



**TOURISM COMMISSION
MONDAY, January 10, 2022 – 4:00PM (CST)
LAKE GENEVA CITY HALL; COUNCIL CHAMBERS**

**THE CITY OF LAKE GENEVA IS HOLDING MEETINGS VIRTUALLY WITH LIMITED CAPACITY
IN COUNCIL CHAMBERS TO COMPLY WITH SOCIAL DISTANCING DUE TO THE CORONAVIRUS
(COVID-19) PANDEMIC. HERE'S HOW YOU CAN PARTICIPATE:**

4:00 p.m.- January 10, 2022 Tourism Commission
Mon, Jan 10, 2022 4:00 PM - 5:00 PM (CST)

Please join my meeting from your computer, tablet or smartphone.
<https://global.gotomeeting.com/join/842976445>

You can also dial in using your phone.
United States: [+1 \(571\) 317-3122](tel:+15713173122)

Access Code: 842-976-445

AGENDA

- 1) Chairman, Waspi call the meeting to order
- 2) Roll Call
- 3) Comments from the public limited to 5 minutes, limited to items on this agenda
- 4) Approval of the Tourism Commission minutes from December 13, 2021
- 5) Update from Stephanie Copsey (Independent Contractor for Tourism Commission) Meet at the Lake Promotional Activity
- 6) Update from Tourism Entity (VISIT Lake Geneva) on Promotional Activity, Calendar, and Hotel performance
- 7) Update from Walworth County Visitors Bureau
- 8) Update from Lake Geneva Business Improvement District (BID) on Events, Activity, and Status of Prior Grants Awarded
- 9) Written financial update provided by Comptroller regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements, list of outstanding (unpaid) tourism grants awarded.
- 10) Electric vehicle charging station(s)

11) Geneva Lake Museum Grant (previously awarded)

12) Discussion / Action on Tourism Promotional Grant Program and Requests:

- A. Winter Wedding Photoshoot (Riviera Events)
- B. Bacon Fest 2022 (Wisconn Valley Media Group)
- C. Jazz Fest 2022 (Wisconn Valley Media Group)
- D. Taco Fest 2022 (Wisconn Valley Media Group)
- E. Pub & Grub Event 2022 (Lake Geneva Jaycees)

13) Future meeting agenda items (next meeting date: Monday, February 14, 2022 at 4pm)

14) Adjourn

This is a meeting of the Tourism Commission. No official City Council action will be taken; however, a quorum of the City Council may be present.

TOURISM COMMISSION MINUTES
MONDAY, December 13, 2021 – 4:00 PM
COUNCIL CHAMBERS, CITY HALL

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

Roll Call

Present: Chair Waspi, Vice Chair Trilla (via GoToMeeting), Alderman Fesenmaier, Zakia Pirzada, Linda Moritz

Absent: Alderman Hedlund

Comments from the Public limited to 5 minutes, limited to items on the agenda:

None

Approval of Tourism Commission minutes from November 8, 2021

Chair Waspi asked that the restricted fund balance be changed to UNrestricted fund balance in the November 8 minutes. Waspi moved to approve the November 8, 2021 minutes, second by Pirzada. Unanimously carried.

Update from Stephanie Copsey (Independent Contractor for Tourism Commission) Meet at the Lake

Copsey reported that the site sessions and time have increased from last month. The bounce rate fell due to the recent marketing campaign with better data. She is updating the website with new photos. Bookings for the Riviera continue to increase. She noted that the rental rates for 2022 reflect a 40% increase and 2023 is a 10% additional increase plus sales tax.

Marketing materials are out now for Winterfest.

Copsey still needs a SIGNED contract with correct dates (November 1, 2021 through October 31, 2022). No other content changed from the last contract, however, no public copies have been made available.

Update from Tourism Entity – Visit Lake Geneva

Deanna Goodwin noted that there were 66 entries in this year's Electric Christmas Parade held on December 3rd. The YMCA won best float. There was no parking on the parade route and side streets were blocked off. Visit was grateful for additional help from the City and Police and Fire Departments for a successful parade in light of the Waukesha parade incident.

Update from Walworth County Visitors and Convention Bureau – No report, although Chair Waspi did note that they are working on the final accounting, and we should receive a refund on portions of the contract that were paid but unused. No word on a search for a new director.

Update from Lake Geneva Business Improvement District (BID) – No report

Written Financial Update provided by Comptroller

Balance Sheet as of November 30, 2021

Total Assets \$ 964,403.61

Outstanding Grant Balance \$680,942

Restricted Fund Balance \$ 306,608.95

Chair Waspi explained that due to recent changes in the state law, Marketplace pays quarterly now, rather than monthly. Expedia seems to be paying the old 5% room tax rate still.

Discussion/Action on Tourism Promotional Grant Program and Requests: None

Future meeting agenda items and next meeting date –

Electric Car Charging Stations; Museum update regarding grant

January 10, 2021, at 4:41 PM

Motion by Waspi, second by Pirzada, to adjourn at 5:50 p.m. Carried.

Respectfully submitted,

Alderman Fesenmaier, Secretary

Riviera Ballroom/MATL Update- Tourism Commission Meeting January 2022

Marketing Update

- Website Analytics Update: Past 30 Days:
 - Site Sessions: 1,826 (2% Decrease)
 - Past 7 Days (from 12/30 – 1/5): 15% Increase
 - Active Inquiries: 61 (-18 from last month)
 - Last year reported 31 new inquiries from 12/31-1/6.
 - This year 12/31- 1/6: 36 new inquiries.
 - Avg. Session Duration: 3min 9sec (31% decrease)
 - Site Bounce Rate: 52% (2% decrease)

- WeddingWire & TheKnot: December Stats
 - 169 Storefront Views (15% increase). Compared to 99 average in our market/category.
 - 17 leads (-2 from last month)
 - Working on Updating Storefronts with 2023 pricing information. (Currently at 2021-2022 pricing).

- Hotels & Lodging Analytics Update Past 30 days:
 - 341 Page Views (-149 from last month) **+189 from November*
 - Avg. time spent on page: 50 seconds (No change)
 - 81% Exit Rate (1% increase)
 - Of the 341 Page Views, 36 clicked on specific hotel listings for more information
**Reports generated on January 6th*

- Engagement season online campaign started December 20th.
- Wedding Show January 22nd. Virtual and In-person booths.
- Styled shoot for Winter Wonderland Wedding promotion to take place January/February 2022

Sales Update

	2018	2019	2020	2021	2022	2023
Weddings	45	28	9	54	52	9
Social	4	1	0	1	4	
Corporate	4	2	1	1	1	
Non-Profit	7	10	0	2	1	
Event Total	60	41	10	60	58	
Cancellation Total	0	0	40	11		
Rescheduled	0	0	20	4		

- Sales by Year:
 - 2022 Events- Past 30 days: Booked 1 additional wedding with 2 additional tentative events likely to confirm.
 - 2023 Events- Past 30 days: Booked 3 additional weddings with 1 tentative wedding likely to book.
 - Last Year- Reported on January 11th, we had 55 events on the books for 2021 and 7 events booked for 2022.

ACTUAL RIVIERA BALLROOM REVENUE BY YEAR 2018 - 2021

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

12/31/2018	12/31/2019	12/31/2020	12/31/2021
\$146,139.23	\$99,792.62	\$29,095.71	\$162,926.92

CATERING REVENUE

\$29,159.74	\$14,688.76	\$4,337.68	\$32,970.09
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	Mon-Thurs	Friday	Saturday	Sunday	Rental Total
Jan-22	0	1	1	0	\$11,000
Feb-22	0	0	0	0	\$0
Mar-22	0	0	1	0	\$1,000
Apr-22	0	0	2	0	\$6,260
May-22	0	2	4	1	\$27,090
Jun-22	1	1	4	2	\$31,600
Jul-22	0	4	5	0	\$46,275
Aug-22	0	1	4	0	\$14,040
Sep-22	0	4	4	1	\$43,100
Oct-22	0	3	5	1	\$39,590
Nov-22	0	0	3	0	\$12,150
Dec-22	0	1	3	0	\$17,900
					\$250,005

	Mon-Thurs	Friday	Saturday	Sunday	Rental Total
May-23	0	0	1	1	\$11,000
Jun-23	1	0	2	0	\$15,250
Jul-23	0	0	1	0	\$6,750
Aug-23	0	0	1	0	\$6,750
Sep-23	0	0	1	0	\$6,750
Nov-23	1	0	0	0	\$5,500
					\$52,000



Lake Geneva Tourism Commission | January 10, 2022 VISIT Lake Geneva Update

Upcoming Partner Meetings

- January 18, 8am at Tristan Crist Magic Theatre

Public Events - 2022

- Winterfest & Downtown Ice Sculpture Walk – February 2-6
- Lake Geneva Restaurant Week – April 23-May 1
- Concerts in the Park – Thursdays, June 30-August 11
- Electric Christmas Parade – December 3

Earned Media Highlights – DECEMBER 2021

- Wisconsin State Journal – [Another year of traversing the state](#)
- FabulousWisconsin.com – [Which Igloo Is For You? Lake Geneva Edition](#)
- Thrillist.com – [Chicago's 9 Coolest and Most Romantic Winter Date Ideas](#)
- TheLocalTourist.com – [25 Delightful Road Trips from Chicago](#)
- FabulousWisconsin.com – [Holiday Dining 2021](#)
- Milwaukee Journal Sentinel – [4 holiday road trips in Wisconsin and Illinois, from Lake Geneva to Door County](#)
- The Next Taste - [Majestic Wisconsin Golf](#)
- MyDatingAdviser.com – [152 Best Christmas Towns in the U.S.A.](#)

Marketing Metrics – DECEMBER 2021

• Website – VisitLakeGeneva.com

- Visitor Sessions: 139,431 | +262.8% v2020 | +135.3% v2019 | YTD 1,403,989
- Pageviews: 255,130 | YTD 3,349,540
- Users: 9799,509 | YTD 1,046,071
- Online Guide Visits: 1,457 | YTD 39,338
- Top Cities:

1. Chicago (18.4%)	6. Detroit (1.4%)
2. Milwaukee (3.6%)	7. Minneapolis (1.1%)
3. (not set) (2.5%)	8. Kenosha (0.9%)
4. Madison (2.5%)	9. Indianapolis (0.9%)
5. Lake Geneva (1.4%)	10. Rockford (0.8%)

- Top Pages:
 1. Things to Do
 2. Meetings
 3. Events
 4. Home
 5. Winterfest
 6. Things to Do | Winter Activities
 7. A Lake Geneva Holiday
 8. Ice Castles
 9. Stay | Hotels & Resorts
 10. Events | Christmas Parade
- 62% Female | 38% Male
- Age Group:
 1. 35-44 – 22.8%
 2. 25-34 – 20.1%
 3. 45-54 – 18.0%
 4. 55-64 – 15.2%
 5. 18-24 – 12.1%
 6. 65+ - 11.8%
- **Social Media**
 - Facebook - 54,306 Followers (+377)
 - Instagram - 8,368 Followers (+147)
 - Twitter - 3,405 Followers (+5)
- **Email Subscribers** – 52,129 (+171)

Visitor Center Activity – DECEMBER 2021

- Walk-ins – 382 | YTD 13,698
- Phone Calls – 179 | YTD 3,803
- Emails – 498 | YTD 8,670
- Visitor Guides Fulfilled – 478 | YTD 9,765

Hotel Activity (Lake Geneva Region) – NOVEMBER 2021

- Occupancy = 38.5% | YTD 53.2%
- ADR = \$139.28 | YTD \$166.31
- RevPar = \$53.63 | YTD \$88.44
- Demand = 25,413 | YTD 390,739

Other

- 2022 Lake Geneva Visitors Guide published; online now; print delivery estimated 1/12

RFP Report – DECEMBER 2021

2021 RFP#	Total Room Nights	Meeting Type	Properties Sourced
1014	161	Corporate	Abbey, Grand Geneva
1015	34	Fraternal	Abbey, Grand Geneva

Sec. 70-55 **Tourism commission.**

[Added 3-27-2017 by Ord. No. 17-03]

(a)

Members. The Tourism Commission shall consist of six members: two of the members shall be Aldermen of the City of Lake Geneva; one member shall be a citizen of the City of Lake Geneva; the remaining three members shall be from the business community wherein one of the members must represent the Wisconsin hotel and motel industry; at least one member must be a member of the Lake Geneva Downtown Business Improvement District (BID), and at least one member must be a business owner within the City of Lake Geneva. Members of the Commission shall be appointed by the Mayor and shall be confirmed by the City Council. Commissioners shall serve for a one-year term, at the pleasure of the appointing official, and may be reappointed.

(b)

Ex-Officio members. The Mayor, the City Comptroller, and the Executive Director of the organization with whom the Tourism Commission contracts to perform tourism promotion functions shall be ex-officio, non-voting members of the Commission. The Lake Geneva City Administrator or her/his designee shall serve as the staff liaison to the Commission.

(c)

Officers. The Commission shall elect, from among its members a chairperson, a vice chairperson and a secretary.

(d)

Meetings. The Commission shall hold meetings not less than quarterly.

(e)

Procedure. Four members shall constitute a quorum. Action shall be by majority of those present and voting. The Commission shall adopt rules of procedure for governing the conduct of its meetings.

(f)

Powers and duties. The Commission shall be responsible for the coordination of tourism promotion and tourism development within the City and for ensuring that all room tax dollars it receives from the City, per state statutes, is spent on tourism promotion and development. The Commission shall contract with tourism entities as defined in § 66.0615, Wis. Stats., for tourism promotion services.

"Tourism promotion and tourism development" means any of the following that are significantly used by transient tourists and reasonably likely to generate paid overnight stays at more than one establishment on which a room tax may be imposed, that are owned by different persons and located within the City of Lake Geneva in which a tax under this section is in effect; or, if at any time the City of Lake Geneva has only one such establishment, reasonably likely to generate paid overnight stays in that establishment:

(1)

Marketing projects, including advertising media buys, creation and distribution of printed or electronic promotional tourist materials, or efforts to recruit conventions, sporting events, or motorcoach groups.

(2)

Transient tourist informational services.

(3)

Tangible municipal development, including a convention center.

(g)

Record. The Commission shall keep a written record of its proceedings to include all actions taken, a copy of which shall be filed with the City Clerk.

(h)

Reports. The Commission shall prepare and timely file all reports as required under the statute and/or by the City.

(i)

Compensation. The Commission members shall serve without compensation.

(j)

Confidentiality of Information Provided by Lodging Facilities. Pursuant to § 66.0615(3), Wis. Stats., any information provided by the City of Lake Geneva regarding room tax payment shall be confidential except for persons using the information in the discharge of their duties imposed by law or of the duties of their office or by order of a court.

November	LG Museum (D&D Exhibit)	\$10,000		\$ 10,000.00	
December	VISIT Lake Geneva Winterfest (2020)	\$35,300		\$ -	
2020	Organization	Amount	Notes	Outstanding balance unpaid	Event Grade:
January	None				
February	Lacrosse America Youth	\$8,000.00	Cancelled		
	Baconfest	\$10,000.00			
March	GLAA "Arts in the Parks"	\$ 10,000.00	actual \$6448.07		
April -June	No meetings	\$ -			
July	GLAS (Star Parties)	\$ 3,475.00	\$1992.80 used		
August	None				
September	None				
October	Lake Geneva Regional News	\$ 4,500.00	\$4,500		
	Jaycees Pub & Grub Crawl	\$ 9,300.00	\$8,874.70 spent		
	VISIT Lake Geneva Winterfest (2020)	\$ 10,950.00	amount awarded \$5438.18		
	Winter Bridal Expo	\$ 10,000.00			
November:	Walworth County Visitors Bureau	\$ 90,773.00	\$45386.50 (paid to WCVB)		
	Copsey / Riviera marketing contract	\$ 64,000.00	(\$5,332/month) 11-1-2020 - 10-31-2021		
	Downtown Ice Sculpture Tour (VISIT)	\$ 10,950.00			
December	BID; Holidays on the streets of LG	\$ 13,068.00			
2021	Organization	Amount	Notes	Outstanding balance unpaid	Event Grade:
January	Visit Lake Geneva Tourism Contract	\$ 150,000.00	Does not include any "overages"	\$37,500	
	Arts in the Park	\$ 8,000.00	\$7,116.51 Spent		
February	Ice Bar (Baker House)	\$ 2,000.00			
	Pub & Grub Crawl (Jaycees)	\$ 10,000.00			
	Off-Peak Riviera Promotion (Copsey)	\$ 4,692.00		\$ 4,692.00	
	Phlowfest (website development)	\$ 10,000.00	\$6,400 spent		
March	Lacross America 2021	\$ 8,000.00	\$2468.36 spent		
	Wisc. Hotel & Lodging Assoc. Trade Show	\$ 2,400.00		\$ 2,400.00	
	Riviera Related	\$ 68,000.00			
	Women's Weekend	\$ 10,000.00	\$8,761 spent		
April	Spring Break Family Special	\$ 3,000.00		0	
	Star Parties	\$ 4,700.00	\$3513.28 spent		
	Oktoberfest (BID)	\$ 12,000.00		\$ 12,000.00	
May	D.A.R.E. Training Conference	\$ 1,500.00		\$1,500	
June	Taco Fest	\$ 10,000.00	\$10,000 spent		
July & August	None				
September	City of Lake Geneva ; Live Stream Cam	\$ 8,955.00		\$8,955	
	Abominable Snow Race	\$ 7,000.00		\$7,000	
October	City of Lake Geneva ; Riviera Restoration	\$ 211,712.00		\$211,712	
	Copsey / Riviera marketing contract	\$ 64,000.00	(\$5,332/month) 11-1-2021 - 10-31-2022	\$46,004	(YTD)
November	Lake Geneva Bridal Expo	\$ 15,000.00		\$15,000	
	Veterans Pak Fencing (YCMA)	\$ 7,200.00		\$7,200	
	Veteran's Park Ball Diamond Rehab (YMCA)	\$ 225,000.00		\$225,000	
	Holiday Festivities (BID)	\$ 14,200.00		\$14,200	
	Women's weekend 2022 (LGWA)	\$ 27,850.00	marketing & Riviera rental	\$14,000	
	Ice Sculpture Tour (VISIT Lake Geneva)	\$ 10,950.00		\$10,950	
December	None				
2022	Organization	Amount	Notes	Outstanding balance unpaid	Event Grade
January					
Internet at Riv	Tourism Comm; \$110.75 per month			\$ 110.75	
OUTSTANDING BALANCE (UNPAID):				\$ 628,223.75	

**CITY OF LAKE GENEVA
ROOM TAX COMPARISONS
2020 AND 2021**

2020

	Room Tax Regular	Room Tax Marketplace	Totals
January	29,524.43	10,133.48	39,657.91
February	39,013.93	12,266.62	51,280.55
March	14,060.52	11,744.11	25,804.63
April	4,408.25	390.60	4,798.85
May	21,896.13	14,005.22	35,901.35
June	68,097.85	34,738.20	102,836.05
July	99,888.11	28,601.86	128,489.97
August	80,721.57	26,510.64	107,232.21
September	60,896.04	20,539.52	81,435.56
October	40,073.46	13,677.89	53,751.35
November	21,481.30	6,777.44	28,258.74
December			
	480,061.59	179,385.58	659,447.17

2021

	Room Tax Regular	Room Tax Marketplace	Net Totals
January	32,043.91	21,313.92	53,357.83
February	40,900.03	22,311.55	63,211.58
March	41,658.26	27,250.21	68,908.47
April	43,529.84	32,512.99	76,042.83
May	70,384.66	26,784.82	97,169.48
June	178,948.57	48,421.88	227,370.45
July	280,512.35	58,090.23	338,602.58
August	230,140.20	57,428.27	287,568.47
September	158,209.98	41,546.12	199,756.10
October	111,590.43	-	111,590.43
November	32,329.49	-	32,329.49
December	-	-	-
	1,220,247.72	335,659.99	1,555,907.71

Variance 896,460.54

CITY OF LAKE GENEVA
Room Tax Comparisons

	5% (partial year) 2021 (Jan-May)	8% (partial year) 2021 (Jun-Nov)	TOTALS YTD
Room Sales	7,320,207.96	15,270,631.63	22,590,839.59
Room Tax Rate	5%	8%	
Total Room Tax	366,010.40	1,221,650.53	1,587,660.93
2% Retained by Hotel (Ord. 70-57)	2%	2%	2%
Amount Retained by Hotel	7,320.21	24,433.01	31,753.22
98% Paid to City	358,690.19	1,197,217.52	1,555,907.71

City gets to keep higher of:

30% of room tax collected	107,607.06	359,165.26	466,772.31
Room tax collected in 2010	362,377.00	362,377.00	362,377.00
Kept by City			466,772.31
Paid to Tourism Commission			1,089,135.40
Paid to VISIT Lake Geneva (\$37,500*4)			150,000.00
35% over \$500,000			369,567.70
	-	-	519,567.70

CITY OF LAKE GENEVABALANCE SHEET
DECEMBER 31, 2021**FUND 47 - TOURISM**ASSETS

47-00-00-11111	FUND CASH	985,515.35	
	TOTAL ASSETS		985,515.35

LIABILITIES AND EQUITYFUND EQUITY

47-00-00-34800	RESTRICTED FUND BALANCE	306,608.95	
	REVENUES OVER EXPENDITURES - YTD	678,906.40	
	TOTAL FUND EQUITY		985,515.35
	TOTAL LIABILITIES & EQUITY		985,515.35

Account Number	Account Title	2021-21 Prior year Actual	2021-21 Prior year Budget	Variance Current year	% of Budget
TOURISM					
TOURISM					
TOURISM					
47-00-00-41210	ROOM TAX	1,089,135.40	350,000.00	739,135.40-	311.18
47-00-00-48110	INTEREST INCOME	206.76	1,000.00	793.24	20.68
47-00-00-49100	APPL. PRIOR YR APPROPRIATIONS	.00	.00	.00	.00
47-00-00-49350	TRANSFER FROM GENERAL FUND	629.88	.00	629.88-	.00
Total TOURISM:		1,089,972.04	351,000.00	738,972.04-	310.53
TOURISM					
47-00-00-57100	HOTEL/MOTEL ASSN-CHAM OF COM	150,000.00	224,332.00	74,332.00	66.87
47-00-00-57210	EVENTS COORDINATOR	31,992.00	32,000.00	8.00	99.98
47-00-00-57212	EVENTS COORDINATOR-RIVIERA	31,992.00	32,000.00	8.00	99.98
Total TOURISM:		213,984.00	288,332.00	74,348.00	74.21
Total TOURISM:		1,303,956.04	639,332.00	664,624.04-	203.96
DEPARTMENT: 70					
PROGRAM: 00					
47-70-00-57150	PROMOTIONAL GRANT	76,870.33	85,000.00	8,129.67	90.44
47-70-00-57155	TOURISM MUNICIPAL DEVELOPMENT	52,211.31	48,906.00	3,305.31-	106.76
47-70-00-59400	TRANSFER TO CAPITAL PROJECTS	.00	.00	.00	.00
47-70-00-59500	TRANSFER TO LAKEFRONT FUND	68,000.00	.00	68,000.00-	.00
47-70-00-59600	TRANSFER TO DEBT SERVICE FUND	.00	.00	.00	.00
Total PROGRAM: 00:		197,081.64	133,906.00	63,175.64-	147.18
Total DEPARTMENT: 70:		197,081.64	133,906.00	63,175.64-	147.18
TOURISM Revenue Total:		1,089,972.04	351,000.00	738,972.04-	310.53
TOURISM Expenditure Total:		411,065.64	422,238.00	11,172.36	97.35
Net Total TOURISM:		678,906.40	71,238.00-	750,144.40-	953.01-
Net Grand Totals:		678,906.40	71,238.00-	750,144.40-	953.01-

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-11111 FUND CASH					
		11/30/2021 (11/21) Balance			964,461.17
CA	9	Cash Allocation - Created: 01/03/22 11:08 AM	29,001.16		
CA	21	Cash Allocation - Created: 01/05/22 11:57 AM		29,001.16-	
CA-CDA	6	CDA Fund Allocation - Created: 12/03/21 11:02 A		5,332.00-	
CA-CDA	25	CDA Fund Allocation - Created: 12/17/21 10:04 A		114.98-	
CA-CDA	38	CDA Fund Allocation - Created: 12/23/21 3:33 P		2,500.00-	
CA-JE	27	JE Fund Allocation - Created: 01/05/22 11:57 AM	29,001.16		
		12/31/2021 (12/21) Period Totals and Balance	58,002.32 *	36,948.14- *	985,515.35
47-00-00-13920 ACCTS RECEIVABLE					
		11/30/2021 (11/21) Balance			.00
		12/31/2021 (12/21) Period Totals and Balance	.00 *	.00 *	.00
47-00-00-21100 ACCOUNTS PAYABLE					
		11/30/2021 (11/21) Balance			.00
AP	122	Summary Transactions from AP System		5,332.00-	
AP	315	Summary Transactions from AP System		2,500.00-	
AP	481	Summary Transactions from AP System		114.98-	
CDA	77991	STEPHANIE LYNN LAKE GENEVA LLC	5,332.00		
CDA	78122	CHARTER COMMUNICATIONS	114.98		
CDA	78179	NEI-TURNER MEDIA	2,500.00		
		12/31/2021 (12/21) Period Totals and Balance	7,946.98 *	7,946.98- *	.00
47-00-00-21900 ACCRUED EXPENSES					
		11/30/2021 (11/21) Balance			.00
		12/31/2021 (12/21) Period Totals and Balance	.00 *	.00 *	.00
47-00-00-34800 RESTRICTED FUND BALANCE					
		11/30/2021 (11/21) Balance			306,608.95-
		12/31/2021 (12/21) Period Totals and Balance	.00 *	.00 *	306,608.95-
47-00-00-41210 ROOM TAX					
		11/30/2021 (11/21) Balance			1,060,134.24-
JE	42	TRANSFER ROOM TAX TO TOURISM FUND-D		29,001.16-	
		12/31/2021 (12/21) Period Totals and Balance	.00 *	29,001.16- *	1,089,135.40-
YTD Encumbrance	.00	YTD Actual	1,089,135.40- Total	1,089,135.40- YTD Budget	350,000.00- Unearned
					739,135.40-
47-00-00-48110 INTEREST INCOME					
		11/30/2021 (11/21) Balance			206.76-
		12/31/2021 (12/21) Period Totals and Balance	.00 *	.00 *	206.76-
YTD Encumbrance	.00	YTD Actual	206.76- Total	206.76- YTD Budget	1,000.00- Unearned
					793.24
47-00-00-49100 APPL. PRIOR YR APPROPRIATIONS					
		11/30/2021 (11/21) Balance			.00
		12/31/2021 (12/21) Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual	.00 Total	.00 YTD Budget	.00 Unearned
					.00
47-00-00-49350 TRANSFER FROM GENERAL FUND					

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
		11/30/2021 (11/21) Balance			629.88-
		12/31/2021 (12/21) Period Totals and Balance	.00 *	.00 *	629.88-

YTD Encumbrance .00 YTD Actual 629.88- Total 629.88- YTD Budget .00 Unearned 629.88-

47-00-00-57100 HOTEL/MOTEL ASSN-CHAM OF COMM

		11/30/2021 (11/21) Balance			150,000.00
		12/31/2021 (12/21) Period Totals and Balance	.00 *	.00 *	150,000.00

YTD Encumbrance .00 YTD Actual 150,000.00 Total 150,000.00 YTD Budget 224,332.00 Unearned 74,332.00-

47-00-00-57210 EVENTS COORDINATOR

		11/30/2021 (11/21) Balance			29,326.00
AP	86	STEPHANIE LYNN LAKE GENEVA LLC	2,666.00		
		**Desc: EVENTS COORDINATOR-RIVIERA-DEC 2021			
		12/31/2021 (12/21) Period Totals and Balance	2,666.00 *	.00 *	31,992.00

YTD Encumbrance .00 YTD Actual 31,992.00 Total 31,992.00 YTD Budget 32,000.00 Unearned 8.00-

47-00-00-57212 EVENTS COORDINATOR-RIVIERA

		11/30/2021 (11/21) Balance			29,326.00
AP	87	STEPHANIE LYNN LAKE GENEVA LLC	2,666.00		
		**Desc: EVENTS COORDINATOR-RIVIERA DEC 2021			
		12/31/2021 (12/21) Period Totals and Balance	2,666.00 *	.00 *	31,992.00

YTD Encumbrance .00 YTD Actual 31,992.00 Total 31,992.00 YTD Budget 32,000.00 Unearned 8.00-

47-00-11-15900 DUE TO/FROM GENERAL FUND

		11/30/2021 (11/21) Balance			.00
		12/31/2021 (12/21) Period Totals and Balance	.00 *	.00 *	.00

47-00-40-15900 DUE TO/FROM LAKEFRONT FUND

		11/30/2021 (11/21) Balance			.00
		12/31/2021 (12/21) Period Totals and Balance	.00 *	.00 *	.00

47-70-00-57150 PROMOTIONAL GRANT

		11/30/2021 (11/21) Balance			76,870.33
		12/31/2021 (12/21) Period Totals and Balance	.00 *	.00 *	76,870.33

YTD Encumbrance .00 YTD Actual 76,870.33 Total 76,870.33 YTD Budget 85,000.00 Unearned 8,129.67-

47-70-00-57155 TOURISM MUNICIPAL DEVELOPMENT

		11/30/2021 (11/21) Balance			49,596.33
AP	273	NEI-TURNER MEDIA	2,500.00		
		**Desc: DESTINATION WEDDINGS-2021			
AP	466	CHARTER COMMUNICATIONS	114.98		
		**Desc: INTERNET SVC-DEC			
		12/31/2021 (12/21) Period Totals and Balance	2,614.98 *	.00 *	52,211.31

YTD Encumbrance .00 YTD Actual 52,211.31 Total 52,211.31 YTD Budget 48,906.00 Unearned 3,305.31

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-70-00-59400 TRANSFER TO CAPITAL PROJECTS					
		11/30/2021 (11/21) Balance			.00
		12/31/2021 (12/21) Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual	.00	Total	.00
		YTD Budget	.00	Unearned	.00
47-70-00-59500 TRANSFER TO LAKEFRONT FUND					
		11/30/2021 (11/21) Balance			68,000.00
		12/31/2021 (12/21) Period Totals and Balance	.00 *	.00 *	68,000.00
YTD Encumbrance	.00	YTD Actual	68,000.00	Total	68,000.00
		YTD Budget	.00	Unearned	68,000.00
Number of transactions: 17 Number of accounts: 18			Debit	Credit	Proof
Grand Totals:			73,896.28	73,896.28-	.00

Report Criteria:

Actual amounts

All accounts

Account.Account number = "47000011111"- "47700059500"



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

Date Submitted: 12/22/2021

Organization: The Riviera Ballroom

Contact Person: Stephanie Copsey

Phone Number: (262) 344-8246

Street Address: 812 Wrigley Dr.

City, State, Zip: Lake Geneva, WI 53147

Email Address: lakegenevariviera@gmail.com

Name of Event: Winter Wedding Photoshoot

Date(s) of Event: January 22nd 2022

Location of Event: The Riviera Ballroom

Type of Event: Styled Photoshoot
(Festival, Cultural, Convention, Tour, Sporting, Other)

Estimated Number of Attendees: n/a

Estimated Number of Overnight Stays: n/a - Photoshoot is to be used in marketing strategy to increase bookings in the winter months, specifically January - March.

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

Annual Event (Yes/No): No

Event/Initiative Start Date: Jan 22, 2022

Event/Initiative End Date: Jan 22, 2022

Note: In addition, if chosen, the applicant agrees to include the City of Lake Geneva logo on all marketing materials 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: \$1,500

Provide as attachment the following:

- 1) Event Overview/Description
- 2) Event Budget (Include how grant funds will be used)
- 3) Mock-up of Marketing Material to include City of Lake Geneva Logo
- 4) Marketing plan for the event
- 5) Any other helpful information

Please send the completed application with required additional information to
CityAdmin@cityoflakegeneva.com and cc: DeputyClerk@cityoflakegeneva.com

Winter Styled Wedding Photoshoot- Grant Request

As an indoor wedding venue, we are in high need of captivating winter wedding photos that will appeal to more than just the budget conscious brides that typically book in the off-peak season. Our prices have increased significantly and while they are lower than the peak season, it is important to highlight the beauty of the venue in the off-season in order to entice our target demographic.

The grant money will be used to pay for the costs associated with the materials and design of the photoshoot, along with the photography and image editing. The vendors will be donating the majority of their time and talent in exchange for the promotional rewards that will come as we share the photos.

Décor: \$1,150

- Cost of florals, candles, furniture, linens & napkins, chargers, silverware, & glassware
- Bride and Groom models
- Wedding dress and tuxedo cleaning

Photography, Labor and Image Editing: \$350 (Significantly discounted in exchange for promotional rewards)

Designer Fees & Day-of Styling Time- Waived in exchange of promotional rewards

CITY OF LAKE GENEVA

TOURISM COMMISSION



TOURISM PROMOTION GRANT

INFORMATIONAL GUIDE

Revised September, 2021

I. INTRODUCTION:

In 2017, the City of Lake Geneva Common Council passed Ordinance 17-03, creating and amending Chapter 70, Sec. 70-55, establishing a Tourism Commission to be responsible for the coordination of tourism promotion and tourism development within the City and for ensuring that all room tax dollars are spent on tourism promotion and development as defined in Wisconsin State Statute 66.0615. As part of the duties, this Commission has established the Tourism Promotion Grant Program to fulfill its obligation to support marketing projects, including advertising media buys, creation of printed or electronic promotional tourist materials, or efforts to recruit conventions, sporting events, or motor coach groups.

The Grants are intended to be provided to applicants that can clearly show their event is reasonably likely to generate paid overnight stays by transient tourists at more than one establishment on which a room tax is imposed, that are owned by different persons and located within the City of Lake Geneva. The Commission intent is to focus on those applicants that can demonstrate that likeliness primarily seven days a week during non-peak periods and Sunday to Thursday nights during peak periods (Peak periods being Memorial Day through Labor Day, non-peak Labor Day through Memorial Day).

II. ELIGIBLE APPLICANTS:

Eligible applicants for the Grant are businesses, non-profits, civic groups, downtown promotional entities, and tourism promotion entities who can convey to the Commissions' consensus that their event is reasonably likely to generate paid overnight stays by transient tourists within the City. Applicants must demonstrate that their event or promotion opportunity has fulfilled the State Statute requirements for the grant expenditures. Tourism Commission members shall not be eligible to participate in the program.

Applicants must also state:

- Where is this event physically located?
- What other governmental bodies have been approached for support and what amount has been received?
- Has the City of Lake Geneva Common Council approved this event taking place? (All proposed events must be approved by the Council prior to applying for a tourism grant).

Administration of the Grant Fund will be reviewed by the Tourism Commission with final approval given by a simple majority of those voting. The City Administrator shall be responsible for the day –to-day administration of the Grant Program after Commission approval.

III. APPLICATION PROCEDURES:

Applications are due and shall be submitted one week prior to the Tourism Commission meeting. See City of Lake Geneva website calendar for Tourism Commission meeting dates.

Businesses that are interested in applying for Grant Funds can download the application from the City of Lake Geneva website, and submit to the Lake Geneva City Administrator and designee via email at cityadmin@cityoflakegeneva.com or mail to the Lake Geneva City Hall, 626 Geneva Street, Lake Geneva WI 53147. Applications along with applicable materials are to be marked as “Promotional Tourism Grant.”

Following submittal of an application to the Commission, the Commission will examine the application, approve or deny the application and level of financial support to be granted. As part of the application, the commission requires the City of Lake Geneva logo placed on marketing event/initiative materials including printer materials, banners, websites and all out social media outlets used.

Once the Commission has completed its review of the application, the applicant may be informed of any deficiencies and be requested to amend the application, if necessary. Upon receipt of the completed application, it will be presented to the Commission for consideration.

As part of the grant approval, the Commission may require room block rental contracts with City of Lake Geneva hotels (for applicable events) one week prior.

IV. APPROVAL PROCEDURES:

Ten-minute presentations with grant applicants and the Tourism Commission may take place after a grant request has been submitted. Be prepared to explain how you calculated your estimate for overnight room stays. The City/Tourism Commission reserves the right to reject all applications or to accept any application which will best serve the interests of the City of Lake Geneva and the Tourism Commission.

V. EVENT EXPENSE REIMBURSEMENT PROCEDURES:

Businesses and organizations that have been approved for Grant Funds should indicate the final event/initiative date and will be given 45 days from that date to submit their receipts and examples of any marketing materials, using the attached form. Approved expenses after the event should be emailed to the City of Lake Geneva electronically at cityadmin@cityoflakegeneva.com. The City of Lake Geneva will follow their internal policies in regards to reimbursement and documentation needed for reimbursement up to the approved amount. Any disputes arising from submission will be reviewed for State law compliance by the Lake Geneva City Attorney and the Lake Geneva City Administrator.

City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

Revised September, 2021

Date Submitted: December 23, 2021

Organization: Wisconn Valley Media Group

Contact Person: Kelly Wells

Phone Number: 262-656-6209

Street Address: 315 Broad Street

City, State, Zip: Lake Geneva, WI 53147

Email Address: KWells@wisconnvalleymediagroup.com

Name of Event: Lake Geneva Bacon Fest

Date(s) of Event: May 21-22, 2022

Location of Event: Flat Iron Park – Lake Geneva

Type of Event: Food and Music Festival

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

Estimated Number of Attendees: 5000

Have you Applied Before? Yes or No; Explain: We previously applied for, and were granted, a grant for the inaugural event held in May 2021.

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

Flat Iron Park – 201 Wrigley Drive 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 Currently working with Lana Kropf on approvals.

Estimated Number of Overnight Stays: 750 (approximately 15% of event attendees, based on 2021 results)

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

Annual Event (Yes/No): This will be the 2nd annual event.

Note: In addition, if chosen, the applicant agrees to include the City of Lake Geneva logo on all marketing materials including print, banners, websites and 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

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 City of Lake Geneva Logo (also list all social media outlets associated with this event) @LakeGenevaRegionalNews @kenosha.news @JournalTimes
- 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 in regard to 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.com

Important points for your grant presentation at Tourism Commission:

Revised September, 2021

- 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.

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

Revised September, 2021

- All reimbursable expenses must be listed on the attached Reimbursement Form and submitted to the City Administrator at one time
- All reimbursable expenses must be submitted to the City no later than forty-five (45) consecutive days after the event; not business days
- All expenses to be reimbursed must have an actual receipt included
- All reimbursable receipts must be marked “paid” by the vendor
- You must use the Tourism Commission Reimbursement Form provide. The form must correlate exactly with the individual receipts that are attached.
- Reimbursement forms need to include the Grant Evaluation Form before grant funds will be released.

Under no circumstances will the Tourism Commission reimburse invoices submitted which exceed the amount approved.

City of Lake Geneva Tourism Commission Reimbursement Form

Revised September, 2021

Name: _____

Organization Name: _____

Payment made Payable to: _____

Remittance Address: _____

Contact Phone #: _____ Email: _____

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

<u>Invoice Date</u>	<u>Invoice #</u>	<u>Vendor Name</u>	<u>Purchase Description</u>	<u>Purchase Amount</u>	<u>Date Paid</u>

City of Lake Geneva Tourism Commission

Grant Evaluation Form

Revised September, 2021

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

cityadmin@cityoflakegeneva.com

or mail to

City of Lake Geneva

626 Geneva Street

Lake Geneva, WI 53147

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

Name: _____ Date: _____

Name of Organization: _____

Email: _____ Phone: _____



2nd Annual Lake Geneva Bacon Fest
Saturday, May 21 - Sunday, May 22, 2021
Flat Iron Park

Lake Geneva
REGIONAL NEWS





Wisconn Valley Media Group would like to bring the Lake Geneva Bacon Fest back to Flat Iron Park in May 2022 for the 2nd Annual Event.

2021 Event Recap:

The Inaugural Bacon Fest was held on Saturday, May 8, 2021 between the hours of 11-7PM.

With many COVID gathering protocols still in place, tickets were pre-sold online and with staggered arrival times to allow for more social distancing. 2,500 tickets sold out ahead of the event.

- 14 food vendors were present including several from Lake Geneva (Geneva Inn, Piggly Wiggly, Baker House, Lake Geneva Pie Co., for example).
- 9 non-food vendors

2021 Noteable Statistics (Full Report Attached):

- Estimated Number of Attendees: 3000
- Attendees traveled from several areas outside of Lake Geneva/Walworth County:
 - Boone County (IL), Cook County (IL), Dane (W), Kane County (IL), Kenosha County (WI), Lake County (IL), McHenry County (IL), Racine County (WI), Waushara County (WI), Winnebago (IL)
- Estimated Number of Overnight Stays: 14% of total pre-event, 8% of total post-event.
 - See full attached report for a complete breakdown of Prior and Post Event Hotel Visits
- Several attendees visited other local Lake Geneva establishments prior/post event.
 - See Event Traffic in attachment for complete list.

2022 Event Overview:

Proposed Dates: Saturday, May 21, 2022 (11AM-9PM) - Sunday, May 22, 2022 (11AM-7PM)

Following the success of 2021's event, we will look to hold the festival over a two-day period including extended Saturday hours.

Event Features

- Food trucks and food vendors providing bacon-inspired dishes (and more).
- Bounce house(s)/kids activities.
- Musical acts featuring local performers under the pavilion.
- Family friendly contests.
- Local non-food vendors and area shops will have the opportunity to participate as vendors on-site during the event.
 - Vendor fees will be charged.
- Beer/Alcohol Tent
 - We will partner with a local non-profit to obtain the correct licensing.

2021 Event:

Press Coverage:

[Lake Geneva Bacon Fest is Sold-Out, No Day-Of Ticket Sales](#)

[Lake Geneva Bacon Fest Music Director Turns Rock Into Bluegrass On Stage](#)

[In photos and video: Bacon Fest in Lake Geneva](#)

[Sold-Out Bacon Fest Gets Good Reviews, Likely Returning Next Year](#)



2022 Marketing Plan & Budget

All of the requested grant money will be used on digital advertising and tactics targeted to individuals based on their online behavior, past website visits and propensity to travel as well as, frequent event attendees, and music and food lovers. Geographically, we will target the Chicago DMA.

- Updating the existing event website to include new information as well as a direct platform for ticket purchasing- baconfestwi.com
 - Ticket purchase link can include an opt in to receive information directly from the City of Lake Geneva, this list would be shared upon completion of the event.
- Targeted social and social remarketing
- Dedicated Bacon Fest Facebook page- www.facebook.com/LGBaconFest
- Social media postings on Lake Geneva Regional News & Resorter, Kenosha News, and Journal Times Facebook pages
- Targeted display and website remarketing
- EBlast Marketing
 - Targeted Emails

Tactic	Impressions	Cost	Additional Information
Website Upgrade		\$250	Adding an additional FAQ page, updates for 2022 event
Targeted Display	150,000	\$1,500	Based on propensity to travel, event goes, bacon lovers, music and other event attendees
YouTube Advertising		\$2,500	Based on propensity to travel, event goes, bacon lovers, music and other event attendees
Social Media		\$3,780	Look-A-Like Audience
Amazon - OTT	20,000	\$1,100	Targeting based on purchase history
Email Marketing	30,000	\$600	Email to individuals within the with Chicago DMA
Email Redrop	Up to 10,000	\$270	Email to individuals within the with Chicago DMA
	TOTAL	\$10,000	
			*All tactics will be targeted to the Chicago DMA.

Added Value Marketing:

By partnering with the largest local media agency in the tri-county area, a large amount of added value will be included.

- High-impact advertisements on the websites for The Lake Geneva Regional News, Kenosha News, and Journal Times in Racine.
- Print ads in all three publications.
- Additional print ads in our Penysaver Advantage mailed to over 120,000 homes in Racine, Kenosha, and Lake County, IL.
- Preview articles on our websites and across our three Facebook platforms which have more than 100,000 combined followers.
- Email notifications to our internal list of more than 50,000 email subscribers.
- Press coverage at the event, which will include articles and photo galleries.

Sample Marketing Materials

**These are only art samples, specific details subject to change based on sponsorships, vendors, entertainment schedules, and city approvals.*

Print Ad Campaign

Ads for the 2nd Annual Bacon Fest will appear in the Lake Geneva Regional News, The Resorter, The Kenosha News, and Journal Times in Racine reaching print readers in Walworth, Kenosha, and Racine Counties.

We will use a variety of ad sizes and placements throughout the four publications to increase visibility and reach.



LAKE GENEVA REGIONAL NEWS
Keeping you current since 1872

Featuring live music, cash bar, activities, and unique bacon creations available for sale from local restaurants, food trucks and chefs!

Saturday, May 21 11AM-9PM | Sunday, May 22 11AM-7PM
Flat Iron Park, 201 Wrigley Drive, Lake Geneva
On the beautiful shores of Geneva Lake!



Food Vendors	Live Music
Anytime Arepa	Saturday, May 21
Baker House	Gravity of Youth
Fatty Patty Food Truck	Your Favorite Band
Geneva Inn	Sunday, May 22
Great Eggs	The Amazing Farm Boys
Jammin' Concessions	The Spectaculars
Lake Geneva Pie Co	
Leftys Too	
Melted (International Catering Co)	
Piggly Wiggly	
Rustic Oven Wood Fired Pizza	
Smilin' Dawgs	
Sweet Treats Candies & Sweets	
Ultimate Confections	

Cash Bar!
Benefitting the Walworth County Food & Diaper Bank

Spotted Cow & Miller Lite
White Claw
Red & White Wine
Soda & Water

Get your tickets or learn more at BaconFestWI.com
HURRY! Tickets selling quickly!

Sponsored by

LAKE GENEVA **PATS SERVICES, INC.** Best Bargains Bruno's Liquors The Farmstand



LAKE GENEVA'S 2ND ANNUAL BACON FEST!
Live Music | Cash Bar | Fun for the whole family

Saturday May 21 11AM-9PM | Sunday, May 22 11AM-7PM
Flat Iron Park | 201 Wrigley Drive | Lake Geneva

LAKE GENEVA REGIONAL NEWS **LAKE GENEVA** **PATS SERVICES, INC.** Best Bargains Bruno's Liquors The Farmstand Cash bar benefitting Walworth County Food & Diaper Bank

LEARN MORE OR GET YOUR TICKETS TODAY AT BACONFESTWI.COM!
HURRY! TICKETS SELLING QUICKLY!



★ \$5 per person ★ **LAKE GENEVA REGIONAL NEWS**

LAKE GENEVA'S 2ND ANNUAL BACON FEST!
Featuring live music, activities, and unique bacon creations available for sale from local restaurants and chefs!

May 21-22, 2022
Saturday 11AM-9PM | Sunday 11AM-7PM
Flat Iron Park
201 Wrigley Drive | Lake Geneva

Come and enjoy a wide variety of bacon-inspired dishes, treats, and drinks while listening to live music from local performing artists! Cash bar available.

IT'S AN EVENT YOU WON'T WANT TO MISS!

Sponsored by

LAKE GENEVA **PATS SERVICES, INC.** Best Bargains Bruno's Liquors The Farmstand

Get your tickets or learn more now at BACONFESTWI.COM



Digital Ad Campaign

High-impact ads will appear on websites for Lake Geneva Regional News, Kenosha News, and The Journal Times in Racine.

LAKE GENEVA REGIONAL NEWS

LAKE GENEVA BACON fest 2022

LAKE GENEVA'S 2ND ANNUAL BACON FEST!

Sat., May 21 11AM-9PM | Sun., May 22 11AM-7PM
Flat Iron Park | Lake Geneva, WI
Beautiful lakefront views!

Food, drinks, music, & fun!

CLICK TO PURCHASE TICKETS AND LEARN MORE!

LAKE GENEVA BACON fest 2022

LAKE GENEVA'S 2ND ANNUAL BACON FEST!

Sat., May 21 11AM-9PM | Sun., May 22 11AM-7PM
Flat Iron Park | 201 Wrigley Drive | Lake Geneva, WI
Live Music | Fun | BACON!

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LAKE GENEVA BACON fest 2022

LAKE GENEVA'S 2ND ANNUAL BACON FEST!

Saturday, May 22 11AM-9PM | Sunday, May 21 11AM-7PM
Flat Iron Park | 201 Wrigley Drive | Lake Geneva

Featuring live music, cash bar, activities, and unique bacon creations available for sale from local restaurants and chefs!

Sponsored by

CLICK HERE TO GET YOUR TICKETS!

LAKE GENEVA REGIONAL NEWS LAKE GENEVA PATS SERVICES, INC.

LAKE GENEVA BACON fest 2022

Sat., May 21 11AM-9PM | Sun., May 22 11AM-7PM
Flat Iron Park | Lake Geneva, WI
Beautiful lakefront views!
Food, Drinks, Live Music & Fun

CLICK TO LEARN MORE!

CITY OF LAKE GENEVA

TOURISM COMMISSION



TOURISM PROMOTION GRANT

INFORMATIONAL GUIDE

Revised September, 2021

I. INTRODUCTION:

In 2017, the City of Lake Geneva Common Council passed Ordinance 17-03, creating and amending Chapter 70, Sec. 70-55, establishing a Tourism Commission to be responsible for the coordination of tourism promotion and tourism development within the City and for ensuring that all room tax dollars are spent on tourism promotion and development as defined in Wisconsin State Statute 66.0615. As part of the duties, this Commission has established the Tourism Promotion Grant Program to fulfill its obligation to support marketing projects, including advertising media buys, creation of printed or electronic promotional tourist materials, or efforts to recruit conventions, sporting events, or motor coach groups.

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Applications are due and shall be submitted one week prior to the Tourism Commission meeting. See City of Lake Geneva website calendar for Tourism Commission meeting dates.

Businesses that are interested in applying for Grant Funds can download the application from the City of Lake Geneva website, and submit to the Lake Geneva City Administrator and designee via email at cityadmin@cityoflakegeneva.com or mail to the Lake Geneva City Hall, 626 Geneva Street, Lake Geneva WI 53147. Applications along with applicable materials are to be marked as “Promotional Tourism Grant.”

Following submittal of an application to the Commission, the Commission will examine the application, approve or deny the application and level of financial support to be granted. As part of the application, the commission requires the City of Lake Geneva logo placed on marketing event/initiative materials including printer materials, banners, websites and all out social media outlets used.

Once the Commission has completed its review of the application, the applicant may be informed of any deficiencies and be requested to amend the application, if necessary. Upon receipt of the completed application, it will be presented to the Commission for consideration.

As part of the grant approval, the Commission may require room block rental contracts with City of Lake Geneva hotels (for applicable events) one week prior.

IV. APPROVAL PROCEDURES:

Ten-minute presentations with grant applicants and the Tourism Commission may take place after a grant request has been submitted. Be prepared to explain how you calculated your estimate for overnight room stays. The City/Tourism Commission reserves the right to reject all applications or to accept any application which will best serve the interests of the City of Lake Geneva and the Tourism Commission.

V. EVENT EXPENSE REIMBURSEMENT PROCEDURES:

Businesses and organizations that have been approved for Grant Funds should indicate the final event/initiative date and will be given 45 days from that date to submit their receipts and examples of any marketing materials, using the attached form. Approved expenses after the event should be emailed to the City of Lake Geneva electronically at cityadmin@cityoflakegeneva.com. The City of Lake Geneva will follow their internal policies in regards to reimbursement and documentation needed for reimbursement up to the approved amount. Any disputes arising from submission will be reviewed for State law compliance by the Lake Geneva City Attorney and the Lake Geneva City Administrator.

City of Lake Geneva Tourism Commission
Tourism Promotion Grant Application

Revised September, 2021

Date Submitted: December 23, 2021

Organization: Wisconn Valley Media Group

Contact Person: Kelly Wells/Christopher
Buttleman

Phone Number: Kelly 262-656-6209 Chris, 262-374-2808

Street Address: 315 Broad Street

City, State, Zip: Lake Geneva, WI 53147

Email Address: KWells@wisconnvalleymediagroup.com

Name of Event: Lake Geneva Jazz Fest

Date(s) of Event: May 13-15, 2022

Location of Event: Lake Geneva House of Music

Type of Event: Food & Music Festival

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

Estimated Number of Attendees: 3000

Have you Applied Before? Yes or No; This is a first year event. We have applied for, and been granted, grants for Taco Fest and Bacon Fest in 2021.

Where is this event physically located? (street address and governmental jurisdiction): Lake Geneva House of Music – N 3241 County Rd. H – Lake Geneva WI, 53147 (Walworth County, Town of Geneva)

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

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

Estimated Number of Overnight Stays: 15% of event attendees, based on our past hosted events (450)**Note:** *Please explain above how you estimated the number of overnight stays.*

Annual Event (Yes/No): We hope for this to become an annual event.

Note: In addition, if chosen, the applicant agrees to include the City of Lake Geneva logo on all marketing materials including print, banners, websites and 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

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 City of Lake Geneva Logo (also list all social media outlets associated with this event) [@LakeGenevaRegionalNews](#) [@kenosha.news](#)
[@JournalTimes](#)
- 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 in regard to 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.com

Important points for your grant presentation at Tourism Commission:

Revised September, 2021

- 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.

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

Revised September, 2021

- All reimbursable expenses must be listed on the attached Reimbursement Form and submitted to the City Administrator at one time
- All reimbursable expenses must be submitted to the City no later than forty-five (45) consecutive days after the event; not business days
- All expenses to be reimbursed must have an actual receipt included
- All reimbursable receipts must be marked “paid” by the vendor
- You must use the Tourism Commission Reimbursement Form provide. The form must correlate exactly with the individual receipts that are attached.
- Reimbursement forms need to include the Grant Evaluation Form before grant funds will be released.

Under no circumstances will the Tourism Commission reimburse invoices submitted which exceed the amount approved.

City of Lake Geneva Tourism Commission Reimbursement Form

Revised September, 2021

Name: _____

Organization Name: _____

Payment made Payable to: _____

Remittance Address: _____

Contact Phone #: _____ Email: _____

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

<u>Invoice Date</u>	<u>Invoice #</u>	<u>Vendor Name</u>	<u>Purchase Description</u>	<u>Purchase Amount</u>	<u>Date Paid</u>

City of Lake Geneva Tourism Commission

Grant Evaluation Form

Revised September, 2021

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

cityadmin@cityoflakegeneva.com

or mail to

City of Lake Geneva

626 Geneva Street

Lake Geneva, WI 53147

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

Name: _____ Date: _____

Name of Organization: _____

Email: _____ Phone: _____



Lake Geneva Jazz Fest: Bash on the Bayou
Friday, May 13 - Sunday, May 15, 2021
Lake Geneva House of Music

Lake Geneva
REGIONAL NEWS





Wisconn Valley Media Group will once again join forces with The Lake Geneva House of Music to bring a brand new event to Lake Geneva in the Spring of 2022.

Lake Geneva Jazz Fest: Bash on the Bayou: A three day day celebration of the authentic sounds and tasty fare of New Orleans, complete with some Mardi Gras flair for the whole family.

Following the success of 2021's Bacon Fest (May) and Taco Fest (September) we expect this event to also be an economic driver to the City of Lake Geneva during an area of downtime between Mother's Day Weekend and Memorial Day/the start of the summer season. With features geared toward families as well as food and music lovers alike, we will draw attendees from Milwaukee, Chicago, and beyond who will inevitably utilize local hotels and visit Lake Geneva shops and restaurants while in town.

2022 Event Overview:

Dates: Friday, May 13th 5PM-11PM, Saturday, May 14th 11AM-11PM, Sunday, May 15th 11AM-3PM

Event Features

- Food vendors and trucks providing authentic southern style foods and more (crawfish, BBQ, etc.).
- Bounce house(s)/kids activities.
- Jazz themed musical acts and performances - including local artists.
- Family friendly contests.
- Local non-food vendors and area shops will have the opportunity to participate as vendors on-site during the event.
 - Vendor fees will be charged.
- Beer/Alcohol sales run by the Lake Geneva House of Music.

2022 Marketing Plan & Budget

All of the requested grant money will be used on digital advertising and tactics targeted to individuals based on their online behavior, past website visits and propensity to travel as well as, frequent event attendees, music and food lovers specifically in the Chicago DMA.

Advertising will include:

- Building a stand-alone event website that will include ticket purchasing link, hotel guide, event schedule, and more
- Targeted social and social remarketing
- Dedicated Jazz Fest Facebook page
- Social media postings on Lake Geneva Regional News & Resorter, Kenosha News, and Journal Times Facebook pages
- Targeted display and website remarketing
- EBlast Marketing
 - Targeted Emails

Tactic	Impressions	Cost	Additional Information
Website Build		\$750	Style will match that of the existing Bacon Fest and Taco Fest Websites
Targeted Display	100,000	\$1,000	Based on propensity to travel, event attendees,, jazz music, food event, and other event attendees
YouTube Advertising		\$2,500	Based on propensity to travel, event attendees, jazz music, food event, and other event attendees
Social Media		\$3,380	Social Media
Streaming Radio	50,000	\$1,500	Jazz Playlists & Related Styles
Email Marketing	30,000	\$600	Emails to people with Chicago DMA
Email Redrop	Up to 10,000	\$270	Emails to people with Chicago DMA
	Total	\$10,000	
			*All tactics will be targeted to the Chicago DMA.

Added Value Marketing:

By partnering with the largest local media agency in the tri-county area, a large amount of added value will be included.

- High-impact advertisements on the websites for The Lake Geneva Regional News, Kenosha News, and Journal Times in Racine.
- Print ads in all three publications, plus the Resorter, which reach 28,000+ subscribers
- Additional print ads in our Penysaver Advantage mailed to over 120,000 homes in Racine, Kenosha, and Lake County, IL.
- Preview articles on our websites and across our three Facebook platforms which have more than 100,000 combined followers.
- Email notifications to our internal list of more than 50,000 email subscribers
- Press coverage at the event which will include articles and photo albums

Sample Marketing Materials

**These are only art samples, specific details subject to change based on sponsorships, vendors, and entertainment schedules.*

Print Ad Campaign

Ads will appear in the Lake Geneva Regional News, The Resorter, The Kenosha News, and Journal Times in Racine reaching over 60,000 print readers in Walworth, Kenosha, and Racine Counties.

We will use a variety of ad sizes and placements throughout the four publications to increase visibility and reach.



**LAKE GENEVA
JAZZ
FEST
2022**

BASH ON THE BAYOU

A three day day celebration of the authentic sounds and tasty fare of New Orleans, complete with some Mardi Gras flair for the whole family!

May 13-15, 2022

LAKE GENEVA HOUSE OF MUSIC

 

Visit LakeGenevaJazzFest.com for more info



**LAKE GENEVA
JAZZ
FEST
2022**

BASH ON THE BAYOU

A three day day celebration of the authentic sounds and tasty fare of New Orleans, complete with some Mardi Gras flair for the whole family!

May 13-15, 2022

**LAKE GENEVA
HOUSE OF MUSIC**

 

Visit LakeGenevaJazzFest.com for more info

Digital Ad Campaign

High-impact ads will appear on websites for Lake Geneva Regional News, Kenosha News, and The Journal Times in Racine.



BASH ON THE BAYOU

A three day celebration of the authentic sounds and tasty fare of New Orleans, complete with some Mardi Gras flair for the whole family!

May 13-15, 2022

LAKE GENEVA HOUSE OF MUSIC

CLICK HERE FOR MORE INFO

LAKE GENEVA REGIONAL NEWS



CITY OF LAKE GENEVA

TOURISM COMMISSION



TOURISM PROMOTION GRANT

INFORMATIONAL GUIDE

Revised September, 2021

I. INTRODUCTION:

In 2017, the City of Lake Geneva Common Council passed Ordinance 17-03, creating and amending Chapter 70, Sec. 70-55, establishing a Tourism Commission to be responsible for the coordination of tourism promotion and tourism development within the City and for ensuring that all room tax dollars are spent on tourism promotion and development as defined in Wisconsin State Statute 66.0615. As part of the duties, this Commission has established the Tourism Promotion Grant Program to fulfill its obligation to support marketing projects, including advertising media buys, creation of printed or electronic promotional tourist materials, or efforts to recruit conventions, sporting events, or motor coach groups.

The Grants are intended to be provided to applicants that can clearly show their event is reasonably likely to generate paid overnight stays by transient tourists at more than one establishment on which a room tax is imposed, that are owned by different persons and located within the City of Lake Geneva. The Commission intent is to focus on those applicants that can demonstrate that likeliness primarily seven days a week during non-peak periods and Sunday to Thursday nights during peak periods (Peak periods being Memorial Day through Labor Day, non-peak Labor Day through Memorial Day).

II. ELIGIBLE APPLICANTS:

Eligible applicants for the Grant are businesses, non-profits, civic groups, downtown promotional entities, and tourism promotion entities who can convey to the Commissions' consensus that their event is reasonably likely to generate paid overnight stays by transient tourists within the City. Applicants must demonstrate that their event or promotion opportunity has fulfilled the State Statute requirements for the grant expenditures. Tourism Commission members shall not be eligible to participate in the program.

Applicants must also state:

- Where is this event physically located?
- What other governmental bodies have been approached for support and what amount has been received?
- Has the City of Lake Geneva Common Council approved this event taking place? (All proposed events must be approved by the Council prior to applying for a tourism grant).

Administration of the Grant Fund will be reviewed by the Tourism Commission with final approval given by a simple majority of those voting. The City Administrator shall be responsible for the day –to-day administration of the Grant Program after Commission approval.

III. APPLICATION PROCEDURES:

Applications are due and shall be submitted one week prior to the Tourism Commission meeting. See City of Lake Geneva website calendar for Tourism Commission meeting dates.

Businesses that are interested in applying for Grant Funds can download the application from the City of Lake Geneva website, and submit to the Lake Geneva City Administrator and designee via email at cityadmin@cityoflakegeneva.com or mail to the Lake Geneva City Hall, 626 Geneva Street, Lake Geneva WI 53147. Applications along with applicable materials are to be marked as “Promotional Tourism Grant.”

Following submittal of an application to the Commission, the Commission will examine the application, approve or deny the application and level of financial support to be granted. As part of the application, the commission requires the City of Lake Geneva logo placed on marketing event/initiative materials including printer materials, banners, websites and all out social media outlets used.

Once the Commission has completed its review of the application, the applicant may be informed of any deficiencies and be requested to amend the application, if necessary. Upon receipt of the completed application, it will be presented to the Commission for consideration.

As part of the grant approval, the Commission may require room block rental contracts with City of Lake Geneva hotels (for applicable events) one week prior.

IV. APPROVAL PROCEDURES:

Ten-minute presentations with grant applicants and the Tourism Commission may take place after a grant request has been submitted. Be prepared to explain how you calculated your estimate for overnight room stays. The City/Tourism Commission reserves the right to reject all applications or to accept any application which will best serve the interests of the City of Lake Geneva and the Tourism Commission.

V. EVENT EXPENSE REIMBURSEMENT PROCEDURES:

Businesses and organizations that have been approved for Grant Funds should indicate the final event/initiative date and will be given 45 days from that date to submit their receipts and examples of any marketing materials, using the attached form. Approved expenses after the event should be emailed to the City of Lake Geneva electronically at cityadmin@cityoflakegeneva.com. The City of Lake Geneva will follow their internal policies in regards to reimbursement and documentation needed for reimbursement up to the approved amount. Any disputes arising from submission will be reviewed for State law compliance by the Lake Geneva City Attorney and the Lake Geneva City Administrator.

City of Lake Geneva Tourism Commission
Tourism Promotion Grant Application

Revised September, 2021

Date Submitted: December 23, 2021

Organization: Wisconn Valley Media Group

Contact Person: Kelly Wells/Christopher Buttleman

Phone Number: Kelly 262-656-6209 Chris, 262-374-2808

Street Address: 315 Broad Street

City, State, Zip: Lake Geneva, WI 53147

Email Address: KWells@wisconnvalleymediagroup.com

Name of Event: Lake Geneva Taco Fest

Date(s) of Event: September 9-11, 2022

Location of Event: Lake Geneva House of Music

Type of Event: Food & Music Festival

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

Estimated Number of Attendees: 4500

Have you Applied Before? Yes or No; Explain: We previously applied for, and were granted, a grant for the inaugural 2021 event

Where is this event physically located? (street address and governmental jurisdiction): Lake Geneva House of Music – N 3241 County Rd. H – Lake Geneva WI, 53147 (Walworth County, Town of Geneva)

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

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

Estimated Number of Overnight Stays: 15% of event attendees, based on past hosted events

(675)**Note:** *Please explain above how you estimated the number of overnight stays.*

Annual Event (Yes/No): This is the 2nd Annual Event

Note: In addition, if chosen, the applicant agrees to include the City of Lake Geneva logo on all marketing materials including print, banners, websites and 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

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 City of Lake Geneva Logo (also list all social media outlets associated with this event) [@LakeGenevaRegionalNews](#) [@kenosha.news](#) [@JournalTimes](#)
- 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 in regard to 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 cityvadmin@cityoflakegeneva.com

Important points for your grant presentation at Tourism Commission:

Revised September, 2021

- 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.

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

Revised September, 2021

- All reimbursable expenses must be listed on the attached Reimbursement Form and submitted to the City Administrator at one time
- All reimbursable expenses must be submitted to the City no later than forty-five (45) consecutive days after the event; not business days
- All expenses to be reimbursed must have an actual receipt included
- All reimbursable receipts must be marked “paid” by the vendor
- You must use the Tourism Commission Reimbursement Form provide. The form must correlate exactly with the individual receipts that are attached.
- Reimbursement forms need to include the Grant Evaluation Form before grant funds will be released.

Under no circumstances will the Tourism Commission reimburse invoices submitted which exceed the amount approved.

City of Lake Geneva Tourism Commission Reimbursement Form

Revised September, 2021

Name: _____

Organization Name: _____

Payment made Payable to: _____

Remittance Address: _____

Contact Phone #: _____ Email: _____

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

<u>Invoice Date</u>	<u>Invoice #</u>	<u>Vendor Name</u>	<u>Purchase Description</u>	<u>Purchase Amount</u>	<u>Date Paid</u>

City of Lake Geneva Tourism Commission

Grant Evaluation Form

Revised September, 2021

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

cityadmin@cityoflakegeneva.com

or mail to

City of Lake Geneva

626 Geneva Street

Lake Geneva, WI 53147

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

Name: _____ Date: _____

Name of Organization: _____

Email: _____ Phone: _____



2nd Annual Lake Geneva Taco Fest
Friday, September 9 - Sunday, September 11, 2021
Lake Geneva House of Music

Lake Geneva
REGIONAL NEWS

WISCONN VALLEY
MEDIA GROUP
JOURNAL TIMES | LG REGIONAL NEWS | KENOSHA NEWS





Wisconn Valley Media Group is once again partnering with The Lake Geneva House of Music for the 2nd Annual Taco Fest to be held September 9-11, 2022.

2021 Event Recap:

The Inaugural Taco Fest was held Friday, September 10th-Sunday, September 12th, 2021 at The Lake Geneva House of Music and welcomed approximately 4500 guests.

- 15 food vendors were present including several from Lake Geneva
- 9 non-food vendors
(Lake Geneva Businesses Included: Elena-In-Home Catering, Lake Geneva Scooter Tours & Rentals, La Fiesta: Mama's Cocina, Sterling Works)

2021 Notable Statistics (Full Report Attached):

- Estimated Number of Total Individuals On-Site: 4500
- Attendees traveled from several areas outside of Lake Geneva/Walworth County:
 - Beloit (WI)/Rock County, Chicago (IL)/Cook County, Kenosha County (WI), Lake County (IL), McHenry County (IL), Milwaukee (WI), Racine County (WI), Rockford (IL)/Winnebago County
- Estimated Number of Overnight Stays: 2.75% of attendees came to the event from a hotel, 8.73% went to a hotel following the event.
- Several attendees visited other local Lake Geneva establishments prior/post event.
 - Restaurants, Stores, Spa/Salons

2022 Event Overview:

Dates: Friday, September 9th 5PM-11PM, Saturday, September 10th 11AM-11PM, Sunday, September 11th 11AM-3PM

Following the success of 2021's event, we are looking to run a similar schedule of events.

Event Features

- Food trucks and food vendors providing taco-inspired dishes (and more).
- Bounce house(s)/kids activities.
- Musical acts and authentic Mexican performances.
- Family-friendly contests.
- Local non-food vendors and area shops will have the opportunity to participate as vendors on-site during the event.
 - Vendor fees will be charged.
- Beer/Alcohol sales run by the Lake Geneva House of Music.

2021 Event Press Coverage:

[Taco Fest Tickets On Sale Now; Lake Geneva Event to Begin September 10](#)

[Lake Geneva Taco Fest is This Weekend: September 10-12](#)

[Lake Geneva Taco Fest Draws a Taco-Loving Crowd](#)

[A Look Back at Lake Geneva's Taco Fest, Including the Chihuahua Contest](#)

[Watch Now: Lake Geneva Taco Fest Highlights](#)



2022 Marketing Plan & Budget

All of the requested grant money will be used on digital advertising and tactics targeted to individuals based on their online behavior, past website visits and propensity to travel as well as, frequent event attendees and, music and food lovers. We will target the Chicago DMA.

Advertising will include:

- Updating the existing event website to include new information - lgtacofest.com
- Targeted social and social remarketing
- Dedicated Taco Fest Facebook page - www.facebook.com/LGTacoFest
- Social media postings on Lake Geneva Regional News & Resorter, Kenosha News, and Journal Times Facebook pages
- Targeted display and website remarketing
- EBlast Marketing
 - Targeted Emails

Tactic	Impressions	Cost	Additional Information
Website Upgrade		\$250	Adding an additional FAQ page, updates for 2022 event
Targeted Display	150,000	\$1,500	Based on propensity to travel, event goes, taco lovers, music and other event attendees
YouTube Advertising		\$2,500	Based on propensity to travel, event goes, taco lovers, music and other event attendees
Social Media		\$3,780	Look-A-Like Audience
Amazon - OTT	20,000	\$1,100	Targeting based on purchase history
Email Marketing	30,000	\$600	Email to individuals within the with Chicago DMA
Email Redrop	Up to 10,000	\$270	Email to individuals within the with Chicago DMA
	TOTAL	\$10,000	
			*All tactics will be targeted to the Chicago DMA.

Added Value Marketing:

By partnering with the largest local media agency in the tri-county area, a large amount of added value will be included.

- High-impact advertisements on the websites for The Lake Geneva Regional News, Kenosha News, and Journal Times in Racine.
- Print ads in all three publications as well as the Lake Geneva Resorter.
- Additional print ads in our Penysaver Advantage mailed to over 120,000 homes in Racine, Kenosha, and Lake County, IL.
- Preview articles on our websites and across our three Facebook platforms which have more than 100,000 combined followers.
- Email notifications to our internal list of more than 50,000 email subscribers.
- Press coverage at the event which will include articles and photo galleries.

Sample Marketing Materials

**These are only art samples, specific details subject to change based on sponsorships, vendors, and entertainment schedules.*

Print Ad Campaign

Ads for the 2nd Annual Taco Fest will appear in the Lake Geneva Regional News, The Resorter, The Kenosha News, and Journal Times in Racine reaching print readers in Walworth, Kenosha, and Racine Counties.

We will use a variety of ad sizes and placements throughout the four publications to increase visibility and reach.



TACO FEST
LAKE GENEVA 2022
Food, Music, Family and Fun

Friday,
September 9th
Sunday,
September 11

THREE DAYS OF FOOD, MUSIC, AND FUN!



Friday 5:00 p.m. - 11:00 p.m. | Saturday 11:00 a.m. - 11:00 p.m.
Sunday 11:00 a.m. - 3:00 p.m.

Lake Geneva
House of Music
N3241 County Road H Lake Geneva

Learn more or get your tickets now at lgtacofest.com!





Lake Geneva
REGIONAL NEWS





TACO FEST
LAKE GENEVA 2022
Food, Music, Family and Fun

Friday, Sept 9th
Sunday, Sept 11

THREE DAYS OF FOOD, MUSIC, AND FUN!

Friday 5:00 p.m. - 11:00 p.m.
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Lake Geneva
House of Music
N3241 County Road H
Lake Geneva

Learn more or get your tickets now at lgtacofest.com!





Lake Geneva
REGIONAL NEWS



Digital Ad Campaign

High-impact ads will appear on websites for Lake Geneva Regional News, Kenosha News, and The Journal Times in Racine.




Friday, Sept 9th Sunday, Sept 11

THREE DAYS OF FOOD, MUSIC, AND FUN!

Friday 5:00 p.m. - 11:00 p.m. | Saturday 11:00 a.m. - 11:00 p.m. | Sunday 11:00 a.m. - 3:00 p.m.
Lake Geneva House of Music - N3241 County Road H, Lake Geneva
Learn more or get your tickets now at lgtacofest.com!





Food, Music, Family and Fun

Friday, Sept 9th
Sunday, Sept 11

THREE DAYS OF FOOD, MUSIC, AND FUN!

Friday 5:00 p.m. - 11:00 p.m.
Saturday 11:00 a.m. - 11:00 p.m.
Sunday 11:00 a.m. - 3:00 p.m.



Lake Geneva
House of Music
N3241 County Road H
Lake Geneva

Learn more or get your tickets now at lgtacofest.com!



Lake Geneva
REGIONAL NEWS





Food, Music, Family and Fun

Friday,
September 9th
Sunday,
September 11

THREE DAYS OF FOOD, MUSIC, AND FUN!

Friday 5:00 p.m. - 11:00 p.m. | Saturday 11:00 a.m. - 11:00 p.m.
Sunday 11:00 a.m. - 3:00 p.m.



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Lake Geneva
REGIONAL NEWS





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

Date Submitted: _____

Organization: Lake Geneva Jaycees

Contact Person: Nicholas Ponsonby

Phone Number: 262-206-0591

Street Address: PO Box 411

City, State, Zip: Lake Geneva, WI 53147

Email Address: lgjceexternalvp@gmail.com

Name of Event: Pub & Grub Crawl

Date(s) of Event: 5/13/22-5/15/22

Location of Event: Throughtout Lake Geneva

Type of Event: Food & beverage Crawl throughtout Lake Geneva
(Festival, Cultural, Convention, Tour, Sporting, Other)

Estimated Number of Attendees: 5000

Estimated Number of Overnight Stays: 250

Annual Event (Yes/No): Yes

Event/Initiative Start Date: 5/13/22

Event/Initiative End Date: 5/15/22

Note: Marketing materials & paid receipts to be sent *no later* than 45 days after the end date.

Grant Amount Requested: \$20,000

Provide as attachment the following:

- 1) Event Overview/Description
- 2) Event Budget (Include how grant funds will be used)
- 3) Mock-up of Marketing Material to include City of Lake Geneva Logo
- 4) Marketing plan for the event
- 5) Any other helpful information

**Please send the completed application with required
additional information to CityAdmin@cityoflakegeneva.com
and cc: DeputyClerk@cityoflakegeneva.com**

City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

Revised September, 2021

Date Submitted: 1/2/2022

Organization: Lake Geneva Jaycees

Contact Person: Nicholas Ponsonby

Phone Number: 262-206-0591

Street Address: PO Box 411

City, State, Zip: Lake Geneva, WI 53147

Email Address: lgjceexternalvp20@gmail.com

Name of Event: Pub & Grub Crawl

Date(s) of Event: 5/13/22-5/15/22

Location of Event: Downtown Lake Geneva

Type of Event: Food & beverage crawl throught Lake Geneva

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

Estimated Number of Attendees: 5000

Have you Applied Before? Yes or No; Explain: Yes, this an annual event to help promote Lake Geneva bars and restaurants

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

Throughtout downtown Lake Geneva

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

Has the City of Lake Geneva Common Council approved this event taking place? (All proposed events must be approved *prior* to applying for a tourism grant). Yes / No Not applicable as we use private property and dont need any premit

Estimated Number of Overnight Stays: 250

See Coverletter

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 City of Lake Geneva logo on all marketing materials including print, banners, websites and 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: \$20,000

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 City of Lake Geneva Logo (also list all social media outlets associated with this event)
- 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 in regard to 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.com



Lake Geneva Jaycees

P.O. Box 411 ~ Lake Geneva, WI 53147

Email: info@lakegenevajaycees.com

<http://www.lakegenevajaycees.org>

The Lake Geneva Jaycees are proposing to conduct a Food and Beverage Crawl around the Lake Geneva area with a focus on establishments in the City of Lake Geneva. Tourists and local community members will have their choice of at least 15 different restaurant/pub/bar locations to partake of special menu items or discounts available for purchase using a wrist bracelet. This is an excellent chance for new and existing locations to draw the public in to sample their offerings and make a statement that will keep them coming back for more!

This will be the 3rd event of this type in the Lake Geneva area and will come with more opportunities than the first couple of events allowed us to have. We learned many things from the first two events, and in the 3rd event we will be expanding both our social media and radio advertising, focusing on areas that are just outside of a “day-trip” commuting distance. Our metrics from the first event showed that 71% of all credit card wristband sales came from an Illinois billing zip code and 77% were from outside of Wisconsin.

During the weekend chosen May 13th-15th, we hope the increased traffic will bring patrons to the many wonderful shops the Lake Geneva Community has to offer. With that in mind, The Jaycees hope to partner with Lake Geneva businesses, to offer a deal/discount on products that weekend to persons with a Pub & Grub Bracelet and in turn the Jaycees will promote them on our website.

Some major considerations that we are changing for this 3rd event will allow establishments to apply to be a partner in this Crawl, expand sales channels to participating locations, and have designated areas for check in.

With this 3rd Pub and Grub Crawl, many things are happening; it will be turning warmer and people will be ready to be out and about; and the dates of this crawl were strategically picked as to not interfere with any other scheduled event (made in coordination with Visit's Calendar, community leadership, and expected hotel occupancy).

The Jaycees feel that the first two events were very successful for the establishments that were involved and the exposure that the city received, in the second event, we are looking to expand on that success.

Thank you for your time and the opportunity to promote this event!

Lake Geneva Jaycees		
Pub & Grub Crawl 2022 Budget		
	Item	2022 Budget
Social Media		
	Social Management	\$1,200.00
	SNAP Filter	\$150.00
	Social Ads	\$3,500.00
	sub total	\$4,850.00
Radio		
	WLKG	\$1,500.00
	103.7KISSFM	\$1,500.00
	105.5	\$1,500.00
	sub total	\$4,500.00
Promoton		
	Bracelets	\$500.00
	Shirts	\$1,850.00
	Hotel Stays	\$1,000.00
	Wristband Promotions	\$1,000.00
	Registration Event/Check-In	\$2,500.00
	Koozie	\$500.00
	Cups	\$1,600.00
	sub total	\$8,950.00
Misc.		
	Graphic Design	\$200.00
	Copies & Prints Plus	\$1,500.00
	sub total	\$1,700.00
	Grant Request	\$20,000.00