TOURISM COMMISSION
MONDAY, June 13, 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.- June 13, 2022 Tourism Commission
Mon, Jun 13, 2022 4:00 PM - 5:00 PM (CDT)

Please join my meeting from your computer, tablet or smartphone.
https://meet.goto.com/306475749

You can also dial in using your phone.
United States: +1 (571) 317-3112

Access Code: 306-475-749

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 May 9, 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).

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:
    A. 60th Annual Venetian Festival (Lake Geneva Jaycees)

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

12) 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, May 9, 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, Alderman Hedlund, Alderman Fesenmaier (arrived at 4:37 p.m.), Zakia Pirzada, Linda Moritz
Non-Voting Members/Staff: Mayor Klein, Stephanie Klett (online), Administrator Nord (online)
Absent: Vice Chair Dana Trilla

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

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

Election of Officers
Motion by Hedlund, second by Pirzada, to continue this item to June. Unanimously carried.

Update from Stephanie Copsey, Independent Contractor for Tourism Commission, Meet at the Lake Promotional Activity
Copsey went over the data in the Marketing Update in the packet. New 30-day weekday corporate groups, holiday parties, and generating more traffic to the hotel and lodging pages beginning June 1st. Will meet with Heather and the marketing company next week.
Sales Update for bookings is at 61 for 2022 and 19 for 2023, an increase from this period last year. Copsey included data for the Riviera Ballroom Rental and Catering Revenue from 2018-2021 for comparison.

Update from Tourism Entity – Visit Lake Geneva
Deanna Goodwin mentioned the partner meetings and the Three Drivers Educational Series and also the State of the County on June 16, from 7:30-11 a.m. at the Community Engagement Center in Whitewater.
This year's Concert in the Park series will be held on Thursdays, June 30 through August 11, in Flat Iron Park. The line-up is available on the Visit website under the Events tab. Business sponsorships are still available.
Earned Media included "Lake Geneva is a hot spot for great vacations, outdoor activities, shopping and of course food" on Yahoo!News! (4/25/22).
Visitor Center on Wrigley Drive open 7 days each week and now beginning longer summer hours.

The new Local Services Guide publication will arrive for Summer 2022. New Discover Wisconsin TV episode will be filming Lake Geneva this spring and summer with an airing in Fall 2022. Sales manager position is now filled after the decrease of staff due to Covid.

Update from Lake Geneva Business Improvement District (BID)
Kristi Tarantino said first-time event Spring Fashion Week was hugely popular. Third Annual Wine Walk upcoming May 21-22 with great weather predicted. Every grant reimbursement form and paperwork required has been submitted.
Hotels that are not in the BID are being promoted on the website now to address the concerns from previous grants.
Kristi was questioned about the BID focus on "just" events. Tarantino is the events coordinator, so at the Tourism meeting she reports on that. She then launched into a long list of improvement BID is working on including wall murals, bike racks, wheel chair accessibility and charging stations along with the flowers and summer decorations.
Fesenmaier arrived. Zakia asked a question about downtown interactive map mounted at some locations, but there was not information.

Written financial update provided by City Comptroller
Balance Sheet as of April 30, 2022
Total Assets $164,495.74
Outstanding Grant Balance $578,673.29
Restricted (Uncommitted) Fund Balance $685,614.30 (amount remains the same from last month)

Tourism Promotional Grant Program and Requests: None

Motion by Waspi, second by Hedlund, to go into Closed Session at 4:44 p.m. to include Klett, Hedlund, and Singh. Unanimously carried.

Motion by Hedlund, second by Pirzada, to return to Open Session at 4:52 p.m. Unanimously carried.

Motion by Hedlund, second by Pirzada, to extend the remainder of the existing contract from the current Riviera Independent Contractor for the Tourism Commission, without changes, to Heather Schotting. Unanimously carried.

Future meeting agenda items and next meeting date – Monday, June 13 at 4:00 PM
Election of Officers; Living Streaming, sites selected

Motion by Hedlund, second by Moritz, to adjourn at 4:55 p.m. Carried.

Respectfully submitted,
Brian Waspi, Chair and
Alderman Fesenmaier, Secretary

Riviera Ballroom/MATL Update- Tourism Commission Meeting May 2022

Marketing Update

- Website Analytics Update: Past 30 Days:
  - Site Sessions: 1,512 (6% decrease). Unique Visitors: 1,254 (10% Increase)
    - Sessions by Traffic Source (Top 5)
      - Google (849), Direct (427), Bing (59), Visit Lake Geneva (54), Yahoo (29)
  - Active Inquiries: 63 (+10 from last month) *+6 from what was reported LY in June
  - Avg. Session Duration: 3min 29 sec (-6 seconds)
  - Site Bounce Rate: 43% (13% decrease)

- WeddingWire & TheKnot: May Stats
  - 121 Storefront Views. Compared to 70- average in our market/category.
  - 10 leads (-5)

- Hotels & Lodging Analytics Update Past 30 days:
  - 119 Page Views (-48 from last month)
  - Avg. time spent on page: 60 seconds (2% increase)
  - 54% Exit Rate (4% increase)
  - Hotels/Lodging is #4 in top pages clicked on the site.
    Reports generated on June 8th 2022

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

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Sales Update

	2018	2019	2020	2021	2022	2023
Weddings	45	28	9	54	55	20
Social	4	1	0	1	4	
Corporate	4	2	1	1	1	
Non-Profit	7	10	0	3	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 Saturday and 1 additional non-profit.

- 2023 Events- Past 30 days: Booked 1 additional wedding with 2 contracts 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 20 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 | June 13, 2022
VISIT Lake Geneva Update

Upcoming Partner Meetings & Events

- Monthly Partnership Meeting – June 21, 8-9am at Lake Geneva House of Music
- Three Drivers Educational Series & State of the County – June 16, 7:30-11am at the Community Engagement Center, Whitewater
- VISIT Lake Geneva Annual Partner Dinner & Impact Awards – October 25 at The Abbey Resort
    - Impact Award nominations open through 8/5 (visitlakegeneva.com/impact-awards)

Public Events – 2022

- Concerts in the Park – Thursdays June 30 - August 11 – Music lineup at.visitlakegeneva.com/events/concerts-park/
- Electric Christmas Parade – Saturday, December 3

Earned Media Highlights – MAY 2022

- 5/3 - U.S. News & World Report – Top 23 Things to Do in Wisconsin (web)
- 5/9 - Meetings Today – 5 Offsite Venues that Capture Lake Geneva's Charm (web)
- 5/11 - The Local Tourist – 27 Delightful Road Trips from Chicago (web)
- 5/12 - CBS58 - Never Say Never Playland (TV+web)
- 5/17 - Milwaukee Journal Sentinel – 5 Last Minute Getaways from Madison to Lake Geneva (web)
- 5/20 - Midwest Munchers – Instagram Story (social)
- 5/31 - Laughing Squid – Teenagers Jumping Off Moving Boats to Deliver Mail (web)

Marketing Metrics – MAY 2022

- **Website – VisitLakeGeneva.com**

    - Visitor Sessions: 92,048 (+14.9%) | YTD 584,796 (+32.3%)
    - Pageviews: 234,893 (+3.7%) | YTD 1,434,607 (+16.7%)
    - Users: 71,719 | YTD 439,108
    - Online Guide Visits: 6,181 | YTD 19,924

    - Top Cities:
        1. Chicago (19.6%)
        2. Milwaukee (7.6%)
        3. (not set) (3.7%)
        4. Lake Geneva (2.9%)
        5. Madison (1.3%)
        6. Rockford (0.9%)
        7. Denver (0.8%)
        8. Ashburn (0.8%)
        9. Kenosha (0.8%)
        10. New York (0.9%)

- Top Pages:
  1. Things to Do
  2. Home
  3. Events
  4. Stay | Hotels & Resort
  5. Things to Do | Shore Path
  6. Things to Do | Family Fun
  7. Stay
  8. Things to Do | Shopping
  9. Things to Do | Tours
  10. Explore | Visitors Guide Request

- 60% Female | 40% Male

- Age Group:
  1. 35-44 – 23.5%
  2. 25-34 – 21.3%
  3. 45-54 – 17.9%
  4. 55-64 – 14.8%
  5. 18-24 – 11.7%
  6. 65+ – 9.7%

- **Social Media**
  - Facebook – 56,150 Followers (+338)
  - Instagram – 9,101 Followers (+189)
  - Twitter – 3,435 Followers (+1)
  - LinkedIn - 723 Followers (+79)

- **Email Subscribers** – 52,798 (-39)

Visitor Center Activity – MAY 2022

- Walk-ins – 1,402 (YTD 6,511)
- Phone Calls – 270 (YTD 1,349)
- Emails – 1,095 (YTD 4,729)
- Visitor Guides Fulfilled – 1,032 (YTD 4,707)

Hotel Activity (Lake Geneva Region) – APRIL 2022

- Occupancy = 45.9% (+7.5%) | (YTD +7.9%)
- ADR = $139.42 (+5.8%)
- RevPar = $63.93 (+13.7%)
- Demand = 30,389 (-+7.8%)

Other

- 2021 Tourism Economic Impact Report released 6/8/22. Walworth County results:
  - Total visitor expenditures - $594.5 million (+35.8%)
  - Total business sales - $790 million (+29%)
  - Total jobs – 6,846 (+16.1%)
  - Total labor income - $223.4 million (+22.1%)
  - State & local taxes - $65.69 million (+26.1%)
  - *Yearly economic impact trend report attached*
- Visit Lake Geneva hosted two ribbon cutting celebrations on 5/27 – Guac Star and The Farmstand
- Hosted Abbey Resort meeting planner FAM tour for 25 in Downtown Lake Geneva on 5/20
- New staff member – Jill Gaulke, Destination Sales Leader
  - Attended U.S. Travel Association IPW show June 4-8 (international planners and tour operators)

RFP Report – MAY

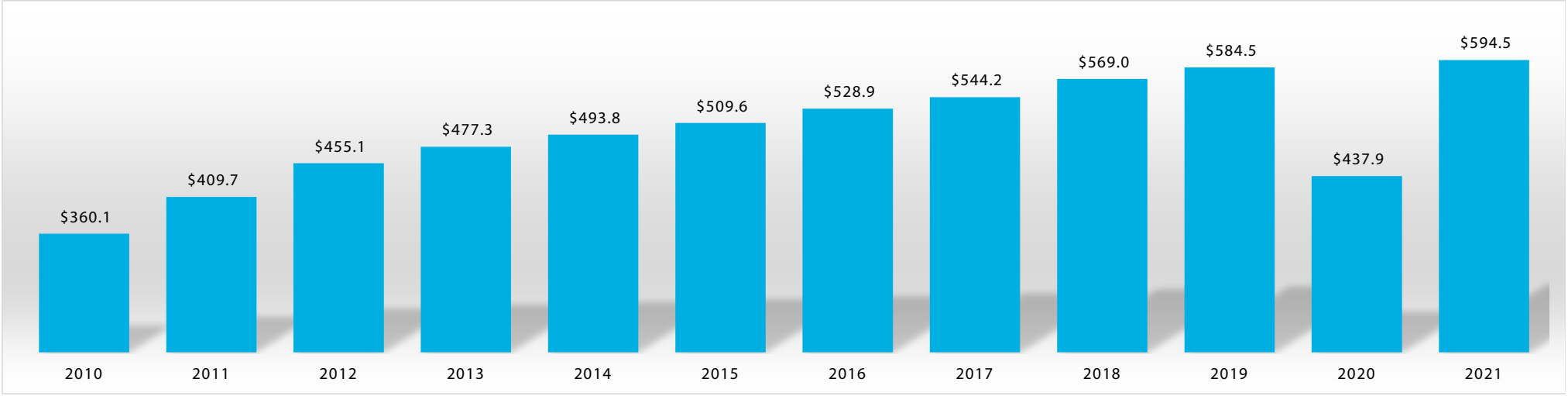
2022 RFP#	Total Room Nights	Meeting Type	Properties Sourced
1056	197	Corporate	Abbey, Geneva National, The Ridge, Grand Geneva, Lake Lawn
1057	45	Corporate	Abbey, Grand Geneva
1058	60	Corporate	Abbey, Grand Geneva, Lake Lawn
1059	75	Corporate	Abbey, Grand Geneva, Lake Lawn, Geneva National, The Ridge, **The Cove**
1060	100	Corporate	Abbey, Grand Geneva, Lake Lawn, **The Cove**, Geneva Inn
1061	60	Corporate	Abbey, Grand Geneva, Lake Lawn Resort
1062	40	Corporate	Abbey, Grand Geneva, Lake Lawn Resort
1063	28	Corporate	Abbey, **Bella Vista**, Grand Geneva, **Harbor Shores**, **The Cove**, Geneva Inn, Timber Ridge
1064	24	Association	Abbey, **Bella Vista**, Geneva National, The Ridge, Grand Geneva, Lake Lawn, **The Cove**, Geneva Inn, Timber Ridge
1065	45	Other	Abbey, Geneva National, The Ridge, Grand Geneva, Lake Lawn, **The Cove**

VISIT Lake Geneva

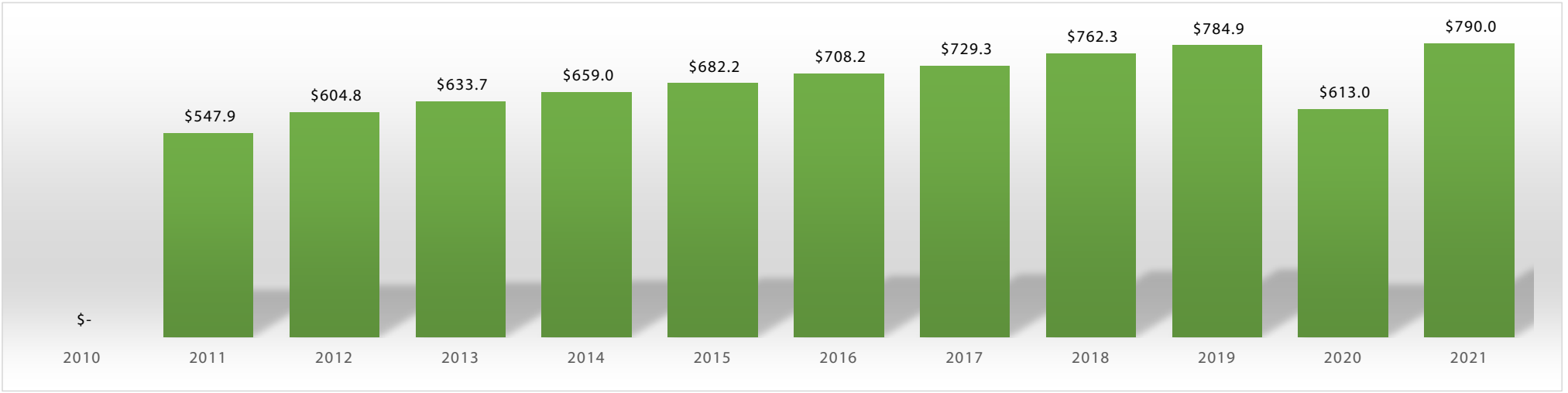
Walworth County Tourism Economic Impact Trend

EFF. 6/6/22

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Direct Visitor Spending (Millions)	$ 360.1	$ 409.7	$ 455.1	$ 477.3	$ 493.8	$ 509.6	$ 528.9	$ 544.2	$ 569.0	$ 584.5	$ 437.9	$ 594.5
		+13.8%	+11.1%	+4.9%	+3.4%	+3.0%	+3.8%	+2.9%	+4.6%	+2.7%	-25.19%	+35.8%



	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Total Business Sales (Millions)	N/A	$ 547.9	$ 604.8	$ 633.7	$ 659.0	$ 682.2	$ 708.2	$ 729.3	$ 762.3	$ 784.9	$ 613.0	$ 790.0
		N/A	+10.4%	+4.8%	+4.0%	+3.4%	+3.8%	+3.0%	+4.6%	+2.9%	-21.9%	+28.9



State & Local Tax Revenue (Millions)	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Walworth County	$ 48.5	$ 52.9	$ 57.4	$ 59.6	$ 61.7	$ 63.7	$ 65.2	$ 66.4	$ 68.2	$ 69.4	$ 52.3	$ 65.9
Wisconsin	$ 1,202.1	$ 1,270.9	$ 1,312.4	$ 1,356.3	$ 1,412.2	$ 1,469.5	$ 1,503.8	$ 1,540.9	$ 1,581.6	$ 1,610.0	$ 1,165.4	$ 52.3

Employment	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Walworth County	5,902	6,268	6,566	6,731	6,834	6,865	6,935	6,972	7,123	7,252	5,895	6,846
Wisconsin	180,608	181,369	183,786	185,495	187,643	190,717	193,454	195,811	199,073	202,217	157,332	169,707

Labor Income (Millions)	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Walworth County	$ 124.7	$ 136.9	$ 145.0	$ 151.3	$ 159.2	$ 169.2	$ 178.8	$ 182.0	$ 194.6	$ 204.1	$ 183.1	$ 223.4
Wisconsin	$ 4,292.2	$ 4,418.5	$ 4,512.1	$ 4,657.6	$ 4,829.9	$ 5,065.7	$ 5,273.5	$ 5,394.7	$ 5,675.3	$ 5,902.1	$ 5,143.9	$ 5,798.3

Month/Year

2018	Organization
January	None
February	None
March	Riviera for the Midwest CVB Conf.
	WCCVB
April	Ice Castles
	Lodging By The Lake
	Horticulture Hall
	Lake Geneva Attractions
	Love Lake Geneva Campaign
May	Geneva Theater
June	None
July	Winter Fest Banners
	Arctic Frog Marathon
	1/2 Womens' Marathon
August	No Meeting
September	Queen Bee (no group identified)
October	Santa Clause (no group identified)
November	None
December	None
Total for 2018	

2019	Organization
January	Avian Committee
February	No Meeting
March	Streets of Lake Geneva
	Lake Geneva Attractions
	Sons of American Legion
	Guided Shore Path Tour
April	GLAS (Star Parties)
	Lodging By The Lake
May	GLAS (Star Parties)
	Copsey / Riviera marketing contract
	Event Trailer (LG Fire Dept.)
June	None
July	Kruzin Tuks
August	None
September	**BID; Tourism Promotion (for 2020)**
	Bridal Fair At Riviera (for 2020)
	BID; Oktoberfest
October	Queen Bee (Magical Musings)
	Riviera Building
November	**Copsey / Riviera marketing contract**
	Women's weekend
November	**LG Museum (D&D Exhibit)**
December	**VISIT Lake Geneva Winterfest (2020)**

2020	Organization

January	None
February	Lacrosse America Youth
	Baconfest
March	GLAA "Arts in the Parks"
April -June	No meetings
July	GLAS (Star Parties)
August	None
September	None
October	Lake Geneva Regional News
	Jaycees Pub & Grub Crawl
	VISIT Lake Geneva Winterfest (2020)
	Winter Bridal Expo
November:	Walworth County Visitors Bureau
	Copsey / Riviera marketing contract
	Downtown Ice Sculpture Tour (VISIT)
December	BID; Holidays on the streets of LG

2021	Organization
	Off-Peak Riviera Promotion (Copsey)
March	
	Wisc. Hotel & Lodging Assoc. Trade Show
May	D.A.R.E. Training Conference
September	City of Lake Geneva ; Live Stream Cam
October	City of Lake Geneva ; Riviera Restoration
	Copsey / Riviera marketing contract
November	
	Women's weekend 2022 (LGWA)

2022	Organization
January	VISIT Lake Geneva Contract

Jazz Fest 2022 (Wisconn Valley Media)
Taco Fest 2022 (Wisconn Valley Media)
Pub & Grub Crawl (Jaycees)

March

Arts in the Park (Geneva Lake Art Foundation)
Lake Geneva Summer Stars Parties (GLAS)

April **Riviera Ballroom venue staffing (City of Lake Geneva)**

May **None**

Riviera Internet ***Tourism Comm; $110.75 per month***

OUTSTANDING BALANCE (UNPAID):

Amount	Notes
$ -	
$ -	
$ 450.00	
$ 600.00	
$ 25,000.00	
$ 38,000.00	*1st of three year commitment*
-	*$1000 (not expended)*
$ 3,900.00	
$ 2,949.00	
$ 1,000.00	
$ -	
$ 462.00	
$ 2,100.00	
$ 2,100.00	
$ -	
$ 550.00	
$ 3,000.00	
$ -	
$ -	
$ 80,111.00	

Amount	Notes
$ 1,107.35	$392.65 returned / unused
$ -	
$ 350.00	
$ 4,000.00	
$ -	*$3,425.00 Grant returned (fireworks)*
$ 3,000.00	$750 unused / returned
$ -	*$3, 848.00 Replaced with new amount in May, 2019*
$ 38,000.00	*2nd year of three year commitment*
$ 4,386.00	**Revised number from April 2019 meeting*
$ 15,308.00	**Contract expires in October, 2019*
$ 13,000.00	***Withdrawn per Chief Peters 9-4-2020***
$ -	
$ -	*$5,000 awarded, but stalled at FLR committee*
-	
$0	**See Sept 9, 2019 minutes for list of covered items; grant cancelled**
$10,000	
$7,500	
$3,700	$2,836.07 used / $863.93 returned
$75,136	
$64,000	**($5,332/month) 11-1-2019 - 10-31-2020**
$9,000	**Cancelled**
$10,000	
$35,300	

Amount	Notes

	$8,000.00	Cancelled
	$10,000.00	
$	10,000.00	actual $6448.07
$	-	
$	3,475.00	$1992.80 used
$	4,500.00	$4,500
$	9,300.00	$8,874.70 spent
$	10,950.00	amount awarded $5438.18
$	10,000.00	
$	90,773.00	$45386.50 (paid to WCVB)
$	64,000.00	($5,332/month) 11-1-2020 - 10-31-2021
$	10,950.00	
$	13,068.00	

Amount		Notes
$	4,692.00	
$	2,400.00	
$	1,500.00	
$	8,955.00	8455 paid out - $500 remaining
$	211,712.00	$202,911.98 transferred so far
$	64,000.00	($5,332/month) 11-1-2021 - 10-31-2022
$	27,850.00	marketing & Riviera rental

Amount		Notes
$	150,000.00	Does not include any "overages"

$	**10,000.00**
$	**10,000.00**
$	**15,000.00**
$	**11,964.00**
$	**6,675.00**
$	**10,000.00**

Oustanding balance unpaid

Outstanding balance unpaid

$ -

$ -
$ -

$ -
$ -
$ -
$ -

$ -

Outstanding balance unpaid **Event Grade:**

Outstanding balance unpaid	Event Grade:
$ 4,692.00	
$ 2,400.00	
$ 1,500.00	
$ 500.00	
$ 8,800.00	
$ 26,676.00	(YTD)
$ 14,000.00	

Outstanding balance unpaid	Event Grade
$ 75,000.00	

$	10,000.00
$	10,000.00
$	15,000.00
$	11,964.00
	$6,675
	$10,000
$	110.75
$	**213,817.75**

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-11111 FUND CASH					
		04/30/2022 (04/22) Balance	.00 *	.00 *	164,535.51
CA	17	Cash Allocation - Created: 06/08/22 4:11 PM		69.75-	
CA	10	Cash Allocation - Created: 06/07/22 4:34 PM	69.75		
CA-CDA	16	CDA Fund Allocation - Created: 05/13/22 10:26 A		57,554.73-	
CA-CDA	28	CDA Fund Allocation - Created: 05/20/22 12:26 P		9,056.43-	
CA-CDA	36	CDA Fund Allocation - Created: 05/27/22 1:22 P		5,451.98-	
CA-JE	8	JE Fund Allocation - Created: 05/19/22 2:19 PM	37,500.00		
CA-JE	18	JE Fund Allocation - Created: 06/08/22 4:10 PM	69.75		
		05/31/2022 (05/22) Period Totals and Balance	37,639.50 *	72,132.89- *	130,042.12
47-00-00-13920 ACCTS RECEIVABLE					
		04/30/2022 (04/22) Balance	.00 *	.00 *	.00
		05/31/2022 (05/22) Period Totals and Balance	.00 *	.00 *	.00
47-00-00-21100 ACCOUNTS PAYABLE					
		04/30/2022 (04/22) Balance	.00 *	.00 *	57,554.73-
AP	342	Summary Transactions from AP System		9,056.43-	
AP	495	Summary Transactions from AP System		119.98-	
AP	793	Summary Transactions from AP System		5,332.00-	
CDA	79254	CELEBRATIONS MANAGEMENT LLC	13,062.49		
CDA	79289	LAKE GENEVA BID	6,992.24		
CDA	79290	LAKE GENEVA CONVENTION	37,500.00		
CDA	79403	VISIT LAKE GENEVA	9,056.43		
CDA	79429	CHARTER COMMUNICATIONS	119.98		
CDA	79461	STEPHANIE LYNN LAKE GENEVA LLC	5,332.00		
		05/31/2022 (05/22) Period Totals and Balance	72,063.14 *	14,508.41- *	.00
47-00-00-21900 ACCRUED EXPENSES					
		04/30/2022 (04/22) Balance	.00 *	.00 *	.00
		05/31/2022 (05/22) Period Totals and Balance	.00 *	.00 *	.00
47-00-00-34800 RESTRICTED FUND BALANCE					
		04/30/2022 (04/22) Balance	.00 *	.00 *	685,614.30-
		05/31/2022 (05/22) Period Totals and Balance	.00 *	.00 *	685,614.30-
47-00-00-41210 ROOM TAX					
		04/30/2022 (04/22) Balance	.00 *	.00 *	.00
JE	6	TOURISM ROOM TAX-1ST QUARTER		37,500.00-	
		05/31/2022 (05/22) Period Totals and Balance	.00 *	37,500.00- *	37,500.00-
YTD Encumbrance	.00	YTD Actual 37,500.00- Total 37,500.00-	YTD Budget 1,100,000.00-	Unearned 1,062,500.00	
47-00-00-46100 TOURISM MISC REVENUE					
		04/30/2022 (04/22) Balance	.00 *	.00 *	7,486.18-
		05/31/2022 (05/22) 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					
		04/30/2022 (04/22) Balance	.00 *	.00 *	220.47-
JE	22	REC MAY LGIP ACTIVITY		69.75-	
		05/31/2022 (05/22) Period Totals and Balance	.00 *	69.75- *	290.22-
YTD Encumbrance	.00	YTD Actual 290.22- Total 290.22-	YTD Budget 500.00-	Unearned 209.78	

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-49100		**APPL. PRIOR YR APPROPRIATIONS**			
		04/30/2022 (04/22) Balance	.00 *	.00 *	.00
		05/31/2022 (05/22) 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**			
		04/30/2022 (04/22) Balance	.00 *	.00 *	.00
		05/31/2022 (05/22) 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**			
		04/30/2022 (04/22) Balance	.00 *	.00 *	75,000.00
		05/31/2022 (05/22) Period Totals and Balance	.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**			
		04/30/2022 (04/22) Balance	.00 *	.00 *	13,330.00
AP	680	STEPHANIE LYNN LAKE GENEVA LLC	2,666.00		
		**Desc: EVENTS COORDINATOR-RIVIERA-JUN 2022			
		05/31/2022 (05/22) Period Totals and Balance	2,666.00 *	.00 *	15,996.00
YTD Encumbrance	.00	YTD Actual 15,996.00 Total 15,996.00	YTD Budget 32,000.00	Unexpended	16,004.00
47-00-00-57212		**EVENTS COORDINATOR-RIVIERA**			
		04/30/2022 (04/22) Balance	.00 *	.00 *	13,330.00
AP	681	STEPHANIE LYNN LAKE GENEVA LLC	2,666.00		
		**Desc: EVENTS COORDINATOR-RIVIERA-JUN 2022			
		05/31/2022 (05/22) Period Totals and Balance	2,666.00 *	.00 *	15,996.00
YTD Encumbrance	.00	YTD Actual 15,996.00 Total 15,996.00	YTD Budget 32,000.00	Unexpended	16,004.00
47-00-11-15900		**DUE TO/FROM GENERAL FUND**			
		04/30/2022 (04/22) Balance	.00 *	.00 *	.00
		05/31/2022 (05/22) Period Totals and Balance	.00 *	.00 *	.00
47-00-40-15900		**DUE TO/FROM LAKEFRONT FUND**			
		04/30/2022 (04/22) Balance	.00 *	.00 *	.00
		05/31/2022 (05/22) Period Totals and Balance	.00 *	.00 *	.00
47-70-00-57150		**PROMOTIONAL GRANT**			
		04/30/2022 (04/22) Balance	.00 *	.00 *	275,878.28
AP	331	VISIT LAKE GENEVA	9,056.43		
		**Desc: TOURISM GRANT/WINTERFEST 22			
		05/31/2022 (05/22) Period Totals and Balance	9,056.43 *	.00 *	284,934.71
YTD Encumbrance	.00	YTD Actual 284,934.71 Total 284,934.71	YTD Budget 100,000.00	Unexpended	184,934.71-

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-70-00-57155		**TOURISM MUNICIPAL DEVELOPMENT**			
		04/30/2022 (04/22) Balance	.00 *	.00 *	5,889.91
AP	469	CHARTER COMMUNICATIONS	119.98		
		**Desc: INTERNET SVC-MAY			
		05/31/2022 (05/22) Period Totals and Balance	119.98 *	.00 *	6,009.89
YTD Encumbrance	.00	YTD Actual 6,009.89 Total 6,009.89	YTD Budget 100,000.00	Unexpended 93,990.11	
47-70-00-59400		**TRANSFER TO CAPITAL PROJECTS**			
		04/30/2022 (04/22) Balance	.00 *	.00 *	.00
		05/31/2022 (05/22) 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**			
		04/30/2022 (04/22) Balance	.00 *	.00 *	.00
		05/31/2022 (05/22) 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**			
		04/30/2022 (04/22) Balance	.00 *	.00 *	202,911.98
		05/31/2022 (05/22) 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: 22 Number of accounts: 20	Debit	Credit	Proof
Grand Totals:	124,211.05	124,211.05-	.00

Report Criteria:
Actual amounts
All accounts
Account.Account number = "47000011111"-"47700059600"

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	37,500.00	37,500.00	1,100,000.00	1,062,500.00	3.41
47-00-00-46100	TOURISM MISC REVENUE	.00	7,486.18	.00	7,486.18-	.00
47-00-00-48110	INTEREST INCOME	69.75	290.22	500.00	209.78	58.04
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:		37,569.75	45,276.40	1,100,500.00	1,055,223.60	4.11
47-00-00-57100	HOTEL/MOTEL ASSN-CHAM OF COM	.00	75,000.00	532,872.00	457,872.00	14.07
47-00-00-57210	EVENTS COORDINATOR	2,666.00	15,996.00	32,000.00	16,004.00	49.99
47-00-00-57212	EVENTS COORDINATOR-RIVIERA	2,666.00	15,996.00	32,000.00	16,004.00	49.99
47-70-00-57150	PROMOTIONAL GRANT	9,056.43	284,934.71	100,000.00	187,350.16-	287.35
47-70-00-57155	TOURISM MUNICIPAL DEVELOPMENT	119.98	6,009.89	100,000.00	93,695.11	6.30
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:		14,508.41	600,848.58	1,008,584.00	405,024.97	59.84
Net Total TOURISM:		23,061.34	555,572.18-	91,916.00	650,198.63	607.38-
Net Grand Totals:		23,061.34	555,572.18-	91,916.00	650,198.63	607.38-

LAKE GENEVA JAYCEES

Lake Geneva Jaycees
P.O. Box 411 ~ Lake Geneva, WI 53147
Email: info@lakegenevajaycees.com
http://www.lakegenevajaycees.org

May 2nd, 2022

To: Lake Geneva Tourism Commision
From: Ryan Lasch, Chairman - Venetian Fest

RE: 60th Annual Venetian Festival

Dear Tourism Board

The Lake Geneva Jaycees are entering their 60th year as a club and with that brings our 60th year of Venetian Fest. We are requesting this grant to help make this year's festivities bigger than ever which means driving more traffic into town and the hotels. The proposed budget includes funds for targeted social media marketing, radio ad spends to attract visitors from outside our local area, and funds to help increase the fireworks show.

We now have an opportunity to make Venetian Fest and Lake Geneva the host for the largest fireworks show of the year on the lake. With it being our 60th (Diamond) anniversary, we would like to market to locals and visitors alike that we are increasing the fireworks show for them. With your help we can make that happen.

We know the purpose of the tourism commission is to put "heads in beds", and so we are focusing our advertising on outlying communities to drive visitors from farther away and hopefully stay overnight. Our radio and social media ad spend will target communities more than an hour away with extra emphasis on Sunday night. We are working with local hotels to provide discounts and incentives for Sunday night to keep visitors in town to close out the festival with the Water Ski Show, Lighted Boat Parade, and Fireworks show.

Attached is a proposed budget for the tourism commission, and a budget from Cutwing Marketing for our social media marketing. I will have marketing plans from 3 different radio stations to hand out for the tourism meeting on 5/9.

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

Sincerely

Ryan Lasch

Ryan Lasch
Venetian Chairman
262-749-6332
lgjcpresident18@gmail.com

5-3-22
Taxes
Received

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: 5/2/2022

Organization: Lake Geneva Jaycees

Contact Person: Ryan Lasch

Phone Number: 262-749-6332

Street Address: W2792 Krueger Rd

City, State, Zip: Lake Geneva, WI 53147

Email Address: lgjcpresident18@gmail.com

Name of Event: Venetian Fest

Date(s) of Event: August 17-21st

Location of Event: Flat Iron Park, Seminary Park, Library Park

Type of Event: Festival

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

Estimated Number of Attendees: 20,000+

Have you Applied Before? Yes or No; Explain: No. This is our 60th Anniversay so we are trying to get visitors from outlying communites to come and stay overnight

Where is this event physically located? (street address and governmental jurisdiction):
Flat Iron Park, Seminary Park, and Library Park on the weekend

What other governmental bodies have been approached for support and what amount has been received? City of Lake Geneva has provided 10k for fireworks in the past.

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: With this grant we are hoping to hit room capacity with all the hotels in the lake geneva area.

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

Annual Event (Yes/No): Yes

Note: In addition, if chosen, the applicant agrees to include the City of Lake Geneva logo on all marketing materials including print, banners, websites and social media and will be required to provide paid receipts, and an evaluation of the results of this promotional effort within 45 days of its completion, which is to include approximate number of room nights retained in City of Lake Geneva hotels.

Grant Amount Requested: $40,000

Provide as attachment the following:

1) Event Overview/Description
2) Event Budget (Include how grant funds will be used)
3) Mock-up of all Marketing Material to include City of Lake Geneva Logo
4) Marketing plan for the event
5) How will this grant generate overnight stays within the City of Lake Geneva?
6) How did you or your organization calculate the estimated number of overnight stays to be generated by your event?
7) Any other helpful information

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

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

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 Jaycees
Venetian Fest 2022 Budget Request

	Item	2022 Budget
Socia Media		
	Social Management	$1,600.00
	Ad Spend	$2,650.00
	VLG Marketing	$750.00
	Subtotal	$5,000.00
Fireworks		
	Tourism	$25,000.00
	Subtotal	$25,000.00
Radio		
	iHeart Radio	$4,000.00
	102.9 the HOG	$3,000.00
	Star 105.5	$3,000.00
	Subtotal	$7,000.00
	Grant Request	$40,000.00

Outwing Marketing

SCOPE OF SERVICES

CLIENT: Lake Geneva Jaycees

Social Media Management and Advertising

Social media management and advertising campaign for the 60th Venetian Fest. Campaign to launch June 2022 and run through the event with an end date of August 21st. Target geographic regions for social ad spend include radius around Milwaukee, Madison, North and South Chicago, Rockford, and Barrington to promote overnight stays from visitors traveling a long distance. Additional promotion will be planned around the Sunday night Fireworks event that promotes overnight stays.

Deliverables – Tier 1

- Concept - Planning for 1-2 organic posts and stories per week from 6/1-7/15 and 3-4 organic posts and stories per week from 7/15-8/21.
- Design - Post design, copywriting, graphic design, and stock imagery if needed.
- Posting - Scheduling of posts on Facebook account.
- Ad Campaigns - Development and scheduling of 4 ad campaigns on Facebook to run for 2 weeks at a time along with boosted posts.
- Reporting - Monthly reporting on post and advertisement performance.

Budget Breakdown – Tier 1

Management fee.....$1200
Advertising spend.....$1300
Total spend.....$2500

Deliverables – Tier 2

Everything noted in Tier 1 plus:

- VISIT LG marketing options – social media ad, event page feature, and targeted email blast
- Additional ad spend for Facebook ad campaigns to expand reach
- Snapchat advertisements

Budget Breakdown – Tier 2

Additional management fee.....$400
VISIT LG marketing spend.....$750
Additional advertising spend.....$1350
Total additional spend.....$2500

Accepted by

Name Signature Date

Venetian Fest 2022 Marketing

For Lake Geneva Jaycee's

August 8th-21st, 2022

Presented by: Mark Arthur at Star105.5

Week 1

August 8th - August 15th

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
5a-10a	1x on air 1x stream	1x on air 1x stream	1x on air 1x stream	1x on air 1x stream	1x on air 1x stream		
2p-7p	1x on air 1x stream	1x on air 1x stream	1x on air 1x stream	1x on air 1x stream	1x on air 1x stream		
7p-11p	1x on air 1x stream	1x on air 1x stream	1x on air 1x stream	1x on air 1x stream	1x on air 1x stream		
Sat 8a-7p						3x on air 3x stream	
Sun 8a-7p							3x on air 3x stream
Mon - Sun 5a-11p				7x on air 7x stream			

Week 1 Schedule Includes:

- (28) :30 second commercials on air weekly
- (28) :30 second commercials online stream weekly

Week 2

August 16th - August 21st

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
5a-10a	1x on air 1x stream	1x on air 1x stream	1x on air 1x stream	1x on air 1x stream	1x on air 1x stream		
2p-7p	1x on air 1x stream	1x on air 1x stream	1x on air 1x stream	1x on air 1x stream	1x on air 1x stream		
7p-11p	1x on air 1x stream	1x on air 1x stream	1x on air 1x stream	1x on air 1x stream	1x on air 1x stream		
Sat 8a-7p						6x on air 6x stream	
Sun 8a-7p							
Mon - Sun 5a-11p				7x on air 7x stream			

Week 1 Schedule Includes:

- (28) :30 second commercials on air weekly
- (28) :30 second commercials online stream weekly

2022 Marketing Summary

- Air Dates: August 8th-21st, 2022
- (28) :30 second commercials on-air weekly
- (28) :30 second commercials online stream weekly
- Total (56) commercials on-air & online
- (1) E-Blast's to Star's loyal listener club of 6,500+
    - sent on August 11th

Lake Geneva Jaycee's Investment: $1,500

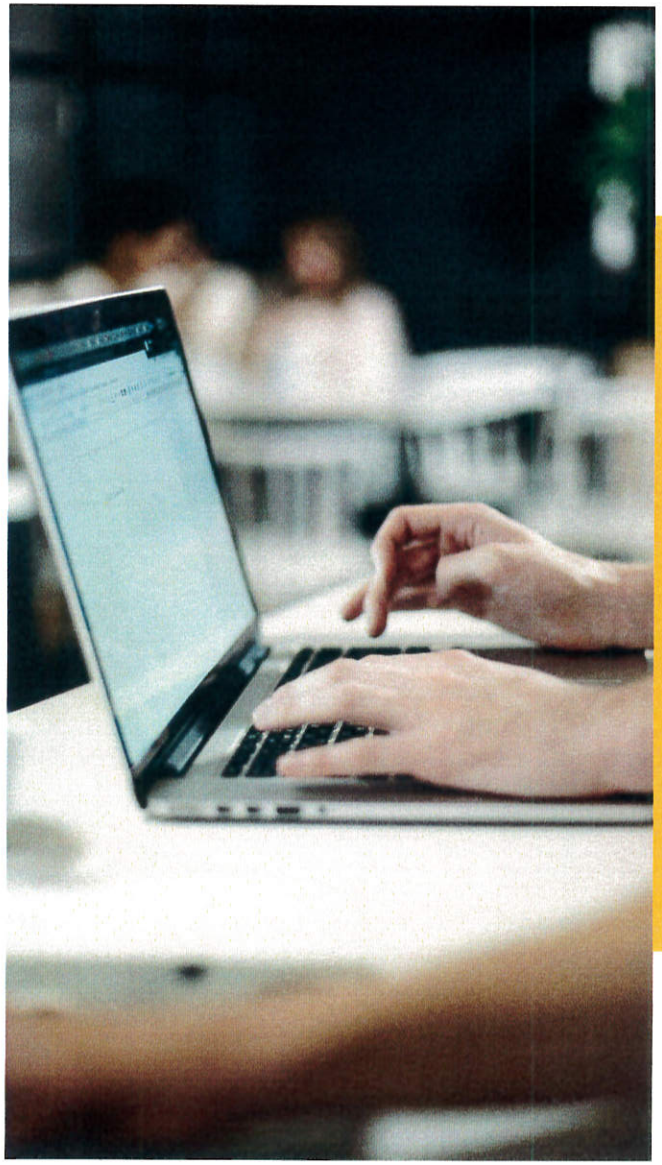
Business Name

Authorized Signature

Radio Station Representative

Date

Alpha Media Terms & Conditions apply.



Digital Lead Program

Hyper Targeting & Finding Your Hottest Leads

Table of Contents

1 **How Does it Work?**

By only targeting those who are already interested in your products or services.

2 **Proven Case Studies**

How effective is this really? See for yourself!

3 **Stretch your budget $**

Stand-alone or with a combined approach, you have many options to make the program work as efficiently as possible.

How Does it Work?

It all starts with a search! We have the ability to identify people in your chosen geography that have shown an interest in your products or services. Using customized keywords we find those people, collect their contact info, and determine how interested they really are...

Shown Interest

We collect the emails of people who have searched for keywords related to your business, proving that they have an interest in what you offer.

Email Blast

Next, we will send an e-blast to all of those people, telling them specifically about your business. Those that open the email are your warm leads!

Re-Targeting

Those that open and also click through to your website are hot leads! For 7 days, we send them digital display ads, continuing to keep you at the top of their mind!

Leads!

Finally, we can now provide YOU with the names, email addresses, and home addresses of all those warm & hot leads to continue marketing!

Realty Lead Program Case Study

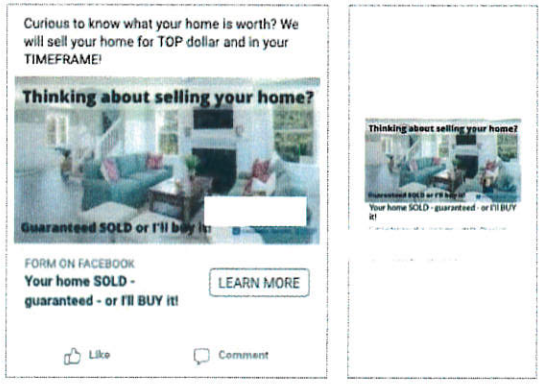
At A Glance

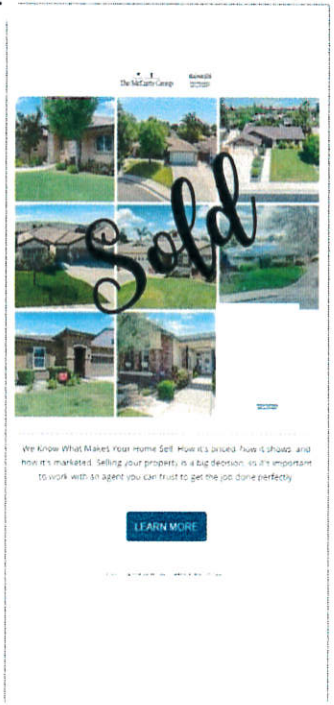
- **15,000 emails** delivered to people searching for keywords related to *"selling their homes"*
- **Resulted in :**
  - 3,609 opens
  - 722 clicks
  - 60,476 impressions
- The **3,609 opens** were considered **warm leads** which provided the realtor with the names, emails & address of those warm leads

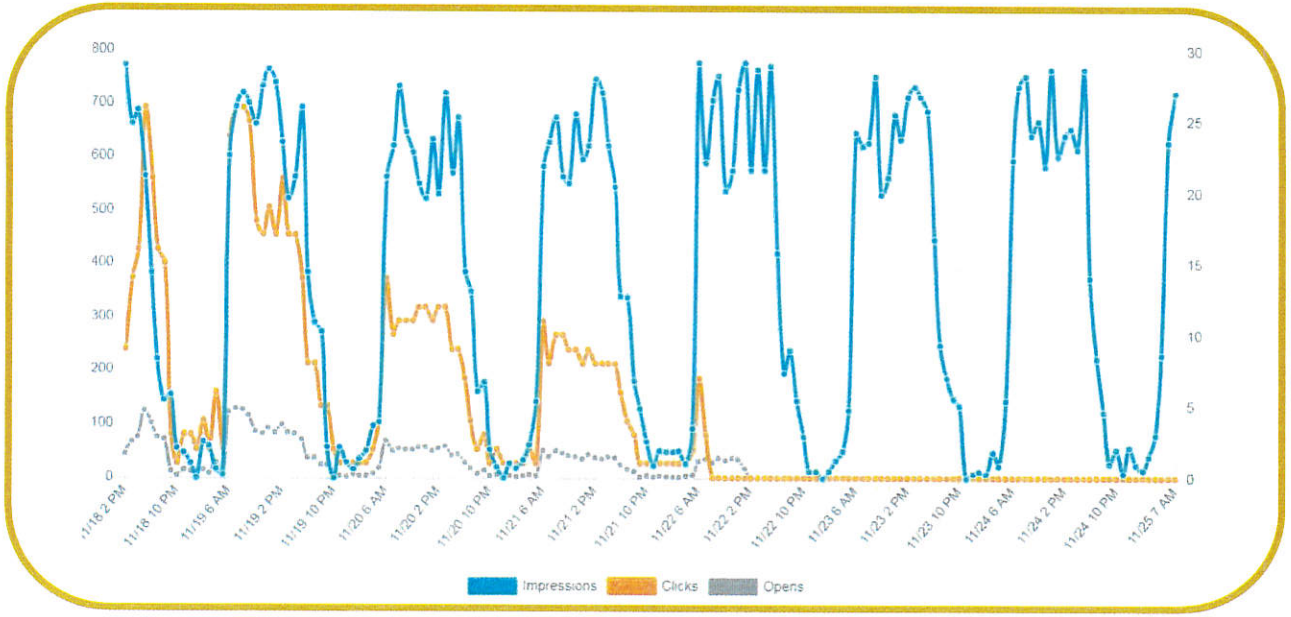
Your home SOLD - guaranteed - or I'll BUY it!

Quantity: 15,000 Emails

Opens	Clicks	Impressions
3,609	722	60,476
Opens %	**Clicks %**	**Hot Leads**
24.06%	7.22%	







Quantity	Impressions	Opens	Clicks	Open %	CTR %
15,000	60,476	3,609	722	24.06%	4.81%

Platform	Impressions	Clicks	CTR
Facebook	22,106	322	1.46%
Twitter	22,397	320	1.43%
Display	15,973	306	1.92%

Realty Lead Program Case Study STATS

› Email Performance

› Added Value Delivery

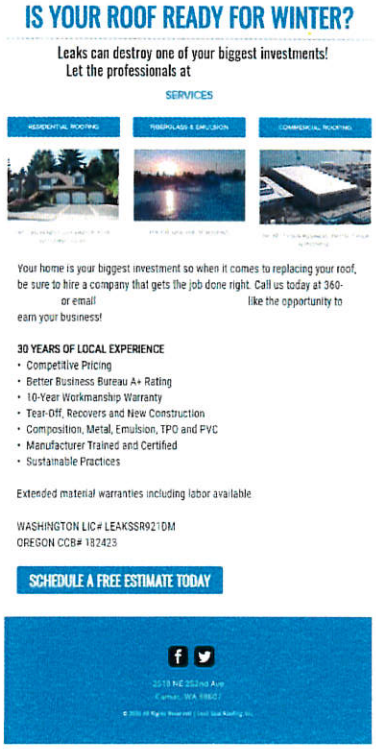
Roofing Lead Program Case Study

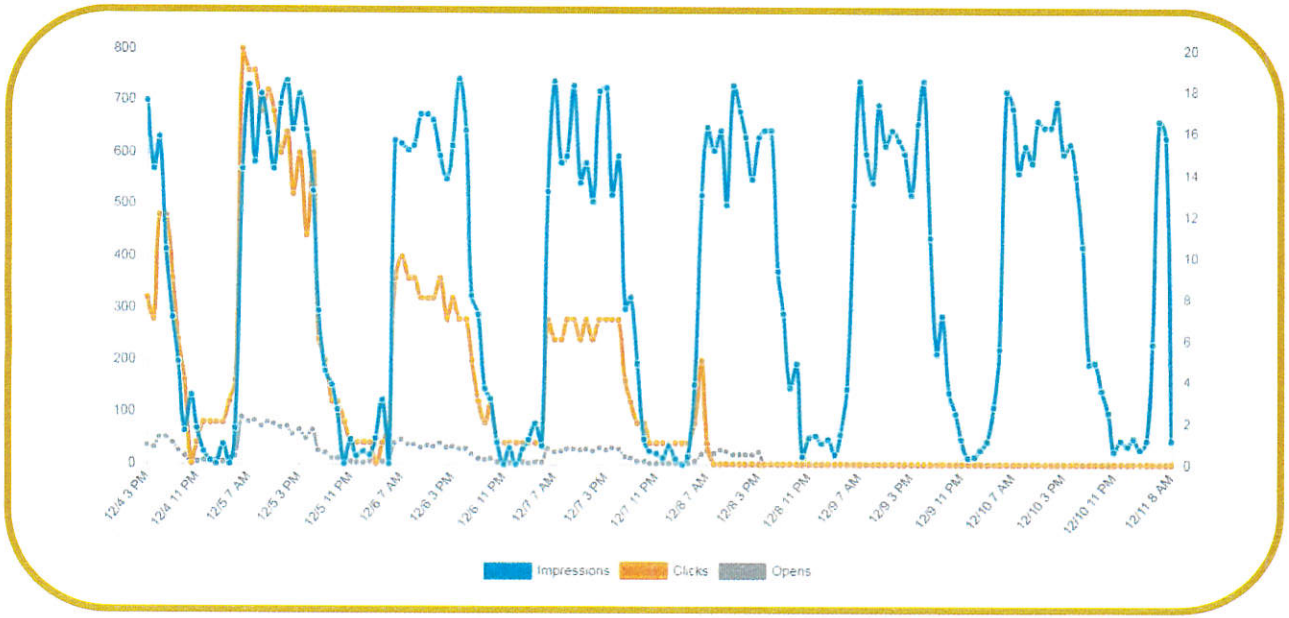
At A Glance

- **10,000 emails** delivered to people searching for keywords related to *"selling their homes"*
- **Resulted in :**
  - 2,306 opens
  - 461 clicks
  - 57,101 impressions
- The **2,306 opens** were considered **warm leads** which provided the roofer with the names, emails & address of those warm leads

Quantity: 10,000 Emails

Opens	Clicks	Impressions
2,306	461	57,101
Opens %	**Clicks %**	**Hot Leads**
23.97%	4.61%	3





Quantity	Impressions	Opens	Clicks	Open %	CTR %
10,000	57,805	2,397	521	23.97%	5.21%

Platform	Impressions	Clicks	CTR
Facebook	23,067	363	1.57%
Twitter	23,675	367	1.55%
Display	11,063	230	2.07%

Roofing Lead Program Case Study STATS

› Email Performance

› Added Value Delivery

Stretch your Budget $

Investment
(choose 1)

- ❑ **10,000 emails = $1,550.00**
- ❑ **15,000 emails = $1,950.00**

The Digital Lead Program is a 1-time investment that lasts for 7 days. Often, businesses will run the program on a monthly basis to maximize their budget while interest is sustained.

Digital Add-Ons (choose 1 or more)	Monthly Investment
❑ **SEM (Google Ad Words)**	$300 *Recommended Google Ad Words budget not included, see your rep for estimated pricing.
❑ **Targeted Display/ Geofencing**	$600
❑ **Mobile-to-Social Marketing**	$600

Authorized Signature _____ Date _____

Station Representative _____

Agreement is subject to Alpha Media terms & conditions.

Effective Advertising with the Milwaukee Radio Group

5/4/22

Prepared By:

Paul Thorson

Sr. Account Executive:
Milwaukee Radio Group

Office: 414-978-9407

Mobile: 414-861-0475

pthorson@mkeradiogrp.com

Lake Geneva Jaycees
2022 Venetian Festival

Prepared For:
Ryan Lasch

LGJC '62 | LAKE GENEVA JAYCEES

STATION OVERVIEW

The HOG is a heritage rock station with a morning show, call letters and personalities that are brand names in the marketplace. The HOG is Milwaukee's only mainstream rock station playing "Everything That Rocks," including rock hits from the 80's, 90's and 2000's with a classic rock flavor and today's attitude. It's a favorite with people of all ages who have an insatiable appetite for all things rock without the obscure alternative stuff or grating metal music. "The Bob & Brian Show" is a heavyweight in the mornings delivering the largest audience in Milwaukee morning radio for over three decades. Mindy heats up middays with high-tempo rock, great features and listener interaction. And, the afternoon program, hosted by Borna and Mandy, spice up the ride home talking about everything from pop culture to good rock music. The HOG's personalities are committed to serving the Milwaukee community.

Target Demo: Adults 25-54

Line Up:
5a-10a Bob & Brian
10a-3p Mindy Novotny
3p-7p The Afternoon Program
7p-11p Nights with The HOG

Strengths:

- Bob & Brian are two funny guys who just talk. No rules, no plan, just great radio – They have been together for over 30 years and Milwaukeeans love them!
- Active listeners with constant interaction with our live on air personalities vs passive listening.
- Interview high profile national and local celebrities and guests from the entertainment and sport world including Tim Murray, Santana Dotson, Gary Graff and more.
- Creative and compelling contesting and promotions – Baconfest Milwaukee, Take the Boys to Work, Bob & Brian 2 Day Radiothon (MACC Fund), Bob & Brian Golf Outing (MACC Fund), Balls Out (MDA SE WI), Sticky Fingers, Lend-A-Helping Ham (Hunger Task Force) and more.

CROSS DEVICE MEDIA GROUP

102.9 FM THE HOG EVERYTHING THAT ROCKS!

HOMETOWN ROCK 96.5

Jammin' 98.3

Pure Oldies 106.9 FM

Recommended Advertising Schedule
Option 1

102.9 the Hog									
Daypart	Spot Length	M	T	W	Th	F	Sa	Su	Spots
6A-10A Traffic Sponsor	:10			1	1	1			3
10A-3P	:30				1	1			2
3p-7p	:30			1	1				2
6A-7P	:30				1	1			2
5A-12A	:30	4							4
6A-7P Wknd	:30						4		4
Weekly Total									17

Strategy:

- Run schedule for two weeks leading into your event
- 6A-10A Traffic Sponsors – utilize 10 second spots to guarantee placement in Bob & Brian cost effectively
- 6A-7P: Strong frequency throughout all prime dayparts
- 6A-7P Wknd: prime listening hours for weekend travelers/shoppers
- 5A-12A: ROS rotators to increase overall frequency
- Daily spot load is fully customizable at your request

- Total Spots: **34**
- Investment: $2,110

LGJC '62 | LAKE GENEVA JAYCEES

102.9 THE HOG
EVERYTHING THEY ROCK!

Recommended Advertising Schedule
Option 2

102.9 the Hog									
Daypart	Spot Length	M	T	W	Th	F	Sa	Su	Spots
6A-10A Traffic Sponsor	:10			1	1	1			3
10A-3P	:30			1	1	1			3
3p-7p	:30			1	1	1			3
6A-7P	:30			1	1	1			3
5A-12A	:30	6							6
6A-7P Wknd	:30						7		7
Weekly Total									25

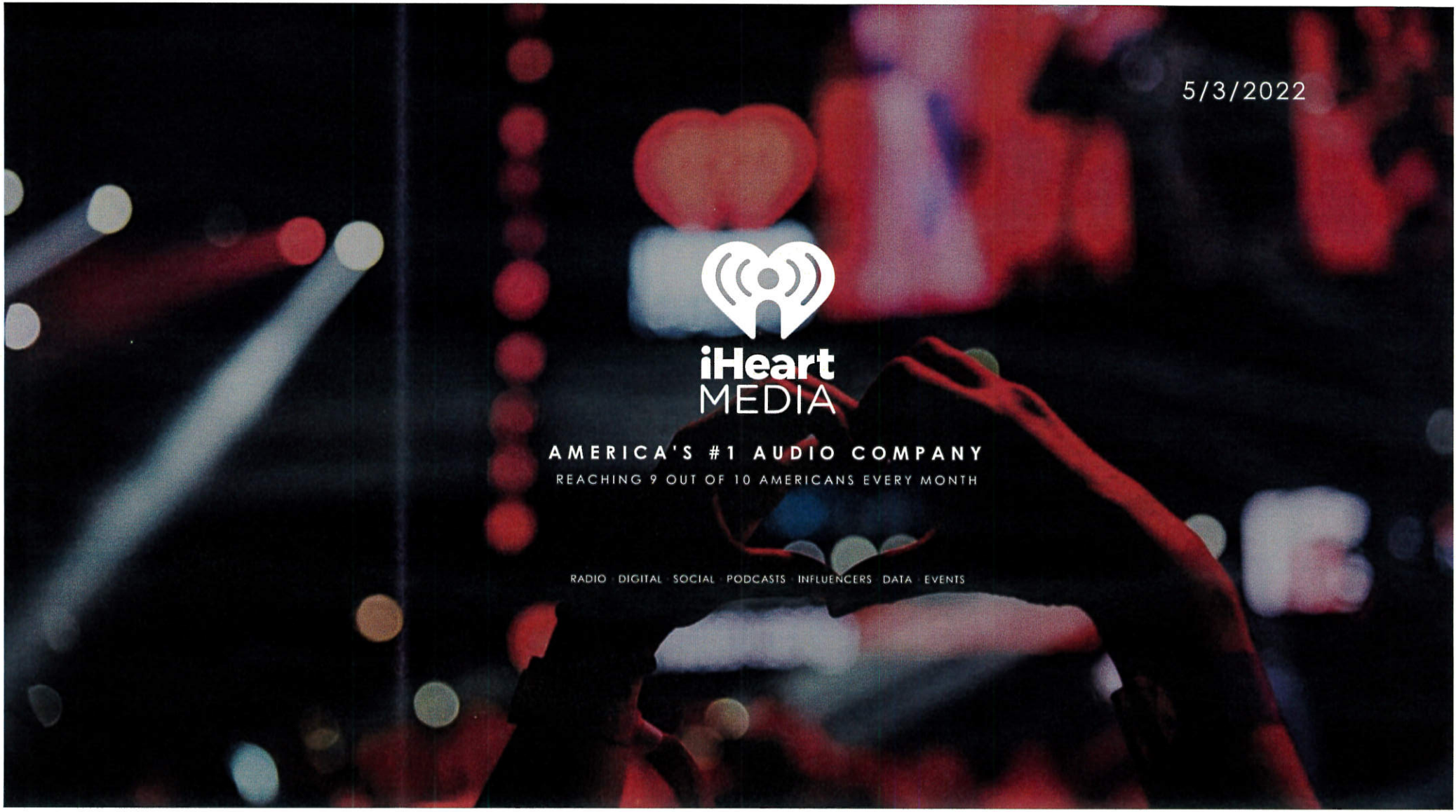
Strategy:

- Run schedule for two weeks leading into your event
- 6A-10A Traffic Sponsors – utilize 10 second spots to guarantee placement in Bob & Brian cost effectively
- 6A-7P: Strong frequency throughout all prime dayparts
- 6A-7P Wknd: prime listening hours for weekend travelers/shoppers
- 5A-12A: ROS rotators to increase overall frequency
- Daily spot load is fully customizable at your request

- Total Spots: **50**
- Investment: $3,000

LGJC '62 | LAKE GENEVA JAYCEES

102.9 FM THE HOG
EVERYTHING THAT ROCKS!

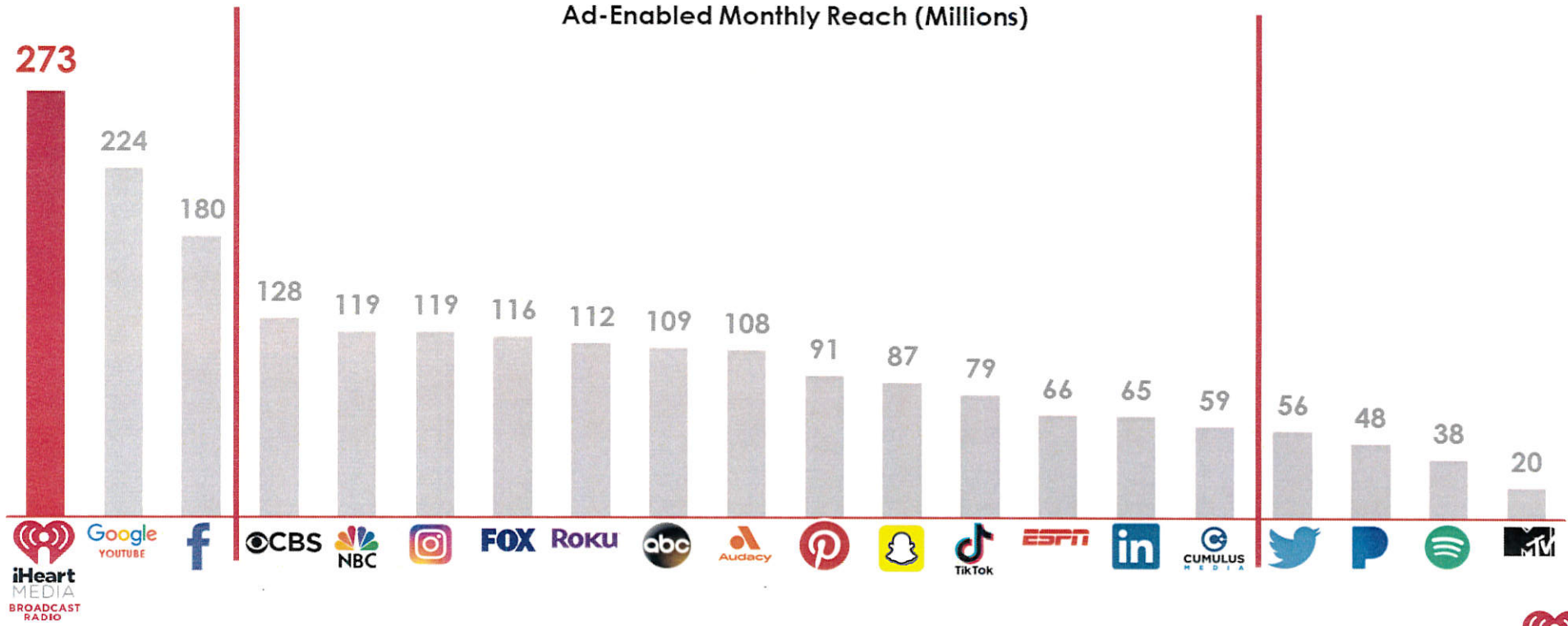

5/3/2022
iHeart
MEDIA
AMERICA'S #1 AUDIO COMPANY
REACHING 9 OUT OF 10 AMERICANS EVERY MONTH
RADIO · DIGITAL · SOCIAL · PODCASTS · INFLUENCERS · DATA · EVENTS

From Mass to Niche: Understanding Media Reach Tiers

Tier 1
Mass Market

Tier 2
Mid Tier

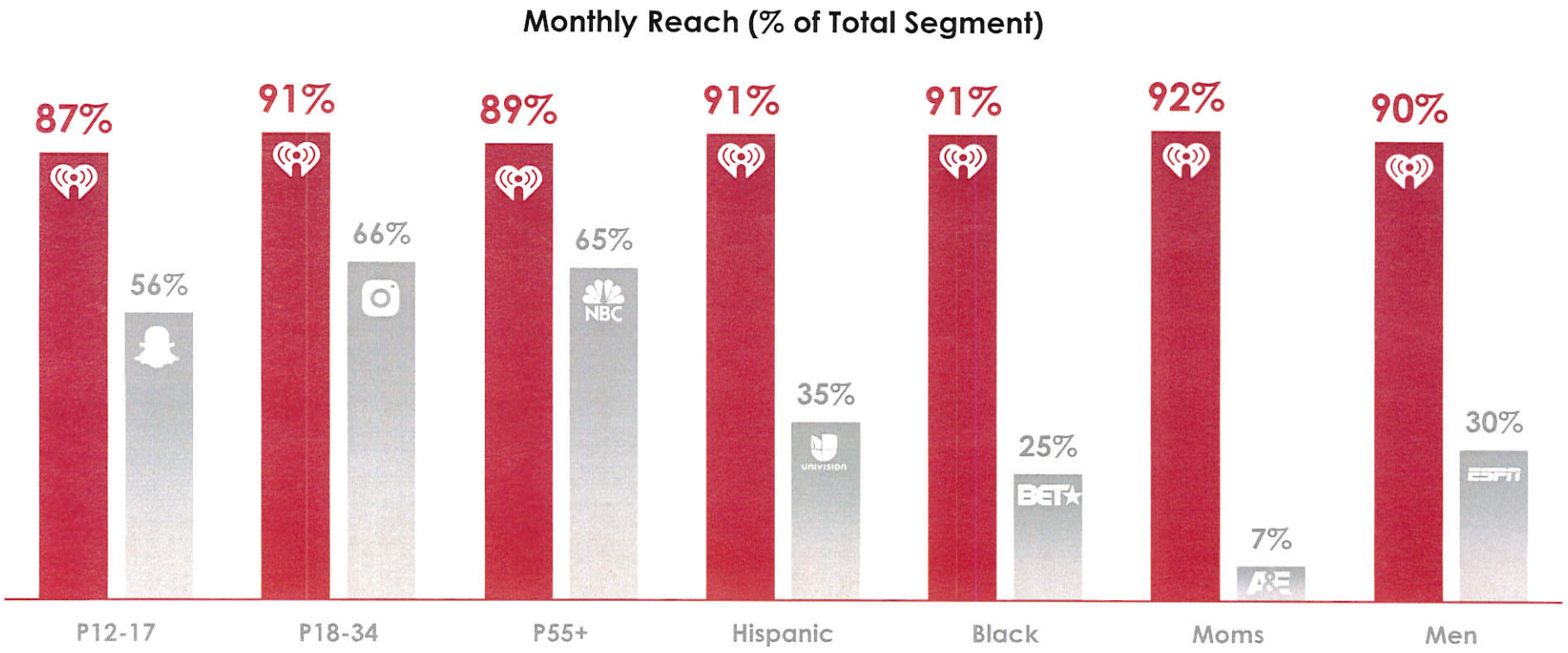
Tier 3
Niche



Source: Broadcast Radio: Nielsen Audio Nationwide, P6+, Spring 2021; Television: Nielsen nPower, P6+, December 2021; L+SD: Digital: eMarketer, Total Audience, 2021
*Pandora and Spotify ad-enabled audience estimated based on SEC filings

iHeart MEDIA

More Reach With Every Audience



Source: Nielsen Audio Nationwide, Spring 2021 – Mon-Su 12m-12m – Monthly Reach; nPower, Reach & Frequency Report December 2021. Live+SD. M-Su 6a-6a, 6 min qualifier. Hispanic and AA based on 18+. Comscore Media Metrix Multi-Platform, December 2021; % reach adjusted to total pop; MRI Teenmark 2020

iHeart MEDIA

Streaming Digital Audio Is 25% of Listening

Aggregated Share of Time Spent Listening to Audio

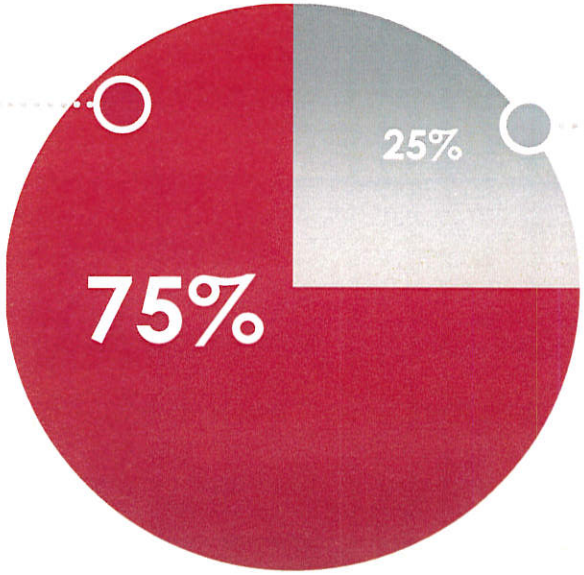
(Excluding Satellite Radio & Podcasts)

Broadcast Radio

iHeart MEDIA

Audacy

CUMULUS MEDIA



Streaming Audio

iHeart RADIO

pandora

Spotify

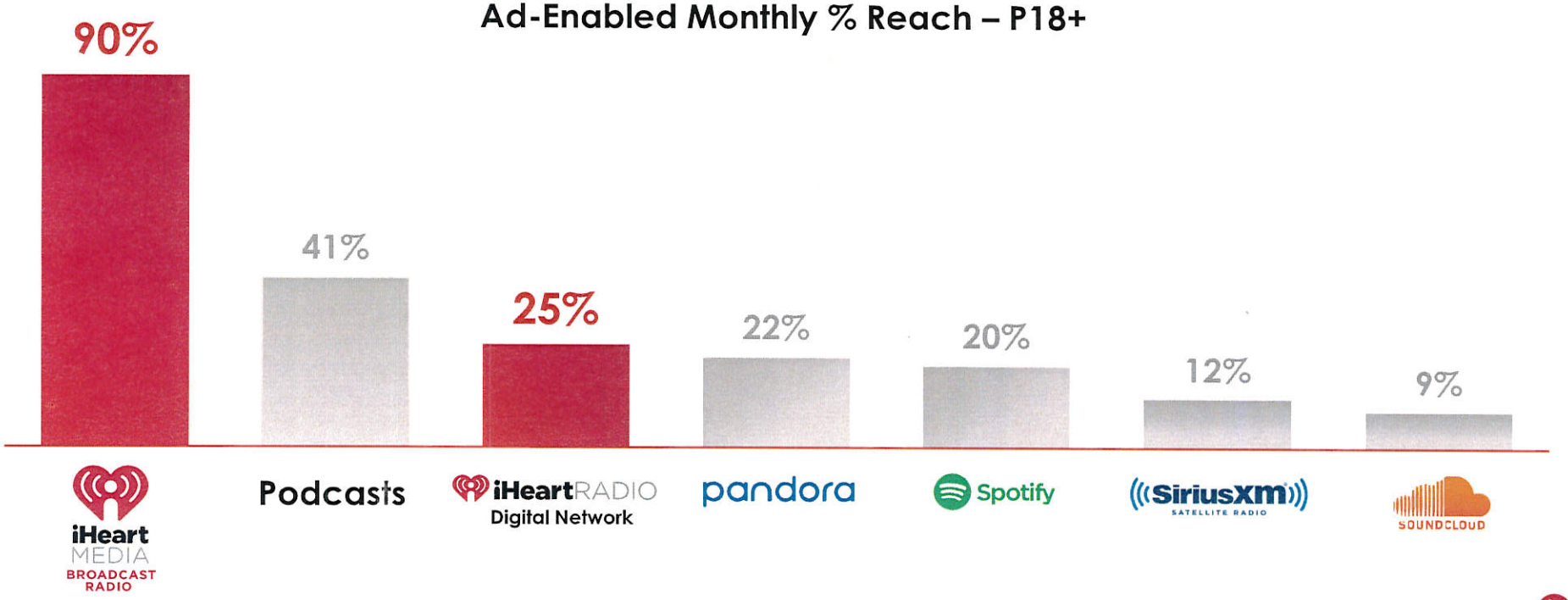
Source: Nielsen Audio Spring 2021 Total Industry Based on PUR, M-Su 6a-6a, P12+; Comscore; Total Audience. All Major Streaming Audio Companies Included (20+), September 2021

iHeart MEDIA

The Audio Universe Is Expanding

Broadcast Radio Maintains Its Leadership Position

Ad-Enabled Monthly % Reach – P18+



Source: Nielsen Audio Spring 2021, P18+; Comscore, Media Metrix, Multi-Platform, November 2021, P18+, adjusted to total pop; SiriusXM: Scarborough USA+ 2021 Release 1; Podcasts: Edison Infinite Dial 2021, P12+; Pandora and Spotify reflect ad-enabled audience only – estimated based on Pandora SEC filings and Spotify SEC filings

iHeart MEDIA

How It **Works**

iHM Digital Media Plan

Campaign Information	
Date Prepared:	Tuesday, May 3, 2022
Client/Advertiser:	Venetian Festival
Campaign:	Venetian Festival
Flight Dates:	08/08 - 08/23

ASSET	SIZE	LOCATION	FLIGHT	IMPRESSIONS	NET CPM	NET COST	NOTES/TACTICS
BRANDED MEDIA							
iHeartRadio Streaming Audio (English)	(:30) **Audio** Spot	Live, Custom & Artist Stations on Desktop & Mobile App	08/08 - 08/23	93,750	$16.00	$1,500.00	Targeted to [GEO] Madison [AUDIENCE or FORMATS] Total Audience excl. Spanish
			PROGRAM TOTAL:	**93,750**	**$16.00**	**$1,500.00**	

THE IHEARTRADIO NETWORK INCLUDES PLACEMENT ON NEWSTALK STATIONS WHO CARRY RUSH LIMBAUGH & SEAN HANNITY. A REVISION TO YOUR IMPRESSIONS WILL BE REQUIRED IF YOU CHOOSE TO OPT-OUT OF THESE STATIONS.
INVENTORY IS NOT GUARANTEED UNTIL INSERTION ORDER IS SIGNED BY iHEARTMEDIA
ANY CREATIVE DELAY WILL IMPACT INVENTORY AND FLIGHT DATES MAY HAVE TO BE ADJUSTED

Accepted by Client X_____ Date_____

Accepted by iHeartMedia X_____ Date_____

iHM Digital Media Plan

Campaign Information	
Date Prepared:	Tuesday, May 3, 2022
Client/Advertiser:	Venetian Festival
Campaign:	Venetian Festival
Flight Dates:	08/08 - 08/23

ASSET	SIZE	LOCATION	FLIGHT	IMPRESSIONS	NET CPM	NET COST	NOTES/TACTICS
BRANDED MEDIA							
iHeartRadio Streaming Audio (English)	(:30) **Audio** Spot	Live, Custom & Artist Stations on Desktop & Mobile App	08/08 - 08/23	250,000	$16.00	$4,000.00	Targeted to [GEO] Madison [AUDIENCE or FORMATS] Total Audience excl. Spanish
			PROGRAM TOTAL:	**250,000**	**$16.00**	**$4,000.00**	

THE IHEARTRADIO NETWORK INCLUDES PLACEMENT ON NEWSTALK STATIONS WHO CARRY RUSH LIMBAUGH & SEAN HANNITY. A REVISION TO YOUR IMPRESSIONS WILL BE REQUIRED IF YOU CHOOSE TO OPT-OUT OF THESE STATIONS.
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ANY CREATIVE DELAY WILL IMPACT INVENTORY AND FLIGHT DATES MAY HAVE TO BE ADJUSTED

Accepted by Client X_____ Date_____

Accepted by iHeartMedia X_____ Date_____

TERMS & CONDITIONS

The Term "Advertiser" shall include advertiser and any agency or buying service named in Order Confirmation, and all persons and entities included within Advertiser agree that they are jointly and severally liable for all obligations of Advertiser under this contract regardless of who is billed, except any agency is liable for invoice payments only to the extent the agency has been paid by the advertiser.

•PAYMENT

•Advertiser agrees to pay in advance for the transmission covered by this contract unless otherwise expressly agreed in writing.

•If Station has extended credit, Station shall render invoices monthly. Payment by Advertiser is due within 30 days unless invoice is sent to agency or buying service, then net payment is due within 45 days. Past due accounts shall be charged interest at the rate of 1% per month (12% annual percentage rate) or, if less, the highest rate allowed by applicable law, from the date of the invoice. If Advertiser notices any error on an invoice, Advertiser must contact Station in writing within 7 days of the invoice date, stating the invoice number, amount and description of alleged error, and including any supporting documentation as may be required by Station. All invoice charges will be considered valid if no written dispute from the Client is received by Station within the 7 day period.

•On Advertiser's request, Station shall furnish certifications of performance to Advertiser at the time of billing, but unless requested prior to billing the furnishing of such certifications shall not be a condition of payment or time of payment.

•If Advertiser is past due in payment of any amount, Station may change the terms of payment for further transmissions by giving Advertiser written notice. If Station refers this contract for collection, Advertiser shall pay reasonable attorney's or collector's fees and any court costs incurred by Station.

•TERMINATION AND BREACH

•This contract may be terminated by either party giving the other party 14 days prior written notice. If Advertiser so terminates this contract, Advertiser will pay Station at Station's rate card rate (without discount for the number of remaining transmissions) for transmissions made through the date of termination. If Station so terminates this contract, Advertiser shall pay Station for transmissions made through the date of termination and shall have the benefit of any discounts it would have received had this contract not been so terminated.

•Station may terminate this contract at any time upon failure by Advertiser to timely make any payment, or upon other material breach by Advertiser of this contract. On such termination (i) Advertiser will pay Station at Station's rate card rate (without discount for the number of transmissions) for all transmissions made through the date of termination and (ii) all payments due by Advertiser shall become immediately due and payable.

•Advertiser may cancel this contract at any time upon material breach by Station of this contract and shall be liable only for transmissions made in accordance with this contract through the date of termination with the benefit of any discounts it would have received had this contract not been so terminated.

•If Station has contracted to purchase other program material ("Third Party Material") during the term of this contract in reliance on the agreement of Advertiser and prior to the end of the term of this contract Station terminates pursuant to paragraph 2(b) or Advertiser pursuant to paragraph 2(a), Advertiser agrees to pay Station all costs and expenses incident to the acquisition of Third Party Material. After such payment, Station shall credit Advertiser for any net amounts obtained if Station is able to resell such Third Party Material, but Station shall not be obligated to make or solicit any sale.

•To the extent provided by law, neither party shall be liable to the other party (including liability for incidental, indirect or consequential damages or lost profits, whether or not advised of the possibility of such damages and punitive damages) other than as specified in this contract.

•REPRESENTATIONS & WARRANTIES/INDEMNIFICATION AND HOLD HARMLESS

•Advertiser represents, warrants and agrees that: (i) Station's broadcast of the Advertiser Materials over the facilities of the Station shall not violate or infringe upon the rights of others; provided, however, that the foregoing representations and warranties shall not apply to any material furnished or added to the Advertiser Materials after delivery to Station by any party other than Advertiser, and (ii) Advertiser (and the Advertiser Materials) shall comply with all applicable federal, state and local laws and regulations, including, but not limited to, those of the FCC (e.g., indecency, EAS compliance and all other FCC regulations).

•Advertiser shall defend, hold harmless and indemnify Station, its parents and affiliates, and their respective officers, directors, employees and agents from any and all claims, actions, causes of action, liabilities, demands, damages or costs (including reasonable attorney fees) of whatsoever name or nature, including but not limited to (i) defamation, unlawful competition or trade practice, infringement of intellectual property or other property or personal rights (including but not limited to public performance rights with respect to music, spoken word or any other copyrightable material embodied in Advertiser Materials); (ii) any breach or violation of any sort of the representations and warranties described in Section 3(a); or (iii) claims arising from the products, services, operations, representations or warranties relating to, directly or indirectly, any material furnished by Advertiser pursuant to this contract ("Advertiser Material") or to Advertiser's business, services, operations or prizes (if any) relative to Order. Station shall defend, hold harmless and indemnify Advertiser and its officers, directors, employees and agents from damages relating to, directly or indirectly, programming transmitted by Station other than Advertiser Material.

•INABILITY TO TRANSMIT AND SUBSTITUTION PROGRAMS

•If, due to public emergency or necessity, force majeure, restrictions imposed by law, acts of God; labor disputes, or for other cause, including mechanical breakdown beyond Station's control, Station shall be unable to transmit any program or announcement to be transmitted under this contract, that transmission shall be canceled, and Station shall not be liable to Advertiser except as provided in paragraph (c) below.

•Station shall have the right to cancel any transmission or portion thereof to be made under this contract in order to transmit any program which it deems to be of public significance. Station will notify Advertiser in advance if reasonably possible or otherwise Station will notify Advertiser within a reasonable time after such scheduled transmission.

•Station shall transmit such canceled transmission, subject to availability, in a comparable time period. If Station is unable to so transmit the canceled transmission, Advertiser shall not have to pay for the canceled transmission and the cancellation shall not affect any discounts under this contract.

•PROGRAM PRODUCTION AND COMMERCIAL MATERIAL

•Unless otherwise noted in this contract, all material to be transmitted under this contract shall be furnished by Advertiser, and all expenses of delivery to Station and return to Advertiser, if so directed, shall be paid by Advertiser. If Station has not received Advertiser Material by 72 hours in advance of scheduled transmission, Station shall reasonably attempt to so notify Advertiser.

•If Station has not received Advertiser Material by 48 hours in advance of scheduled transmission, Station may in its sole discretion reschedule the transmission of such material or cancel such transmission, and in either case, Advertiser shall pay for the transmission as if transmitted as originally scheduled.

•Advertiser Material is subject to Station approval and Station may exercise a continuing right to reject such material, including a right to reject for unsatisfactory technical quality. If the material is unsatisfactory, Station shall notify Advertiser, and Advertiser shall furnish satisfactory material 48 hours in advance of transmission or paragraph 5(b) shall apply. All program material must conform to the program and operating policies of Station and Station shall have the continuing right to edit in the public interest provided, however, that Station approval of such material shall not affect Advertiser's indemnity obligation under this contract.

•Station will retain all property rights in any program material prepared or created by Station or by any of its employees for use in connection with material transmitted under this contract.

•NON-DISCRIMINATION

In accordance with Paragraphs 49 and 50 of United States Federal Communications Commission Report and Order No. FCC 07-217, Station will not discriminate in any contract for advertising on the basis of race or ethnicity, and all such contracts will be evaluated, negotiated and completed without regard to race or ethnicity.

•GENERAL

•This contract is for the transmission by broadcast on radio, transmission on other media when Internet is indicated, or both, of programs or announcements of the Advertiser for the purpose of advertising the named products or services and is subject to all applicable federal, state and municipal regulations, including the rules of the Federal Communications Commission and the Federal Trade Commission. Station will perform the transmission covered by this contract on the days and approximate hourly times (current at Station) provided in this contract. Station may make reproductions of program material furnished by Advertiser to effect the transmissions.

•If an agency or buying service is included in Advertiser, it is understood that party is the agent of advertiser and not of Station.

•Station shall assume no liability for loss or damages to program material and other property furnished by Advertiser in connection with transmissions under this contract.

•Advertiser may not assign or transfer this contract without first obtaining the written consent of Station; nor is Station required to transmit any material under this contract for the benefit of any person or entity other than Advertiser named on the face of this contract.

•The failure of Station or Advertiser to enforce any of the provisions of this contract shall not be construed as a waiver of that or any other provision.

•This contract and any applicable written credit agreement, agency commission arrangement and/or merchandising arrangement contains the entire agreement between the parties relating to the subject matter in it, and no modification of its terms shall be effective unless in writing signed by both parties.

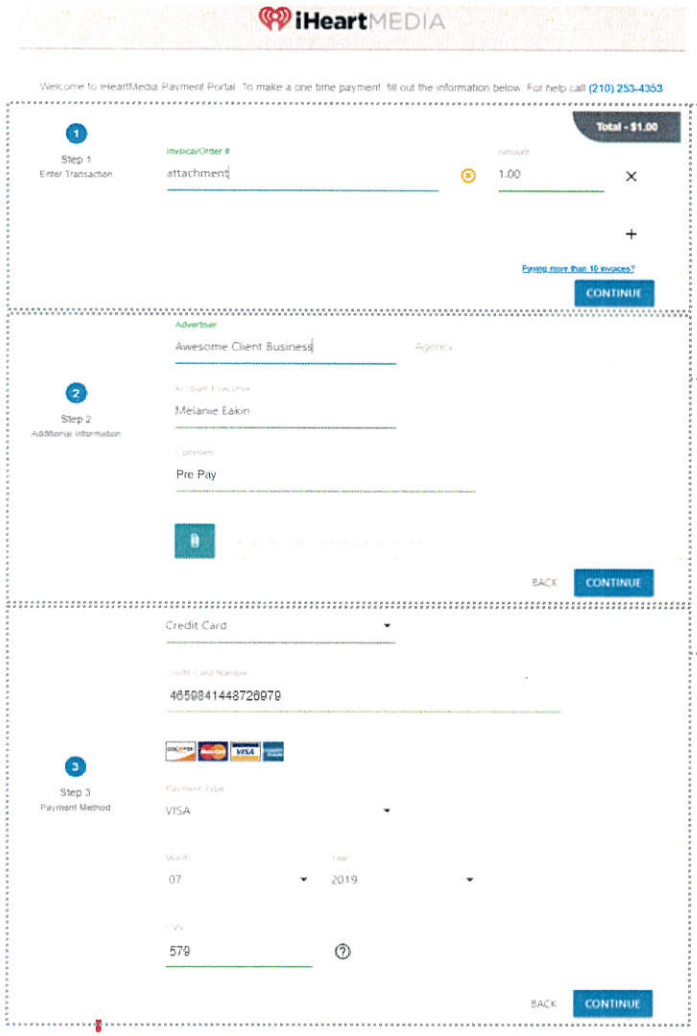
TO THE EXTENT PERMITTED BY LAW, STATION MAKES NO WARRANTIES OF ANY KIND, EXPRESS, IMPLIED OR STATUTORY, ABOUT THE SERVICES DESCRIBED IN THIS AGREEMENT AND DISCLAIMS ALL WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR USE.

Cash in Advance: by paying the exact amount reflected on the attached schedule you are agreeing to these terms and conditions.

Acknowledged and Agreed: Signature _____ Printed Name _____ Date _____

iHeart MEDIA

PAYMENT PORTAL INSTRUCTIONS



STEP 1

Unless an Invoice Order # has been provided, **enter ATTACHMENT** in the Invoice Order # field & **enter the $ amount owed** for the order.

Use the **+** symbol to add additional Order lines.

Click **CONTINUE**

STEP 2

Enter the **Advertiser Name.**

Enter the **Account Executive** name.

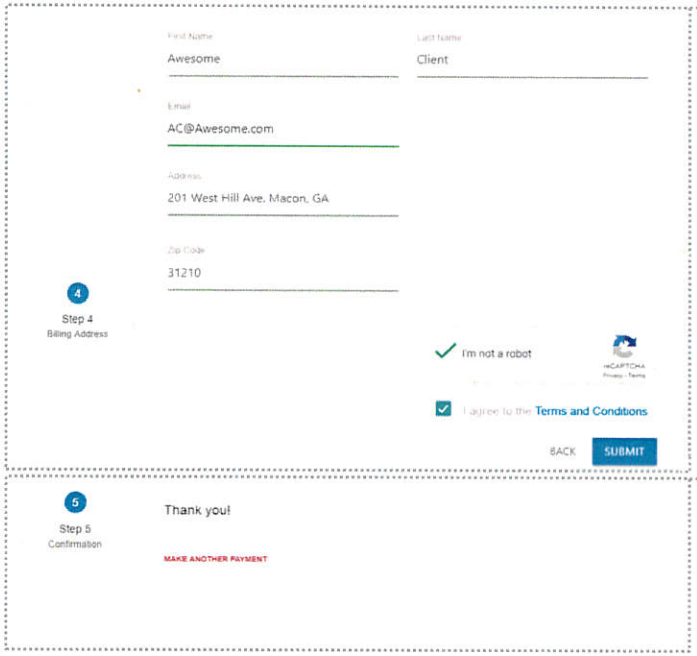
A **Comment must be entered** (Ex. PrePay) if no Invoice Order # has been provided.

Click **CONTINUE**

STEP 3

Enter the **Credit Card Payment Info.**

Click **CONTINUE.**



STEP 4

Enter the **Credit Card Billing Information.**

Confirm you're **not a robot.**

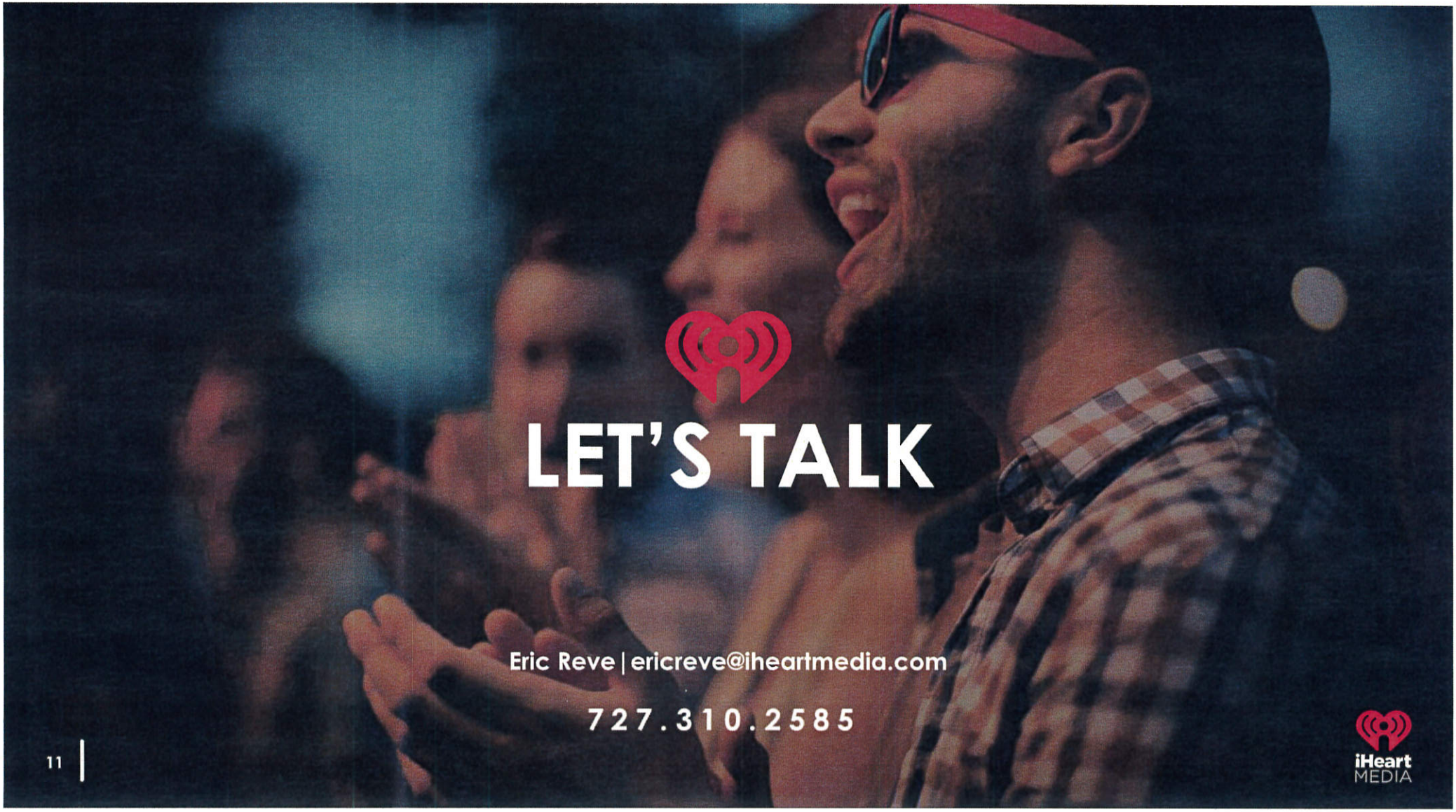
Agree to the **Ts&Cs.**

Click **SUBMIT.**

STEP 5

Payment Confirmation Provided – Thank you!

iHeart MEDIA


LET'S TALK
Eric Reve | ericreve@iheartmedia.com
727.310.2585
iHeart
MEDIA