-	7,199.50	
July	Venetian Festival	30,000.00	Lake Geneva Jaycees	August 19-23, 2026	-	30,000.00	
August	Abominable Snow Race	10,000.00	ASR Events, LLC	January 30, 2027	-	-	
	Abominable Trail Race	3,000.00	ASR Events, LLC	November 14, 2026	-	-	
Total 2026		180,576.50			25,000.00	142,576.50	

CITY OF LAKE GENEVA

BALANCE SHEET

JUNE 30, 2026

FUND 47 - TOURISMASSETS

47-00-00-11111	FUND CASH	946,296.10	
	TOTAL ASSETS		946,296.10

LIABILITIES AND EQUITYLIABILITIES

47-00-00-21100	ACCOUNTS PAYABLE	4,982.91	
	TOTAL LIABILITIES		4,982.91

FUND EQUITY

47-00-00-34800	RESTRICTED FUND BALANCE	756,863.11	
	REVENUE OVER EXPENDITURES - YTD	184,450.08	
	TOTAL FUND EQUITY		941,313.19
	TOTAL LIABILITIES & EQUITY		946,296.10

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	447,331.09	530,244.97	1,600,000.00	1,069,755.03	33.14
47-00-00-46100	TOURISM MISC REVENUE	.00	.00	.00	.00	.00
47-00-00-48110	INTEREST INCOME	1,409.35	9,733.14	20,000.00	10,266.86	48.67
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:		448,740.44	539,978.11	1,684,655.00	1,144,676.89	32.05
47-00-00-57100	HOTEL/MOTEL ASSN-CHAM OF COM	10,099.32	10,099.32	800,000.00	749,688.27	6.29
47-00-00-57210	EVENTS COORDINATOR	.00	.00	.00	.00	.00
47-00-00-57212	RIVIERA MARKETING COORDINATOR	5,833.34	40,833.38	70,000.00	23,333.28	66.67
47-70-00-57150	PROMOTIONAL GRANT	100,606.05	224,214.17	150,000.00	74,214.17-	149.48
47-70-00-57155	TOURISM MUNICIPAL DEVELOPMENT	20,656.13	80,381.16	422,000.00	319,199.57	24.36
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:		137,194.84	355,528.03	1,684,655.00	1,260,661.95	25.17
Net Total TOURISM:		311,545.60	184,450.08	.00	115,985.06-	.00
Net Grand Totals:		311,545.60	184,450.08	.00	115,985.06-	.00

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
FUND CASH			05/31/2026 (05/26) Balance	47-00-00-11111			655,068.12
07/31/2026	CA	19	Cash Allocation - Created: 07/23/26 12:38 PM		1,409.35		
06/30/2026	CA	25	Cash Allocation - Created: 07/27/26 2:58 PM			1,409.35-	
08/31/2026	CA	32	Cash Allocation - Created: 08/07/26 10:36 AM		447,331.09		
06/01/2026	CA-CD	6	CDA Fund Allocation - Created: 06/03/26 10:21			25,000.00-	
06/04/2026	CA-CD	17	CDA Fund Allocation - Created: 06/05/26 11:32			300.53-	
06/12/2026	CA-CD	30	CDA Fund Allocation - Created: 06/12/26 1:46 P			10,099.32-	
06/17/2026	CA-CD	41	CDA Fund Allocation - Created: 06/17/26 4:25 P			5,703.00-	
06/19/2026	CA-CD	50	CDA Fund Allocation - Created: 06/19/26 10:33			98,423.55-	
06/26/2026	CA-CD	63	CDA Fund Allocation - Created: 06/26/26 12:50			17,986.06-	
06/30/2026	CA-JE	16	JE Fund Allocation - Created: 07/27/26 2:58 PM		1,409.35		
			06/30/2026 (06/26) Period Totals and Balance		450,149.79 *	158,921.81- *	946,296.10
ACCOUNTS PAYABLE			05/31/2026 (05/26) Balance	47-00-00-21100			25,300.53-
06/30/2026	AP	448	Summary Transactions from AP System			15,802.32-	
06/30/2026	AP	658	Summary Transactions from AP System			99,406.46-	
06/30/2026	AP	911	Summary Transactions from AP System			17,986.06-	
06/30/2026	AP	1085	Summary Transactions from AP System			4,000.00-	
06/03/2026	CDA	92269	531 FUND		25,000.00		
06/12/2026	CDA	92398	LAKE GENEVA CONVENTION		10,099.32		
06/17/2026	CDA	92430	CITY OF LAKE GENEVA		1,450.00		
06/17/2026	CDA	92452	KAPUR & ASSOCIATES INC		4,253.00		
06/19/2026	CDA	92498	GENEVA LAKE WOMENS ASSOCIATION		30,449.15		
06/19/2026	CDA	92499	GENEVA LAKES WHISKEY CLUB CORP		25,000.00		
06/19/2026	CDA	92500	NEI-TURNER MEDIA		11,267.50		
06/19/2026	CDA	92506	YMCA		31,706.90		
06/26/2026	CDA	92513	CHARTER COMMUNICATIONS		119.99		
06/26/2026	CDA	92517	GAXX WORX LLC		12,000.00		
06/26/2026	CDA	92524	JONES, HEATHER		5,833.34		
06/26/2026	CDA	92532	US CELLULAR		32.73		
06/04/2026	CDA	4242026	ELAN FINANCIAL SERVICES		300.53		
			06/30/2026 (06/26) Period Totals and Balance		157,512.46 *	137,194.84- *	4,982.91-
RESTRICTED FUND BALANCE			05/31/2026 (05/26) Balance	47-00-00-34800			756,863.11-
			06/30/2026 (06/26) Period Totals and Balance		.00 *	.00 *	756,863.11-
ROOM TAX			05/31/2026 (05/26) Balance	47-00-00-41210			82,913.88-
06/30/2026	JE	33	TRANSFER ROOM TAX			229,436.12-	
06/30/2026	JE	33	TRANSFER ROOM TAX			217,894.97-	
			06/30/2026 (06/26) Period Totals and Balance		.00 *	447,331.09- *	530,244.97-
YTD Encumbrance			.00 YTD Actual -530,244.97 Total -530,244.97 YTD Budget -1,600,000.00 Unearned 1,069,755.03				
INTEREST INCOME			05/31/2026 (05/26) Balance	47-00-00-48110			8,323.79-
06/30/2026	JE	30	REC JUNE LGIP ACTIVITY			1,409.35-	
			06/30/2026 (06/26) Period Totals and Balance		.00 *	1,409.35- *	9,733.14-
YTD Encumbrance			.00 YTD Actual -9,733.14 Total -9,733.14 YTD Budget -20,000.00 Unearned 10,266.86				
HOTEL/MOTEL ASSN-CHAM OF COMM			05/31/2026 (05/26) Balance	47-00-00-57100			.00
06/05/2026	AP	282	LAKE GENEVA CONVENTION		10,099.32		
			**Desc: 2026 SHARE OF ROOM TAX (JAN-APRIL 2026)				
			06/30/2026 (06/26) Period Totals and Balance		10,099.32 *	.00 *	10,099.32
YTD Encumbrance			.00 YTD Actual 10,099.32 Total 10,099.32 YTD Budget 800,000.00 Unexpended 789,900.68				

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
RIVIERA MARKETING COORDINATOR			05/31/2026 (05/26) Balance	47-00-00-57212			35,000.04
07/01/2026	AP	897	JONES, HEATHER **Desc: RIVIERA EVENTS COORDINATOR-JUL 2026		5,833.34		
			06/30/2026 (06/26) Period Totals and Balance		5,833.34 *	.00 *	40,833.38
YTD Encumbrance		.00	YTD Actual	40,833.38 Total	40,833.38	YTD Budget	70,000.00 Unexpended 29,166.62
PROMOTIONAL GRANT			05/31/2026 (05/26) Balance	47-70-00-57150			123,608.12
06/05/2026	AP	307	CITY OF LAKE GENEVA **Desc: WINTER PROMO		1,450.00		
06/17/2026	AP	493	GENEVA LAKE WOMENS ASSOCIATION **Desc: GRANT REIMB. WOMANS ASSOC.-2026		30,449.15		
06/15/2026	AP	513	GENEVA LAKES WHISKEY CLUB CORP **Desc: GRANT REIMBURSEMENT		25,000.00		
06/16/2026	AP	544	YMCA **Desc: GRANT REIMB		31,706.90		
06/15/2026	AP	837	GAXX WORX LLC **Desc: REIMB. GRANT-GARY CON		12,000.00		
			06/30/2026 (06/26) Period Totals and Balance		100,606.05 *	.00 *	224,214.17
YTD Encumbrance		.00	YTD Actual	224,214.17 Total	224,214.17	YTD Budget	150,000.00 Unexpended (74,214.17)
TOURISM MUNICIPAL DEVELOPMENT			05/31/2026 (05/26) Balance	47-70-00-57155			59,725.03
05/18/2026	AP	263	KAPUR & ASSOCIATES INC **Desc: HILLMOOR TRAIL COST ESTIMATES		3,690.50		
05/18/2026	AP	264	KAPUR & ASSOCIATES INC **Desc: HILLMOOR SHAPE FILE & DATA SET GENERATION		300.00		
05/18/2026	AP	270	KAPUR & ASSOCIATES INC **Desc: HILLMOOR PARK TASK COST ESTIMATE DISCUSSION		262.50		
12/12/2025	AP	506	NEI-TURNER MEDIA **Desc: CHICAGO WEDDINGS-2ND INSTALLMENT 2026		11,267.50		
06/13/2026	AP	556	THE KNOT WORLDWIDE INC. **Desc: 3RD QTR VENUE ADV-2026		982.91		
06/12/2026	AP	809	US CELLULAR **Desc: RIVIERA CELL-HEATHER		32.73		
06/14/2026	AP	893	CHARTER COMMUNICATIONS **Desc: INTERNET SVC JUN 2026		119.99		
06/10/2026	AP	979	UPLAND DESIGN LTD **Desc: HILLMOOR ZONE 1 LANDSCAPING DESIGN (KNOWLES-NELSON)		4,000.00		
			06/30/2026 (06/26) Period Totals and Balance		20,656.13 *	.00 *	80,381.16

Date	Journal	Reference Number	Payee or Description				Account Number	Debit Amount	Credit Amount	Balance
YTD Encumbrance		.00	YTD Actual	80,381.16	Total	80,381.16	YTD Budget	422,000.00	Unexpended	341,618.84
Number of Transactions: 45 Number of Accounts: 9								Debit	Credit	Proof
Total TOURISM:								744,857.09	744,857.09-	.00
Number of Transactions: 45 Number of Accounts: 9								Debit	Credit	Proof
Grand Totals:								744,857.09	744,857.09-	.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"

2026 Tourism Fund Chair Report

Financials as of June 30, 2026. Provided for August 18, 2026 Meeting

ROOM TAX DISTRIBUTION	Budget	Notes
Estimated Total Room Tax	2,285,714.28	Calculated based on a budget of 1.6M for Tourism Commission Share
City (30%)	685,714.28	
City Min GTD	362,377.00	The minimum amount the city is gtd based on what was retained in 2010
City Total	685,714.28	City keeps the greater of 30% or the amount retained in 2010
Tourism Commission	1,600,000.00	Remaining amount left after City

BUDGET/FORECAST	Account Title	2026 Budget	2026 YTD	2026 Projection	Notes
REVENUES			<i>thru 6/30/2026</i>		
47-00-00-41210	ROOM TAX	1,600,000	530,245	1,600,000	
47-00-00-48110	INTEREST INCOME	20,000	9,733	20,000	
47-00-00-49100	APPL. PRIOR YR APPROPRIATIONS	64,655	-	64,655	
TOTAL REVENUE		1,684,655	539,978	1,684,655	
FORECAST REVENUE REMAINING				1,144,677	
EXPENDITURES					
47-00-00-57100	HOTEL/MOTEL ASSN-CHAM OF COM	800,000	10,099	1,165,760	Budget was 50% instead of 72.86% as contracted from the Tourism Commission.
47-00-00-57212	RIVIERA MARKETING COORDINATOR	70,000	40,833	70,000	
47-70-00-57150	PROMOTIONAL GRANT	150,000	224,214	150,000	
47-70-00-57155	TOURISM MUNICIPAL DEVELOPMENT	422,000	80,381	56,240	Reduced by variance from correction in Hotel/Motel Assn-Cham of Com
47-70-00-59600	TRANSFER TO DEBT SERVICE FUND	242,655	-	242,655	
TOTAL EXPENDITURES		1,684,655		1,684,655	
FUND SURPLUS (DEFICIT)		-		-	

2026 FUNDS	Amount	Notes
Forecasted Promotional Grants	150,000	
Forecast Tourism Development (budget less corrections)	56,240	
Total	206,240	
2026 Committed Grants	167,577	
2026 Committed Tourism Development	-	
2026 Estimated Riv Marketing (recorded in Tourism Development)	42,441	Based on 17,683.80 YTD as of 5/31
ESTIMATED REMAINING	(3,778)	

FUND FORECAST	Item	Amount	Notes
Current Balance	As of 6/30/2026	946,296	
Less 2025 Paid Since 6/30/2026		20,000	
	Honoring our Military Heroes	20,000	pd 8/7/2026
Less 2025 Outstanding Grants/Tourism Dev		288,356	
	Fall 2025 and Winter 2026 Promo	7,100	
	EST Knowles-Nelson Remaining	192,206	Total Grant \$242,500 less amt pd
	EST Riviera Drapes Remaining	89,050	Total Grant \$89,050 - none pd
Balance After 2025 Pd/Outstanding Grants		637,940	
Expected Remaining Revenue 2026 (Budget less YTD)		1,080,022	
	ROOM TAX	1,069,755	
	INTEREST INCOME	10,267	
	APPL. PRIOR YR APPROPRIATIONS	-	Does not increase fund balance
Expected Remaining Expenses 2026 (Forecast less YTD)		1,427,482	
	HOTEL/MOTEL ASSN-CHAM OF COM	1,155,661	
	RIVIERA MARKETING COORDINATOR	29,167	
	PROMOTIONAL GRANT		See breakout below
	TOURISM MUNICIPAL DEVELOPMENT		See breakout below
	TRANSFER TO DEBT SERVICE FUND	242,655	
Balance Remaining for Grants and Tourism Development		290,480	
2026 Grants Outstanding		142,577	
	Splash. Sparkle, and Bloom Garden Show	8,200	
	Prost Das Fest Wisconsin	12,500	
	Art in the Park (GLAF)	26,300	
	Lake Geneva Pride Weekend	15,127	
	Prost Das Fest Wisconsin - For Shuttles	2,250	
	Pink the Lake & The Pink Party	4,000	
	Lakeside Literary Festival	7,200	
	Fat Tire Charity Ride	7,000	
	Bridal Expo	30,000	
	Venetian Festival	30,000	
	Wee Whiskey	-	25,000 paid in June
2026 Tourism Development		21,221	
	Estimated Riv Marketing Remaining	21,221	Based on 17,683.80 YTD as of 5/31
Estimated Balance Remaining After Existing Commitments		126,683	

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: 6/29/2026

Organization: ASR Events, LLC

Contact Person: Dana Sabia

Phone Number: 815-988-0594

Street Address: 5258 N. Rockton Ave.

City, State, Zip: Rockford, IL 61103

Email Address: MAIL@ABOMINABLESNOWRACE.COM

Name of Event: ABOMINABLE TRAIL RACE

Date(s) of Event: NOVEMBER 14, 2026

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

Location of Event: LAKE GENEVA ZIPLINE & ADVENTURES

Type of Event: TRAIL RUNNING EVENT (SPORTING)

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

Estimated Number of Attendees: 400-500

Have you Applied Before? ☒ Yes or No; Explain: Yes, this is an annual event.

Where is this event physically located? (street address and governmental jurisdiction):
N3232 CO TRUNK H, LAKE GENEVA, WI 53147

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

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

Estimated Number of Overnight Stays: 75 - 100

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: \$3000.00

Provide as attachment the following:

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

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

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

1) Event Overview/Description

The Abominable Trail Race is a trail running event that consists of distances ranging from 5K to 30K, to appeal to both beginners and seasoned runners.

2) Event Budget (Include how grant funds will be used)

\$3000 Total Requested.

\$1500 - Facebook Ad Spend

\$800 - Social Media / Email Marketing Support

\$500 - Yeti Sightings

\$200 - Printed Flyers

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)



ABOMINABLE TRAIL RACE

BOOK YOUR ROOM BY OCTOBER 22ND
TO RECEIVE YETI'S DISCOUNTED RATE

WHAT'S INCLUDED:

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

ABOMINABLE TRAIL RACE

CHOOSE YOUR ADVENTURE:

- 5K
- 10K
- 15K
- 30K

NOV. 14, 2026 LAKE GENEVA, WI

TOURISM CITY OF LAKE GENEVA COMMISSION

Course Map:
The course map will be released closer to race day.

Aid Stations:
The 5k loop will have one water station around the halfway point.
The 10k loop will have two water stations around every mile and a half to two miles.
There will also be a water station at the finish line and a tent for multi-lap racers to leave your bag so you can refuel in-between laps.
15K participants will do the 10K loop on their 1st lap, and the 5K loop on their 2nd lap.
30K participants will do THREE laps of the 10K loop.

Parking:
Parking is at House of Music, directly across the street from the race location. \$10 cash, per car. Please bring exact change, thank you.

Where To Stay:
We've secured a room block with discounted rates with Fairfield Inn & Suites Lake Geneva. To book your room, use the link below. To receive discounted group rate, rooms must be booked by October 22nd.
https://www.marriott.com/event-reservations/reservation-link.mi?id=1774644563847&key=GRP&app=resvlink&branch_match_id=1600156514171662080&branch_referrer=H4slAAAAAA
To check out other lodging options in the area, visit www.lakegenevahotels.org

The lakegenevahotels.org link is on our registration page under the WHERE TO STAY section (shown in bottom right photo above).

4) Marketing plan for the event

- Consistent social media posting schedule 5-6 days per week
- Yeti sightings
- Targeting Ad Spend in Madison, Rockford, and Chicago areas
- Collaborating with other trail running events to cross-promote,
- Print flyers to be mailed out to gyms and run clubs around targeted areas nearby

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

We partner with Lake Geneva Fairfield Inn & Suites for a room block and promote that it is the preferred place to stay. Last year we had racers come in from 12 different states. We host a pre-party the evening before so racers can pick up their race packets ahead of time and spend time with Yeti and the community. This year, we will also be adding a post race party/brunch on Sunday to encourage racers to stay an additional night in Lake Geneva.

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

We do a post race survey after each event and one of the questions we ask is if they stayed overnight and if so, where did they stay.

7) Any other helpful information

Each race we also raise funds for the Lake Geneva Food Pantry and we share and promote things to do around Lake Geneva to encourage people to stay and play and show some of the fun things to do around the city.

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: 6/29/2024

Organization: ASR Events, LLC

Contact Person: Dana Sabia

Phone Number: 815-988-0594

Street Address: 5258 N. Rockton Ave.

City, State, Zip: Rockford, IL 61103

Email Address: mail@abominablesnowrace.com

Name of Event: ABOMINABLE SNOW RACE

Date(s) of Event: JANUARY 30, 2027

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

Location of Event: LAKE GENEVA ZIPLINE & ADVENTURES

Type of Event: SPORTING (OBSTACLE COURSE RACE)

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

Estimated Number of Attendees: 900-1000

Have you Applied Before? ☒ Yes or No; Explain: THIS IS AN ANNUAL
EVENT THAT THE TOURISM HAS SUPPORTED IN PAST YEARS.

Where is this event physically located? (street address and governmental jurisdiction):
N3232 CO TRUNK H, LAKE GENEVA, WI 53147

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

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

Estimated Number of Overnight Stays: 250-300

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 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: \$10,000.00

Provide as attachment the following:

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

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

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

1) Event Overview/Description

The Abominable Snow Race is a winter-themed obstacle course race that is fun for the whole family. Race distances range from 5K to 20K, and we also have a dedicated Kid's Course for smaller children.

2) Event Budget (Include how grant funds will be used)

\$10,000 Total Requested

- \$5000 Facebook Ad Spend
- \$3200 Social Media / Email Marketing Support
- \$1500 Yeti Services / Sightings
- \$300 Printed Flyers/Marketing Materials

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)



The Tourism Commission's Lodging List website is under the WHERE TO STAY section and also on our race registration page.

4) Marketing plan for the event

- Consistent social media posting schedule 5-6 days per week
- Multiple yeti sightings and more yeti content
- Targeting Ad Spend in Madison, Rockford, and Chicago areas
- Collaborating with other obstacle events to cross-promote
- Print flyers to be mailed out to gyms and run clubs around targeted areas nearby

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

We partner with Lake Geneva Fairfield Inn & Suites, Harbor Shores, and Comfort Suites for room blocks and promote them. We consistently bring in racers from over 25+

states. We also host a pre-party on the Friday evening before the race to encourage people to show up a day early.

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

We do a post race survey after each event and one of the questions we ask is if they stayed overnight and if so, where did they stay. In prior years, 25-30% of racers stay overnight in Lake Geneva.

7) Any other helpful information

Each race we also raise funds for the Lake Geneva Food Pantry and we share and promote things to do around Lake Geneva to encourage people to stay and play and show some of the fun things to do around the city.

CHAIR COMMENTS

This document takes the grant program changes proposed in July and focuses on the core change rather than comparing it with the current full Tourism Grant Application and Materials document, which also contained introductions, the application, and the post-event/reimbursement form – all of which will be updated based on any decisions or actions taken by the Tourism Commission on the Tourism Promotional Grant Program. In addition, this document outlines a revised and more efficient application process.

Changes from the July meeting are in red. Values in yellow highlight are placeholder values for discussion.

TOURISM PROMOTIONAL GRANT PROGRAM CRITERIA

1. The main event must take place within a 10-mile radius of the Lake Geneva City Hall.
2. Event grants are limited to three years.
3. Event application must demonstrate the event is reasonably likely to generate paid overnight stays at establishments within the City of Lake Geneva.
4. The commission prefers methods for tracking room nights generated by your event. It is highly recommended to work with area hotels to provide a way for them to track rooms booked through your event, even if they are not discounted or special-rate rooms. Most hotels can create special codes for rates, promos, or tracking. *(Combined 3, 4, and 6 from last month's draft. Commission to review sub bullets a and b, which may be redundant, and be able to be combined.)*
 - a. Discounts and packages must be offered with at least [] number of hotels within the City of Lake Geneva. These discounts/packages must be in place at least 60 days prior to the event.
 - b. Written support from at least two establishments that collect room tax for the City of Lake Geneva, each from a separate owner, must be submitted with the application.
5. Grant amounts must be used for direct marketing of the event and for overnight stays in the City of Lake Geneva and not for general marketing that does not promote overnight stays in Lake Geneva. While not an exclusive list, grants may not be used for: *(The list to be discussed and decided by the Commission)*
 - a. Staffing
 - b. Promotional swag/giveaways
 - c. Banners and signage used for the day of the event or the days immediately surrounding the event. Banners/signage must be used to promote events in advance that have the likelihood of generating overnight stays.
 - d. Transportation
 - e. Marketing that doesn't promote hotels/overnight stays within the City of Lake Geneva.

TOURISM GRANT PROGRAM AMOUNTS

The total amount available for Grants will vary by year based on the expected Room Tax proceeds and the budget approved by the Commission.

The cap amount of individual event grants is determined as follows, based on:

1. When the event takes place (Peak/non-peak will be determined by the Tourism Commission annually for the upcoming year.)
2. Where a significant part of the event takes place
 - a. In City - At least 50% of the event takes place in the City of Lake Geneva.
 - b. Neighboring – All other events that meet the program criteria outlined above.
 - i. A grant must be obtained from the community where the event is taking place if that community has a grant program.

Event Season/Location	Year 1	Year 2	Year 3
In City Peak	\$10,000	\$6,500	\$4,000
In City Non-Peak	\$20,000	\$13,000	\$8,000
Neighboring Peak	\$4,000	\$2,600	\$1,600
Neighboring Off Peak	\$10,000	\$6,500	\$4,000

SIGNATURE EVENTS (BUDGETED)

1. The event must have been ongoing for at least the last 3 years and have received prior Tourism Commission Grants.
2. The event and organization must have submitted timely event recaps for prior grants.
3. The event must take place within the City of Lake Geneva. (TBD how this is determined.)
4. ~~The Tourism Commission will not review applications that do not meet the criteria.~~ (Chair note: The item is covered in the application process, applies to any grant request)
5. The Tourism Commission will annually designate the due date for Signature Event Program applications. Grants under this program will be for the following calendar year.
6. If a significant number of applications have been received, the Tourism Commission may vote to allow a subset of applicants to present after reviewing the applications.
7. The Tourism Commission will set a schedule for presentations for approved applications along with any guidelines for the presentations.
8. The Tourism Commission's Tourism Entity is not eligible for a Signature Event Grant as defined in this packet.
9. Signature event amounts may not exceed \$30,000.

APPLICATION PROCESS CHANGE

1. Applications must be submitted at least **60** days before the event begins. If an event permit is required, the permit must be secured before the application is submitted.
2. All applications are completed online through the City of Lake Geneva website.
3. Applications are routed for review based on the specifics of each application. For example, this includes determining whether an event permit is required and confirming that the proper materials and information have been submitted. Applications will not be scheduled for a meeting until all reviews are complete and all applicant process requirements are met. *(TBD: a general timeline for this process to set expectations.)*
4. Once all reviews are complete, the applicant will receive an email containing the meeting time and presentation guidelines.
5. If the applicant is approved for a grant, they will receive an email containing information about their grant amount and instructions on how to submit for reimbursement.
6. The Tourism Commission will review the application process before implementing the change.

PROPOSED TOURISM COMMISSION GUIDELINES

- Tourism Commission members shall not be eligible to participate in the Tourism Commission's grant programs.
- If a Tourism Commission member is affiliated with an organization applying for a grant, that member must abstain from voting on the grant.

OTHER FUTURE ITEMS TO REVIEW & DISCUSS

- Presentation Process/Guidelines
- Post Event Report and Reimbursement Procedures



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

Riviera Ballroom/MATL Update- Tourism Commission Meeting August 2026

Marketing Update

- Website Analytics Update: July 2026:
 - Site Sessions: 3,641 (+16%)
 - Site Sessions by traffic source
 1. Google (1,128)
 2. Direct (843)
 3. Google Ads (841)
 4. Facebook Ad (194)
 5. WIX Ads (88)
 - Active Inquiries: 147, 151 recorded for July 2025
 - Avg. Session Duration: 1m 48s (+11%)
 - Site Bounce Rate: 68% (-5%)

- WeddingWire & TheKnot: July Stats
 - 370 Visitors
 - 5 Link Clicks
 - 22 Saves
 - 29 leads

- Hotels & Lodging Analytics Update Past 30 days:
 - 102 Page Views (-38 from last month)
 - Avg. time spent on page: 1m 11sec (+29sec)

- www.lakegenevahotels.org Analytics- past 30 days
 - 13,252 Site Sessions (+888%)
 - (10,002) Facebook
 - (1,393) Instagram
 - (1,071) Google Ad
 - (320) Direct
 - (64) Das Fest
 - (21) Venetian Fest
 - Avg. Session Duration: 1m 51s (-22%)

- 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	31	4
Social	1	0	1	5	4	5	3	6		
Corporate	2	1	1	2	3	1	5	2	1	
Non-Profit	10	0	3	1	5	4	7	8	1	
Event Total	41	10	60	62	64	54	60	68	33	4
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 July 2026 :

- 2026: One social event contract out for signature& one non-profit contract returned.
- 2027: Six wedding contracts returned & one corporate contract returned. Three wedding contracts & one social contract out for signature.
- 2028: Three wedding contracts returned & one out for signature.
- Last Year, reported for July; 57 events booked for 2025, 37 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	\$335,141.01

CATERING REVENUE

\$4,337.68	\$32,970.09	\$46,691.72	\$48,795.80	\$47,914.74	\$46,425.26	\$21,726.11
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**Lake Geneva Tourism Commission
August 18, 2026
VISIT Lake Geneva Update**

Partner Events

- Monthly Partner Meeting – August 18, 8-9am, The Treasury

Public Events

- [Lake Geneva Electric Christmas Parade](#) Dec. 5 (float registration opens Sept. 8)
- [Winterfest & America's Snow Sculpting Invitational](#) – Feb. 3-7, 2027
- [Sponsorships](#) available for Parade and all 2027 Visit Lake Geneva events

MARKETING METRICS – JULY 2026

WEBSITE – [VisitLakeGeneva.com](#)

- Visitor Sessions – 225,762 (+9.7%) | YTD 1,481,443 (+44.1%)
- Pageviews – 500,151 (+3.8%) | YTD 3,202,666 (+12.4%)
- Users – 175,629 (+15.1%) | YTD 1,185,733 (+47.9%)
- Online Guide Visits – 5,944 | YTD 23,553

- **Top Pages**

1. Events	45,062 Pageviews
2. Things to Do	30,027
3. Things to Do Summer Activities	26,993
4. Meetings Team Building	26,886
5. Home	21,808
6. It's Always Been the Place	17,967
7. Explore Special Offers	14,482
8. Events Liberty on the Lake	12,410
9. Events Events This Week	12,067
10. Stay	11,556

- **Top Cities**

1. Chicago	19,696 Users
2. (not set)	11,501
3. Milwaukee	5,749
4. New York	3,099
5. Minneapolis	2,122
6. Lake Geneva	2,112
7. Madison	1,273
8. Indianapolis	1,187
9. Columbus	1,150
10. Detroit	1,004

SOCIAL MEDIA

- Facebook – 86,882 Followers (+731 MoM) | 2,446,105 Monthly Views
- Instagram – 24,889 Followers (+1,093 MoM) | 519,887 Monthly Views
- X – 3,585 Followers (+4 MoM) | 484 Monthly Impressions
- LinkedIn – 2,183 Followers (+35 MoM) | 291,671 Monthly Impressions
- TikTok – 6,007 Followers (+205 MoM) | 53,134 Monthly Views

EMAIL SUBSCRIBERS

- Subscribers – 56,775 (+572)
- Open Rate – 7.9%

VISITOR CENTER ACTIVITY

- Phone Calls – 257 (-31) | YTD 1,298 (-328)
- Walk-ins – 2,259 (+271) | YTD 8,942 (+737)
- Emails – 968 (-159) | YTD 6,087 (-240)
- Visitors Guides Fulfilled – 864 (-163) | YTD 6,089 (-485)

HOTEL ACTIVITY – JUNE 2026

- Occupancy – 69.6% (+3.7%) | YTD 47.3% (+2.3%)
- ADR - \$255.76 (+7.1%) | YTD \$193.91 (+3.3%)
- RevPar - \$178.00 (+11.1%) | YTD \$91.68 (+5.7%)

MEETINGS & GROUPS RFP ACTIVITY – Lake Geneva

RFPs – JULY 2026

RFP #	Total Attendees	Total Room Nights	Event Date	Type	RFP Properties Sourced
1667	40	40	OCT 2026	Social	The Cove, Maxwell Mansion, Bella Vista Suites, Harbor Shores, Comfort Suites

RFPs – Year-to-Date

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
1	6	8	8	8	2	1						34

MEDIA HIGHLIGHTS – JULY 2026

- OnMilwaukee | [Take a Daycation to Lake Geneva for the 46th Annual Art in the Park](#)
- WorldAtlas | [11 Nicest Small Towns in Wisconsin](#)
- Islands | [The Best Day Trips from Chicago, According To Locals](#)
- Yahoo Travel | [The Best Day Trips from Chicago, According To Locals](#)
- Ever After in the Woods | [11 Beautiful Beaches in Wisconsin You Probably Didn't Know Existed](#)
- Islands | [Between Milwaukee and Rockford Is Wisconsin's Charming Village with Lake Fun, A Sandy Beach, And Scenic Trails](#)
- Yahoo Travel | [Between Milwaukee and Rockford Is Wisconsin's Charming Village with Lake Fun, A Sandy Beach, And Scenic Trails](#)
- Brava | [Lakeshore Luxe: Lake Geneva](#)
- Taking The Kids | [11 Popular Wisconsin Summer Beaches That Can Feel Way Too Crowded In July](#)
- WorldAtlas | [10 Best Wisconsin Towns for Retirees](#)
- Yahoo Travel | [20 Photos of Gorgeous Lake Towns Across America That Are Affordable Vacation Spots](#)
- Islands | [Between Rockford and Milwaukee is a Peaceful Village with Lake Fun, A Beach, And Tasty Eats](#)
- Travel Mag | [14 Lakeside Wisconsin Restaurants That Make Dinner More Romantic](#)
- WorldAtlas | [12 Stress-Free Wisconsin Towns for a Weekend Retreat](#)
- Spectrum News 1 | [We count on tourism: Storm causes revenue loss for Lake Geneva businesses](#)
- Fabulous Wisconsin | [The Abbey Resort Introduces Revamped Waterfront Restaurant](#)

- WorldAtlas | [8 Picture-Perfect Main Streets in Wisconsin](#)
- The Boutique Adventurer | [The Most Beautiful Lakes in the United States Might Not be the Ones You'd Expect](#)
- Europe Says | [10 Best Towns in Wisconsin for a Two-Day Recharge](#)
- UpNorthNews | [11 last-minute Wisconsin day trips to make before school starts](#)
- WorldAtlas | [10 Best Towns in Wisconsin for a Two-Day Recharge](#)
- Travelbinger | [Weekend Romance on the Road: Hotels Offering Easy Drives from Major US Cities](#)
- Ever After in the Woods | [These 9 Wisconsin Lakes Belong on Every Summer Bucket List](#)
- WiscNews | [Lake Geneva Fourth of July celebration pays tribute to children killed](#)
- WiscNews | [Cleanup begins amid Fourth of July events after Lake Geneva storms leave 3 dead](#)
- WTMJ-TV | [Lake Geneva neighbors rally to help those impacted by deadly Walworth Co. storm](#)
- Yahoo | [Lake Geneva Fourth of July celebration pays tribute to children killed](#)
- Milwaukee Journal Sentinel | [Lake Geneva Fourth of July celebration pays tribute to children killed](#)
- AOL | [Lake Geneva Fourth of July celebration pays tribute to children killed](#)
- WorldAtlas | [9 Wisconsin Small Towns with Unmatched Friendliness](#)

MORE

- Visit Lake Geneva [2026 Impact Award nominations](#) accepted through August 31.
- Lake Geneva ranked #3 in VacationRenter.com's [2026 Best Lake Towns in America Awards](#)
- 2025 state and local [Tourism Impact reports](#) presented at July 21 Partner Meeting.