



**TOURISM COMMISSION
MONDAY, May 9, 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. May 9, 2022 Tourism Commission
Mon, May 9, 2022 4:00 PM - 5:00 PM (CDT)

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

<https://meet.goto.com/390091253>

You can also dial in using your phone.

United States: [+1 \(571\) 317-3112](tel:+15713173112)

Access Code: 390-091-253

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 April 11, 2022
- 5) Election of Tourism Commission Officers
- 6) Update from Stephanie Copsey (Independent Contractor for Tourism Commission) Meet at the Lake Promotional Activity
- 7) Update from Tourism Entity (VISIT Lake Geneva) on Promotional Activity, Calendar, and Hotel performance
- 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) Discussion / Action on Tourism Promotional Grant Program and Requests: None

11)) **Motion to go into Closed Session** pursuant to Wis. Stat. 19.85(1)(e) for the purposes of deliberating or negotiating the purchase of public properties, the investing of public funds, or conducting other specified business whenever competitive or bargaining reasons require a closed session regarding: **Riviera Independent Contractor for Tourism Commission**

12) **Motion to return to open session** pursuant to Wisconsin Statutes 19.85 (2) and take action on any items discussed in closed session

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

14) Adjourn

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

TOURISM COMMISSION MINUTES
Monday, April 11, 2022
COUNCIL CHAMBERS, CITY HALL

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

Roll Call

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

Non-Voting Members/Staff Present: Mayor Klein, Stephanie Klett, Administrator Nord (online)

Absent: None

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

Approval of Tourism Commission minutes from March 14, 2022

Hedlund moved to approve the March 14, 2022 minutes, second by Trilla. Unanimously carried.

Update from Stephanie Copsey, Independent Contractor for Tourism Commission, Meet at the Lake Promotional Activity

Copsey explained that she and her family will be relocating to Cedarburg. The City has scheduled 5 interviews for a replacement. Copsey will be available for 6 weeks of training and will continue her contracted schedule for the next few months.

Stephanie indicated that the winter promotional campaign ended March 15 with a bit of a slowdown in bookings. She is working to target off-peak corporate events. Bookings for 2023 total 17 (an increase to-date over last year) even with the rate increase.

Update from Tourism Entity – Visit Lake Geneva

Deanna Goodwin was promoted to the Vice President of Marketing. Goodwin pointed out a new category on their website called Sips and Snacks which will profile local chefs and include recipes.

Brain Kramp from Fox6 will broadcast live beginning Monday, April 25, for the 8 days of Restaurant Week.

Most significant Earned Media for March was the March 31st article by Forbes Magazine: <https://tinyurl.com/yckrxx2t>

They are adding LinkedIn and Pinterest to their Social Media line up. The Destination Sales Leader, formerly-titled Sale Manager, position was posted today.

RFP numbers continue to steadily increase.

Walworth County Visitors Bureau

No report. Due to staffing changes and re-focus of mission, they will likely not return for grant money or a contract. Note: remove from future agenda unless request received.

Update from Lake Geneva Business Improvement District (BID)

Nikki Faul submitted a written report at the meeting which included upcoming events: Spring Fashion Week, April 27-30, and Streets of Lake Geneva Wine Walk, May 22.

Written financial update provided by City Comptroller

Balance Sheet as of March 31, 2022

Total Assets \$418,945.71

Outstanding Grant Balance \$506, 700.75

Restricted (Uncommitted) Fund Balance \$685,614.30 (amount remains the same from last month)

Grant Application Related Discussion

Motion by Hedlund, second by Moritz, to approve the change in the Grant Application from 45 to a 60-day deadline. Unanimously carried.

Request for Extension of 45-day Limit for Submitting Events Receipts (BID)

BID President Condos expressed concern with the timing of submitting receipts due to their meeting schedules. Klett agreed that 45 days is not much time. The Commission noted that if an extension is needed, groups can request separate extensions for late submissions. Motion by Hedlund, second by Waspi, to pay the Oktoberfest receipts submitted 2/15/22 totaling \$8311.82 and the Holiday receipts submitted 3/25/22 totaling \$6992.24. Unanimously carried.

Tourism Promotional Grant Program and Requests:

Lax Geneva (Lacrosse America)

No appearance by the applicant. No action taken.

Riviera Ballroom Venue Staffing (City of Lake Geneva)

There is no fixed schedule for the transition in this position. Stephanie will train the new hire. Fesenmaier questioned why the money was necessary instead of offering a new contract to Copsey's replacement.

Motion by Hedlund, second by Pirzada, to approve the release of up to \$10,000 for Copsey to use as needed for training the new hire. Carried with Fesenmaier voting No.

Future meeting agenda items and next meeting date – Monday, May 9 at 4:00 PM

Motion by Trilla, second by Pirzada, to adjourn at 5:10 p.m. Carried.

Respectfully submitted, Alderman Fesenmaier, Secretary

Riviera Ballroom/MATL Update- Tourism Commission Meeting May 2022

Marketing Update

- Website Analytics Update: Past 30 Days:
 - Site Sessions: 1,601 (22% Increase)
 - Active Inquiries: 53 (+1 from last month) *+1 from what was reported LY in May
 - Avg. Session Duration: 3min 35 sec (No change)
 - Site Bounce Rate: 49% (3% increase)

- WeddingWire & TheKnot: April Stats
 - 125 Storefront Views. Compared to 89- average in our market/category.
 - 15 leads (-8) *No change from May of LY

- Hotels & Lodging Analytics Update Past 30 days:
 - 167 Page Views (+2 from last month)
 - Avg. time spent on page: 60 seconds (2% increase)
 - 50% Exit Rate (No change)
 - Hotels/Lodging is #4 in top pages clicked on the site.
***Reports generated on May 5th 2022**

- New 30 day social media campaign to begin June 1st! Focus will change to weekday corporate groups and holiday parties.

Sales Update

	2018	2019	2020	2021	2022	2023
Weddings	45	28	9	54	55	19
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: (1) 2022 Weddings cancelled. Booked 1 additional wedding on a Sunday with 1 additional non-profit events likely to confirm.

 - 2023 Events- Past 30 days: Booked 2 additional weddings with 1 contract out likely to book, and 2 contracts out for off-peak season non-profit events likely to book.

- Last Year- Reported on April 12th, we had 53 total events on the books for 2021 and 16 events booked for 2022.

ACTUAL RIVIERA BALLROOM REVENUE BY YEAR 2018 - 2021

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

12/31/2018	12/31/2019	12/31/2020	12/31/2021
\$146,139.23	\$99,792.62	\$29,095.71	\$162,926.92
CATERING REVENUE			
\$29,159.74	\$14,688.76	\$4,337.68	\$32,970.09



Lake Geneva Tourism Commission | May 9, 2022 VISIT Lake Geneva Update

Upcoming Partner Meetings & Events

- Monthly Partnership Meeting – May 17, 8-9am at The Ridge Hotel
- Ribbon Cutting – Bella Botanica – May 11, 10am
- Multi-Chamber Business After Hours – May 18, 5-7pm at The Hive Taproom, East Troy
- Three Drivers Educational Series & State of the County – June 16, 7:30-11am at the Community Engagement Center, Whitewater

Public Events – 2022

- Concerts in the Park – Thursdays, June 30 - August 11 – schedule on VisitLakeGeneva.com
- Electric Christmas Parade – December 3
- Sponsorships available

Earned Media Highlights – APRIL 2022

- U.S. News & World Report – [The 33 Best Water Parks in the USA](#) – Web (4/14/22)
- TravelLemming.com – [17 Day Trips from Chicago \(By a Local!\)](#) – Web (4/16/22)
- Fox 6 Milwaukee – [Lake Geneva Restaurant Week Exclusive Menus](#) – TV + Web (4/25/22)
- Fox 6 Milwaukee – [Lake Geneva Restaurant Week Exclusive Menus](#) (Part II) – TV + Web (4/25/22)
- Yahoo!News – [Lake Geneva is a hot spot for great vacations, outdoor activities, shopping and of course food](#) – Web (4/25/22)

Marketing Metrics – APRIL 2022

- Website – VisitLakeGeneva.com

- Visitor Sessions: 72,722 (0%) | YTD 492,748 (+36%)
- Pageviews: 190,299 (-1%) | YTD 1,199,714 (+20%)
- Users: 55,587 | YTD 367,389
- Online Guide Visits: 4,834 | YTD 13,743
- Top Cities:

1. Chicago (15.7%)	6. Kenosha (1.0%)
2. Milwaukee (7.0%)	7. Burlington (0.9%)
3. Lake Geneva (3.9%)	8. Delavan (0.9%)
4. (not set) (3.5%)	9. Denver (0.9%)
5. Madison (1.4%)	10. Rockford (0.9%)
- Top Pages:

1. Things to Do	4. Restaurant Week
2. Home	5. Events
3. Restaurant Week Restaurants	6. Stay Hotels & Resorts

- 7. Things to Do | Shore Path
- 8. Stay
 - 61% Female | 39% Male
 - Age Group:
 1. 35-44 – 22.4%
 2. 25-34 – 19.5%
 3. 45-54 – 18.5%
 4. 55-64 – 15.9%
 5. 65+ – 11.9%
 6. 18-24 – 11.8%
- 9. Things to Do | Shopping
- 10. Things to Do | Family Fun
- **Social Media**
 - Facebook – 55,812 Followers (+178)
 - Instagram – 8,912 Followers (+96)
 - Twitter - 3,434 Followers (+8)
 - LinkedIn - 644 Followers (+88)
- **Email Subscribers** – 52,837 (+29)

Visitor Center Activity – APRIL 2022

- Walk-ins – 602 (YTD 5,109)
- Phone Calls – 193 (YTD 1,079)
- Emails – 864 (YTD 3,634)
- Visitor Guides Fulfilled – 859 (YTD 3,675)

Hotel Activity (Lake Geneva Region) – MARCH 2022

- Occupancy = 47.9% (+14.9%)
- ADR = \$141.84 (+5.9%)
- RevPar = \$67.92 (+21.7%)
- Demand = 32,790 (-+15.0%)

Other

- New Local Services Guide publication – coming Summer 2022
- Discover Wisconsin TV episode – filming spring/summer – airing Fall 2022

RFP Report – APRIL

2022 RFP#	Total Room Nights	Meeting Type	Properties Sourced
1048	200	SMERF	Abbey, Bella Vista , The Cove , Geneva National, The Ridge, Grand Geneva, Lake Lawn
1049	80	Corporate	Grand Geneva
1050	32	Corporate	Bella Vista , Grand Geneva, Geneva Inn
1051	22	Corporate	Abbey, Baker House , Bella Vista , Fairfield , Grand Geneva, Harbor Shores
1052	492	Corporate	Abbey, Grand Geneva, Lake Lawn, Geneva National
1053	284	Corporate	Abbey, The Cove , Geneva National, Grand Geneva, The Ridge
1054	2050	Corporate	Grand Geneva
1055	180	Corporate	Abbey, Grand Geneva, Lake Lawn

CITY OF LAKE GENEVA

BALANCE SHEET

APRIL 30, 2022

FUND 47 - TOURISMASSETS

47-00-00-11111	FUND CASH	164,495.74	
	TOTAL ASSETS		164,495.74

LIABILITIES AND EQUITYLIABILITIES

47-00-00-21100	ACCOUNTS PAYABLE	57,554.73	
	TOTAL LIABILITIES		57,554.73

FUND EQUITY

47-00-00-34800	RESTRICTED FUND BALANCE	685,614.30	
	REVENUES OVER EXPENDITURES - YTD	(578,673.29)	
	TOTAL FUND EQUITY		106,941.01
	TOTAL LIABILITIES & EQUITY		164,495.74

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
47-00-00-46100	TOURISM MISC REVENUE	.00	7,486.18	.00	7,486.18-	.00
47-00-00-48110	INTEREST INCOME	.00	180.70	500.00	319.30	36.14
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	7,666.88	1,100,500.00	1,092,833.12	.70
47-00-00-57100	HOTEL/MOTEL ASSN-CHAM OF COM	37,500.00	75,000.00	532,872.00	457,872.00	14.07
47-00-00-57210	EVENTS COORDINATOR	2,666.00	13,330.00	32,000.00	18,670.00	41.66
47-00-00-57212	EVENTS COORDINATOR-RIVIERA	2,666.00	13,330.00	32,000.00	18,670.00	41.66
47-70-00-57150	PROMOTIONAL GRANT	253,509.73	275,878.28	100,000.00	175,878.28-	275.88
47-70-00-57155	TOURISM MUNICIPAL DEVELOPMENT	5,539.98	5,889.91	100,000.00	94,110.09	5.89
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	202,911.98	211,712.00	8,800.02	95.84
TOURISM Expenditure Total:		301,881.71	586,340.17	1,008,584.00	422,243.83	58.13
Net Total TOURISM:		301,881.71-	578,673.29-	91,916.00	670,589.29	629.57-
Net Grand Totals:		301,881.71-	578,673.29-	91,916.00	670,589.29	629.57-

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-11111 FUND CASH					
		03/31/2022 (03/22) Balance	.00 *	.00 *	418,945.71
CA-CDA	7	CDA Fund Allocation - Created: 04/08/22 12:56 P		10,122.99-	
CA-CDA	16	CDA Fund Allocation - Created: 04/14/22 1:00 P		225,000.00-	
CA-CDA	28	CDA Fund Allocation - Created: 04/21/22 4:41 P		13,875.00-	
CA-CDA	38	CDA Fund Allocation - Created: 04/29/22 10:59 A		5,451.98-	
		04/30/2022 (04/22) Period Totals and Balance	.00 *	254,449.97- *	164,495.74
47-00-00-13920 ACCTS RECEIVABLE					
		03/31/2022 (03/22) Balance	.00 *	.00 *	.00
		04/30/2022 (04/22) Period Totals and Balance	.00 *	.00 *	.00
47-00-00-21100 ACCOUNTS PAYABLE					
		03/31/2022 (03/22) Balance	.00 *	.00 *	10,122.99-
AP	176	Summary Transactions from AP System		13,875.00-	
AP	388	Summary Transactions from AP System		225,000.00-	
AP	550	Summary Transactions from AP System		13,182.47-	
AP	739	Summary Transactions from AP System		49,824.24-	
CDA	79027	LAKE GENEVA BID	3,000.00		
CDA	79079	YMCA	7,122.99		
CDA	79081	YMCA	225,000.00		
CDA	79120	GIRAFFE ELECTRIC II INC	8,455.00		
CDA	79132	NEI-TURNER MEDIA	5,420.00		
CDA	79175	CHARTER COMMUNICATIONS	119.98		
CDA	79201	STEPHANIE LYNN LAKE GENEVA LLC	5,332.00		
		04/30/2022 (04/22) Period Totals and Balance	254,449.97 *	301,881.71- *	57,554.73-
47-00-00-21900 ACCRUED EXPENSES					
		03/31/2022 (03/22) Balance	.00 *	.00 *	.00
		04/30/2022 (04/22) Period Totals and Balance	.00 *	.00 *	.00
47-00-00-34800 RESTRICTED FUND BALANCE					
		03/31/2022 (03/22) Balance	.00 *	.00 *	685,614.30-
		04/30/2022 (04/22) Period Totals and Balance	.00 *	.00 *	685,614.30-
47-00-00-41210 ROOM TAX					
		03/31/2022 (03/22) Balance	.00 *	.00 *	.00
		04/30/2022 (04/22) Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual	.00	Total	.00
YTD Budget	1,100,000.00-	Unearned	1,100,000.00		
47-00-00-46100 TOURISM MISC REVENUE					
		03/31/2022 (03/22) Balance	.00 *	.00 *	7,486.18-
		04/30/2022 (04/22) Period Totals and Balance	.00 *	.00 *	7,486.18-
YTD Encumbrance	.00	YTD Actual	7,486.18-	Total	7,486.18-
YTD Budget	.00	Unearned	7,486.18-		
47-00-00-48110 INTEREST INCOME					
		03/31/2022 (03/22) Balance	.00 *	.00 *	180.70-
		04/30/2022 (04/22) Period Totals and Balance	.00 *	.00 *	180.70-
YTD Encumbrance	.00	YTD Actual	180.70-	Total	180.70-
YTD Budget	500.00-	Unearned	319.30		
47-00-00-49100 APPL. PRIOR YR APPROPRIATIONS					
		03/31/2022 (03/22) Balance	.00 *	.00 *	.00

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
		04/30/2022 (04/22) Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual .00 Total	.00	YTD Budget .00 Unearned	.00
47-00-00-49350 TRANSFER FROM GENERAL FUND					
		03/31/2022 (03/22) Balance	.00 *	.00 *	.00
		04/30/2022 (04/22) 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					
		03/31/2022 (03/22) Balance	.00 *	.00 *	37,500.00
AP	619	LAKE GENEVA CONVENTION	37,500.00		
		**Desc: 2ND QTR 2022 PAYMENT			
		04/30/2022 (04/22) Period Totals and Balance	37,500.00 *	.00 *	75,000.00
YTD Encumbrance	.00	YTD Actual 75,000.00 Total	75,000.00	YTD Budget 532,872.00 Unexpended	457,872.00
47-00-00-57210 EVENTS COORDINATOR					
		03/31/2022 (03/22) Balance	.00 *	.00 *	10,664.00
AP	702	STEPHANIE LYNN LAKE GENEVA LLC	2,666.00		
		**Desc: EVENTS COORDINATOR-RIVIERA-MAY 2022			
		04/30/2022 (04/22) Period Totals and Balance	2,666.00 *	.00 *	13,330.00
YTD Encumbrance	.00	YTD Actual 13,330.00 Total	13,330.00	YTD Budget 32,000.00 Unexpended	18,670.00
47-00-00-57212 EVENTS COORDINATOR-RIVIERA					
		03/31/2022 (03/22) Balance	.00 *	.00 *	10,664.00
AP	701	STEPHANIE LYNN LAKE GENEVA LLC	2,666.00		
		**Desc: EVENTS COORDINATOR-RIVIERA-MAY 2022			
		04/30/2022 (04/22) Period Totals and Balance	2,666.00 *	.00 *	13,330.00
YTD Encumbrance	.00	YTD Actual 13,330.00 Total	13,330.00	YTD Budget 32,000.00 Unexpended	18,670.00
47-00-11-15900 DUE TO/FROM GENERAL FUND					
		03/31/2022 (03/22) Balance	.00 *	.00 *	.00
		04/30/2022 (04/22) Period Totals and Balance	.00 *	.00 *	.00
47-00-40-15900 DUE TO/FROM LAKEFRONT FUND					
		03/31/2022 (03/22) Balance	.00 *	.00 *	.00
		04/30/2022 (04/22) Period Totals and Balance	.00 *	.00 *	.00
47-70-00-57150 PROMOTIONAL GRANT					
		03/31/2022 (03/22) Balance	.00 *	.00 *	22,368.55
AP	142	GIRAFFE ELECTRIC II INC	8,455.00		
		**Desc: TOURISM GRANT-AWRD SEPT 2021			
AP	325	YMCA	225,000.00		
		**Desc: TOURISM GRANT-YMCA			
AP	471	CELEBRATIONS MANAGEMENT LLC	13,062.49		
		**Desc: TOURISM GRANT BRIDAL SHOW 22			
AP	620	LAKE GENEVA BID	6,992.24		
		**Desc: HOLIDAY TOURISM GRANT			
		04/30/2022 (04/22) Period Totals and Balance	253,509.73 *	.00 *	275,878.28
YTD Encumbrance	.00	YTD Actual 275,878.28 Total	275,878.28	YTD Budget 100,000.00 Unexpended	175,878.28-

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-70-00-57155 TOURISM MUNICIPAL DEVELOPMENT					
		03/31/2022 (03/22) Balance	.00 *	.00 *	349.93
AP	130	NEI-TURNER MEDIA	5,420.00		
		**Desc: DESTINATION WEDDINGS-2022			
AP	533	CHARTER COMMUNICATIONS	119.98		
		**Desc: INTERNET SVC-APR			
		04/30/2022 (04/22) Period Totals and Balance	5,539.98 *	.00 *	5,889.91
YTD Encumbrance	.00	YTD Actual	5,889.91	Total	5,889.91
		YTD Budget	100,000.00	Unexpended	94,110.09
47-70-00-59400 TRANSFER TO CAPITAL PROJECTS					
		03/31/2022 (03/22) Balance	.00 *	.00 *	.00
		04/30/2022 (04/22) Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual	.00	Total	.00
		YTD Budget	.00	Unexpended	.00
47-70-00-59500 TRANSFER TO LAKEFRONT FUND					
		03/31/2022 (03/22) Balance	.00 *	.00 *	.00
		04/30/2022 (04/22) Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual	.00	Total	.00
		YTD Budget	.00	Unexpended	.00
47-70-00-59600 TRANSFER TO DEBT SERVICE FUND					
		03/31/2022 (03/22) Balance	.00 *	.00 *	202,911.98
		04/30/2022 (04/22) Period Totals and Balance	.00 *	.00 *	202,911.98
YTD Encumbrance	.00	YTD Actual	202,911.98	Total	202,911.98
		YTD Budget	211,712.00	Unexpended	8,800.02
Number of transactions: 24 Number of accounts: 20			Debit	Credit	Proof
Grand Totals:			556,331.68	556,331.68-	.00

Report Criteria:

Actual amounts

All accounts

Account.Account number = "47000011111"-47700059600"

**CITY OF LAKE GENEVA
ROOM TAX COMPARISONS
2021 AND 2022**

2021

	Room Tax Regular	Room Tax Marketplace	Totals
January	32,043.91	21,313.92	53,357.83
February	40,900.03	22,311.55	63,211.58
March	41,658.26	27,250.21	68,908.47
April			-
May			-
June			-
July			-
August			-
September			-
October			-
November			-
December			-
	<u>114,602.20</u>	<u>70,875.68</u>	<u>185,477.88</u>

2022

	Room Tax Regular	Room Tax Marketplace	Net Totals
January	50,900.40	-	50,900.40
February	69,284.41	-	69,284.41
March	68,418.97	146,570.03	214,989.00
April			-
May			-
June			-
July			-

August	-		
September	-		
October	-		
November	-		
December	-		
	<u>188,603.78</u>	<u>146,570.03</u>	<u>335,173.81</u>

Variance 149,695.93

Note: Marketplace Providers now pay on a quarterly basis

2021	Organization	Amount	Notes	Outstanding balance unpaid	Event Grade:
	Off-Peak Riviera Promotion (Copsey)	\$	4,692.00	\$	4,692.00
March	Wisc. Hotel & Lodging Assoc. Trade Show	\$	2,400.00	\$	2,400.00
May	D.A.R.E. Training Conference	\$	1,500.00	\$	1,500.00
September	City of Lake Geneva : Live Stream Cam	\$	8,955.00	\$	500.00
October	City of Lake Geneva : Riviera Restoration Copey / Riviera marketing contract	\$	211,712.00 \$202,911.98 transferred so far (\$5,332/month) 11-1-2021 - 10-31-2022	\$	8,800.00 26,676.00 (YTD)
November					
	Women's weekend 2022 (LGWA) Ice Sculpture Tour (VISIT Lake Geneva)	\$ \$	27,850.00 10,950.00	\$ \$	14,000.00 10,950.00
			marketing & Riviera rental		
2022	Organization	Amount	Notes	Outstanding balance unpaid	Event Grade
January	VISIT Lake Geneva Contract	\$	150,000.00	\$	75,000.00
	Jazz Fest 2022 (Wisconsin Valley Media)	\$	10,000.00	\$	10,000.00
	Taco Fest 2022 (Wisconsin Valley Media)	\$	10,000.00	\$	10,000.00
	Pub & Grub Crawl (Jaycees)	\$	15,000.00	\$	15,000.00
March	Baconfest (Wisconsin Valley Media) Arts in the Park (Geneva Lake Art Foundation) Lake Geneva Summer Stars Parties (GLAS)	\$ \$ \$	10,000.00 11,964.00 6,675.00	\$ \$ 	10,000.00 11,964.00 \$6,675
April	Riviera Ballroom venue staffing (City of Lake Geneva)	\$	10,000.00		\$10,000
May					
	Riviera Internet Tourism Comm: \$110.75 per month			\$	110.75
	OUTSTANDING BALANCE (UNPAID):			\$	234,767.75