TOURISM COMMISSION
MONDAY, March 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. March 14, 2022 Tourism Commission
Mon, Mar 14, 2022 4:00 PM - 5:00 PM (CDT)

Please join my meeting from your computer, tablet or smartphone.
https://meet.goto.com/979331421

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

Access Code: 979-331-421

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 February 14, 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.

10) Electric vehicle charging station (status report)

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

12) Discussion / Action on Tourism Promotional Grant Program and Requests:
   A) Baconfest (Wisconn Valley Media Group)
   B) Art in the Park (Geneva Lake Arts Foundation)
   C) Year Round Advertising (Geneva Lake Arts Foundation)
   D) Lax Geneva (Lacrosse America)
   E) Lake Geneva Summer Star Parties (GLAS)

12) Future meeting agenda items (next meeting date: Monday, April 11, 2022 at 4pm)

13) 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, February 14, 2022
COUNCIL CHAMBERS, CITY HALL

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

Roll Call
Present: Vice Chair Dana Trilla, Alderman Hedlund, Alderman Fesenmaier, Zakia Pirzada
Absent: Chair Brian Waspi, Linda Moritz

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

Approval of Tourism Commission minutes from January 11, 2021
Hedlund moved to approve the January 10, 2022 minutes, second by Pirzada. Unanimously carried.

Update from Stephanie Copsey, Independent Contractor for Tourism Commission, Meet at the Lake Promotional Activity
Copsey was encouraged by this month's data and believes we are reaching the right audience with the marketing campaign. She is very pleased with the number of inquiries as this leads to more bookings. The Average Session Duration is actually an INCREASE of 31% (typo of decrease). The Winter Photo Shoot was cancelled due to scheduling difficulties. Copsey wants to add a question in the application/contract that asks which lodging is being booked for the wedding party and guests. She will begin to track and add this data to her monthly report. It was noted that the addition of the Ballroom Revenue by Year is extremely helpful. A big shout out to Commissioner Pirzada for working with Copsey to include this data.

Update from Tourism Entity – Visit Lake Geneva
Deanna Goodwin reported that record crowds attended this year's Winterfest. More visitors are arriving and touring at the beginning of the event on Wednesday. Having the Riviera open as a warming station along with the availability of the restrooms helped tremendously. The Ice Sculpture Walk saw 37 businesses participate with the help of the grant. The event was covered by The Weather Channel.
Deanna reviewed the plethora of data from the packet including the Media Buys which now have live links to the articles and coverage. She introduced Visit's newest hire, Alexandria Bianti-Martinez, as Marketing Manager.
Goodwin also gave the public dates for 2022 Events:
Lake Geneva Restaurant Week – April 23-May 1
Concerts in the Park – Thursdays, June 30-August 11
Electric Christmas Parade – December 3

Update from Lake Geneva Business Improvement District (BID)
Kristi Tarantino, BID Director, introduced the 2022 line-up of new and recurring events from her report. They are looking at using the existing trees in Flat Iron Park for the Tree Lighting Event rather than cutting down live trees each year. Tarantino is working with staff to submit invoices for the outstanding grants.

Written financial update provided by City Comptroller
Balance Sheet as of January 31, 2022
Total Assets $1,086,522.70
Outstanding Grant Balance $726,391.75
Restricted (Uncommitted) Fund Balance $306,608.95

The 2021 Room Tax chart shows no data for October and November under Room Tax Marketplace. Mayor Klein addressed the commission to explain that she personally contacted Expedia to receive a guarantee of payment for those months.

Walworth County Visitors Bureau Payment Schedule No action.

Tourism Promotional Grant Program and Requests:

Art in the Park (Geneva Lake Arts Association)
Nikka Marcicano, President, explained the event will remain in Flat Iron Park with 80 exhibitors. They are asking expand into and close Wrigley Drive this year. There was concern about a missing budget as required in the application. Motion by Fesenmaier, second by Hedlund, to continue to March with a complete application. Unanimously carried.
Year Round Advertising (Geneva Lake Arts Association)
Marcicano further explained this grant application but concerns were heard from the commissioners regarding the budget and who they were marketing to. Motion by Fesenmaier, second by Pirzada, to continue to March with a complete application. Unanimously carried.
First Annual Shamrock Shuffle (The Streets of Lake Geneva/BID)
Krisit Tarantino gave details about this new event from the BID. Motion by Hedlund, second by Pirzada, to approve the grant for $3,000 specifically for poster, fliers, and WGN advertising. Unanimously carried.
Fashion Week (The Streets of Lake Geneva/BID)
Tarantino had combined all three events in the application due to some potential overlap in marketing materials. She explained that the Streets of Lake Geneva's website has been completely redone with many more details. Commissioners did not feel the budget had enough clarity and were concerned about the list of lodging. Motion by Trilla, second by Hedlund, to continue to March with a complete application. Unanimously carried.

Wine Walk (The Streets of Lake Geneva/BID)
Tarantino introduced the details of this annual event but explained that the event will now be held over two days instead of one. BID has never requested a grant for this event because it was a one-day event not involving overnight stays.
Motion by Hedlund, second by Pirzada, to continue to March. Unanimously carried.

Future meeting agenda items and next meeting date – continued briefly from Parking Manager regarding electric charging stations; Walworth County Visitor and Convention Bureau contract
Monday, March 14 at 4:00 PM

Motion by Hedlund, second by Pirzada, to adjourn at 5:25 p.m. Carried.

Respectfully submitted,
Alderman Fesenmaier, Secretary

Riviera Ballroom/MATL Update- Tourism Commission Meeting March 2022

Marketing Update

- Website Analytics Update: Past 30 Days:
  - Site Sessions: 1,618 (24% Decrease)
  - Active Inquiries: 60 (-24 from last month)
  - Avg. Session Duration: 3min 2sec (49% decrease)
  - Site Bounce Rate: 50% (2% decrease)

- WeddingWire & TheKnot: February Stats
  - 148 Storefront Views (33% decrease). Compared to 90 average in our market/category.
  - 20 leads (No Change)

- Hotels & Lodging Analytics Update Past 30 days:
  - 201 Page Views (-60 from last month)
  - Avg. time spent on page: 52 seconds (4% increase)
  - 55% Exit Rate (No change)
  - Of the 201 Page Views, 39 clicked on specific hotel listings for more information
    Reports generated on March 9th 2022
    .

Sales Update

	2018	2019	2020	2021	2022	2023
Weddings	45	28	9	54	55	15
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: (2) 2022 Weddings cancelled, one of them is a reschedule for 2023 with 2023 pricing. Booked 1 additional wedding with 2 additional non-profit events likely to confirm.

  - 2023 Events- Past 30 days: (1) 2023 wedding cancelled. Booked 2 additional weddings with 1 contract out likely to book.

- Last Year- Reported on March 8th, we had 54 total events on the books for 2021 and 11 events booked for 2022.

- Making a change to our event final detail packet to request that the client submit the hotels they have booked a block at for their guests and estimated number of sleeping rooms at each.

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

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

Upcoming Partner Meetings

- March 15, 8am via Zoom

Public Events - 2022

- Winterfest – February 2-6 – Recap
- Lake Geneva Restaurant Week – April 23-May 1
    - Restaurant registration deadline 3/15
- Concerts in the Park – Thursdays, June 30-August 11
- Electric Christmas Parade – December 3

Earned Media Highlights – FEBRUARY 2022

- The Weather Channel – *Live from Lake Geneva Winterfest 2022*
- Milwaukee Journal Sentinel - Award-winning snow sculptors need creativity...
- La Crosse Tribune - *The 15 finished sculptures in the U.S. Snow Sculpting Championship in Lake Geneva*
- Kenosha News - *Lake Geneva Winterfest 2022*
- Yahoo! Sports - *U.S. National Snow Sculpting Championship at Winterfest in Lake Geneva*
- Spectrum News 1 - *U.S. National Snow Sculpting Championships return to Lake Geneva*
- Fox6 Milwaukee - *Winterfest 2022 is a mash-up of snow, fire, ice*
- Fox6 Milwaukee - *Everything you need to know about Winterfest 2022*
- CBS58 Milwaukee - *Winterfest, National Snow Sculpting Championship kicks off in Lake Geneva*
- Beloit Daily News - *Snow sculptors seek top prize in Lake Geneva*
- Yahoo! News - *Snow sculpting competition begins in Lake Geneva, despite lack of snow*
- ABC12 WISN Milwaukee - *Despite lack of snow, sculpting competition begins in Lake Geneva*
- ABC27 WKOW - *Snow sculpting competition begins in Lake Geneva, despite lack of snow*
- At the Lake - *Lake Geneva's Winterfest Is Back!*
- Kenosha.com - *Capturing Kenosha: A Road Trip to Ice Castles*
- Loving Lake Geneva Podcast - *4 Seasons Of Fun In Lake Geneva*
- Chicago Parent Magazine - *Romantic Getaways for Chicago Couples*
- TMJ4 Radio Milwaukee – *Winterfest returns to Lake Geneva*
- WCLO Radio – *Winterfest, Ice Castles and More Winter Fun in Lake Geneva*

Marketing Metrics – FEBRUARY 2022

- **Website – VisitLakeGeneva.com**
    - Visitor Sessions: 120,276 | +54.8% | YTD 268,548
    - Pageviews: 401,166 | +36.8% | YTD 843,049
    - Users: 116,767 | YTD 264,999
    - Online Guide Visits: 2,546 | YTD 6,204

- Top Cities:
  1. Chicago (17.3%)
  2. Milwaukee (5.0%)
  3. Madison (4.1%)
  4. (not set) (1.8%)
  5. Lake Geneva (1.8%)
  6. Kenosha (1.2%)
  7. Janesville (1.0%)
  8. Schaumburg (0.9%)
  9. Crystal Lake (0.8%)
  10. Arlington Heights (0.8%)

- Top Pages:
  1. Winterfest
  2. Things to Do
  3. Home
  4. Events
  5. Winterfest | Teams
  6. Winterfest | Program
  7. Winterfest | Ice Sculpture Walk
  8. Things to Do | Winter Activities
  9. Winterfest | Events & Activities
  10. Winterfest | 2022 Winners

- 62% Female | 38% Male
- Age Group:
  1. 35-44 – 24.6%
  2. 25-34 – 19.9%
  3. 45-54 – 18.5%
  4. 55-64 – 15.3%
  5. 18-24 – 10.9%
  6. 65+ – 10.8%

- **Social Media**
  - Facebook – 55,581 Followers (+687)
  - Instagram – 8,766 Followers (+169)
  - Twitter – 3,420 Followers (+1)

- **Email Subscribers** – 52,799 (+251)

Visitor Center Activity – FEBRUARY 2022

- Walk-ins – 3,577 | YTD – 3,875
- Phone Calls – 354 | YTD – 725
- Emails – 827 | YTD – 1,936
- Visitor Guides Fulfilled – 840 | YTD – 1,993

Hotel Activity (Lake Geneva Region) – JANUARY 2022

- Occupancy – 32.6% (-0.4%)
- ADR – $150.03 (+17.7%)
- RevPar – $48.88 (+17.3%)
- Demand – 22,283 (-0.1%)

RFP Report – FEBRUARY 2022

2022 RFP#	Total Room Nights	Meeting Type	Properties Sourced
1026	23	Corporate	Grand Geneva, The Ridge, Geneva National
1027	519	Corporate	The Abbey, Grand Geneva
1028	93	Corporate	The Abbey, Grand Geneva
1029	56	Corporate	Grand Geneva, Geneva Inn
1030	535	Association	The Abbey, Grand Geneva
1031	493	Association	The Abbey, Grand Geneva

CITY OF LAKE GENEVA
TOURISM COMMISSION

2021	Organization	Amount	Notes	Outstanding balance unpaid	Event Grade:
February					
	Off-Peak Riviera Promotion (Copsey)	$ 4,692.00		$ 4,692.00	
March					
	Wisc. Hotel & Lodging Assoc. Trade Show	$ 2,400.00		$ 2,400.00	
April					
May	D.A.R.E. Training Conference	$ 1,500.00		$ 1,500.00	
September	City of Lake Geneva ; Live Stream Cam	$ 8,955.00		$ 8,955.00	
October	City of Lake Geneva ; Riviera Restoration	$ 211,712.00	$202,911.98 transferred so far	$ 8,800.00	
	Copsey / Riviera marketing contract	$ 64,000.00	($5,332/month) 11-1-2021 - 10-31-2022	$ 37,340.00	(YTD)
November	Lake Geneva Bridal Expo	$ 15,000.00		$ 15,000.00	
	Veterans Pak Fencing (YCMA)	$ 7,200.00		$ 7,200.00	
	Veteran's Park Ball Diamond Rehab (YMCA)	$ 225,000.00		$ 225,000.00	
	Holiday Festivities (BID)	$ 14,200.00		$ 14,200.00	
	Women's weekend 2022 (LGWA)	$ 27,850.00	marketing & Riviera rental	$ 14,000.00	
	Ice Sculpture Tour (VISIT Lake Geneva)	$ 10,950.00		$ 10,950.00	
2022	**Organization**	**Amount**	**Notes**	**Outstanding balance unpaid**	**Event Grade**
January	VISIT Lake Geneva Contract	$ 150,000.00	Does not include any "overages"	$ 112,500.00	
	Winter Wedding Photoshoot (Riv. Events)	$ 1,500.00		$ 1,500.00	
	Jazz Fest 2022 (Wisconn Valley Media)	$ 10,000.00		$ 10,000.00	
	Taco Fest 2022 (Wisconn Valley Media)	$ 10,000.00		$ 10,000.00	
	Pub & Grub Crawl (Jaycees)	$ 15,000.00		$ 15,000.00	
February	Shamrock Shuffle (BID)	$ 3,000.00		$ 3,000.00	
March					
	Baconfest (Wisconsin Valley Media)	*$ 10,000.00*			
	Arts in the Park (Geneva Lake Art Foundation)	*$ 10,000.00*			
	Year round advertising (GLAF)	*$ 5,000.00*			
	Lax Geneva (Lacrosse America)	*$ 5,000.00*			
	Lake Geneva Summer Stars Parties (GLAS)	*$ 6,675.00*			
internet at Riv	*Tourism Comm; $110.75 per month*			$ 110.75	
OUTSTANDING BALANCE (UNPAID):				**$ 502,147.75**	

CITY OF LAKE GENEVA
BALANCE SHEET
FEBRUARY 28, 2022

FUND 47 - TOURISM

	ASSETS		
47-00-00-11111	FUND CASH	1,081,125.28	
	TOTAL ASSETS		1,081,125.28
	LIABILITIES AND EQUITY		
	LIABILITIES		
47-00-00-21100	ACCOUNTS PAYABLE	449,187.35	
	TOTAL LIABILITIES		449,187.35
	FUND EQUITY		
47-00-00-34800	RESTRICTED FUND BALANCE	685,614.30	
	REVENUES OVER EXPENDITURES - YTD	(53,676.37)	
	TOTAL FUND EQUITY		631,937.93
	TOTAL LIABILITIES & EQUITY		1,081,125.28

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	.00	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:		.00	49.59	1,100,500.00	1,100,450.41	.00
47-00-00-57100	HOTEL/MOTEL ASSN-CHAM OF COM	37,500.00	37,500.00	532,872.00	495,372.00	7.04
47-00-00-57210	EVENTS COORDINATOR	5,332.00	7,998.00	32,000.00	24,002.00	24.99
47-00-00-57212	EVENTS COORDINATOR-RIVIERA	5,332.00	7,998.00	32,000.00	24,002.00	24.99
47-70-00-57150	PROMOTIONAL GRANT	.00	.00	100,000.00	87,754.44	12.25
47-70-00-57155	TOURISM MUNICIPAL DEVELOPMENT	114.98	229.96	100,000.00	99,770.04	.23
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:		48,278.98	53,725.96	1,008,584.00	942,612.48	6.54
Net Total TOURISM:		48,278.98-	53,676.37-	91,916.00	157,837.93	71.72-
Net Grand Totals:		48,278.98-	53,676.37-	91,916.00	157,837.93	71.72-

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-11111		**FUND CASH**			
		01/31/2022 (01/22) Balance			1,139,404.26
CA-CDA	7	CDA Fund Allocation - Created: 02/03/22 5:05 P		10,000.00-	
CA-CDA	15	CDA Fund Allocation - Created: 02/04/22 11:48 A		42,832.00-	
CA-CDA	27	CDA Fund Allocation - Created: 02/17/22 3:59 P		114.98-	
CA-CDA	39	CDA Fund Allocation - Created: 02/25/22 11:59 A		5,332.00-	
		02/28/2022 (02/22) Period Totals and Balance	.00 *	58,278.98- *	1,081,125.28
47-00-00-13920		**ACCTS RECEIVABLE**			
		01/31/2022 (01/22) Balance			.00
		02/28/2022 (02/22) Period Totals and Balance	.00 *	.00 *	.00
47-00-00-21100		**ACCOUNTS PAYABLE**			
		01/31/2022 (01/22) Balance			459,187.35-
AP	43	Summary Transactions from AP System		42,832.00-	
AP	442	Summary Transactions from AP System		114.98-	
AP	520	Summary Transactions from AP System		5,332.00-	
CDA	78493	GENEVA LAKE MUSEUM	10,000.00		
CDA	78536	LAKE GENEVA CONVENTION	37,500.00		
CDA	78539	STEPHANIE LYNN LAKE GENEVA LLC	5,332.00		
CDA	78597	CHARTER COMMUNICATIONS	114.98		
CDA	78682	STEPHANIE LYNN LAKE GENEVA LLC	5,332.00		
		02/28/2022 (02/22) Period Totals and Balance	58,278.98 *	48,278.98- *	449,187.35-
47-00-00-21900		**ACCRUED EXPENSES**			
		01/31/2022 (01/22) Balance			.00
		02/28/2022 (02/22) Period Totals and Balance	.00 *	.00 *	.00
47-00-00-34800		**RESTRICTED FUND BALANCE**			
		01/31/2022 (01/22) Balance			685,614.30-
		02/28/2022 (02/22) Period Totals and Balance	.00 *	.00 *	685,614.30-
47-00-00-41210		**ROOM TAX**			
		01/31/2022 (01/22) Balance			.00
		02/28/2022 (02/22) 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

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-48110		**INTEREST INCOME**			
		01/31/2022 (01/22) Balance			49.59-
		02/28/2022 (02/22) Period Totals and Balance	.00 *	.00 *	49.59-

YTD Encumbrance .00 YTD Actual 49.59- Total 49.59- YTD Budget 500.00- Unearned 450.41

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-49100		**APPL. PRIOR YR APPROPRIATIONS**			
		01/31/2022 (01/22) Balance			.00
		02/28/2022 (02/22) 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
47-00-00-49350		**TRANSFER FROM GENERAL FUND**			
		01/31/2022 (01/22) Balance			.00

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
		02/28/2022 (02/22) Period Totals and Balance	.00 *	.00 *	.00

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

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

		01/31/2022 (01/22) Balance			.00
AP	22	LAKE GENEVA CONVENTION	37,500.00		
		**Desc: 1ST QUARTER 2022 PAYMENT			
		02/28/2022 (02/22) Period Totals and Balance	37,500.00 *	.00 *	37,500.00

YTD Encumbrance .00 YTD Actual 37,500.00 Total 37,500.00 YTD Budget 532,872.00 Unearned 495,372.00-

47-00-00-57210 EVENTS COORDINATOR

		01/31/2022 (01/22) Balance			2,666.00
AP	27	STEPHANIE LYNN LAKE GENEVA LLC	2,666.00		
		**Desc: EVENTS COORDINATOR-RIVIERA-FEB 2022			
AP	498	STEPHANIE LYNN LAKE GENEVA LLC	2,666.00		
		**Desc: EVENTS COORDINATOR-RIVIERA MAR 2022			
		02/28/2022 (02/22) Period Totals and Balance	5,332.00 *	.00 *	7,998.00

YTD Encumbrance .00 YTD Actual 7,998.00 Total 7,998.00 YTD Budget 32,000.00 Unearned 24,002.00-

47-00-00-57212 EVENTS COORDINATOR-RIVIERA

		01/31/2022 (01/22) Balance			2,666.00
AP	28	STEPHANIE LYNN LAKE GENEVA LLC	2,666.00		
		**Desc: EVENTS COORDINATOR-RIVIERA JAN 2022			
AP	499	STEPHANIE LYNN LAKE GENEVA LLC	2,666.00		
		**Desc: EVENTS COORDINATOR-RIVIERA MAR 2022			
		02/28/2022 (02/22) Period Totals and Balance	5,332.00 *	.00 *	7,998.00

YTD Encumbrance .00 YTD Actual 7,998.00 Total 7,998.00 YTD Budget 32,000.00 Unearned 24,002.00-

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

		01/31/2022 (01/22) Balance			.00
		02/28/2022 (02/22) Period Totals and Balance	.00 *	.00 *	.00

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

		01/31/2022 (01/22) Balance			.00
		02/28/2022 (02/22) Period Totals and Balance	.00 *	.00 *	.00

47-70-00-57150 PROMOTIONAL GRANT

		01/31/2022 (01/22) Balance			.00
		02/28/2022 (02/22) Period Totals and Balance	.00 *	.00 *	.00

YTD Encumbrance .00 YTD Actual .00 Total .00 YTD Budget 100,000.00 Unearned 100,000.00-

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-70-00-57155		**TOURISM MUNICIPAL DEVELOPMENT**			
		01/31/2022 (01/22) Balance			114.98
AP	424	CHARTER COMMUNICATIONS	114.98		
		**Desc: INTERNET SVC-FEB			
		02/28/2022 (02/22) Period Totals and Balance	114.98 *	.00 *	229.96

YTD Encumbrance .00 YTD Actual 229.96 Total 229.96 YTD Budget 100,000.00 Unearned 99,770.04-

47-70-00-59400		**TRANSFER TO CAPITAL PROJECTS**			
		01/31/2022 (01/22) Balance			.00
		02/28/2022 (02/22) 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**			
		01/31/2022 (01/22) Balance			.00
		02/28/2022 (02/22) Period Totals and Balance	.00 *	.00 *	.00

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

Number of transactions: 18 Number of accounts: 18	Debit	Credit	Proof
Grand Totals:	106,557.96	106,557.96-	.00

Report Criteria:
Actual amounts
All accounts
Account.Account number = "47000011111"-"47700059500"

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*.**

Invoice Date	Invoice #	Vendor Name	Purchase Description	Purchase Amount	Date Paid

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
Journal Times | LG Regional News | Kenosha News

City of Lake Geneva

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.

WISCONN VALLEY MEDIA GROUP

LAKE GENEVA BACON fest 2022

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.

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

City of Lake Geneva Tourism Commission
Tourism Promotion Grant Application

Date Submitted: March 3rd 2022

Organization: Art In The Park Lake Geneva

Contact Person: Anna Todaro-Sadur

Phone Number: 503-867-9223

Street Address: 1469 28th Ct

City, State, Zip: Kenosha, WI, 53140

Email Address: AITPlakegeneva@gmail.com

Name of Event: Art In The Park Lake Geneva

Date(s) of Event: Aug 13th and Aug 14th 2022

Location of Event: Flat Iron Park, Lake Geneva

Type of Event: Art Festival

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

Estimated Number of Attendees: 4,500

Estimated Number of Overnight Stays: 800

Annual Event (Yes/No): Yes

Event/Initiative Start Date: Aug 13th 2022

Event/Initiative End Date: Aug 14th 2022

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

Grant Amount Requested: 11,964

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

From:	AITP Director
To:	City Administrator; Nancy Elder; nikki marsicano; annatodarosadur@gmail.com; Sarah gmail
Subject:	Art in the Park Lake Geneva Tourism Grant Submission 2022
Date:	Thursday, March 3, 2022 8:52:36 PM
Attachments:	Grant-request_AITP-2022 (4).pdf Tourism_Promotion_Grant_Application_10_11_2018-Fillable (1) (1).pdf AITP Marketing Plan.docx (2).pdf AITP marketing budget.docx (1).pdf AITP.png

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To whom this may concern,

Attached are the submission materials for the 2022 lake geneva tourism grant for Art in the Park. Attached are an event description and overview, a budget, a few samples of mock marketing materials featuring the Lake Geneva Logo, and a marketing plan.

Thank you very much for your time and for your kind consideration,

Anna Todaro
Director Art in the Park Lake Geneva

Art in the Park Lake Geneva is an annual event that helps raise money to support the non-profit Geneva Lake Arts Foundation, its exhibits, and its educational programs. This fine art and crafts show features works from over eighty artists gathered from around the country for two days on August 13th and 14th at Flat Iron Park along the beautiful shore of Geneva Lake. It is estimated that approximately 4,500 people visit the park during this event that is celebrating its 42nd year.

Community art organizations like Geneva Lake Arts Foundation are known to be important to the well-being of the community. As volunteers act together toward a common goal or interest, social bonds develop, and opportunities for people to come together to share ideas and see their creative process on display in a public space.

Every year, you will find a great number of types of art fairs across the region and country. These events range from festivals to fairs that feature unique items to a variety of audiences. We are working toward Art in the Park Lake Geneva growing into a premier outdoor art fair that not only attracts artists and visitors from the United States but also from over the world. We would like a greater opportunity to reach out and encourage visitors and artists to come to Lake Geneva this summer, visit Art in the Park, admire the fantastic art and feel the ambiance of downtown Lake Geneva. Here you may find the perfect piece of art to take home with you.

The event budget is estimated at $11,964. This is broken down as indicated here: • Local radio advertising on stations like WLKG Lake Geneva. • Social Media advertisements • Print media, including brochures, rack cards, the show program, as well as print advertising in local and regional magazines and newspapers • Banners to display at park during the event. This will begin 6 months prior to the event and increase exposure as the event nears. Please see attached mock-up material for reference.

Thank you for your time and for your kind consideration.

Regards,
Anna Todaro-Sadur
Director of Art in the Park Lake Geneva

Geneva Lake Arts Foundation, Inc.
2022 Art In The Park Advertising

Amount	Media Description
$1,350	At The Lake Magazine ½ page ad full color
$1,352	Janesville Gazette Newspaper ½ page ad full color
$ 633	Southern Lakes Newspapers ½ page Spirit & Beacon ad
$ 900	Madison State Journal ½ page newspaper ad
$ 800	A+ Graphics & Printing postcards, rack cards, brochures
$ 590	Capital Times Newspapers ½ page ad
$ 1,800	LG Regional News multiple ads + article w/photo
$ 448	Northwestern Herald/Shaw Group ½ page ad full color
$ 274	Lake County Journal ½ page ad full color
$ 1,799	Milwaukee Magazine ½ page newspaper ad
$ 600	Facebook ads
$ 735	Lake 961-WLKG-FM 15 spots
$ 383	Spirit of Geneva Lakes ½ page full color July/August
$225	Beacon ¼ page full color July/August
$75	Walworth County Visitors Bureau Rack Cards
$11,964+	Estimate Total

City of Lake Geneva Tourism Commission

Grant Evaluation and Final Media Synopsis for Art in the Park 2022

Geneva Lake Arts Foundation, Inc.

2022 Art In The Park

Marketing Plan

Radio

Lake 961 WLKG-FM Radio Ad Spots

Social Media

Facebook

Instagram

Twitter

*TikTok

Newspapers

LG Regional News/Wiscon Valley 7/27, 8/3, 8/10 half page ad, event calendar

Southern Lakes Newspapers Spirit Ad, Beacon Ad

*Northwest Herald/Shaw Media 8/3,8/10 half page ad, Event Calendar Listing

*Janesville Gazette 8/3,8/10 half page ad, Event Calendar Listing

*Madison State Journal 8/3, 8/10 half page ad, Event Calendar Listing

*Racine Journal Times 8/3, 8/10 half page ad, Event Calendar Listing

Brochures, rack cards, postcards-distributed through 120 GLAF members to art associations and surrounding communities

A+ Graphics and Printing

Banners on Main Street-installed by public works

Yard Signs- installed by members

*new 2022

GENEVA LAKE ARTS FOUNDATION INC
Gallery 223 | 223 Broad St.
Lake Geneva, WI
presents

LAKE GENEVA
Visit Lake Geneva!

ART IN THE PARK

41ST ANNUAL FINE ART FAIR

80 Fine Art Vendors • Silent Auction • Free Kids Art Area • Live Music • Food

August **13th and 14th 2022**
Saturday 10 - 5
Sunday 10 - 4

www.genevalakeartsfoundation.org

42nd Annual
Fine Art Fair

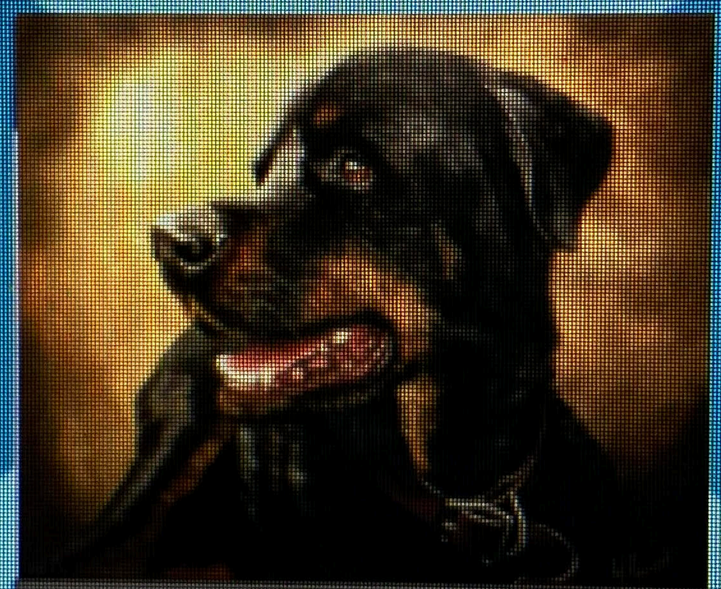
ART IN THE PARK

At Flat Iron Park in Lake Geneva

Sat Aug 13th 2022
10am-5pm
Sun Aug 14th 2022
10am-4pm

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

Featuring 80 Artists!



Best of Show 2021
Michael Neamand

- 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
262-247-7988
genevalakearts@gmail.com

GALLERY
223

GENEVA LAKE ARTS FOUNDATION INC.

LAKE GENEVA

Gallery 223

ART IN THE PARK

at Flat Iron Park, Lake Geneva

Fine Art Fair

80 Artists

FREE Admission

Shuttle

LAKE GENEVA

Sat, August 13th, 2022 10am-5pm

Sun, August 14th, 2022 10am-4pm

genevalakeartsfoundation.org

City of Lake Geneva Tourism Grant

Application for Geneva Lake Arts Foundation Inc. (GLAF)

The Geneva Lake Arts Foundation Inc. is a 501c3 charity. Our mission is to bring the arts to our community by nurturing not only the individual artist, but by bringing the arts to our community. We do this by offering free art presentations to the public, art mentoring to children, and adults in nursing facilities, and offering classes to children and adults. We also hold an annual Student Art Show for High School students with an awards night in which GLAF gives out $1,000.00 in awards. An additional $2,000.00 is given by other individuals and groups. During city events such as Winterfest and Octoberfest we offer free art making in our Gallery 223 on Broad Street for children and families. Gallery 223 offers artist members the ability to show their work in six to eight exhibits per year. Artists rage from first time exhibitors to nationally known and published artists.

By applying for this grant, we hope to reach a wider audience for our programs and our art opening receptions. Our monthly presentations on the fourth Thursday evening of most months brings people to Lake Geneva from Northern Illinois and the surrounding area, many of whom dine in Lake Geneva before our event and stay overnight after. Currently our two-day workshops are online due to COVID concerns. We hope to resume face-to-face workshops in the Fall. When we last did this many of the participants were from out of town and stayed in hotels, ate in restaurants, and shopped in local shops after classes.

We also hope to attract more visitors and clients to Gallery 223. We currently draw from Milwaukee, Racine and Rockford areas as well as Chicago and the Northwest suburbs. We would like to expand more into the Madison area as well as Northern Illinois. We currently use social media (Facebook and Instagram), press releases to local newspapers with our events being featured in the Resorter, and the Visit Lake Geneva website.

Due to the COVID pandemic in 2020, our operations were affected, and we have a very limited budget to advertise. We are also now resuming our face-to-face programs and would like to start advertising them. Art Mentoring begins this month, our monthly free presentations in April as well as our student show in April

We aim to become a destination for art as well as the art experience. We wish to attract the" Cultural Tourist" to Lake Geneva. According to Julie Payne, an enhancement specialist for Attractatour and Arts Wisconsin, 81% of U.S. tourists are considered cultural tourist and 56% of the U.S. population indicated at least one cultural, art, or historic activity while on a trip. Cultural tourists spend more money and stay longer. 41% of cultural tourist are affluent and well-educated baby boomers. **They look for local immersive experiences.** They seek to enrich their lives and prefer leisure travel that is educational. 41% will spend more. Millennials are a growth market. 73% want to engage in a destination's arts and cultural assets.

Cultural Tourism is a growing and vital component of the state's tourism economy. The link between the arts and tourism has been well documented and proven. Wisconsin's non-profit arts and cultural sector is a $535 million industry, resulting in nearly $65 million in local and state revenues, 22,872 in full time equivalent jobs and $479 million in resilient income. Communities thrive and grow through investment in the arts. Arts involvement and infrastructure increases the capacity of small towns to attract and retain business, residents and visitors. (Source: Americans for the Arts and the Wisconsin Arts Board)

Geneva Lake Arts Foundation continually receives inquiries by phone and our website about art experiences (which includes classes and events) to do while they are visiting Lake Geneva. We hope to build our art experiences for our visitors as well as the community by expanding our advertising to reach them.

The City of Lake Geneva and its logo is and has been featured on the home page of our website genevalakeartsfoundation.org as a sponsor.

Please note display magazine ads will also be advertising Art in the Park year-round. (See attachment for 9/21 MKE magazine. We will be creating new graphic designs for these ads which include the city of

Lake Geneva logo as we have done for Art in the Park. We have a new marketing manager and graphic designers to do this. We appreciate the City of Lake Geneva's support and thank you.

CITY OF LAKE GENEVA

TOURISM COMMISSION

TOURISM PROMOTION GRANT

INFORMATIONAL GUIDE

Revised September, 2021

Page

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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

Date Submitted: March 3, 2022_____

Organization: Geneva Lake Arts Foundation Inc. (GLAF)_____

Contact Person: Nikki Marsicano_____

Phone Number: 262-215-1174_____

Street Address: 223 Broad Street_____ City, State, Zip: Lake Geneva, WI 53147_____

Email Address: genevalakeartsfoundation@gmail.com_____ Name of Event: GLAF monthly presentations and Gallery 223 events

Date(s) of Event: On going 2022_____

Location of Event: Gallery 223, 223 Broad Street, Lake Geneva

_____

Type of Event: Cultural_____

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

Estimated Number of Attendees: 20-50 per monthly presentation, 100-300 per event_____

Have you Applied Before? Yes or No; yes for Art in the Park, No for GLAF events_____

_____

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

223 Broad Street, 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 yes, we are a licensed business _____

Estimated Number of Overnight Stays: 15-20 per presentation app 260 per year, AITP 800 based on out-of-town attendees and guests_____

_____

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

Annual Event (Yes/No): Yes we are having events all year long_____

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:
$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

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.

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*.**

Invoice Date	Invoice #	Vendor Name	Purchase Description	Purchase Amount	Date Paid

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:_____

Geneva Lake Arts Foundation

Lake Geneva Tourism Grant Budget

Please note all our ads for magazines will not only advertise our foundation events and Gallery 223, but also be advertising Art in the Park throughout 2022. Please see the image for Sept.2021 MKE Lifestyle Magazine.

Geneva Lake Visitors Guide- year-round publication -1/2 page
*645.00

Visit Lake Geneva 2023 issue submit in October 2022
½ page 1,935.00

We are including lower
*¼ page 1,220.00

Milwaukee Magazine- 121,00 subscribers and readers per month,
*¼ page 795.00

Online 300,000. June Summer Issue (3 months)
1/2-page 1,799.00 nonprofit rate

MKE Lifestyle Magazine Spring or Fall Arts Guide
*1/3 page 985.00

Average monthly circulation- 41,303. Total audience 106,253

Targets Milwaukee's wealthiest zip codes. Includes monthly Out and About Free online events calendar monthly

Section which previews monthly festivals and art scene.

Madison Magazine/ Channel 3 Madison
1/3 page 1,715.00

Monthly publication covering the best of Madison and the surrounding

area. Features Arts and entertainment.
*1/6 page 740.00

- Lowest price – we are selecting these to meet the 5,000.00 grant budget (4,365.00)

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

GALLERY 223

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

LACROSSE AMERICA'S LAX GENEVA LACROSSE TOURNAMENT

JUNE 18-19, 2022

City of Lake Geneva Tourism Commission
Tourism Promotion Grant Application

Application 2022

Lacrosse America has a decade-long history of successfully running top notch events, and we continue to redefine what an event experience means. Lacrosse America is pleased to submit a grant request for the 8th Annual Lax Geneva Lacrosse Tournament.

Contact Information:
Name of Organization: Lacrosse America
Address: 3090 N. Lake Terrace, Glenview, IL 60026
Phone: (847) 412-5529
Point of Contact: Nicole Bingham
Email: nicole.b@lacrosseamerica.com

Event & Facility Information:
Event Name: Lax Geneva
Dates: June 18 & 19, 2022
Games Played: Saturday 8AM-7PM, Sunday 8AM-4PM
Location: Delavan-Darien High School – 150 Cumming St. Delavan, WI 53115
Divisions Offered: Boys U8-High School, Girls U12-High School - Open Registration

Event Description:
The 8th Annual Lax Geneva Lacrosse Tournament (a two-day lacrosse tournament) will host 90 lacrosse teams and 5,500-6,000 spectators in June 2022. The event will be held at Delavan-Darien High School in Delavan, WI.

In 2021, we hosted teams from Illinois, Iowa, Michigan, Minnesota, Missouri, and Wisconsin.

Intent for Grant Awarded:
Lacrosse America strives to create an unmatched player experience at our events.

Our focus for 2022 is to bring as many NCAA College Coaches as possible to recruit on site from the DI, DII, DIII, and NAIA colleges and universities. The recruiting landscape for the weekend of June 18 & 19, 2022 is light and lends itself to many open schedules for the college coaches.

Securing and marketing college coaches over the next several months will lead to team sales. These team sales will lead to hotel pick up and economic impact for the City of Lake Geneva.

Money awarded would be used to pay college coach stipends. College coaches used stipends for travel accommodations.

Hotel Information:

This event institutes a Stay to Play policy for nonlocal teams allowing us to track exact hotel statistics leading up to, and after, the event. All hotel accommodations have been contracted, and will be handled by Travel First, Lacrosse America's official travel partner. Should we receive a grant from the City of Lake Geneva Tourism Commission, we would assure that all contracted Lake Geneva hotels are filled before hotels in other surrounding cities.

*All teams that play Saturday will automatically play on Sunday, so hotel rooms are not lost throughout the weekend.

Lake Geneva Hotels Currently Contracted to Service Our Parents and Players in 2022:

- Comfort Suites Lake Geneva
- Harbor Shores
- Timber Ridge
- Lake Lawn Resort
- Fairfield Inn Lake Geneva

Currently, we have 236 room nights blocked within Lake Geneva and plan to fill a minimum of 80% of the team blocks.

New Visitors:

Lax Geneva will attract 95% or more of its participants from outside of Lake Geneva/Walworth County. This equates to approximately 5,225-5,700 nonlocal spectators such as relatives and friends as well as approximately 2,250 athletes and coaches that will be participating in the event. This new visitor audience will create the following benefits to Lake Geneva:

- Increased event or attraction attendance
- Increased retail, food, and beverage expenditures
- Team dinners in nearby restaurants or catered to the hotel
- Local restaurants that offer delivery service to the fields will provide lunch for clubs
- Local grocery stores to supply drinks and snacks for families

Expenses:

Activity	Execution Date(s)	Approx. Allocation	Impressions
NCAA College Coach Stipends	June 19, 2022	$5,000	Marketing Database - Unique Participants: **7,000** - Unique Club Directors: **2,000** - Unique College Coaches: **450**
	Total	**$5,000**	

Marketing Schedule:

Date	Details	Method	Impressions
3/17/2022	Lax Geneva Invite to College Coaches Announcing Stipends are Available	Email	450 *College Coaches*
3/29/2022	Lax Geneva College Coaches Attending	Email & Instagram Post	Email: 2,000 *Club Directors* Instagram: 5,261 *Followers*
4/21/2022	Lax Geneva College Coaches Attending	Email & Instagram Post	Email: 7,000 *Participants* Instagram: 5,261 *Followers*
5/24/2022	Lax Geneva College Coaches Attending	Email & Instagram Post	Email: 9,000 *Club Directors & Participants* Instagram: 5,261 *Followers*
6/13/2022	Lax Geneva Schedule and Final College Coaches List	Email	Email: 9,000 *Club Directors & Participants* Instagram: 5,261 *Followers*
6/21/2022	Thank you	Email	9,000 *Club Directors & Participants*
Currently Live	Event Information, Updated College Coach Lists and Lake Geneva logo	SMP Events App	Downloads: 2,500

Email Marketing Sample from 2021:

City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

Revised September, 2021

Date Submitted: March 4, 2022

Organization: Lacrosse America

Contact Person: Nicole Bingham

Phone Number: 224. 534. 8395

Street Address: 3090 N. Lake Terrace

City, State, Zip: Glenview, IL 60026

Email Address: nicole.b@lacrosseamerica.com

Name of Event: Lax Geneva

Date(s) of Event: June 18 & 19, 2022

Location of Event: Delavan Darien High School

Type of Event: Youth Lacrosse Tournament

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

Estimated Number of Attendees: 90 Teams // Approx 6,000 people

Have you Applied Before? Yes or No; Explain: Yes, we have been approved for $8,000 in both 2020 & 2021.

Where is this event physically located? (street address and governmental jurisdiction):
150 Cummings St. Delavan, WI 53115

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

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

* Estimated Number of Overnight Stays: 236 Room Nights Blocked in Lake Geneva Proper (see breakdown @ bottom of page)

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

Annual Event (Yes/No): Yes, established in 2014.

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: $5,000

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

* Comfort Suites - 25 rooms
Harbor Shores - 20 rooms
Lake Lawn Resort - 15 rooms
Fairfield Inn Lake Geneva - 28 rooms
TimberRidge Lodge - 30 rooms

From: Nicole Bingham
To: City Administrator
Subject: Re: 2021 Lax Geneva Grant Followup
Date: Friday, March 4, 2022 10:55:14 AM
Attachments: Lake Geneva Form.pdf
2022 Lax Geneva Grant Application.pdf

Good morning!

Attached, please find my application and supporting documents.

I look forward to hearing from you soon. Thank you for all your support!

On Thu, Feb 24, 2022 at 4:09 PM Nicole Bingham <nicole.b@lacrosseamerica.com> wrote:

> Thank you very much!
>
> I will have our application submitted by the deadline.
>
> Have a great weekend!
>
> On Wed, Feb 23, 2022 at 8:18 AM City Administrator <cityadmin@cityoflakegeneva.com> wrote:
>
> > Good Moring Nicole.
> >
> > The **deadline** for submitting a grant request for the next Tourism Commission meeting is **Monday, March 7, 2022 at noon.**
> >
> > Attached is the updated grant application that was formally adopted by the Commission several months ago. Previous versions of the document are no longer valid.
> >
> > The next Tourism Commission meeting is Monday, March 14th at 4pm.
> >
> > Sincerely,
> >
> > David Nord
> >
> > City of Lake Geneva

From: bwaspi@clearwateroutdoor.com [mailto:bwaspi@clearwateroutdoor.com]
Sent: Tuesday, February 22, 2022 1:21 PM
To: Nicole Bingham <nicole.b@lacrosseamerica.com>
Cc: City Administrator <cityadmin@cityoflakegeneva.com>
Subject: Re: 2021 Lax Geneva Grant Followup

Hi Nicole,

Meetings are back in-person, but there is also an option to join remotely.

Brian Waspi, Chief Enjoyment Officer
Office: 262.348.2420 ext. 1001

Clear Water Outdoor
Born in Wisconsin, Since 2005
Lake Geneva / Delafield / Milwaukee

Voted Outdoor USA Magazine "Top 100 Specialty Outdoor Retailer"

On Feb 17, 2022, at 11:04 AM, Nicole Bingham <nicole.b@lacrosseamerica.com> wrote:

Good Afternoon Brian,

I would like to submit a grant application for Lax Geneva 2022. Will I need to join a meeting via zoom or in person?

On Fri, Sep 3, 2021 at 11:56 AM Brian Waspi <bwaspi@clearwateroutdoor.com> wrote:

Ok thank you. Reminder that those go to the city administrator, not to me.

Brian Waspi
Office: 262-348-2420 ext. 1001
Fax: 262.348.2421
Email: bwaspi@clearwateroutdoor.com

Clear Water Outdoor
Lake Geneva & Delafield, WI
www.ClearWaterOutdoor.com

Voted Outdoor USA Magazine "Top 100 Specialty Outdoor Retailer"

On Sep 1, 2021, at 09:10, Nicole Bingham <nicole.b@lacrosseamerica.com> wrote:

Brian,

Thank you so much. I will have the receipts to you by the end of the week! I do NOT need to come in but I look forward to coming in and speaking about Lax Geneva 2022 later this fall!

On Fri, Aug 27, 2021 at 6:05 PM bwaspi@clearwateroutdoor.com <bwaspi@clearwateroutdoor.com> wrote:

Hello Nicole,

Sounds like you had some last minute scrambling but pulled it off! Good for you!

Dave forwarded me your email as I'm the chair for the Tourism Commission. We can get you on the agenda, but might be able to answer your questions via email and save us all some time. As the rules for

grants go, 45 days after an event the grantee will turn in paid invoices for reimbursement. Those invoices are for the expenses we agreed to issue the grant for. Often times, not all the grant money is spent and the city will simply reimburse for the items on your original list that you did pay for (this is common). That said, problems can arise when paid invoices are turned in for reimbursement that were not part of the original grant application. So, if you are planning on the latter of these two examples, then we need to have you come into the next meeting and the Tourism Commission would need to vote to amend the original grant to include the new items. We have done this before, but usually BEFORE the event. If that 45 day window closes before the next meeting (Sept 13), I suggest turning in what you will be asking changed and we'll get you on the agenda. If no action is taken or agreed to in the meeting, then you would only be reimbursed for the items you turn in that were part of the original grant.

Hope this clarifies things a bit. Please let me know some more detail on what your request will look like and if you believe we need to amend the original grant request.

Thank you,

Brian Waspi, Chief Enjoyment Officer
Office: 262.348.2420 ext. 1001

Clear Water Outdoor
Born in Wisconsin, Since 2005
Lake Geneva / Delafield / Milwaukee

Voted Outdoor USA Magazine "Top 100 Specialty Outdoor Retailer"

On Aug 26, 2021, at 4:47 PM, City Administrator <cityadmin@cityoflakegeneva.com> wrote:

Hi Brian,

Just received this. Let me know if you want this on the September agenda.

Dave

From: Nicole Bingham [mailto:nicole.b@lacrosseamerica.com]
Sent: Thursday, August 26, 2021 3:29 PM
To: City Administrator <cityadmin@cityoflakegeneva.com>
Cc: Nancy Elder <deputyclerk@cityoflakegeneva.com>
Subject: 2021 Lax Geneva Grant Followup

Good Afternoon,

Please see attached letter in regards to the 2021 Lax Geneva lacrosse tournament. I look forward to speaking soon.

Thank you.

--

Nicole Bingham

Lacrosse America

3090 North Lake Terrace

Glenview IL 60026

www.lacrosseamerica.com

nicole.b@lacrosseamerica.com

Office: (847) 412-5529

Fax: (847) 410-3926

The information in this e-mail is confidential and may contain legally privileged information. It is intended solely for the person or entity to which it is addressed. Access to this e-mail by

anyone else is unauthorized. If you are not the intended recipient, any dissemination, distribution, copying, or other use of the message or its attachments is strictly prohibited and may be unlawful. If you received this e-mail in error, please contact the sender and delete the material from any computer.

<Lake Geneva Grant 2021 - Lacrosse America.pdf>

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Nicole Bingham

Lacrosse America

3090 North Lake Terrace

Glenview IL 60026

www.lacrosseamerica.com

nicole.b@lacrosseamerica.com

Office: (847) 412-5529

Fax: (847) 410-3926

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Nicole Bingham

Lacrosse America

3090 North Lake Terrace

Glenview IL 60026

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Nicole Bingham
Lacrosse America

3090 North Lake Terrace
Glenview IL 60026
www.lacrosseamerica.com
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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: 3/7/22

Organization: GLAS Educatioin

Contact Person: Adam McCulloch

Phone Number: 920-723-7376

Street Address: W5659-1 WI 67

City, State, Zip: Walworth WI 53184

Email Address: adam@glaseducation.org

Name of Event: Lake Geneva Summer Star Parties

Date(s) of Event: 5/15, 6/30, 7/21, 8/9, 8/11

Location of Event: Library Park, Lake Geneva Zip Line Adventures, Riviera, **GAGE Marine**

Type of Event: Public Outreach and Education

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

Estimated Number of Attendees: 660

Have you Applied Before? Yes or No; Explain: Yes, this is our fourth year applying.

Where is this event physically located? (street address and governmental jurisdiction):
They are all located in the city of Lake Geneva at varying locations.

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

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

Estimated Number of Overnight Stays: We estimate around 220 overnight stays. We average group sizes of 3 leading to 1 room for every group of three.

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

Annual Event (Yes/No): No

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: $6,675

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

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.***

Invoice Date	Invoice #	Vendor Name	Purchase Description	Purchase Amount	Date Paid

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 Star Parties by GLAS 2022

1) Event Overview/Description - Professional astronomy educators from GLAS Education will host a series of four star parties in the Lake Geneva area. In three of these events, GLAS staff and volunteers will engage individuals in viewing the moon, planets, and deep sky objects through portable telescopes, as well as presenting educational activities. Our August event features a partnership with the Lake Geneva Cruise Line to bring night sky viewing onto a cruise boat on Geneva Lake. All events will feature accessibility in STEM and Dark Skies Education. Each event will include an interactive station highlighting the impact of light pollution on human health, safety, and the environment. *Star parties may be cancelled due to inclement weather.

   Each event will be themed and center around a specific astronomical event or anniversary. The astronomical events that will be covered include the Summer Solstice, Perseid Meteor Shower, and a Lunar Eclipse. One event will focus on space travel and feature some incredible guests!

2) Event Budget funds will be used for activity materials, speaker fees, ticketing systems, and printing and advertising expenses for stand-up display, posters, and rack cards with the Lake Geneva logo. We are also requesting star parties be accessible for deaf and hard of hearing by having an ASL Interpreter.

	Per Event	Total
Online Ticketing	$62.50	$250
Material	$187.50	$750
Speaker Fees	$187.50	$750
Marketing	$831.25	$3325
ASL Interpreter	$150	$600
Riviera Rental	$1000	$1000
	Total	$6675

3) The marketing plan for the evening events will focus on leveraging local resources to promote the events in a way that encourages visitors to plan their stays to include

either an extra overnight or a small separate trip to Lake Geneva. Local hotels will be encouraged to promote Star Parties on their media outlets as well as in-house with printed materials to draw on existing traffic. Rack cards will be available at prime tourist attractions reserved by the Walworth County Visitors Bureau (WCVB) and gathering spots like the Visit Lake Geneva building. Online social media like Facebook marketing will be leveraged to its fullest potential by targeting families from the Chicago area along with other nearby cities where a trip would require an overnight stay.

a. Mock-up of marketing material to include City of LG logo - see attached

4) Any other helpful info

a. GLAS staff are professional astronomy astrophysics educators with over 15 years of experience hosting educational observing events at Yerkes Observatory and in the surrounding communities. They are actively involved with current science projects with national and international connections that keep their material and resources relevant and their presentations fresh and engaging. GLAS is family-friendly, bringing quality astronomy education experiences to all ages and abilities.

   The current GLAS Education mailing list consists of approximately six hundred households. Individual participants and families often attend multiple events per year. We are able to bring these existing customers from other communities into Lake Geneva in addition to attracting the typical family that visits Lake Geneva.

b. GLAS staff is experienced at hosting events of varying sizes. A series Riviera events were held in 2019 and hosted between 180-240 participants; the following year, during Covid, events were held in local park settings and saw even more attendance. Repeat traffic is anticipated for an even larger attendance in 2021. Astronomical events such as the Persied meteor Shower and the Summer Solstice provide additional points of interest and become a greater draw for visitors. The total solar eclipse in 2017 and the Transit of Venus in 2012 saw upwards of 600 attendees on the lawn at Yerkes. The 2020 Lake Geneva Public events each drew over 100 participants and were able to be socially distanced during Covid. GLAS continued to host star parties in 2021 in Lake Geneva and were able to partner with local companies like Gage Marine.

c. GLAS utilizes an online ticketing system that is integrated into our website. This system will allow guests to register and pay online at the GLAS website and receive tickets via email. This site allows for greater tracking of star party traffic and attendance. By scanning the barcode ticket, we can track the number of sales vs attendees. In addition, the site collects participant data that can be used to track where the marketing is most effective.

d. In order to maximize the visibility of these events GLAS will be using Facebook boosting to target people in specified areas with specific interests. Due to the educational nature and previous attendees we know that our main audience consists of families. We can use Facebook boosting to further our advertising reach to be seen by more families with similar astronomy likes in the Chicago and Milwaukee area.