



**TOURISM COMMISSION
MONDAY, February 14, 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.- February 14, 2022 Tourism Commission
Mon, Feb 14, 2022 4:00 PM - 5:00 PM (CST)

Please join my meeting from your computer, tablet or smartphone.

<https://meet.goto.com/623414941>

You can also dial in using your phone.

United States: [+1 \(408\) 650-3123](tel:+14086503123)

Access Code: 623-414-941

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 January 10, 2022
- 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
- 11) Walworth County Visitor and Convention Bureau contract

- 12) Discussion / Action on Tourism Promotional Grant Program and Requests:
- A) Art in the Park (Geneva Lake Arts Foundation)
 - B) Year Round Advertising (Geneva Lake Arts Foundation)
 - C) First Annual Shamrock Shuffle (The Streets of Lake Geneva / BID)
 - D) Fashion Week (The Streets of Lake Geneva / BID)
 - E) Wine Walk (The Streets of Lake Geneva / BID)
- 13) Future meeting agenda items (next meeting date: Monday, March 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, January 10, 2022 – 4:00 PM
COUNCIL CHAMBERS, CITY HALL

Meeting was called to order by Chair Waspi at 4:00 p.m.

Roll Call

Present: Chair Brian Waspi, Vice Chair Dana Trilla, Alderman Hedlund, Alderman Fesenmaier

Ex-officio Members: Visit Lake Geneva Director Stephanie Klett (via Go to Meeting).

Absent: Zakia Pirzada, Linda Moritz

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

None

Approval of Tourism Commission minutes from December 13, 2021

Trilla moved, second by Alderman Hedlund, to approve the December 13, 2021 minutes, second by Pirzada. Unanimously carried.

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

Copsey reviewed salient points in her data-filled reports. She continues to book the Riviera in 2022 and 2023 with the increased rates. The bookings for 2021 equaled 2018 totals, and 2022 will exceed last year.

The engagement season online campaign began December 20, 2021.

Update from Tourism Entity – Visit Lake Geneva

Deanna Goodwin noted the public event dates for 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 now includes direct links to the articles.

Chicago continues to be the top website view at 18.4%.

Social Media (Facebook, Instagram, and Twitter) continue to see increases in followers.

The 2022 Visitors Guide is currently online while the print version will be distributed in a few days.

The annual Downtown Ice Sculpture Walk, companion activity to Winterfest, will include 36 businesses thanks to the Tourism Grant. Last year 26 downtown businesses participated. New events include Bonfires on the Beach along with igloo rentals and live entertainment Friday and Saturday nights from 5:00 to 9:00 p.m.

Update from Walworth County Visitors and Convention Bureau – No report from WCVCB.

Chair Waspi was in contact with their Board. Half the contract amount was issued. We are awaiting the final accounting to find out how much of that will be returned to the City. They should be ready to appear in February.

Update from Lake Geneva Business Improvement District (BID) – No report. Oktoberfest invoices are still outstanding.

Written Financial Update provided by Comptroller

Balance Sheet as of December 31, 2021

Total Assets \$ 985,515.35

Outstanding Grant Balance \$628,223.75

Restricted (Uncommitted) Fund Balance \$ 306,608.95

Electric Vehicle charging station(s): Seth Elder, Parking Manager

Nothing was in the packet; however, Seth did refer to the conflicting state legislation from the December Public Works Committee packet. In order to own and operate electric charging stations in Wisconsin, the municipality would have to be a regulated power company according to current state statute. Door County has a successful electric vehicle charging program according to Klett. The Tesla Company is offering charging stations free to patrons at Grand Geneva, The Abbey Resort, and Lake Lawn. Alderman Fesenmaier tried unsuccessfully to add a charging station requirement to the recently-approved PIP for Kwik Trip Wells Street location. Klett explained that Visit Lake Geneva has had inquiries about availability in Lake Geneva. Federal Funds may be available along with Utility Commission purchase and donation or Tourism Commission grant money. Lot I was suggested as one possible location. Seth will return soon with more information and options.

Geneva Lake Museum Grant: previously awarded, status update

The Gygax Dungeons and Dragons exhibit has been delayed due to COVID. There is now an ad hoc exhibit committee working on nationwide marketing. The exhibit is actually 60% completed. There will be a soft opening in Spring 2022 with a full Grand Opening soon after. Invoices to-date will be submitted.

Discussion/Action on Tourism Promotional Grant Program and Requests

Winter Wedding Riviera Photoshoot: Stephanie Copsey

Due to availability issues, Copsey asked that the grant date be modified. Motion by Waspi, second by Hedlund, to grant \$1500 for the Winter Wedding Photoshoot beginning January 22 through February 28. Unanimously carried.

Wisconsin Valley Media Group: Bacon Fest 2022

The applicable permits from the City, per the new application, have not been granted at this time. By consent, the grant application will be continued to the February agenda.

Wisconsin Valley Media Group: Jazz Fest 2022

Discussion centered on the fact that the event was not being held within the City limits. Applicants made the case that the overnight stays would be at City hotels. They did not ask Geneva Township for any funding, per the grant application. It is an off-season event which the Tourism Commission believes is important.

Motion by Waspi, second by Trilla, to award \$10,000 for marketing activities as listed in the packet. Unanimously carried.

Wisconsin Valley Media Group: Taco Fest 2022

This event is also located outside the City limits but is an off-season event that was very successful last year. Motion by Trilla, second by Waspi, to award \$10,000 for marketing activities as listed in the packet. Unanimously carried.

Lake Geneva Jaycees: Pub and Grub 2022

This is an off-season event that had success last year in its trial, first run. Proceeds will be donated to Veterans of Walworth County. They are hiring a professional marketing firm this year and will have one base, Lake City Social, from which to register beginning Friday night. The extra and earlier night of a Friday registration should encourage even greater overnight stays. They saw 77% of the participants from last year come from out-of-state. There were questions about funding non-marketing promotional portions of the \$20,000 proposed grant budget. Motion by Hedlund, second by Trilla, to award \$15,000 of the grant. Unanimously carried.

Future meeting agenda items and next meeting date –

Walworth County Visitor and Convention Bureau contract

City of Lake Geneva logo versus Tourism Commission logo on grant marketing materials

February 14, 2022, at 4:00 p.m.

Motion by Hedlund, second by Trilla, to adjourn at 5:45 p.m. Carried.

Respectfully submitted,
Alderman Fesenmaier, Secretary

Riviera Ballroom/MATL Update- Tourism Commission Meeting February 2022

Marketing Update

- Website Analytics Update: Past 30 Days:
 - Site Sessions: 2,106 (24% Increase)
 - Active Inquiries: 84 (+24 from last month)
 - Avg. Session Duration: 6min 2sec (31% decrease)
 - Site Bounce Rate: 52% (1% increase)

- WeddingWire & TheKnot: December Stats
 - 218 Storefront Views (23% increase). Compared to 132 average in our market/category.
 - 20 leads (+3 from last month)

- Hotels & Lodging Analytics Update Past 30 days:
 - 261 Page Views (-90 from last month)
 - Avg. time spent on page: 50 seconds (No change)
 - 55% Exit Rate (26% decrease)
 - Of the 261 Page Views, 54 clicked on specific hotel listings for more information
***Reports generated on February 10 2022**

- Styled shoot for Winter Wonderland Wedding promotion to take place February 19th.

Sales Update

	2018	2019	2020	2021	2022	2023
Weddings	45	28	9	54	55	13
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	61	
Cancellation Total	0	0	40	11		
Rescheduled	0	0	20	4		

- Sales by Year:
 - 2022 Events- Past 30 days: Booked 3 additional weddings with 1 additional wedding and 1 tentative social event likely to confirm.

 - 2023 Events- Past 30 days: Booked 4 additional weddings with 1 contract out likely to book.

- Last Year- Reported on February 8th, we had 54 total events on the books for 2021 and 8 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	1	1	4	0	\$17,000
Sep-22	0	4	4	1	\$43,100
Oct-22	1	3	5	1	\$41,340
Nov-22	0	0	3	0	\$12,150
Dec-22	0	1	3	0	\$17,900
					\$254,715

	Mon-Thurs	Friday	Saturday	Sunday	Rental Total
May-23	0	0	2	1	\$17,750
Jun-23	1	0	3	0	\$22,000
Jul-23	0	0	2	0	\$13,500
Aug-23	0	0	1	0	\$6,750
Sep-23	0	0	2	0	\$13,500
Nov-23	1	0	0	0	\$5,500
					\$79,000



Lake Geneva Tourism Commission | February 14, 2022 VISIT Lake Geneva Update

Upcoming Partner Meetings

- February 15, 8am via Zoom (monthly member meetings via Zoom until further notice)

Public Events - 2022

- Winterfest & Downtown Ice Sculpture Walk Recap
- 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 – JANUARY 2022

- CBS 58 Milwaukee - [Winterfest Brings People to Wisconsin from Around the Country](#)
- TMJ 4 Milwaukee - [Winterfest Coming Back](#)
- WCLO Radio - [Visit Lake Geneva's Stephanie Klett Talks about Winterfest 2022](#)
- FabulousWisconsin.com - [27th Annual Lake Geneva Winterfest](#)
- KIRO 7 Seattle - [U.S. National Snow Sculpting Competition Returns to Wisconsin](#)
- NBC 15 Madison - [U.S. National Snow Sculpting Competition Comes to Lake Geneva](#)
- Milwaukee Mom.com - [Winterfest is Back in Lake Geneva](#)
- Only in Your State.com - [The One Winter Festival Every Wisconsinite Should Bundle up for at Least Once](#)
- Milwaukee Journal Sentinel - [Now That There is Snow, We Can Now Have Fun With it...](#)
- State Trunk Tour - [Lake Geneva's Winterfest and the U.S. Nationals Snow Sculpting Competition](#)

Marketing Metrics – JANUARY 2022

- Website – VisitLakeGeneva.com
 - Visitor Sessions: 197,729 | +66.2% v2021 | YTD 197,729
 - Pageviews: 441,883 | +30.5% v2021 | YTD 441,883
 - Users: 148,232 | YTD 148,232
 - Online Guide Visits: 3,658 | YTD 3,658

- Top Cities:

1. Chicago (17.9%)	6. Kenosha (1.1%)
2. Milwaukee (4.3%)	7. Janesville (0.9%)
3. Madison (4.0%)	8. Rockford (0.9%)
4. (not set) (2.0%)	9. Schaumburg (0.8%)
5. Lake Geneva (1.3%)	10. Crystal Lake (0.8%)
- Top Pages:

1. Winterfest	6. Winterfest Teams
2. Events	7. Meetings
3. Things to Do	8. Ice Castles
4. Things to Do Winter Activities	9. Winterfest Events & Activities
5. Home	10. Stay Hotels & Resorts
- 68% Female | 32% Male
- Age Group:

1. 35-44 – 23.4%	4. 55-64 – 16.4%
2. 45-54 – 19.8%	5. 65+ – 11.8%
3. 25-34 – 18.9%	6. 18-24 – 9.8%

- **Social Media**

- Facebook – 54,894 Followers (+588)
- Instagram - 8,597 Followers (+229)
- Twitter - 3,419 Followers (+14)

- **Email Subscribers** – 52,548 (+419)

Visitor Center Activity – JANUARY 2021

- Walk-ins – 298
- Phone Calls – 371
- Emails – 1,109
- Visitor Guides Fulfilled – 1,153

Hotel Activity (Lake Geneva Region) – DECEMBER 2021

- Occupancy = 38.5% | YTD 51.9% (-1.9)
- ADR = \$160.05 | YTD \$165.91
- RevPar = \$61.64 | YTD \$86.16
- Demand = 26,265 | YTD 417,004

Other

- 2022 Lake Geneva Visitors Guide is published online and print
- 466 warm winter clothing items were collected in Visit Lake Geneva's Big Bundle Up drive. Items were donated to the Walworth County Food & Diaper Bank
- New hire – Alexandria Binanti Martinez, Marketing Manager

RFP Report - JANUARY 2022

2022 RFP#	Total Room Nights	Meeting Type	Properties Sourced
1016	1385	Corporate	Abbey, Grand Geneva
1017	28	Corporate	Abbey, Grand Geneva, Lake Lawn Resort
1018	70	Corporate	Abbey, Grand Geneva
1019	508	Corporate	Abbey, Grand Geneva
1020	225	Corporate	Abbey, Grand Geneva, Lake Lawn, Geneva National
1021	24	Corporate	Baker House , Bella Vista , Geneva National, French Country Inn, Grand Geneva, Harbor Shores , The Cove , Geneva Inn
1022	958	Corporate	Grand Geneva
1023	178	SMERF	Abbey, Grand Geneva
1024	40	Corporate	Grand Geneva
1025	612	SMERF	Grand Geneva



Executive Director's Report February 2022

Streets of Lake Geneva BID Update

- 1) The 2022 Event Line up has been approved by the BID Board at the last BID meeting.
- 2) The Streets of Lake Geneva website www.streetsoflakegeneva.com is updated and launched. New website pages include a members only page exclusively for BID members and a downtown directory (still in progress). The new website includes an expanded Events tab, sponsorship page and call for volunteers.
- 3) The BID expanded and added some new events for 2022:
 - a) The Streets of Lake Geneva Shamrock Shuffle, March 19th
 - b) The Spring Fashion Week, April 27th-30th
 - c) The Streets of Lake Geneva Wine Walk added a second day, May 21st & May 22nd
 - d) Fall Fest Honkey Tonk's-September
 - e) Veterans Day Celebration
 - f) Enhanced and revised Holiday schedule
- 4) The holiday grant reconciliation should be complete by Feb 2022.

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

47-00-00-11111	FUND CASH	1,091,920.09	
	TOTAL ASSETS		1,091,920.09

LIABILITIES AND EQUITYLIABILITIES

47-00-00-21100	ACCOUNTS PAYABLE	10,000.00	
	TOTAL LIABILITIES		10,000.00

FUND EQUITY

47-00-00-34800	RESTRICTED FUND BALANCE	306,608.95	
	REVENUES OVER EXPENDITURES - YTD	775,311.14	
	TOTAL FUND EQUITY		1,081,920.09
	TOTAL LIABILITIES & EQUITY		1,091,920.09

CITY OF LAKE GENEVABALANCE SHEET
JANUARY 31, 2022**FUND 47 - TOURISM**ASSETS

47-00-00-11111	FUND CASH	1,086,522.70	
	TOTAL ASSETS		1,086,522.70

LIABILITIES AND EQUITYLIABILITIES

47-00-00-21100	ACCOUNTS PAYABLE	10,000.00	
	TOTAL LIABILITIES		10,000.00

FUND EQUITY

47-00-00-34800	RESTRICTED FUND BALANCE	1,081,920.09	
	REVENUES OVER EXPENDITURES - YTD	(5,397.39)	
	TOTAL FUND EQUITY		1,076,522.70
	TOTAL LIABILITIES & EQUITY		1,086,522.70

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	1,195,493.15	350,000.00	845,493.15-	341.57
47-00-00-48110	INTEREST INCOME	253.75	1,000.00	746.25	25.38
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:		1,196,376.78	351,000.00	845,376.78-	340.85
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:		1,410,360.78	639,332.00	771,028.78-	220.60
DEPARTMENT: 70					
PROGRAM: 00					
47-70-00-57150	PROMOTIONAL GRANT	86,870.33	85,000.00	1,870.33-	102.20
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:		207,081.64	133,906.00	73,175.64-	154.65
Total DEPARTMENT: 70:		207,081.64	133,906.00	73,175.64-	154.65
TOURISM Revenue Total:		1,196,376.78	351,000.00	845,376.78-	340.85
TOURISM Expenditure Total:		421,065.64	422,238.00	1,172.36	99.72
Net Total TOURISM:		775,311.14	71,238.00-	846,549.14-	1,088.34-
Net Grand Totals:		775,311.14	71,238.00-	846,549.14-	1,088.34-

Account Number	Account Title	2022-22 Period Actual	2022-22 Current year Actual	Current year Budget	Variance Current year	% of Budget
TOURISM						
TOURISM						
47-00-00-41210	ROOM TAX	.00	.00	1,100,000.00	1,100,000.00	.00
47-00-00-48110	INTEREST INCOME	49.59	49.59	500.00	450.41	9.92
47-00-00-49100	APPL. PRIOR YR APPROPRIATIONS	.00	.00	.00	.00	.00
47-00-00-49350	TRANSFER FROM GENERAL FUND	.00	.00	.00	.00	.00
Total TOURISM:		49.59	49.59	1,100,500.00	1,100,450.41	.00
47-00-00-57100	HOTEL/MOTEL ASSN-CHAM OF COM	.00	.00	532,872.00	495,372.00	7.04
47-00-00-57210	EVENTS COORDINATOR	2,666.00	2,666.00	32,000.00	26,668.00	16.66
47-00-00-57212	EVENTS COORDINATOR-RIVIERA	2,666.00	2,666.00	32,000.00	26,668.00	16.66
47-70-00-57150	PROMOTIONAL GRANT	.00	.00	100,000.00	100,000.00	.00
47-70-00-57155	TOURISM MUNICIPAL DEVELOPMENT	114.98	114.98	100,000.00	99,885.02	.11
47-70-00-59400	TRANSFER TO CAPITAL PROJECTS	.00	.00	.00	.00	.00
47-70-00-59500	TRANSFER TO LAKEFRONT FUND	.00	.00	.00	.00	.00
47-70-00-59600	TRANSFER TO DEBT SERVICE FUND	.00	.00	211,712.00	211,712.00	.00
TOURISM Expenditure Total:		5,446.98	5,446.98	1,008,584.00	960,305.02	4.79
Net Total TOURISM:		5,397.39-	5,397.39-	91,916.00	140,145.39	52.47-
Net Grand Totals:		5,397.39-	5,397.39-	91,916.00	140,145.39	52.47-

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-11111 FUND CASH					
		12/31/2021 (12/21) Balance			985,562.34
CA	38	Cash Allocation - Created: 02/03/22 4:42 PM	103,624.99		
CA	43	Cash Allocation - Created: 02/04/22 10:05 AM		103,624.99-	
CA	49	Cash Allocation - Created: 02/09/22 2:59 PM	2,732.76		
CA-JE	12	JE Fund Allocation - Created: 02/04/22 10:04 AM	103,624.99		
		12/31/2021 (13/21) Period Totals and Balance	209,982.74 *	103,624.99- *	1,091,920.09
47-00-00-13920 ACCTS RECEIVABLE					
		12/31/2021 (12/21) Balance			.00
		12/31/2021 (13/21) Period Totals and Balance	.00 *	.00 *	.00
47-00-00-21100 ACCOUNTS PAYABLE					
		12/31/2021 (12/21) Balance			.00
AP	422	Summary Transactions from AP System		10,000.00-	
		12/31/2021 (13/21) Period Totals and Balance	.00 *	10,000.00- *	10,000.00-
47-00-00-21900 ACCRUED EXPENSES					
		12/31/2021 (12/21) Balance			.00
		12/31/2021 (13/21) Period Totals and Balance	.00 *	.00 *	.00
47-00-00-34800 RESTRICTED FUND BALANCE					
		12/31/2021 (12/21) Balance			306,608.95-
		12/31/2021 (13/21) Period Totals and Balance	.00 *	.00 *	306,608.95-
47-00-00-41210 ROOM TAX					
		12/31/2021 (12/21) Balance			1,089,135.40-
JE	67	RECLASSIFY ROOM TAX TO TOURISM FUND-		103,624.99-	
JE	71	RECLASSIFY ROOM TAX TO TOURISM FUND-		2,732.76-	
		12/31/2021 (13/21) Period Totals and Balance	.00 *	106,357.75- *	1,195,493.15-
YTD Encumbrance	.00	YTD Actual	1,195,493.15- Total	1,195,493.15- YTD Budget	350,000.00- Unearned 845,493.15-
47-00-00-48110 INTEREST INCOME					
		12/31/2021 (12/21) Balance			253.75-
		12/31/2021 (13/21) Period Totals and Balance	.00 *	.00 *	253.75-
YTD Encumbrance	.00	YTD Actual	253.75- Total	253.75- YTD Budget	1,000.00- Unearned 746.25
47-00-00-49100 APPL. PRIOR YR APPROPRIATIONS					
		12/31/2021 (12/21) Balance			.00
		12/31/2021 (13/21) 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					
		12/31/2021 (12/21) Balance			629.88-
		12/31/2021 (13/21) Period Totals and Balance	.00 *	.00 *	629.88-
YTD Encumbrance	.00	YTD Actual	629.88- Total	629.88- YTD Budget	.00 Unearned 629.88-

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-57100 HOTEL/MOTEL ASSN-CHAM OF COMM					
		12/31/2021 (12/21) Balance			150,000.00
		12/31/2021 (13/21) 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

12/31/2021 (12/21) Balance 31,992.00
 12/31/2021 (13/21) Period Totals and Balance .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

12/31/2021 (12/21) Balance 31,992.00
 12/31/2021 (13/21) Period Totals and Balance .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

12/31/2021 (12/21) Balance .00
 12/31/2021 (13/21) Period Totals and Balance .00 * .00 * .00

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

12/31/2021 (12/21) Balance .00
 12/31/2021 (13/21) Period Totals and Balance .00 * .00 * .00

47-70-00-57150 PROMOTIONAL GRANT

12/31/2021 (12/21) Balance 76,870.33

AP 364 GENEVA LAKE MUSEUM 10,000.00

**Desc: TOURISM GRANT-GYGAX EXHIBIT

12/31/2021 (13/21) Period Totals and Balance 10,000.00 * .00 * 86,870.33

YTD Encumbrance .00 YTD Actual 86,870.33 Total 86,870.33 YTD Budget 85,000.00 Unearned 1,870.33

47-70-00-57155 TOURISM MUNICIPAL DEVELOPMENT

12/31/2021 (12/21) Balance 52,211.31
 12/31/2021 (13/21) Period Totals and Balance .00 * .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

47-70-00-59400 TRANSFER TO CAPITAL PROJECTS

12/31/2021 (12/21) Balance .00
 12/31/2021 (13/21) Period Totals and Balance .00 * .00 * .00

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

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-70-00-59500 TRANSFER TO LAKEFRONT FUND					
		12/31/2021 (12/21) Balance			68,000.00
		12/31/2021 (13/21) 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: 8 Number of accounts: 18

Grand Totals:

Debit	Credit	Proof
219,982.74	219,982.74-	.00

Report Criteria:

Actual amounts

All accounts

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

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-11111 FUND CASH					
		01/01/2022 (00/22) Balance			1,091,920.09
CA	14	Cash Allocation - Created: 02/04/22 4:14 PM	49.59		
CA-CDA	16	CDA Fund Allocation - Created: 01/14/22 12:43 P		5,332.00-	
CA-CDA	35	CDA Fund Allocation - Created: 01/27/22 3:37 P		114.98-	
		01/31/2022 (01/22) Period Totals and Balance	49.59 *	5,446.98- *	1,086,522.70
47-00-00-13920 ACCTS RECEIVABLE					
		01/01/2022 (00/22) Balance			.00
		01/31/2022 (01/22) Period Totals and Balance	.00 *	.00 *	.00
47-00-00-21100 ACCOUNTS PAYABLE					
		01/01/2022 (00/22) Balance			10,000.00-
AP	141	Summary Transactions from AP System		5,332.00-	
AP	220	Summary Transactions from AP System		114.98-	
CDA	78345	STEPHANIE LYNN LAKE GENEVA LLC	5,332.00		
CDA	78442	CHARTER COMMUNICATIONS	114.98		
		01/31/2022 (01/22) Period Totals and Balance	5,446.98 *	5,446.98- *	10,000.00-
47-00-00-21900 ACCRUED EXPENSES					
		01/01/2022 (00/22) Balance			.00
		01/31/2022 (01/22) Period Totals and Balance	.00 *	.00 *	.00
47-00-00-34800 RESTRICTED FUND BALANCE					
		01/01/2022 (00/22) Balance			1,081,920.09-
		01/31/2022 (01/22) Period Totals and Balance	.00 *	.00 *	1,081,920.09-
47-00-00-41210 ROOM TAX					
		01/01/2022 (00/22) Balance			.00
		01/31/2022 (01/22) Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual	.00	Total	.00
YTD Budget	1,100,000.00-	Unearned	1,100,000.00		
47-00-00-48110 INTEREST INCOME					
		01/01/2022 (00/22) Balance			.00
JE	23	REC JAN LGIP ACTIVITY		49.59-	
		01/31/2022 (01/22) Period Totals and Balance	.00 *	49.59- *	49.59-
YTD Encumbrance	.00	YTD Actual	49.59-	Total	49.59-
YTD Budget	500.00-	Unearned	450.41		
47-00-00-49100 APPL. PRIOR YR APPROPRIATIONS					
		01/01/2022 (00/22) Balance			.00
		01/31/2022 (01/22) 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					
		01/01/2022 (00/22) Balance			.00
		01/31/2022 (01/22) Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual	.00	Total	.00
YTD Budget	.00	Unearned	.00		

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-57100 HOTEL/MOTEL ASSN-CHAM OF COMM					
		01/01/2022 (00/22) Balance			.00
		01/31/2022 (01/22) Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual	.00 Total	.00 YTD Budget	532,872.00 Unearned 532,872.00-
47-00-00-57210 EVENTS COORDINATOR					
		01/01/2022 (00/22) Balance			.00
AP	102	STEPHANIE LYNN LAKE GENEVA LLC	2,666.00		
		**Desc: EVENTS COORDINATOR-RIVIERA JAN 2022			
		01/31/2022 (01/22) Period Totals and Balance	2,666.00 *	.00 *	2,666.00
YTD Encumbrance	.00	YTD Actual	2,666.00 Total	2,666.00 YTD Budget	32,000.00 Unearned 29,334.00-
47-00-00-57212 EVENTS COORDINATOR-RIVIERA					
		01/01/2022 (00/22) Balance			.00
AP	103	STEPHANIE LYNN LAKE GENEVA LLC	2,666.00		
		**Desc: EVENTS COORD-RIVIERA JAN 2022			
		01/31/2022 (01/22) Period Totals and Balance	2,666.00 *	.00 *	2,666.00
YTD Encumbrance	.00	YTD Actual	2,666.00 Total	2,666.00 YTD Budget	32,000.00 Unearned 29,334.00-
47-00-11-15900 DUE TO/FROM GENERAL FUND					
		01/01/2022 (00/22) Balance			.00
		01/31/2022 (01/22) Period Totals and Balance	.00 *	.00 *	.00
47-00-40-15900 DUE TO/FROM LAKEFRONT FUND					
		01/01/2022 (00/22) Balance			.00
		01/31/2022 (01/22) Period Totals and Balance	.00 *	.00 *	.00
47-70-00-57150 PROMOTIONAL GRANT					
		01/01/2022 (00/22) Balance			.00
		01/31/2022 (01/22) Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual	.00 Total	.00 YTD Budget	100,000.00 Unearned 100,000.00-
47-70-00-57155 TOURISM MUNICIPAL DEVELOPMENT					
		01/01/2022 (00/22) Balance			.00
AP	196	CHARTER COMMUNICATIONS	114.98		
		**Desc: INTERNET SVC-JAN			
		01/31/2022 (01/22) Period Totals and Balance	114.98 *	.00 *	114.98
YTD Encumbrance	.00	YTD Actual	114.98 Total	114.98 YTD Budget	100,000.00 Unearned 99,885.02-
47-70-00-59400 TRANSFER TO CAPITAL PROJECTS					
		01/01/2022 (00/22) Balance			.00
		01/31/2022 (01/22) Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual	.00 Total	.00 YTD Budget	.00 Unearned .00

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-70-00-59500 TRANSFER TO LAKEFRONT FUND					
		01/01/2022 (00/22) Balance			.00
		01/31/2022 (01/22) Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual	.00	Total	.00
		YTD Budget	.00	Unearned	.00
Number of transactions: 11 Number of accounts: 18					
			Debit	Credit	Proof
Grand Totals:			10,943.55	10,943.55-	.00

Report Criteria:

Actual amounts

All accounts

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

**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	23,539.97	11,934.82	35,474.79
	<u>503,601.56</u>	<u>191,320.40</u>	<u>694,921.96</u>

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	47,660.46	-	47,660.46
December	42,298.00	94,310.68	136,608.68
	<u>1,277,876.69</u>	<u>429,970.67</u>	<u>1,707,847.36</u>

Variance 1,012,925.40

CITY OF LAKE GENEVA
Room Tax Comparisons

	5% (partial year) 2021 (Jan-May)	8% (partial year) 2021 (Jun-Dec)	TOTALS YTD
Room Sales	7,320,207.96	17,208,637.37	24,528,845.33
Room Tax Rate	5%	8%	
Total Room Tax	366,010.40	1,376,690.99	1,742,701.39
2% Retained by Hotel (Ord. 70-57)	2%	2%	2%
Amount Retained by Hotel	7,320.21	27,533.82	34,854.03
98% Paid to City	358,690.19	1,349,157.17	1,707,847.36

City gets to keep higher of:

30% of room tax collected	107,607.06	404,747.15	512,354.21
Room tax collected in 2010	362,377.00	362,377.00	362,377.00
Kept by City			512,354.21
Paid to Tourism Commission			1,195,493.15
Paid to VISIT Lake Geneva (\$37,500*4)			150,000.00
35% over \$500,000			422,746.58
	-	-	572,746.58



**GENEVA LAKE
ARTS FOUNDATION INC**

Geneva Lake Arts Foundation
Gallery 223
223 Broad Street
Lake Geneva, WI 53147
262-249-7988

Dear Tourism Commission,

Attached are 2 applications for Tourism grants for Geneva Lake Arts Foundation Inc. The first application is for Art in the Park (AITP) our annual event. In the past we have applied and received a grant in 2020 and 2021. We are also asking for an additional \$5,000 grant for GLAF that would enable us to advertise year round. These publications include The Visit Lake Geneva Magazine and other magazines in larger cities. As a 501(c)3 charity we have limited funds to use for this advertising.

Attached to each application are samples of print ads. In the past, advertising included radio spots, social media blasts, banners and brochures. We also have the City of Lake Geneva logo on our website as a sponsor. You can see this on our homepage at genevalakeartsfoundation.org.

Please notice our foundation ad in Milwaukee Magazine features our foundation, Gallery 223 on Broad Street and Art in the Park. (This ad was done after our AITP grant)

Total funds we are asking for is \$15,000. Our GLAF ads will feature AITP as well as Gallery 223. Since the pandemic our monthly programs and art openings have been temporarily suspended. In the past these events have brought the public to Lake Geneva for overnight stays. Thank you for your support over the years.

Sincerely,

Nikki Marsicano GLAF president

www.genevalakeartsfoundation.org

Email: genevalakeartsfoundation@gmail.com

City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

Revised September, 2021

Date Submitted: Feb 3, 2022
Organization: Geneva Lakes Arts Foundation
Contact Person: Anna Todaro
Phone Number: 503- 867-9223
Street Address: 1469 28th Ct
City, State, Zip: Kenosha, WI, 53140
Email Address: a1tPlakegeneva@gmail.com
Name of Event: Art in the Park
Date(s) of Event: August 13th & 14th, 2022
Location of Event: Flat Iron Park
Type of Event: Art Fair

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

Estimated Number of Attendees: ~~3,000~~ 4,500
Have you Applied Before? Yes or No; Explain: Yes, 42nd Annual

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

Flat Iron Park

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

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

Estimated Number of Overnight Stays: 1,000 - 2,000

number of vendors (80+) and attendees x 2
Note: Please explain above how you estimated the number of overnight stays. from years prior.

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: \$ 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
- 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

2020 At the Lake

40th ANNUAL
FINE ART FAIR



August 8 & 9, 2020
Sat. 10-5 & Sun. 10-4

ART IN THE PARK

At Flat Iron Park in Lake Geneva

A Juried Fine Art Fair
located on the beautiful
lakefront of Lake Geneva
Featuring 80 Artists



- FREE Admission
- Shuttle to the Fair
- Live Entertainment
- Silent Auction
- Kids Art Area
- Food & Beverage



GALLERY
223

GENEVA LAKE ARTS FOUNDATION INC.

Visit Gallery 223 at

223 Broad St., Lake Geneva, WI 53147

262-249-7988 • genevalakeartsfoundation.org

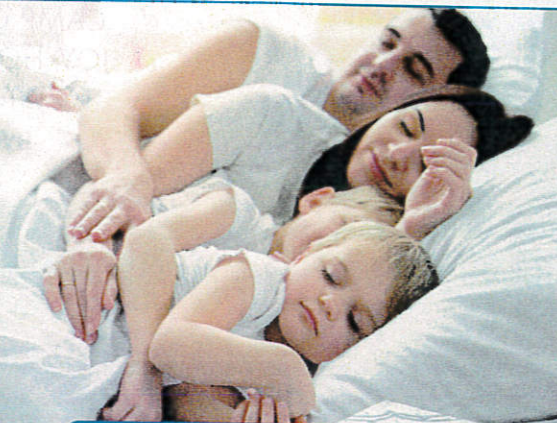


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King	\$699

v3 PLUSH



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No Flip

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Twin	\$549
Full	\$699
King	\$1049

v7 PILLOWTOP



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262.249.0420

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815.455.2570

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**41st ANNUAL
FINE ART FAIR**

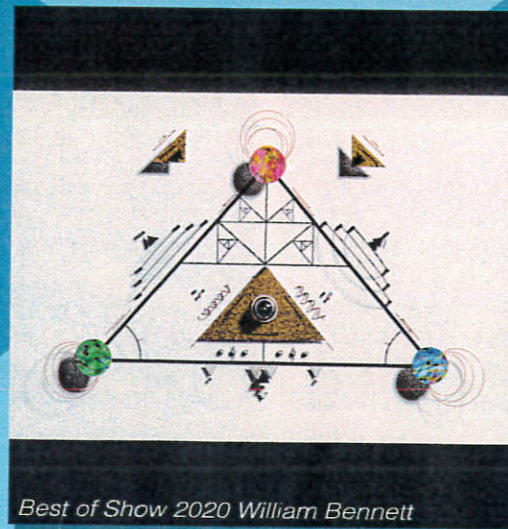


AUGUST 14 & 15, 2021
Sat. 10 - 5 & Sun. 10 - 4

A Juried Fine Art Fair
located on the
beautiful lakefront
of Lake Geneva
Featuring 80 Artists!



**GALLERY
223**



Best of Show 2020 William Bennett

- FREE Admission
- Shuttle to the Fair
- Live Entertainment
- Silent Auction
- Kids Art Area
- Food & Beverage

Visit Gallery 223 at
223 Broad St.
Lake Geneva, WI 53147
262-249-7988
genevalakeartsfoundation.org

GENEVA LAKE ARTS FOUNDATION INC.



About Art in the Park

Presented by Geneva Lake Arts Foundation, Inc., Art in the Park, Lake Geneva, is a juried fine art and fine crafts fair featuring over 80 talented artists.

Silent Auction

Don't miss this opportunity to bid on artwork donated by many of our exhibitors. Half the items will be auctioned by 3PM on Saturday, and the other half by 3PM on Sunday. Auction winners will be notified by cell phones after the close of the auction each day. All auctioned art should be claimed by the winning bidder within 2 1/2 hours of auction closing. Stop by the Silent Auction Booth for more information and to place your bids.

Kids Area

Children and families can take part in creating art. Activities are located at the gazebo along the west side of the park.

Gallery 223 Artists and Fair Information

Artwork by Geneva Lake Arts Foundation members is exhibited and for sale at the Brunk Pavilion located near the northeast side of the park.

Food

Lake Geneva Scouts Troop 239 is located at the north end of the park.

The Nutman is located at the west side of the park.

Music

Live music, courtesy of Lake Geneva House of Music, is located near the southwest end of the park.



Geneva Lake Arts Foundation, Inc.

Our mission is to encourage individual artistic growth and excellence as well as increase community exposure to the visual arts. Visit our art gallery in downtown Lake Geneva. Gallery 223 is located at 223 Broad Street, Lake Geneva, Wisconsin, 53147.

GLAF: (262) 749-7988

www.genevalakeartsfoundation.org

SPONSORS

Thank You!



ROTARY CLUB OF LAKE GENEVA

Neal & Dotsy Heffernan
Art Scholarship Fund



Jon S. Chamberlain, CPA



ART IN THE PARK

at Flat Iron Park, Center St. & Wrigley Dr.
Lake Geneva, Wisconsin

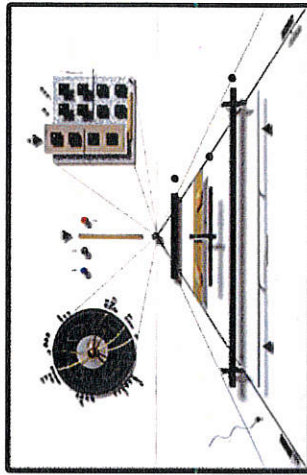
Sponsored by

Geneva Lake Arts Foundation, INC.

41st Annual Fine Art Fair

Saturday, August 14, 2021, 10am-5pm

Sunday, August 15, 2021, 10am-4pm



William Bennett 2020 Best of Show

80 Artists • FREE Admission
Silent Auction • Live Entertainment
Food and Beverages • Kids Art Area

FREE SHUTTLE available every 20 min from
Home Depot lot at Edwards Blvd & Hwy 50
to downtown Lake Geneva, WI



VISIT

Gallery 223
223 Broad Street,
Lake Geneva, WI 53147



Email: genevalakeartsfoundation@gmail.com
www.genevalakeartsfoundation.org

GLAF is a 501(c3) charitable organization and subscribes to EOC standards

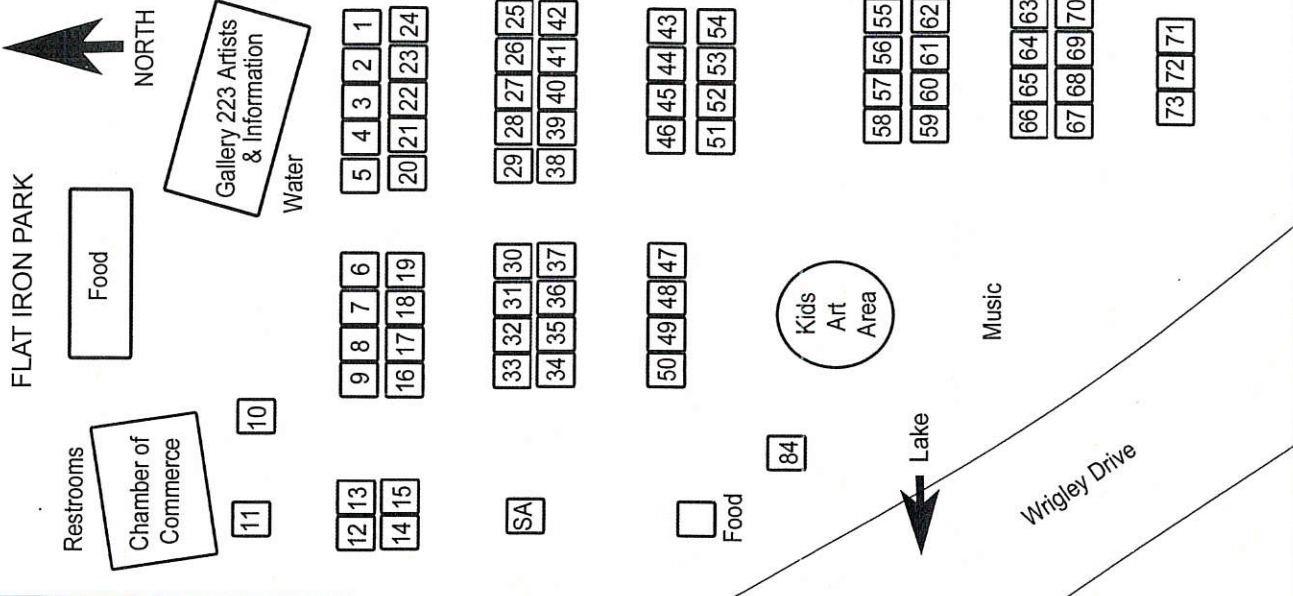
Booth #	Exhibitor	Media Code	Booth #	Exhibitor	Media Code
1	Tom Lazar	PH	40	Wilfred Fang	MM
2	Thomas Schlenker	G/W	41	Roger Marks	PN
3	Taylor McDarison	C/P	42	Diane Boer-Henke	S
4	Mark Lajiness	S	43	Jay Wennersten	GR
5	Charlotte Fung Miller	WC	44	Becky Guzman	J
6	Gary Braker	PH	45	Patti Bacun	J
7	Bill White	G/W	46	Christina Plichta	O/A
8	Stephanie Ciaglo	F/L/P	47	Michael Brown	GR
9	Warren Slocum	G/W	48	Thomas Mark	G/W
10	Brady Lueck	M	49	Nancy Wilson	F/L/P
11	Darlene Lee	S	50	Arlaina Janowski	O/A
12	Bettina Madini	O/A	51	Lori Huddleston	J
13	Rachelle Stracke	MM	52	Tara Wisniewski	G/W
14	Jeff Werner	G/W	53	Stephanie Tantillo	J
15	Roxane Faulkner	PH	54	David Gilbertsen	MM
16	Kristen Janzer	J	55	Anthony Soskich	O/A
17	Loretta Mole	J	56	Morris Johnson	MM
18	Sue Perse	PH	57	Alec Rossiter	MM
19	Tina Ziegler	J	58	Raelyn Larson	MM
20	April Sepich	MM	59	Gilbert Boucher	PH
21	Julianne Moss	J	60	Vicki Strobel	O/A
22	James Marsh	PH	61	Robert Hoyt	F/L/P
23	Anila Egan	GW	62	Alex Stehle	G/W
24	Michael Neamand	O/A	63	Anita Elaine Peters	J
25	Gary Grana	GW	64	Kelly Griffin	PH
26	Dustin Wagner	GW	65	Stafford Taylor	O/A
27	Jackie Winslow	O/A	66	Julie Detlor	MM
28	Gary Wigman	WC	67	Jean Anderson	MM
29	Liz Robertson	C/P	68	Patti Wenzel	F/L/P
29	Rich Robertson	C/P	69	Julia Scheckel	GR
30	Scott Sternberg	PH	70	Janet L. Erickson	S
31	Sandra Holt	F/L/P	71	David Konowal	MM
32	Matthew Holt	O/A	72	Kristin Koeller Nelsen	F/L/P
33	Kirsten Davis	C/P	73	Allen Dailey	PH
34	Babs Schnabl	MM	84	Studio 84	Variety
35	Diane Shafier	J	SA	Silent Auction	Variety
36	Lizbeth Doran	J			
37	Nancy Schwarz	O/A			
38	Sean & Trang N Cusick	MM			
39	Kate Qualley Peterson	J			

Media Key

C/P - Clay / Pottery
F/L/P - Fiber / Leather / Paper
GR - Graphics
J - Jewelry
M - Metal
MM - Mixed Media

PH - Photography
O/A - Oils / Acrylics
S - Sculpture
G/W - Glass / Wood
WC - Watercolor
PN - Pen / Pencil

* Silent Auction Participants



Map is approximate and subject to change

Food Vendors

Lake Geneva Scout Troop 239

The Nutman



2021	Organization	Amount	Notes	Outstanding balance unpaid	Event Grade:
January	Visit Lake Geneva Tourism Contract	\$ 150,000.00	Does not include any "overages"		
	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	\$42,672 (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 Festivites (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	VISIT Lake Geneva Contract	\$ 150,000.00	Does not include any "overages"	\$112,500	
	Winter Wedding Photoshoot (Riv. Events)	\$ 1,500.00		\$1,500	
	Jazz Fest 2022 (Wisconn Valley Media)	\$ 10,000.00		\$10,000	
	Taco Fest 2022 (Wisconn Valley Media)	\$ 10,000.00		\$10,000	
	Pub & Grub Crawl (Jaycees)	\$ 15,000.00		\$15,000	
February	Arts in the Park (Geneva Lake Art Foundation)	\$ 10,000.00			
	Year round advertising (GLAF)	\$ 5,000.00			
	Shamrock Shuffle (BID)	\$ 3,000.00			
	Fashion Week (BID)	\$ 5,000.00			
	Wine Walk	\$ 8,000.00			
Internet at Riv	Tourism Comm; \$110.75 per month			\$ 110.75	
OUTSTANDING BALANCE (UNPAID):				\$ 726,391.75	



**GENEVA LAKE
ARTS FOUNDATION INC.**

Geneva Lake Arts Foundation
Gallery 223
223 Broad Street
Lake Geneva, WI 53147
262-249-7988

Dear Tourism Commission,

Attached are 2 applications for Tourism grants for Geneva Lake Arts Foundation Inc. The first application is for Art in the Park (AITP) our annual event. In the past we have applied and received a grant in 2020 and 2021. We are also asking for an additional \$5,000 grant for GLAF that would enable us to advertise year round. These publications include The Visit Lake Geneva Magazine and other magazines in larger cities. As a 501(c)(3) charity we have limited funds to use for this advertising.

Attached to each application are samples of print ads. In the past, advertising included radio spots, social media blasts, banners and brochures. We also have the City of Lake Geneva logo on our website as a sponsor. You can see this on our homepage at genevalakeartsfoundation.org.

Please notice our foundation ad in Milwaukee Magazine features our foundation, Gallery 223 on Broad Street and Art in the Park. (This ad was done after our AITP grant)

Total funds we are asking for is \$15,000. Our GLAF ads will feature AITP as well as Gallery 223. Since the pandemic our monthly programs and art openings have been temporarily suspended. In the past these events have brought the public to Lake Geneva for overnight stays. Thank you for your support over the years.

Sincerely,
Nikki Marsicano GLAF president

www.genevalakeartsfoundation.org

Email: genevalakeartsfoundation@gmail.com

City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

Revised September, 2021

Date Submitted: 2/3/22
Organization: Geneva Lake Arts Foundation Inc.
Contact Person: Nikki Marsicano GA Art president
Phone Number: 262-215-1174
Street Address: 3454 E 223 Broad St
City, State, Zip: Lake Geneva, WI 53147
Email Address: genevalakeartsfoundation@gmail.com
Name of Event: _____
Date(s) of Event: On going
Location of Event: 223 Broad Street Lake Geneva
Type of Event: Cultural Art Shows, Art Demonstrations
(Festival, Cultural, Convention, Tour, Sporting, Other)
Estimated Number of Attendees: yearly
Have you Applied Before? Yes or No; Explain: (yes for Art in the Park)

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

223 Broad St. Lake Geneva WI

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

We are a member of the chamber
I have 501c3 status

Estimated Number of Overnight Stays: on going all year

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

Annual Event (Yes/No): Geneva Lake Arts Foundation Inc has exhibi

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. 2 programs year long

Grant Amount Requested: \$5,000.00

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 City of Lake Geneva Logo
- 4) Marketing plan for the event
- 5) How will this grant generate overnight stays within the City of Lake Geneva?
- 6) How did you or your organization calculate the estimated number of overnight stays to be generated by your event?
- 7) Any other helpful information

*Please 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

Ad we paid for - not covered by grant

GENEVA LAKE ARTS FOUNDATION, INC.

SERVING THE COMMUNITY & ENCOURAGING ARTISTIC GROWTH

Gallery Exhibits

Regional artists exhibit their work with new exhibits every 6-8 weeks



Members' Online Gallery

View members' work on our Website:
genevalakeartsfoundation.org



Visit our Gallery at
223 Broad St., Lake Geneva, WI
For membership info
visit our website at
genevalakeartsfoundation.org
262-249-7988


ART IN THE PARK
Juried Annual Art Fair
in Lake Geneva
the 2nd Weekend in August



2021 *twenty one*
twenty two 2022

WAUKESHA
CIVIC
THEATRE

65TH
SEASON

Miss
Holmes

September 10 - 26

deathtrap

October 22 - November 7

SISTERACT

December 3 - 19

Silent
SKY

February 11 - 27

Psych

April 15 - May 1

MAMMA
MIA!

June 3 - 19

262-547-0708 | WWW.WAUKESHACIVICTHEATRE.ORG

BUSINESS IMPROVEMENT DISTRICT'S SPRING 2022 EVENT GRANT REQUEST

Feb 7th, 2022

Marketing costs for the BID

The Lake Geneva Business Improvement District seeks an immediate **\$16,000** grant for BID Marketing Costs for our Spring 2022 event line up:

The Streets of Lake Geneva First Annual Shamrock Shuffle, March 19th 12-2pm \$3,000

The Streets of Lake Geneva Fashion Week, April 27th-30th \$5,000

The Streets of Lake Geneva Wine Walk, May 21st & 22nd \$8,000

We are asking for **\$16,000** for the following marketing and promotions cost with an estimated and exact breakdown of how these funds will be used below:

Printing flyers & Posters & signage	\$2000
Placing add on radio WLKG	\$3000
Placing add in Regional news	\$2500
Marketing & Promotion giveaway/space	\$1500
Facebook boost & Website updates	\$1500
Media Marketing Strategy vendor	\$2000
Milwaukee media, Chicago media & Local influencers promotion	\$2500
Misc Marketing pop ups	\$1000

Detailed promotional budget:

Printing Flyers & posters: The BID would like to promote the events to the local community and to visitors with print. This includes flyers at businesses, posters and handouts. The posters and flyers let visitors know when to return for any special events and shopping information.

Radio, Print and PR:

Media and Public Relations Plan – We have quotes from local and regional media to further the reach. WLKG will do radio spots, interviews and specials promoting all events as they occur. They will promote Shamrock Shuffle, Fashion Week & Wine Walk. We will run ads in the Lake

Geneva Regional News, the Resorter and Chicago reaching publications. We will do this along with the free PR and event listings offered at these organizations. We plan to run a series so all our events are listed and promoted.

Marketing & Promotion giveaway and/or space: These events will require many resources to make them successful. Part of the lure of attending an event is the location and the amenities and activities. We plan to hold registrations, check in's and spaces where the event kick off's or have an information booth or staff. This kind of concierge and hospitality allows visitors to walk away feeling special and spreading the word for future event and repeat business. We may need resources to create a registration desk area, a customer service desk and/or a headquarters location for each event. These events will bring people downtown and they will need to have a central location to get information, start or end the event and ask questions, etc....

Facebook Boost, Instagram & other social media promotions:

The BID is seeking a budget for Facebook Boosts and social media platform advertising to reach different & new audiences. This includes updating the website with redirects to Streetsoflakegeneva.com

Website Updates:

Our website is our best asset to promote and communicate with guests. We need to keep this updated, current and relay all the information needed for guest to visit safely.

Chicago Magazine/Milwaukee: Advertising to the Chicago Market to bring regional visitors. Milwaukee Market outreach.

Media Marketing Strategy Vendor:

Our Marketing plan pulls this all together with one cohesive master plan. The Bid would like to utilize a master plan for all media to launch a cohesive aggressive plan to cover all the spring events. This vendor will assist with a master plan to gain the most market awareness and attendance for our budget. The plan includes all the above activations and the coordination and placement and timing of the plan. This vendor coordinates social, print media, radio, public relations along with printing and distributing posters, flyers and any other marketing strategies such as radio interviews, photo opportunities and publicity for the City of Lake Geneva and the SOLG.

Misc Marketing Pop ups: This request is an allowance for anything additional we believe is a great marketing opportunity that may not be covered in the items above. An example would be a co-marketing opportunity that presents itself or another opportunity that aligns with our goals and has a cost associated with it.

Estimated economic impact of overnight stays and day trippers:

We believe the overnight stays will be guaranteed for all three events. We plan to link our hotels on each event page. We estimate that the potential for day trippers for these events is also highly probable, but most will generate hotel revenue. The overnight stays will most definitely increase as people are looking for safe, outdoor, local or regional events that they can drive to. Day trippers generate revenue from shopping, dining and attractions. Overnight stay will generate room revenue. We estimate that most visitors will come to the lake for events and shopping from the Chicago suburbs, Milwaukee and surrounding communities. People are looking for ways to get out safely and we provide that with some new events and most importantly advertising this. This year, people are really looking for a reason to get out and travel. They feel safer and more confident, so we want to provide some reason to visit! These new events should provide a great reason to visit and stay over.



S H U F F L E

Lake Geneva, Wisconsin

VIRTUAL 5K WALK/RUN

LAKE GENEVA FASHION WEEK

April 27th-30th

Downtown Lake Geneva

11-5pm Wednesday

11-5pm Thursday

11-5pm Friday

11-5pm Saturday



**SHOP OVER 25 STORES
WELCOME DRINK
SAMPLE DELICIOUS BITES FROM LOCAL
RESTAURANTS AT THE VIP LOUNGE
(LOCATION TBD)
SUPPORT THE STREETS OF LAKE GENEVA
LOCAL SHOPPING**

****PLEASE NOTE: DATES ARE MAY 21st and 22nd, 2022 (will be updated)**



**Sun. May 23, 2021
1-4pm**

City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

Revised September, 2021

Date Submitted: February 7, 2022
Organization: Business Improvement District
Contact Person: Kristi Tarantino
Phone Number: 773-251-9018
Street Address: P.O. Box 192
City, State, Zip: Fontana, WI 53125
Email Address: events lake geneva@gmail.com
Name of Event: Spring 2022 Event line-up
Date(s) of Event: Shamrock Shuffle, Fashion Week, Wine Walk
Location of Event: Streets of Lake Geneva
Type of Event: Social

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

Estimated Number of Attendees: over 1,000 / several thousands

Have you Applied Before? Yes or No, Explain: Not for these events
but we have a good history of bringing people to town

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

the streets of lake Geneva businesses

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 No

Shamrock - No permit

Fashion Week - No permit

Wine Walk - permit
submitted & pending

Estimated Number of Overnight Stays: 1,000

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

Annual Event (Yes/No): They will become annual

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: 16,000 for Spring 2022

Provide as attachment the following:

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