



City of Lake Geneva, 626 Geneva St, Lake Geneva, WI 53147- 262.248.3673- www.cityoflakegeneva.com

CITY OF LAKE GENEVA TOURISM COMMISSION
MONDAY, SEPTEMBER 12, 2022 - 4:00 PM
LAKE GENEVA CITY HALL; COUNCIL CHAMBERS (MAIN LEVEL)

Members:

THE CITY OF LAKE GENEVA IS HOLDING MEETINGS VIRTUALLY AS WELL AS IN-PERSON. IF YOU WISH TO JOIN VIRTUALLY YOU MAY DO SO HERE:

4:00 p.m.- September 12, 2022 Tourism Commission
Mon, Sep 12, 2022 4:00 PM - 5:00 PM (CDT)

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

<https://meet.goto.com/347720621>

You can also dial in using your phone.

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

Access Code: 347-720-621

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 August 8, 2022 Tourism Commission minutes as prepared and distributed
5. Update from Heather Jones (Independent Contractor for Tourism Commission) Meet at the Lake Promotional Activity
6. Update from Tourism Entity (VISIT Lake Geneva) on Promotional Activity, Calendar, and Hotel performance
7. Update from Lake Geneva Business Improvement District (BID)
8. Written financial update regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements, list of outstanding (unpaid) tourism grants awarded
9. Discussion / Action on Tourism Promotional Grant Program and Requests:
 - a. Never Say Never Playground (held over from August meeting)
 - b. MPI- Great Lakes Summit

10. Update concerning potential additional livestream camera locations (held over from August meeting)

11. Future Agenda Items (Next meeting Date: October 10, 2022 at 4:00 p.m.)

12. Adjournment

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
WEDNESDAY, August 8, 2022 – 4:00 PM
COUNCIL CHAMBERS, CITY HALL

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

Roll Call

Present: Chair Waspi, Vice Chair Pirzada, Alderman Hedlund, Alderman Fesenmaier, Linda Moritz; Mayor Klein, Stephanie Klett

Absent: Kevin Singh, Administrator Nord

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

None

Approval of Tourism Commission minutes from June 13, 2022

Ald. Hedlund moved to approve the June 13, 2022 minutes, second by Moritz. Unanimously carried.

Update from Heather Jones (Independent Contractor for Tourism Commission) Meet at the Lake

Jones gave her first report to the Commission since being hired. She highlighted key data from her report. Alderman Fesenmaier asked Jones to continue to watch that the bandwidth is adequate especially from the addition of the livestream camera.

Motion by Alderman Hedlund, second by Waspi, to move Items 9C and 9E up in the agenda. Unanimously carried.

Discussion/Action on Tourism Promotional Grant Program and Requests:

Riviera Marketing Effort – Heather Jones

After an explanation of the program, motion by Pirzada, second by Hedlund, to approve up to \$5,800 for promotion in the off-season by offering a discount on hotel rooms. Unanimously carried.

MPI – Great Lakes Education Summit – Heather Jones

This Meeting Planner event is being held in Lake Geneva. Jones is asking that we help sponsor the event by paying for the Riviera rental, staff set-up and staff hours at the event plus promotional materials. Motion by Waspi, second by Pirzada, to approve up to \$5,300 for requested/designated funds. Unanimously carried.

Update from Tourism Entity – Visit Lake Geneva

Deanna Goodwin gave highlights from the data, events, and media from her monthly report.

Update from Lake Geneva Business Improvement District (BID)

Although there was nothing included in the packet, a BID representative gave brief updates regarding their efforts in moving forward with the wall murals and the December holiday event. Motion by Fesenmaier, second by Waspi, to move Items 9F and 9G to this spot in the agenda. Unanimously carried.

Discussion/Action on Tourism Promotional Grant Program and Requests:

Honky Tonk Fest – BID

This new event will be held September 16, 17, and 18. The BID budget will cover expenses outside the grant amount including a private security company, instead of pulling the police away from other areas of the city. Links to ALL city hotels will be included on the website. Motion by Pirzada, second by Fesenmaier, to approve up to \$15,000 for marketing OUTSIDE Walworth County and contingent upon permits needed from the City. Carried 4 in favor, Hedlund against.

Oktoberfest – BID

This annual event will be held three days on October 7, 8, and 9. Motion by Pirzada, second by Moritz, to approve up to \$10,000 for marketing outside Walworth County. Unanimously carried.

Written Financial Update provided by Comptroller

Written report submitted as part of the meeting packet. Current fund balance equals \$102,066.45.

Discussion/Action on Tourism Promotional Grant Program and Requests:

Equipment for Riviera Building – Administrator Nord

The City is requesting money to replace kitchen prep equipment on the second floor as detailed in the packet which is deemed tangible municipal development items. Motion by Hedlund, second by Pirzada, to approve \$90,026.62. Unanimously carried.

Never Say Never Playground – Dusti Grenus

Dusti explained the design and need for inclusive playground equipment in the City. The current equipment in Veterans Park is old and in disrepair. While the Commissioners expressed an interest in the project and deemed it appropriate, Chair Waspi was hesitant with the unpaid bills at this time to commit to the \$311,000. Motion by Fesenmaier, second by Hedlund, to continue the grant application to September. Unanimously carried.

Abominable Snow Race – ASR Events, Bill Wolfe

Wolfe explained the event details and added that this was the fifth year. Motion by Waspi, second by Pirzada, to approve the grant for \$10,000 including the condition that marketing be focused on stays at City hotels. Unanimously carried.

Update concerning potential additional livestream camera locations

Chair Waspi, without objection, due to time, will continue this item to the next agenda.

Future meeting agenda items and next meeting date –

September 12 at 4:00 PM

Motion by Ald. Hedlund, second by Pirzada, to adjourn at 5:59 p.m. Carried.

Respectfully submitted,
Alderman Fesenmaier, Secretary

Riviera Ballroom/MATL Update- Tourism Commission Meeting September 2022

Marketing Update

- Website Analytics Update: Past 30 Days:
 - Site Sessions: 2,264 (10% increase)
 - Site Sessions by traffic source
 1. Google (1,058)
 2. Direct (537)
 3. Facebook (324, increase of 274 from FB ad)
 4. City of Lake Geneva (164)
 5. Visit Lake Geneva (58)
 - Active Inquiries: 88 (+11 from last month), 78 recorded for August 2021
 - Avg. Session Duration: 3min 42 sec (+12 sec)
 - Site Bounce Rate: 53.3% (+5.1)

- WeddingWire & TheKnot: August Stats
 - 155 Storefront Views, compared to 51 avg in our market/category
 - 13 leads (-4 from last month)

- Hotels & Lodging Analytics Update Past 30 days:
 - 135 Page Views (15% decrease from July)
 - Avg. time spent on page: 1.15 minutes (no change)
 - 52% Exit Rate (2% Decrease)

****Reports generated on September 2nd***

- Wrapped up a successful month long social media campaign on 8/31, increased leads and scheduled tours. An additional 274 visits to The Riviera Ballroom website from Facebook.

Sales Update

	2018	2019	2020	2021	2022	2023	2024
Weddings	45	28	9	54	55	33	2
Social	4	1	0	1	5	2	
Corporate	4	2	1	1	1		
Non-Profit	7	10	0	3	1	1	
Event Total	60	41	10	60	61	36	2
Cancellation Total	0	0	40	11			
Rescheduled	0	0	20	4			

- Sales by Year:
 - 2022 Events- Past 30 days: Booked quinceañera for December, one additional contract out for a holiday party in December
 - 2023 Events- Past 30 days: Booked 5 additional weddings with 4 wedding contracts and one social contract out, likely to book
 - 2024 Events- one contract returned this month, one additional contract out, likely to book
 - Last Year- Reported on September 9, we had 57 total events on the books for 2021 and 42 events booked for 2022. Covid related rebooks played a part in 2021 bookings 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 | SEPTEMBER 12, 2022 VISIT Lake Geneva Update

Upcoming Partner Meetings & Events

- Inside Hook Chicago Multi-Chamber Business After Hours – September 14, 5-7pm at Turtle Lake Tap & Grill
- Monthly Partnership Meeting – September 20, 8-9am at Maxwell Mansion
- VISIT Lake Geneva Annual Partner Dinner & Impact Awards – October 25 at The Abbey Resort

Public Events – 2022/2023

- Electric Christmas Parade – Saturday, December 3 – Float registration opening early September
- Winterfest – February 1 – 5, 2023

Earned Media Highlights – AUGUST 2022

- [10 Most Beautiful Small Towns in the Midwest](#) | World Atlas (Web)
- [How to Spend the Ideal Weekend at Lake Geneva](#) | Inside Hook Chicago (Web)
- [Take a Trip to Timber Ridge Lodge in Lake Geneva - A Water and Adventure Park That's Tons of Fun](#) | OnlyInYourState.com (Web)
- [Lake Geneva Provides Relaxing Getaway](#) | Northwest Indiana Times (Web)
- [Find the Best Family Beach in Lake Geneva, Wisconsin](#) | Climb Across America (Web)
- [Chicago Foodie Sisters Facebook Post Series](#) (Web)

Media in the Works

- Discover Wisconsin TV episode – airing late October
- Geiger Media Tour (9/6-8) – 11 journalists representing 50+ media outlets
- OnMilwaukee.com – visiting 9/15-17
- MadisonMom.com / MilwaukeeMom.com / TwinCitiesMom.com

Marketing Metrics – AUGUST 2022

• Website – VisitLakeGeneva.com

- Visitor Sessions: 117,504 (-20%) | YTD 975,509 (+18.4%)
- Pageviews: 287,918 (-15.6%) | YTD 2,397,021 (+7.8%)
- Users: 90,406 | YTD 736,196
- Online Guide Visits: 8,677 | YTD 47,081
- Top Cities:

1. Chicago (22.7%)	6. Madison (0.9%)
2. (not set) (5.8%)	7. Minneapolis (0.8%)
3. Milwaukee (2.2%)	8. Ashburn (VA) (0.8%)
4. Lake Geneva (1.6%)	9. Denver (0.7%)
5. New York (1.3%)	10. Rockford (0.5%)

- Top Pages:

1. Things to Do	6. Things to Do Shopping
2. Home	7. Things to Do Family Fun
3. Events	8. Things to Do Tours
4. Stay Hotels & Resorts	9. Stay
5. Things to Do Shore Path	10. Things to Do Adventure
- 60% Female | 40% Male
- Age Group:

1. 35-44 – 23.0%	4. 55-64 – 15.9%
2. 25-34 – 19.8%	5. 18-24 – 11.6%
3. 45-54 – 18.3%	6. 65+ – 11.4%
- **Social Media**

○ Facebook – 57,955 Followers (+257)	○ Twitter – 3,472 Followers (+4)
○ Instagram – 9,595 Followers (+52)	○ LinkedIn - 822 Followers (+29)
- **Email Subscribers** – 53,225 (+96)

Visitor Center Activity – AUGUST 2022

- Walk-ins – 2,276 (YTD 13,642)
- Phone Calls – 353 (YTD 2,327)
- Emails – 1,061 (YTD 8,787)
- Visitor Guides Fulfilled – 1,058 (YTD 8,702)

Hotel Activity (Lake Geneva Region) – JULY 2022

- Occupancy = 78.7% (-4.0%) | (YTD +4.1%)
- ADR = \$235.60 (+10.8%)
- RevPar = \$185.34 (+6.4%)
- Demand = 53,869 (-3.7%)

Meeting & Events Update

- Upcoming meetings and group industry shows:
 - Wisconsin Golf Week (September-Stevens Point)
 - Imex America (October-Las Vegas)
 - Holiday Showcase (November-Chicago)
 - MPI Great Lakes Education Summit (November-Lake Geneva)
- Upcoming local conferences:
 - Miss America 30th Reunion at The Abbey Resort Sept. 16-18; activities planned throughout Lake Geneva area.
 - Wisconsin Library Association Annual Conference at Grand Geneva Nov. 1-4; activities planned around Downtown Lake Geneva and Lake Geneva Public Library.
 - MPI Great Lakes Education Summit at Grand Geneva Nov. 12-16; meeting planners from Wisconsin, Indiana and Michigan chapters; activities planned around Downtown Lake Geneva

- **RFP Report - AUGUST 2022**

2022 RFP#	Total Room Nights	Meeting Type	Properties Sourced
1097	252	Corporate	Abbey, Grand Geneva
1098	180	Corporate	Grand Geneva
1099	762	Corporate	Abbey, Grand Geneva, Lake Lawn
1100	45	Corporate	Abbey, Grand Geneva, Lake Lawn, The Cove
1101	340	Sports	Abbey, Grand Geneva
1102	340	Sports	Abbey, Grand Geneva
1103	340	Sports	Abbey, Grand Geneva
1104	0	Education	Maxwell Mansion , The Cove , Harbor Shores , Lake Lawn Resort, The Ridge
1105	50	Social	The Cove , The Ridge, Grand Geneva, The Abbey, Lake Lawn, Harbor Shores , Bella Vista Suites

Outstanding (Awarded) Grants as of 9-6-2022

2021	Organization	Amount				
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	
October	City of Lake Geneva ; Riviera Restoration	\$	211,712.00	\$202,911.98 transferred so far	\$	8,800.00
	Copsey / Riviera marketing contract	\$	64,000.00	(\$5,332/month) 11-1-2021 - 10-31-2022	\$	5,332.00 (YTD)
2022	Organization	Amount	Notes	Outstanding balance unpaid		
January	VISIT Lake Geneva Contract	\$	150,000.00	Does not include any "overages"	\$	75,000.00
	Taco Fest 2022 (Wisconn Valley Media)	\$	10,000.00		\$	10,000.00
March						
	Arts in the Park (Geneva Lake Art Foundatio	\$	11,964.00		\$	11,964.00
	Lake Geneva Summer Stars Parties (GLAS)	\$	6,675.00			\$6,675
April	Riviera Ballroom venue staffing (City of Lake	\$	10,000.00	Transition Traning of new Coordinator		
May	None					
June	VenetianFest (Lake Geneva Jaycees)	\$	40,000.00			\$40,000
July	No meeting					
August	Riviera Marketing Effort	\$	5,800.00		\$	5,800.00
	MPI - Great Lakes Education Summit	\$	5,300.00		\$	5,300.00
	Honky Tonk Fest	\$	15,000.00		\$	15,000.00
	Oktoberfest	\$	10,000.00		\$	10,000.00
	Riviera Prep Kitchen Equipment	\$	90,026.62		\$	90,026.62
	Abominable Snow Race	\$	10,000.00		\$	10,000.00
Riviera Intern	Tourism Comm; \$110.75 per month					
	OUTSTANDING BALANCE (UNPAID):				\$	110.75
					\$	314,408.37

**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	43,529.84	32,512.99	76,042.83
May	70,384.66	26,784.82	97,169.48
June	178,948.57	48,421.88	227,370.45
July	280,512.35	58,090.23	338,602.58
August			-
September			-
October			-
November			-
December			-
	<u>687,977.62</u>	<u>236,685.60</u>	<u>924,663.22</u>

2022

	Room Tax Regular	Room Tax Marketplace	Net Totals
January	54,550.20	-	54,550.20
February	74,435.95	-	74,435.95
March	77,487.03	146,570.03	224,057.06
April	73,954.48	-	73,954.48
May	107,378.05	-	107,378.05
June	119,843.52	197,879.64	317,723.16
July	257,685.95	-	257,685.95
August			-
September			-
October			-
November			-
December			-
	<u>765,335.18</u>	<u>344,449.67</u>	<u>1,109,784.85</u>

Variance 185,121.63

Note: Marketplace Providers now pay on a quarterly basis

CITY OF LAKE GENEVA

BALANCE SHEET

AUGUST 31, 2022

FUND 47 - TOURISMASSETS

47-00-00-11111 FUND CASH

509,488.24

TOTAL ASSETS

509,488.24

LIABILITIES AND EQUITYFUND EQUITY

47-00-00-34800 RESTRICTED FUND BALANCE

685,614.30

REVENUES OVER EXPENDITURES - YTD

(176,126.06)

TOTAL FUND EQUITY

509,488.24

TOTAL LIABILITIES & EQUITY

509,488.24

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	122,084.97	525,476.63	1,100,000.00	574,523.37	47.77
47-00-00-46100	TOURISM MISC REVENUE	.00	7,486.18	.00	7,486.18-	.00
47-00-00-48110	INTEREST INCOME	.00	491.29	500.00	8.71	98.26
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:		122,084.97	533,454.10	1,100,500.00	567,045.90	48.47
47-00-00-57100	HOTEL/MOTEL ASSN-CHAM OF COM	.00	112,500.00	532,872.00	420,372.00	21.11
47-00-00-57210	EVENTS COORDINATOR	2,666.00	23,994.00	32,000.00	8,006.00	74.98
47-00-00-57212	EVENTS COORDINATOR-RIVIERA	2,666.00	23,994.00	32,000.00	8,006.00	74.98
47-70-00-57150	PROMOTIONAL GRANT	.00	337,985.46	100,000.00	237,985.46-	337.99
47-70-00-57155	TOURISM MUNICIPAL DEVELOPMENT	222.84	8,194.72	100,000.00	91,805.28	8.19
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:		5,554.84	709,580.16	1,008,584.00	299,003.84	70.35
Net Total TOURISM:		116,530.13	176,126.06-	91,916.00	268,042.06	191.62-
Net Grand Totals:		116,530.13	176,126.06-	91,916.00	268,042.06	191.62-

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-11111 FUND CASH					
		07/31/2022 (07/22) Balance	.00 *	.00 *	430,458.11
CA-CDA	5	CDA Fund Allocation - Created: 08/04/22 4:27 P		102.86-	
CA-CDA	16	CDA Fund Allocation - Created: 08/11/22 4:14 P		37,500.00-	
CA-CDA	35	CDA Fund Allocation - Created: 08/25/22 4:42 P		119.98-	
CA-CDA	43	CDA Fund Allocation - Created: 09/01/22 4:13 P		5,332.00-	
CA-JE	12	JE Fund Allocation - Created: 08/11/22 5:23 PM	37,500.00		
CA-JE	22	JE Fund Allocation - Created: 09/02/22 2:07 PM	84,584.97		
		08/31/2022 (08/22) Period Totals and Balance	122,084.97 *	43,054.84- *	509,488.24
47-00-00-13920 ACCTS RECEIVABLE					
		07/31/2022 (07/22) Balance	.00 *	.00 *	.00
		08/31/2022 (08/22) Period Totals and Balance	.00 *	.00 *	.00
47-00-00-21100 ACCOUNTS PAYABLE					
		07/31/2022 (07/22) Balance	.00 *	.00 *	37,500.00-
AP	147	Summary Transactions from AP System		102.86-	
AP	739	Summary Transactions from AP System		119.98-	
AP	806	Summary Transactions from AP System		5,332.00-	
CDA	80022	US CELLULAR	102.86		
CDA	80079	LAKE GENEVA CONVENTION	37,500.00		
CDA	80244	CHARTER COMMUNICATIONS	119.98		
CDA	80263	JONES, HEATHER	5,332.00		
		08/31/2022 (08/22) Period Totals and Balance	43,054.84 *	5,554.84- *	.00
47-00-00-21900 ACCRUED EXPENSES					
		07/31/2022 (07/22) Balance	.00 *	.00 *	.00
		08/31/2022 (08/22) Period Totals and Balance	.00 *	.00 *	.00
47-00-00-34800 RESTRICTED FUND BALANCE					
		07/31/2022 (07/22) Balance	.00 *	.00 *	685,614.30-
		08/31/2022 (08/22) Period Totals and Balance	.00 *	.00 *	685,614.30-
47-00-00-41210 ROOM TAX					
		07/31/2022 (07/22) Balance	.00 *	.00 *	403,391.66-
JE	8	TOURISM ROOM TAX-3RD QUARTER		37,500.00-	
JE	17	TRANSFER ROOM TAX TO TOURISM FUND-A		83,044.58-	
JE	17	TRANSFER ROOM TAX TO TOURISM FUND-A		1,540.39-	
		08/31/2022 (08/22) Period Totals and Balance	.00 *	122,084.97- *	525,476.63-
YTD Encumbrance	.00	YTD Actual	525,476.63- Total	525,476.63- YTD Budget	1,100,000.00- Unearned 574,523.37
47-00-00-46100 TOURISM MISC REVENUE					
		07/31/2022 (07/22) Balance	.00 *	.00 *	7,486.18-
		08/31/2022 (08/22) 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					
		07/31/2022 (07/22) Balance	.00 *	.00 *	491.29-
		08/31/2022 (08/22) Period Totals and Balance	.00 *	.00 *	491.29-
YTD Encumbrance	.00	YTD Actual	491.29- Total	491.29- YTD Budget	500.00- Unearned 8.71
47-00-00-49100 APPL. PRIOR YR APPROPRIATIONS					

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
		07/31/2022 (07/22) Balance	.00 *	.00 *	.00
		08/31/2022 (08/22) 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					
		07/31/2022 (07/22) Balance	.00 *	.00 *	.00
		08/31/2022 (08/22) 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					
		07/31/2022 (07/22) Balance	.00 *	.00 *	112,500.00
		08/31/2022 (08/22) Period Totals and Balance	.00 *	.00 *	112,500.00
YTD Encumbrance	.00	YTD Actual 112,500.00 Total	112,500.00	YTD Budget 532,872.00 Unexpended	420,372.00
47-00-00-57210 EVENTS COORDINATOR					
		07/31/2022 (07/22) Balance	.00 *	.00 *	21,328.00
AP	787	JONES, HEATHER	2,666.00		
		**Desc: RIVIERA EVENTS COORDINATOR-SEP			
		08/31/2022 (08/22) Period Totals and Balance	2,666.00 *	.00 *	23,994.00
YTD Encumbrance	.00	YTD Actual 23,994.00 Total	23,994.00	YTD Budget 32,000.00 Unexpended	8,006.00
47-00-00-57212 EVENTS COORDINATOR-RIVIERA					
		07/31/2022 (07/22) Balance	.00 *	.00 *	21,328.00
AP	788	JONES, HEATHER	2,666.00		
		**Desc: RIVIERA EVENTS COORDINATOR-SEP			
		08/31/2022 (08/22) Period Totals and Balance	2,666.00 *	.00 *	23,994.00
YTD Encumbrance	.00	YTD Actual 23,994.00 Total	23,994.00	YTD Budget 32,000.00 Unexpended	8,006.00
47-00-11-15900 DUE TO/FROM GENERAL FUND					
		07/31/2022 (07/22) Balance	.00 *	.00 *	.00
		08/31/2022 (08/22) Period Totals and Balance	.00 *	.00 *	.00
47-00-40-15900 DUE TO/FROM LAKEFRONT FUND					
		07/31/2022 (07/22) Balance	.00 *	.00 *	.00
		08/31/2022 (08/22) Period Totals and Balance	.00 *	.00 *	.00
47-70-00-57150 PROMOTIONAL GRANT					
		07/31/2022 (07/22) Balance	.00 *	.00 *	337,985.46
		08/31/2022 (08/22) Period Totals and Balance	.00 *	.00 *	337,985.46
YTD Encumbrance	.00	YTD Actual 337,985.46 Total	337,985.46	YTD Budget 100,000.00 Unexpended	237,985.46-
47-70-00-57155 TOURISM MUNICIPAL DEVELOPMENT					
		07/31/2022 (07/22) Balance	.00 *	.00 *	7,971.88
AP	87	US CELLULAR	102.86		
		**Desc: RIVIERA CELL-HEATHER-JUL			
AP	710	CHARTER COMMUNICATIONS	119.98		
		**Desc: INTERNET SVC AUG			
		08/31/2022 (08/22) Period Totals and Balance	222.84 *	.00 *	8,194.72
YTD Encumbrance	.00	YTD Actual 8,194.72 Total	8,194.72	YTD Budget 100,000.00 Unexpended	91,805.28

Journal	Reference Number	Payee or Description			Debit Amount	Credit Amount			Balance
47-70-00-59400 TRANSFER TO CAPITAL PROJECTS									
		07/31/2022 (07/22) Balance			.00 *		.00 *		.00
		08/31/2022 (08/22) 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									
		07/31/2022 (07/22) Balance			.00 *		.00 *		.00
		08/31/2022 (08/22) 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									
		07/31/2022 (07/22) Balance			.00 *		.00 *		202,911.98
		08/31/2022 (08/22) 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: 20		Number of accounts: 20			Debit	Credit		Proof	
Grand Totals:					170,694.65	170,694.65-		.00	

Report Criteria:

Actual amounts

All accounts

Account.Account number = "47000011111"-47700059600"

City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

Revised September, 2021

Date Submitted: Jul 1, 2022
Organization: Never Say Never, Inc.
Contact Person: Dusti Grenus
Phone Number: 262-206-6991
Street Address: N2444 Howard
City, State, Zip: Burlington, WI 53105
Email Address: neversayneverplayground@gmail.com
Name of Event: Help Us Build
Date(s) of Event: Ongoing
Location of Event: Veteran's Park
Type of Event: Recreation

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

Estimated Number of Attendees: 50-100+ daily all year

Have you Applied Before? Yes or No; Explain: No

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

901 E Townline Rd, Lake Geneva, WI 53147

What other governmental bodies have been approached for support and what amount has been received? The City of Lake Geneva promised \$15,000; Mayor Klein held a New Years Eve Gala that raised \$14,936.

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: 8,121

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

Annual Event (Yes/No): Yes - open year round

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: \$311,000

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

City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

1) Event (Project) Overview/Description:

- a. The \$311,000 grant request will allow an all-inclusive playland at Veterans Park to be completed, A Community Build Event. Never Say Never will be a custom designed 13,000 sq ft, fully inclusive playground, compliant with the ADA. Some of the key features that make it *fully accessible to all*, are swings with high backs and safety belts, a wheelchair friendly merry-go-round where all kids can twirl together, a wheelchair swing, traditional sling swings, no stairs- but extra wide ramps, a zip line for both the able-bodied and disabled, cochlear friendly slides, monkey bars lower to the ground for accessibility and smaller aged children and the entire playground will have a poured-in-place rubber foundation. There are too many unique features to list them all, but the playground will be the first of its kind in the Walworth County area.

2) Event (Project) Budget:

- a. The budget to bring NSN to fruition is \$610,000. Granting Never Say Never (NSN) the \$311,000 will give us the rest of the money needed to be able to purchase all the components needed for the playground and prepare for the Community Build Event.

3) Mock-up of Marketing Material to include City of Lake Geneva Logo:

- a. Because this is not an actual event but a one-time project (build week) to be completed, we are including marketing material we have used to promote sponsorship of the playground and components. Donors who have sponsored a component will have a plaque with their name on the piece they sponsored as well as on the donor wall. A grant of \$311,000 will entitle the Tourism Commission special recognition permanently placed at the site on the donor wall.
- b. Future marketing for events being held at Veterans Park or within Lake Geneva and/or Walworth County will be able to promote that our community has an ***inclusive*** playland where families can stay and play together as one. Having an inclusive playland will draw many new families to the area for travel.

4) Marketing Plan for the build week:

- a. Marketing for the Community Build Event will be done by social media platforms, contacting local colleges, universities, community centers, service clubs, libraries, youth and group homes, businesses, scout groups, churches, large employers. Posting flyers at area businesses, sending flyers home with students at the area schools, public service announcements on television and radio stations and the NSN Constant Contact email list. There are also several internet resources we will utilize to gather volunteers; Ysa.org, energizing.com, volunteermatch.org, idealist.org, Home Depot Foundation, Target Community Volunteerism, Points of Light Institute, Kohls Associates in Action, Lowes Newsroom, just to name a few. We will also setup an online signup to keep volunteer information and time organized.

- 5) How will this grant generate overnight stays within the City of Lake Geneva:
 - a. A Community Build inspires everyone who participates with a sense of true grassroots ownership, so they become a focus of community life. Families who help build will return for picnics and bring out-of-town guests to show them what the community accomplished together, they will also spread the word about having an inclusive playground in our hometown.
 - b. Lake Geneva holds multiple annual events that draw in thousands of people year-round and people who bring children with will be able to take breaks from activities to allow children to play in a unique playland.

- 6) How did you or your organization calculate the estimated number of overnight stays to be generated by your event (project):
 - a. We researched the events that have been and/or will be held in Lake Geneva for 2022 (see attached spreadsheet), how many people in attendance and how many possible over nights. In summation, we found 14 events, approximately 66,880 people attending these events and approximately 8, 121 overnight stays. These are all annual events.
 - b. Walworth County has approximately 9,452* people with disabilities; City of Lake Geneva has approximately 681*, there are six neighboring schools with approximately 459* students with disabilities, Lakeland School has approximately 200 students enrolled, Wisconsin School for the Deaf enrolls about 130 students annually, all of whom would now have a playland that promotes active play, stimulates imagination, provides opportunities to learn about each other.
 - c. The YMCA holds tournaments all summer with approximately 26,880 participants that that will be at the ballfields in proximity to the park. A very good chance many of those thousands will be playing on the new playland.
 - d. The Dream Team baseball team made up of kids and adults with special needs also hold their games at the ballfields at Veteran's Park.

- 7) Any other helpful information:
 - a. Remember inclusion means to include everybody. This playland is *not* just for the disabled members of our community, it truly is for everyone. Grandparents can scoot around in their mobility scooters and play with their grandchildren. The Veteran that had his leg amputated will once again be able to play with his kids. The family of three with one disabled child can take *the entire family* to play at one location. This is more than a playground, it's custom-designed and will make amazing memories for everyone of all ages to play for many years to come.
 - b. Never Say Never Playland video- <https://youtu.be/3eW68p-JXZg>
 - c. Communication on the playground: How to make your play space more inclusive.
 - i. "Parents agree. A nationwide parent survey on inclusive play conducted by Landscape Structures Inc. revealed how much perceptions have changed. Nearly three-fourths (74%) of parents believe it is important that children have the opportunity to play with a variety of children, including those with disabilities".

- ii. https://www.lakegenevanews.net/online_features/family_living/communication-on-the-playground-how-to-make-your-play-space-more-inclusive/article_693ad576-42a7-5a98-894d-22fcedc3b57a.html#tncms-source=login
- d. All Abilities Trane Park opens in La Crosse (2021), paving way for inclusive play.
 - i. https://lacrossetribune.com/news/local/watch-now-all-abilities-trane-park-opens-in-la-crosse-paving-way-for-inclusive-play/article_e288d796-b37e-5c9e-9883-b8468be442c2.html
- e. CBS News report on NSN
 - i. <https://www.cbs58.com/news/never-say-never-playland-looks-to-bring-all-inclusive-playground-to-lake-geneva>
- f. Past newspaper reports about NSN
 - i. https://www.lakegenevanews.net/news/local/contestants-to-strut-their-stuff-during-mr-lake-geneva-pageant/article_d23900bc-c268-11ec-a946-cb0c18a1729a.html
 - ii. <https://walworthcountycommunitynews.com/2021/08/30/never-say-never-playland-inclusive-playground-nearly-half-way-to-fundraising-goal/>
 - iii. https://www.lakegenevanews.net/news/local/about-280-000-raised-for-lake-geneva-all-inclusive-never-say-never-playground-370k-still/article_3d8891d8-dc73-11ec-9d72-ab9781514d1e.html#tncms-source=signup

*2019 Census information.

EVENT	DATE	# ATTENDING	ANNUAL	# BEDS	GRANT \$
Venetian Fest	Aug 17-21, 2022	20,000+	Y	Full Capacity	\$40,000
Delevan/Darien LaCross Tourn	Jun 18-19, 2022	6,000	Y	236	\$5,000
Riviera Ballroom Staff Trng	Spring-Summer 2022		Y	Numerous	\$10,000
Geneva Lakes Art Foundation	On-going 2022	100-300 per event	Y	260-800	\$5,000
Art in the Park	Aug 13-14, 2022	4,500	Y	1,000-2,000	\$10,000
BID Spring 2022 Line Up	Shamrock Shuffle; Fashion Week; Wine Walk	1000+	Y	1,000	\$16,000
Lake Geneva Bacon Fest	May 21-22, 2022	5,000	Y	750	\$10,000
Lake Geneva Jazz Festival	May 13-15, 2022	3,000	Y	450	\$10,000
Lake Geneva Taco Fest	Sep 9-11, 2022	4500	Y	675	\$10,000
Pub & Grub Crawl	May 13-15, 2022	5,000	Y	250	\$20,000
Lake Geneva Winter Bride Expo	Jan 2022	1,000	Y	100	\$15,000
YMCA 8 summer tournaments	Summer 2022	7,680	Y	320	\$7,177
YMCA 20 Tournaments	May - Oct 2022	19,200	Y	800	\$225,000
Streets of LG Holiday Event	Nov 12-Dec 31 2021	10,000	Y	1,000-2,000	\$14,200

14 Events

66,880

8,121

\$397,377

Walworth County*	9,452
City of Lake Geneva*	681
Lakeland School	200
Six neighboring schools	459
*2019 Census Disabled population	10,792

Help Us Build a Playground for All!



Never Say Never Playland is the dream and passion of Dusti Grenus and an army of like minded friends behind her. Dusti's only daughter, 21-year-old Kameron, was born with Cerebral Palsy, and has limited mobility and communication ability. For all of these years, Dusti has searched for opportunities to give Kam the life of a "normal" kid, and has pursued tireless research and campaigning to develop Never Say Never, inc.

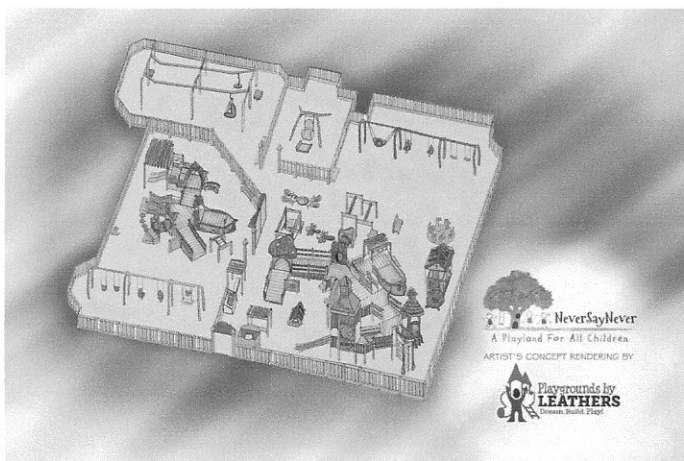
"Most playgrounds are inaccessible to many children, and are therefore telling them, 'no, you cannot play here.' The title for the Playland was born out of this. We as a community can never say never to a child's desire to play, and we need to encourage and emphasize that all children, regardless of their abilities, can play on our playground".

-Diane K., Occupational
Therapist

This amazing playground will be located in Veteran's Park in Lake Geneva, and will offer an innovative, safe, accessible and fun experience for kids (and adults) of all ages and mobility levels. We are one of only two counties in the state with a special needs school, and Walworth County is also the home of The Wisconsin School For the Deaf, yet we have no appropriate outdoor recreation area for the less-abled members of our community.

Never Say Never will be a 13,000 sq ft, fully inclusive playground, compliant with the ADA. Some of the key features that make it fully accessible to all, are swings with high backs and safety belts, a wheelchair friendly merry-go-round, wheelchair swing, no stairs and lastly, the entire playground will have a poured-in-place rubber foundation. There are too many unique features to list them all, but the playground will be the first of it's kind in the Walworth County area.

Join us. Help us. Learn more about us. The land has been donated, and initial funding is underway, but we need your help to reach our goal of \$520,000 to bring the playground to life for Walworth County.



Sponsorship

We are looking for a Sponsorship, not a handout!
We will work with you to fully maximize all the community goodwill such a project can generate.
Your contribution will be immortalized on our donor wall, giving your organization a lifetime of recognition for your generosity.

Sponsorship Levels



Components Sale

✓ = This Component is Already Funded!

Tot Lot (ages 2-5)			
Marimbas Musical Component	\$4,900	Turquoise Teepee	\$2,500
Low Ladder	\$1,100	Double slide	\$1,700
✓ Mermaid Dive Tunnel	\$1,800	Bench (x2)	\$500 ✓
✓ Mushroom Steppers	\$1,700	Bucket Seat (x2)	\$2,250
✓ Wavy Bridge	\$1,300	Tot Therapeutic Swing (x2)	\$2,300 ✓
Expression Swing	\$4,200	Canoe Climber	\$1,600
Mermaid Lagoon with Swinging Deck	\$3,000	Turtle Drum	\$3,100
✓ Coral Cave	\$500	Trellised Seating	\$1,500
✓ Clock/Sign Language Panel	\$1,200	Ramp (x2)	\$1,000 ✓ ✓
✓ Clover Climber	\$900	Mermaid Coral Reef Wreck	\$500 ✓
✓ Wheelchair Wavy Bridge	\$2,500		
Older Kid's Area			
✓ We-Saw	\$8,500	Accessible Zip Krooz	\$9,500 ✓
Metallophone Musical Component	\$5,100	Zip Krooz	\$9,500
Music Station	\$6,000	Dragonfly Stepping Beam	\$600 ✓
Magical Clock Tower	\$4,800	Fairy Dust Forest Tree Cottage	\$800 ✓
Walk the Plank climber	\$1,600	Pirate's Escape Cable	\$650 ✓
✓ Gear Panel	\$1,200	Mushroom Entry	\$1,000 ✓
✓ Braille Panel	\$1,100	Hook's Harbor Ship with swinging platform	\$3,000 ✓
Jumbo Roller Slide	\$8,000	Land of Puppets Theatre	\$900 ✓
32" Deck Slide	\$2,500	Pixie Playhouse	\$1,500 ✓
✓ Seedpod Hollow Art Station	\$800	Strap Seat (x2)	\$2,150
Incline Tunnel	\$2,500	Therapeutic Swing (x2)	\$2,400
✓ Vertical Net	\$1,200	Team Swing	\$5,000 ✓
✓ Step Ladder	\$500	Sunflower Seat	\$600 ✓
Clock Climb	\$1,600	Bench (x5) ✓ ✓ ✓ ✓ ✓	\$500
✓ Cable Bridge	\$575	Ramp (x3)	\$1,000
High Ring Bridge	\$2,400	Accessible Surfacing	\$240,000
✓ Low Ring Bridge	\$2,400	Liberty Swing ✓	\$12,500
✓ Accessible Merry-Go-Round	\$20,000	Trellised Seating (x2) ✓ ✓	\$1,500
Vertical Ladder	\$950	Ramp Climber ✓	\$850
Short Ramp (x2) ✓ ✓	\$500		

Personalize a Fence Picket!

The 13,000 sq ft playground will be surrounded by a fence, for additional safety and peace of mind. Engrave a picket with your company name! Or how about the names of your children, your grandchildren, or even your pet? Each engraved picket has room for up to 22 characters, and at \$50 each, the pickets represent a fun, easy way to be included in this community project.

For more information, or to download a sponsorship form, please visit our website at **neversayneverplayland.com**.

You can also reach out to Dusti at neversayneverplayground@gmail.com

NEVER SAY NEVER INC.
PO Box 824
Lake Geneva, WI. 53147

All donations are tax deductible, as Never Say Never Inc. is a registered non-profit 501(c)3 organization.

Follow us!

@neversayneverplayland
 @nsnplayland

June 2022

City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

Revised September, 2021

Date Submitted: 9/5/22

Organization: The Riviera Ballroom

Contact Person: Heather Jones

Phone Number: 262-344-8246

Street Address: 812 Wrigley Drive

City, State, Zip: Lake Geneva, WI 53147

Email Address: lakegenevariviera@gmail.com

Name of Event: MPI- Greater Lakes Summit

Date(s) of Event: 11/13/22

Location of Event: The Riviera Ballroom

Type of Event: Meeting Planner Reception

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

Estimated Number of Attendees: 150-200

Have you Applied Before? Yes or No; Explain: Yes, ballroom rental

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

The Riviera Ballroom

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

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

Estimated Number of Overnight Stays: _____

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

Annual Event (Yes/No): no

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

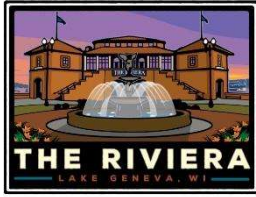
Grant Amount Requested: _____

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



Riviera Ballroom MPI Event (Greater Lakes Education Summit)

MPI is hosting a two day education event at Grand Geneva showcasing the Lake Geneva Area. The group will be enjoying a cruise on Geneva Lake and then will showcase The Riviera Ballroom for a light reception after the scheduled boat cruise.

The group of people attending are all meeting and event planners, collectively representing over 28 million in buying power for events; including meeting and event planners from Wisconsin, Illinois, Indiana and Michigan.

TOTAL Funds requested- \$11,404.73

Reception food & beer/wine/soda bar (quote from Celebration on Wells): \$10,102.21

Table Linens: \$477.52

Event entertainment (Pianist): \$675

Piano Tuning: \$150

Post-Event Grant Payout:

11/20/22

Marketing

No additional marketing materials will be required for this event.



Livestream Camera Locations and other recommendations from staff:

If the Council decides that it wishes more livestream camera installations:

- Installation at locations as shown on map
- Exact location and angle of cameras to be determined
- Recommend not installing televisions or other types of monitors near camera locations. Screens would be unsightly and clutter the locations. Also issues with vandalism and damage by weather conditions.
- Recommend creating QR codes for people to find the web address for the livestream cameras to see themselves on their own mobile device.

Submitted by Dave Nord; City Administrator
June 2, 2022

- Approved by FLR; June 7, 2022
- Approved by Common Council; June 13, 2022
- Formal grant application will be submitted once staff has secured pricing for all required equipment for installing and operating the cameras.



- 1. Existing weststream camera at Riviera
- 2. Proposed camera at Riviera Beach
- 3. Proposed camera at West End Pier
- 4. Proposed camera at boat launch (location tbd)

Google