



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

CITY OF LAKE GENEVA TOURISM COMMISSION
MONDAY, OCTOBER 10, 2022 - 4:00 PM
LAKE GENEVA CITY HALL; COUNCIL CHAMBERS (MAIN LEVEL)

Members:

4:00 p.m.- October 10, 2022 Tourism Commission
Mon, Oct 10, 2022 4:00 PM - 5:00 PM (CDT)

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

<https://meet.goto.com/951581429>

You can also dial in using your phone.

United States: [+1 \(872\) 240-3212](tel:+18722403212)

Access Code: 951-581-429

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 September 12, 2022 Tourism Commission minutes
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) -BID Holiday Events
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. Womens' Weekend 2023 (Geneva Lakes Women's Association)
 - b. Tourism grant transfer to debt service fund for part of the Riviera renovation project bond payment (Request from the City of Lake Geneva for \$167,375.00)

10. Discussion/Action related to Heather Jones (Independent Contractor for Tourism Commission) annual contract negotiations / approval.

11. Future Agenda Items (next meeting date: Monday, November 14, 2022 at 4:00 pm)

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
MONDAY, SEPTEMBER 12, 2022
COUNCIL CHAMBERS, CITY HALL

Meeting was called to order by Chair Waspi at 4:05 p.m.

Roll Call

Present: Chair Brian Waspi, Vice Chair Zakia Pirzada, Alderman Fesenmaier, Alderman Hedlund, Kevin Singh, Linda Moritz; Mayor Klein, Administrator Nord (via Zoom).

Absent: Stephanie Klett.

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

Jody from Williams Bay, a school psychologist at Lakeland School, spoke in support of the Never Say Never Playground grant advocating for appropriate equipment for residents and visitors.

Diane Grenus spoke in favor of the Never Say Never Playground insisting that it is difficult to quantify the “heads in beds” numbers that would result from the equipment in the park. Event goers would use the playground which should be included in ALL marketing as part of any Tourism grant awarded.

Tami Carstensen, current manager of Harbor Shores, and past chair of the Tourism Commission reminded the members of state statute and local ordinance definitions of how the grant money is to be used. She encouraged the Never Say Never group to keep raising money and to apply for other grants that are available.

Approval of Tourism Commission minutes from August 8, 2022. Alderman Hedlund moved to approve the August 8, 2022 minutes, second by Moritz. Unanimously carried.

Heather Jones, Independent Contractor for Tourism Commission, Meet at the Lake Promotional Activity

Jones mentioned that this is her second meeting appearing before the Tourism Commission with August proving to be a very busy month.

She highlighted marketing stats including a 10% increase in site sessions on the Riviera website including an additional 274 visits directly from Facebook. Bookings for 2022 have exceeded the 2021 total and 2023 is now more than half as many compared to the 2022 total. There are no cancelled and rescheduled events for 2022 through 2024.

Update from Tourism Entity – Visit Lake Geneva

Goodwin announced the Annual Partner Appreciation Night and Impact Award Dinner will be held October 25 at The Abbey Resort.

There were four ribbon-cutting ceremonies recently. The Electric Christmas Parade will be Saturday, December 3rd. Winterfest dates are February 1-2, 2023.

John Trione, owner of Lake Geneva Balloon Company, is the new VISIT Winterfest coordinator. The Geiger Media Tour happened last week with eleven journalists representing more than 50 media outlets. As in the past, this exposure has a direct impact on tourism numbers for our city.

OnMilwaukee.com folks will be visiting next week for three days.

Visit Lake Geneva purchased Car Wraps ads from a company called Wrapify. The Car Wraps were seen in the city of Chicago at different locations to advertise spending time in Lake Geneva. Results were very positive with planned repeats in the fall and possibly the holidays and expanded to Milwaukee and Madison.

Meetings and events by the numbers are making a comeback.

Update from Lake Geneva Business Improvement District (BID) – None

Written financial update provided by City Comptroller

Balance Sheet as of August 31, 2022

Total Assets \$509,488.24

Restricted Fund Balance \$685,614.30

The room tax comparisons continue to show a month-to-month increase over 2021 with an increase of over \$185,000 with a note that Marketplace providers now pay quarterly.

Tourism Promotional Grant Program and Requests

Never Say Never Playground – Dusti Grenus

Diane Grenus spoke on behalf of Never Say Never, Inc. After discussion of Commission finances and available money, motion by Waspi, second by Alderman Fesenmaier, to award \$25,000 for equipment. More discussion on how much we are actually ahead in dollars and whether this counts as municipal development, the motion was withdrawn. Motion by Alderman Fesenmaier, second by Waspi, to have Heather Jones add a link to the Never Say Never Playground on our Riviera website to assist awareness and in fundraising. Unanimously carried. Commission encouraged the applicant to continue fundraising and to reapply in the future for components/pieces rather than the whole.

MPI Great Lakes Summit – Heather Jones

This summit is being held at the Riviera for event planners. This second grant would cover the food, linens, and entertainment as part of the marketing for events to be booked at the Riviera. Motion by Pirzada, second by Moritz, to approve the grant for \$11,404.73. Unanimously carried.

Update regarding livestream camera locations – City Administrator Nord

The first camera approved, installed, and currently viewable on the City's website cost approximately \$9,000 with minimal expense for operations. Three extra locations are being proposed for livestreaming: Riviera Beach, West End Pier, and Boat Launch. There is no guarantee of privacy nor liability when livestreaming. More details presented at a future meeting.

Future meeting agenda items and next meeting date –

Place on agenda BID holiday events and Riviera interest on borrowing.

Monday, October 10 at 4:00 PM

Motion by Hedlund, second by Moritz, to adjourn at 5:23 p.m. Carried.

Respectfully submitted,

Alderman Fesenmaier, Secretary

Riviera Ballroom/MATL Update- Tourism Commission Meeting October 2022

Marketing Update

- Website Analytics Update: Past 30 Days:
 - Site Sessions: 1,747 (25% decrease)
 - Site Sessions by traffic source
 1. Google (1,085)
 2. Direct (384)
 3. City of Lake Geneva (81)
 4. Visit Lake Geneva (58)
 5. Bing (42)
 - Active Inquiries: 71 (-17 from last month), 80 recorded for September 2021
 - Avg. Session Duration: 4min 38 sec (+56 sec)
 - Site Bounce Rate: 45.9% (-7.4)

- WeddingWire & TheKnot: August Stats
 - 122 Storefront Views, compared to 82 avg in our market/category
 - 13 leads (no change)

- Hotels & Lodging Analytics Update Past 30 days:
 - 137 Page Views (1.4% increase from August)
 - Avg. time spent on page: 7m 43s minutes (+6m 34s)

****Reports generated on October 5th***

Sales Update

	2018	2019	2020	2021	2022	2023	2024
Weddings	45	28	9	54	55	36	5
Social	4	1	0	1	5	2	
Corporate	4	2	1	1	1		
Non-Profit	7	10	0	3	1	4	
Event Total	60	41	10	60	61	42	5
Cancellation Total	0	0	40	11			
Rescheduled	0	0	20	4			

- Sales by Year:
 - 2022 Events- Past 30 days: One contract out for December holiday party
 - 2023 Events- Past 30 days: Booked 3 additional weddings & 3 non-profit events with 3 wedding contracts out, likely to book
 - 2024 Events- 3 contracts returned this month, one additional contract out, likely to book
 - Last Year- Reported on October 8th, we had 57 total events on the books for 2021 and 50 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
OCTOBER 10, 2022
VISIT Lake Geneva Update**

Upcoming Partner Meetings & Events

- Multi Chamber Business After Hours – October 12 at Geneva Tap House
- VLG Monthly Partner Meeting – October 18, 8-9am at Hawk's View Golf Club
- 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 now open; deadline to register 11/11.
 - Float and Volunteer registration available at [VisitLakeGeneva.com/Events](https://www.visitlakegeneva.com/Events)
- Winterfest – February 1-5, 2023
 - Sponsorship opportunities now available at [WinterfestLG.com](https://www.winterfestlg.com)

Earned Media Highlights – SEPTEMBER 2022

- [Every Fall, This Small Vacation Town In Wisconsin Holds The Prettiest Lakefront Oktoberfest](#) | Only in Your State (Web)
- [11 Absolute Best Romantic Getaways in Wisconsin](#) | 365 Traveler (Web)
- [7 Romantic Getaways Within Driving Distance From Chicago](#) | Urban Matter (Web)
- [6 Escapes That Showcase the Best of Autumn's Splendor](#) | The Cottage Journal (Web)
- [Discover the Magnetic Pull of Lake Geneva, Wisconsin](#) | The Local Tourist (Web)
- [10 Most Charming Lake Towns in America](#) | World Atlas (Web)

Media in the Works

- Discover Wisconsin TV episode – airing October 15 & 16
- OnMilwaukee.com – visited 9/15-17
- Wisconsin Cheese Please – visited 9/29-30
- MadisonMom.com / MilwaukeeMom.com / TwinCitiesMom.com

Marketing Metrics – SEPTEMBER 2022

- Website – [VisitLakeGeneva.com](https://www.visitlakegeneva.com)
 - Visitor Sessions: 97,907 (+23.8%) | YTD 1,073,416 (+25.7%)
 - Pageviews: 231,257 | YTD 2,628,278 (+3.8%)
 - Users: 74,767 | YTD 810,963
 - Online Guide Visits: 6,039 | YTD 53,120

- Top Cities:

1. Chicago (18.1%)	6. Madison (0.8%)
2. (not set) (7.0%)	7. Denver (0.7%)
3. Milwaukee (5.2%)	8. Columbus (0.6%)
4. Lake Geneva (1.6%)	9. Rockford (0.5%)
5. Ashburn (1.3%)	10. Minneapolis (0.5%)
- Top Pages:

1. Things to Do	6. Things to Do Shopping
2. Home	7. Events LG Oktoberfest
3. Events	8. Things to Do Tours
4. Things to Do Shore Path	9. Food & Drink
5. Stay Hotels & Reports	10. Events Honky Tonk Festival
- 59% Female | 41% Male
- Age Group:

1. 35-44 – 22.7%	4. 55-64 – 15.9%
2. 25-34 – 20.0%	5. 65+ – 11.3%
3. 45-54 – 18.9%	6. 18-24 – 11.2%
- **Social Media**

○ Facebook – 58,282 Followers (+327)	○ Twitter – 3,477 Followers (+5)
○ Instagram – 9,673 Followers (+78)	○ LinkedIn - 853 Followers (+31)
- **Email Subscribers** – 53,372 (+147)

Visitor Center Activity – SEPTEMBER 2022

- Walk-ins – 1,802 (YTD 15,444)
- Phone Calls – 280 (YTD 2,608)
- Emails – 992 (YTD 9,776)
- Visitor Guides Fulfilled – 967 (YTD 9,729)

Hotel Activity (Lake Geneva Region) – AUGUST 2022

- Occupancy = 73.0% (-2.1%) | (YTD +3%)
- ADR = \$215.16 (+9.4%)
- RevPar = \$157.11 (+7.1%)
- Demand = 50,004 (-1.8%)

Meetings & Events Activity

- Upcoming meetings and group industry shows:
 - Imex America (October - Las Vegas)
 - Holiday Showcase (November - Chicago)
 - MPI Great Lakes Education Summit (November - Lake Geneva)

- **RFP Report – SEPTEMBER 2022**

2022 RFP#	Total Room Nights	Meeting Type	Properties Sourced
1107	90	Corporate	Abbey, The Ridge, Geneva National, Lake Lawn Resort, Grand Geneva, The Cove , Timber Ridge
1108		Corporate	
1109	1476	Corporate	Grand Geneva
1110	56	Corporate	The Abbey, Grand Geneva
1111	712	Corporate	The Abbey
1112	762	Corporate	Grand Geneva
1113	197	Corporate	The Abbey
1114	900	Association	The Abbey, Grand Geneva
1115	650	Corporate	The Abbey, Grand Geneva
1116	236	Corporate	The Abbey, Grand Geneva
1117	335	Corporate	The Abbey, Grand Geneva
1118	10	Social	Harbor Shores , Bella Vista Suites , Lake Lawn, The Abbey, The Riviera
1119	132	Social	Harbor Shores , Bella Vista Suites , Lake Lawn, The Abbey, The Cove , Maxwell Mansion , Sky Run Lake Geneva

OTHER

- Fall advertising campaign underway featuring digital advertising in 6-state region, plus out-of-home placements in Chicago, Milwaukee and Madison.
- 2023 Lake Geneva Visitors Guide in production. Publication late December/early January.
- Updating Meeting & Event Planner Guide; focus on event venues, hotels and planner services. Publication early 2023.

Outstanding Tourism Grants Awarded

2022	Organization	Amount	Notes	Outstanding balance unpaid	
January	VISIT Lake Geneva Contract	\$ 150,000.00	Does not include any "overages"	\$ 75,000.00	
March					
	Lake Geneva Summer Stars Parties (GLAS)	\$ 6,675.00		\$6,675	
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	
September	MPI - Great Lakes Summit	\$ 11,404.73		\$ 11,404.73	
October					
Riviera Intern	Tourism Comm; \$120.75 per month			\$ 120.75	
	OUTSTANDING BALANCE (UNPAID):			\$ 229,327.10	

CITY OF LAKE GENEVA

TOURISM COMMISSION



TOURISM PROMOTION GRANT

Submitted by
GENEVA LAKE WOMEN'S ASSOCIATION

October 10, 2022



City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

Revised September, 2021

Date Submitted: October 3, 2022

Organization: Geneva Lake Women's Association

Contact Person: Catherine Rupp

Phone Number: 312-560-4600

Street Address: P. O. Box 671

City, State, Zip: Lake Geneva, WI 53147

Email Address: wwlakegeneva@gmail.com

Name of Event: Women's Weekend Lake Geneva: Come Together

Date(s) of Event: April 28-30, 2023

Location of Event: The Streets of Lake Geneva

Type of Event: Other: Fundraiser

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

Estimated Number of Attendees: 175-225

Have you Applied Before? Yes or No; Explain: Yes, GLWA applied and was awarded the grant in 2020, 2021 and 2022. We are applying for our 2023 event.

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

Many locations throughout downtown Lake Geneva; e.g. Harbor Shores, Lake Geneva Cruise Line, The Riviera

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 N/A

Estimated Number of Overnight Stays: 2 night stay x 150 attendees =
300

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: \$17,255

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

October 3, 2022

TO: City of Lake Geneva Tourism Commission
FROM: Geneva Lake Women's Association
SUBJECT: Women's Weekend 2023
Event Overview Description

Geneva Lake Women's Association (GLWA) is a 501(c)(3) organization serving Greater Walworth County. It is an organization comprised of women with diverse and accomplished backgrounds in business, community affairs, marketing and public relations. We are confident that we can deliver another experience that will draw women and their friends from across the Midwest to Lake Geneva to enjoy all that our city has to offer. We will showcase our downtown businesses and natural assets, while at the same time doing what GLWA is so good at, Raising Hopes ~ Raising Funds ~ Raising Spirits for the Walworth County charities we support.

Our Women's Weekend Committee is planning events and workshops throughout downtown Lake Geneva from April 28-30, 2023 with a theme of "Come Together". We will have our popular kick-off event again at The Riveria with a '60s/'70s inspired theme. And we cap off the weekend with Brunch at The Baker House. Along with the Saturday boat cruise, the Friday night kick-off party and Sunday brunch are our most popular events that give attendees the opportunity to stay over two nights. Attendees will arrive in Lake Geneva Friday afternoon and take in a class or two with time to visit shops around town before the party.

Throughout the weekend, women can enjoy many fun and creative workshops, wellness activities and social events including Wine Tasting at The Bottle Shop, Inspirational Yoga, Wicks-n-Sips at the Candle Mercantile, Wine Glass Painting, Pizza Making at Oakfire, Mixology at Maxwell Mansion, Afternoon Tea plus Sunday Brunch at The Baker House and Cocktail Cruise with Live Entertainment.

New for 2023, we are partnering with restaurants and bars to establish special promotions, menus, and new workshops to drive attendee business there. Workshops will not be scheduled from 6:00pm-8:00pm so attendees can have dinner locally. We will partner with hotels to provide their Women's Weekend guests with discount vouchers expiring on a future date to encourage them to return to Lake Geneva. We will promote partner food service and hotel businesses in our marketing efforts.

Our phased marketing campaign will target Greater Chicago, Madison, Rockford and Milwaukee markets. The campaign uses a combination of digital, paid and earned media, social media, print media and event marketing. Given the wide range of workshop offerings, our target demographic is women between the ages of 25-64. We anticipate that our "Come Together" theme will inspire women to travel with their friends for this one-of-a-kind weekend experience.

Attached is our grant request, marketing plan and other information for your review. We have not approached any other governmental bodies for support. We look forward to the opportunity to discuss our event with you and answer any questions you may have.

Thank you for your consideration.

Respectfully,

Catherine Rupp and Claudia Fecho
Geneva Lake Women's Association
Women's Weekend 2023 Committee Co-Chairs

**Geneva Lake Women's Association
Women's Weekend 2023
April 28 - 30**

Grant Request

Advertising

Social Media	800	
Print Ads	2,100	
Radio	7,430	
Digital advertising	1,500	
Event marketing	1,000	
Graphic Design, Printing Banners, rack cards, programs	<u>1,375</u>	
TOTAL ADVERTISING		14,205

Event costs

Kick-off Party - Riviera (including security)	1,300	
Kick-off Party - DJ	350	
Kick-off Party - Photographer	350	
Boat Cruise - Entertainment	<u>550</u>	
TOTAL EVENT COSTS		2,550
TOTAL PROMOTIONAL ITEMS		500
TOTAL ADVERTISING, EVENT AND PROMOTION EXPENSES		<u>17,255</u>



Women's Weekend 2023

Marketing Plan "Come Together"

Geneva Lake Women's Association

STRATEGY

- Phased approach, using media multiple channels and leveraging local networks.
- Goal is target attendance, raise awareness of GLWA, encourage visitors to Lake Geneva area for event weekend and future visits.

Multi-channel – A combination of paid, social and earned media, in traditional and new media, including digital, broadcast and print outlets.

Reach – Based on past trends, will continue to extend reach to local Walworth County, Greater Chicago, Madison and Milwaukee markets. Will further extend to Rockford, IL and deepen reach into Milwaukee markets.

Demographic – Primary target is women age 25-64

Creative – "Come Together" theme encourages groups, friends, creative, fun experiences

Timing – Phased approach includes:

Timing	Before Go-Live – Fall 2022	Jan and Feb 2023 (120-60 days prior)	60 days prior (March and April)	Event weekend
Milestones	Registration is LIVE Mid December, social media, PR, direct email	Past attendees, early bird planners, event marketing, direct email, social, POS	Heavy marketing campaign, broadcast, digital, print	Cross marketing, sponsor engagement, social media
Content themes	Announce theme "Come Together" Social media page Website updates Past attendees Tease date Call for sponsors	Plan now Drive to website for registration Early bird deals Hotel deals Feature sponsors	Take action now! Push to register Connect with registrants Feature sponsors	Join the fun, highlight sponsors and activities

MARKETING CHANNELS AND MEDIA OUTLETS

ONGOING – STARTING IN FALL 2022

GLWA Website and Women's Weekend Website:

- Calendar of activities
- Save the date
- Registration go-live
- Promotional content
- Share links GLWA site, charitable partners, sponsors, community orgs

Direct email:

- Eventbrite - Previous attendees
- Link to registration at Go-Live
- GLWA membership

Point of Sale: (will update and re-distribute as needed)

- Distribute to retail hotels/resorts, charitable partners
- Rack cards
- Flyers and posters

Social Media: Facebook, Instagram and YouTube

- Teaser posts and call for sponsors
- December Go-Live – link to website to register
- Ongoing posts – paid and organic
- Sponsorship and activities features
- Weekend coverage

TARGETED PULSE CAMPAIGNS – SPRING 2023

Paid Media

Digital:

- Google ads –phase 2 and 3
- Paid social media (Facebook, Instagram, YouTube– phase 2 and 3)

Broadcast:

- Lake Geneva WLKG 96.1 – phase 3
- Hubbard Radio Chicago - WSHE – phase 3

Traditional Print:

- Chicago Suburban Family – phase 2
- At the Lake Magazine – phase 2
- Lake Geneva Resorter – phase 3

Earned Media (PR)

- News release to local media requesting sponsors, November
- News release to local + Greater Chicago and Milwaukee media, registration live – January
- WLKG – Community Calendar, plus LifeMatters interview Spring 2023
- Loving Lake Geneva Spring 2023
- Madison broadcast
- Storytelling opportunities

Event Marketing – includes participation costs, collateral and signage

- Lake Geneva Winter Fest – Feb. 1-5, 2023
 - Advertise in program
 - Event presence as appropriate – info booth
- Spring Bridal Fairs
 - Evergreen Golf Course
 - The Ridge
 - Hawks View
- GLWA events and meetings
- Women's Weekend activities – cross sell and inform

LOCAL NETWORKS – LEVERAGING STRONG PARTNERSHIPS

- Business POS campaign – cost of collateral
- Visit Walworth County website
- Visit Lake Geneva
- Business sponsor web and social channels
- Charitable partners web and social channels
- GLWA membership direct email, newsletters, events



Save The Date

Geneva Lake Women's Association

Women's Weekend 2023 Come Together

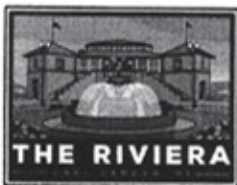
April 28-30, 2023
Lake Geneva, WI

Three days of
events, dining, wine,
workshops, and fun!



LakeGenevaWomensWeekend.com





2023 Riviera Ballroom Event Lease Agreement

Date of Event: **Friday, April 28, 2023**

Hours of the Event: **8pm - 11pm**

Name of Event: **Women's Weekend Kick off Party - Come Together**

Person(s) Responsible: **Arcia Heenan / Claudio Fecho**

Address: **N3296 Uranus Rd. Lake Geneva, WI 53147**

Phone Number: **630-650-8824** Work Number:

Email: **cfecho1988@gmail.com**

Event Type: **Wedding**

Bride: **N/A**

Bride Phone: **N/A**

Bride Email: **N/A**

Groom: **N/A**

Groom Phone: **N/A**

Groom Email: **N/A**

Estimated number of guests attending (maximum capacity - 300 seated with no dancefloor):

Admission to be charged? Yes / No Liquor to be served? Yes / No

Lease, made this 8th day of September, 2022 between the
City of Lake Geneva, a municipal corporation, Lessee, hereinafter referred to as the "City" and
_____ hereinafter referred to as "Lessee."

Recitals:

1. The City is the sole owner of the described premises and desires to lease the premises to a suitable lessee.
2. Lessee desires to lease the below described premises.
3. The parties desire to enter into a lease agreement defining their rights, duties and liabilities relating to the premises.

1. Lease Premises: The City hereby leases to Lessee the top floor of the Riviera building on Geneva Lake, located at 812 Wrigley Drive in the City of Lake Geneva, also known as the Riviera Ballroom.

2. Term and Rental Fee: Rental fee is for up to a maximum eight (8) hour period. The lease period begins when guests arrive. Any time in excess of eight (8) hours or after 1:00 a.m. will be charged at \$400 per hour and deducted from the security deposit.

The Rental Fee includes up to (7) hours of **Set-up Time** for the Lessee and their vendors to access the venue for set-up on the day of the event. Set-up time can begin as early as 10:00am on the day of. If the Lessee would like to request additional set-up hours, these hours must be approved by the Riviera Sales Director and will be charged at the rate of \$20 per hour. Any time needed prior to guest arrival is considered Set-up Time.

2023 Rental Rates (effective 8/1/20)

Non-Profit Event (December- April) \$1,000

Full-time City of Lake Geneva Resident*

This rate applies to the bride, groom or parents of the bride or groom and event must be for immediate family (parent or child) of resident.

Saturday	\$3,275
Friday	\$2,850
Sunday	\$2,750
Mon-Thurs	\$1,425

Resident Off-Peak (December 1–April 30)

Saturday	\$2,850	Friday	\$2,375
Sunday	\$1,950	Mon-Thurs	\$1,425

Non- Resident

Saturday	\$6,750
Friday	\$5,800
Sunday	\$5,500
Mon-Thurs	\$2,400

Non-Resident Off-peak (December 1– April 30)

Saturday	\$5,800	Friday	\$4,750
Sunday	\$3,800	Mon-Thurs	\$2,100

Holiday Surcharge: \$250.00

Military Discount: 15% discount applied if Bride or Groom is active or honorably discharged (Proof required)

****See Riviera Resident Rate Request Form for resident requirements. This form Can be obtained from the Riviera Sales Manager and must be submitted with this lease agreement for approval.***

The City leases the above described premises for a term of up to eight (8) hours from:

(estimated time) _____ (date & year) _____

To

(estimated time) _____ (date & year) _____

\$400.00 per hour will be charged for any occupancy exceeding the above specified time. Lessee hereby requests to lease the premises for an additional _____ hours from _____ to _____ (indicate time if applicable). The parties agree and understand that rent for such term shall be the sum of \$_____dollars (if applicable).

Payment:

50% of the Rental Fee and \$1,000 Security Deposit shall be due and payable on the date this lease is executed. The remaining 50% of the Rental Fee shall be due and payable six months prior to the wedding date. Payment shall be made to the City of Lake Geneva.

3. Security Deposit: In addition to the rent set forth above the lessee shall pay a security deposit in the amount of \$1000.00. The City and Lessee agree that such security deposit shall be held by the City and may be applied to property damage to the premises, if any, resulting during the term of this lease or otherwise caused by the Lessee, his agents, employees or guests. Nothing in this section shall foreclose the City from, in addition to withholding the security deposit, seeking further action to recover damages or deficiencies from Lessee, his agents, employees or guests for damages to the leased premises. Additionally, the security deposit shall be forfeited in the event this lease is canceled by the Lessee.

4. Use: It is understood and agreed that Lessee's use of the premises shall be for the purpose of a wedding. Lessee shall not use nor shall he or she allow the use of the premises, or any part thereof, in any manner which is unlawful, immoral, disreputable, including, but not limited to, the following: gambling, contributing to the delinquency of minors, nude dancing and the use of fireworks.

5. Vendors: *The lessee agrees to use caterers from the Riviera Vendors List for their event. An outside vendor fee of \$750 will be charged for the use of a food provider not on the Riviera Vendor List.* If an outside caterer is used, the lessee is also required to pay an additional outside catering security deposit in the amount of \$1,000 which is in addition to the security deposit in paragraph three and which will be refunded after the event provided no damages occur at the leased premises. The beverage company must be licensed in the state of WI. Bartenders will be asked to present valid certification upon arrival on-site. All other services i.e. Florists, DJ's etc. will be up to the Lessee and no fee will be charged.

Please note, The Riviera does not have a liquor license, therefore by law, the Lessee cannot allow any exchange of cash or tickets for alcoholic beverages at the event (i.e. No "Cash Bar"). All alcoholic beverages must be provided to the guests by the client free of charge.

6. Indemnity: Lessee shall indemnify the City and hold it harmless for all expenses, liability and claims of every kind, including reasonable attorney's fees, by or on behalf of any person or entity or arising out of (1) a failure of Lessee to perform any term or condition of this lease; (2) any injury or damage happening on or about the premises; (3) a failure of Lessee to comply with any law of any governmental authority; (4) any third party agreements or contracts to provide goods or services for the direct or indirect benefit of the Lessee; or (5) any other circumstance or condition not resulting as a result of the negligence or intentional act of the City, its agents and employees.

7. Stolen or Lost Property: Notwithstanding the provisions of Section 6 herein, Lessee agrees to hold the City harmless for any loss, theft or damage of or to personal property. Lessee has the responsibility of inspecting the premises prior to the close of the lease term for personal property which was lost, misplaced or left behind. Any personal property or fixture remaining at the close of the lease term shall be considered abandoned and shall become property of the City.

8. Surrender of Possession: Lessee shall, upon the close of the lease term, or earlier, peaceably and quietly surrender and deliver the premises to the City free of all liens and encumbrances.

9. Assignment: It is understood and agreed that Lessee shall not assign, sub-lease or in any way encumber the premises, nor shall this lease be transferred by operation of law, without prior written consent of the City.

10. Access to the Premises: Lessee shall allow the City, its agents and employees to enter the premises at reasonable times and in a reasonable manner so as not to disrupt Lessee's use of the premises to inspect the premises to determine whether performance is in accord with the lease terms and conditions.

11. Riviera Security Personnel: Lessee shall allow two (2) employees of the City bearing identification tags with the words "Riviera Personnel" to be present and move freely through the premises during the lease term to make certain no terms or conditions of the lease are being violated.

Such Riviera personnel shall also ask persons not authorized by Lessee to be present during the Lease term to leave and will call the police if necessary to assist in the control of guests of Lessee. Riviera

personnel shall ask the lessee to announce last call and close down the bar 30 minutes prior to the event end-time, and no less than one and a half hours prior to the 1:00am shut down time.

A third security guard is required for parties larger than 250 guests (maximum capacity is 380 reception-style/no seating).

12. Remedies of the City and Liquidated Damages: In the event of breach of any of the terms and conditions of this lease by Lessee, the City, at its option, may treat this lease as null and void, accept the security deposit as liquidated damages, accept the security deposit as partial payment of damages and sue for any deficiency or invoke any remedy available to it under law or equity.

13. Cancellation: A cancellation fee of \$1,000 (Security Deposit) will be charged for all cancellations. Cancellations made more than six months prior to the reserved date will be required to pay 50% of the rental fee, minus the \$1,000 deposit. Cancellations made within six months of the reserved date will be required to pay the rental fee in full, minus the \$1,000 deposit. All cancellations must be made in writing.

In the event an event is canceled for any reason and is rescheduled into a following year, the rescheduled event shall be subject to the rates and terms applicable to leases in the year the event is rescheduled.

15. Model Release: It is agreed that The Riviera/City of Lake Geneva staff may display and use any photographs taken for advertising and marketing in ways thought proper by the City of Lake Geneva. For client privacy, last names may be obscured if requested.

16. Rules: Lessee hereby acknowledges receipt of the Rules governing the rental of the Riviera. (*See attached procedures checklist & Usage Rules). Lessee agrees to abide by and follow each and all of said rules regarding the use of the premises. Lessee further agrees that he or she shall be liable for any and all damages incurred as a result of violation of these rules. Failure to abide by the subject rules will be considered a breach of this lease.

I acknowledge that I have received, have read and understand the Riviera Ballroom Procedures & Usage Rules and agree to the provisions therein.

Initial _____

16. To Confirm Reservation:

CHECK PAYMENTS:

Please mail the Riviera Ballroom Lease, \$1,000.00 security deposit+ 50% of your rental fee, payable to "City of Lake Geneva" to:

Riviera Facilities Coordinator

City of Lake Geneva
626 Geneva Street
Lake Geneva, WI 53147

CREDIT CARD PAYMENTS:

Note: We accept credit cards with ONLINE payments only. Online pay is available on the City of Lake Geneva website (www.cityoflakegeneva.com) -> Payment Center -> Other City Services)

***Please select "Riviera Payments" on the scroll down menu under your credit card information & type "wedding" and your wedding date in the comments section.**

Any security deposit refund, if applicable, will be paid to and mailed to the Lessee below:



Signature of Lessee

N1549 WILLOW RD

Address

LAKE GENEVA, WI 53147

City, State, Zip

9/8/2022

Date

For the City of Lake Geneva



Date

9/13/22

Geneva Lake Women's Association
Sponsorship Agreement
Women's Weekend April 28-30, 2023

Sponsorship Levels: Please select your sponsorship below for Women's Weekend 2023. Event profits go towards helping our Walworth County charitable causes selected each year.

_KICK-OFF PARTY SPONSOR (limit one): \$5,000 SPONSORSHIP WILL INCLUDE: Banner at Kick-Off Party and thru-out the weekend, Naming Rights for the event, Full Page Ad in the booklet, Premier placement on all printed material including in our Swag Bag, in the Women's Weekend Program, recognition in the newsletter, six tickets to the kick-off party; posts on Social Media- **plus Banner Advertising on the GLWA/WW Website.**

_BOAT CRUISE SPONSOR (limit one): \$3,000 SPONSORSHIP WILL INCLUDE: Banner on the Boat Cruise and thru-out the weekend, Naming Rights for the event, Premier placement in the program, recognition in the newsletter, four tickets to the boat cruise, posts on Social Media- **plus Banner Advertising on the GLWA/WW Website.**

_GRAND SPONSORSHIPS: \$1,000 SPONSORSHIP WILL INCLUDE: Premier Placement in the program, recognition in the newsletter, two tickets to the kick-off party posts on Social Media - **plus Banner Advertising on the GLWA/WW Website.**

Included in all levels over \$500 are the Flower Power Sponsor benefits (see matrix).

Other Sponsorship Levels (choose one) Will receive marketing promotion toward your business on the Women's Weekend Website, Social Media and printed materials. (see matrix for benefits)

___ **Dig It! \$125** ___ **Feelin' Groovy \$300** ___ **Flower Power \$500**

NEW!!!!!!

"Far Out" Sponsorship – Food service industry only. Premier Placement in the program, recognition in the newsletter, posts on Social Media - **plus Banner Advertising on the GLWA/WW Website.** (see matrix for sponsor benefits)

__ Agree to donate ___% of totals sales on the following days_____.
Please contact a Women's Weekend representative to finalize details.

PLEASE COMPLETE THE SPONSOR INFORMATION ON THE FOLLOWING PAGE

Geneva Lake Women's Association
Sponsorship Agreement
Women's Weekend April 28-30, 2023

SPONSOR INFORMATION

Business Name: _____

Address: _____

Phone: _____

Contact Person: _____

Website: _____

Facebook: _____ Instagram: _____

Check Enclosed (Payable to GLWA; memo line Women's Weekend 2023): _____

Signature: _____ Date: _____

Mail completed agreement and sponsorship fee to
GLWA % Women's Weekend, P.O. Box 671, Lake Geneva, WI 53147
Or
email with your logo (in Vector or Hi-Res format) to:
wwlakegeneva@gmail.com

Please call 262-298-9084 with any questions.



2023 Sponsorship Levels Matrix

– DRAFT –

Sponsorship Level Benefits	Dig It \$125	Feelin' Groovy \$300	Flower Power \$500
Business Details/ Offer in Printed or Digital Coupon Booklet	X	X	X
Business Listing on Women's Weekend Event Website with Logo	X	X	X
1 Facebook Post highlighting business pre-event	X	X	X
1 Facebook Post during Event Weekend (Friday- Sunday)	X	X	X
Distribution of Printed Promotional Item (Add-Ons) in Goodie Bag	X	X	X
Media mention in Press Release		X	X
Logo on Women's Weekend Flyer		X	X
1 Boosted Facebook Post/ Ad Pre-Event		X	X
Social Media Promotion Day		X	X
Stand-Alone Promotional Email for Your Business sent to Our Email List		X	X
Quarter Page Ad in Coupon Booklet			X
1 Short Minute Video highlighting business			X
1 Free Event Registration			X
1 Boosted Facebook Post / Ad During Event Weekend (Friday- Sunday)			X

Questions? Email us at: wwlakegeneva@gmail.com

Phone: 262-298-9084



Event Host Form 2023

Lake Geneva Women's Weekend

April 28th – 30th



Hosting Business Name and Location:

Primary Contact: _____

Phone: _____ Email: _____

Name of Event: _____

Preferred Date and Time- *Circle Preference and Rank the Top 3 (no guarantees)*

Friday, April 28	Saturday, April 29	Sunday, April 30
3:00 pm - 5:00 pm	8:00 am – 10:00 am	8:00 am – 10:00 am
5:00 pm - 7:00 pm	10:00 am – 12:00 pm	10:00 am – 12:00 pm
	12:00 pm – 2:00 pm	
	2:00 pm – 4:00 pm	
	4:00 pm – 6:00 pm	

Description of Event:

Length of Event: _____ Number of Sessions: _____

Maximum Attendees per Session: _____ Minimum Attendees per Session: _____

Price per Session _____ (A processing fee of \$5 will be collected from each registrant, in addition to the session fee.)

Requests/ and or Restrictions: _____

Questions? Email us at: wwlakegeneva@gmail.com Phone: 262-298-9084

Send your logo (in Vector or Hi-Res format) with signed form to:

wwlakegeneva@gmail.com

To host an event, you must become a sponsor to cover the base fee associated with hosting an event (minimum is \$125 "Dig It" Level). See matrix for sponsor level benefits.

Signature

Print

Date

****By signing above you agree to the above terms and will host your event and be a sponsor. Failure to follow the listed terms will result in a \$100 fee.**

Women's Weekend Schedule

SAMPLE

Time Slot	Friday, May 13th	Saturday, May 14th			Sunday, May 15th
8:00 AM		9 - Restorative Yoga 1 hr.			
8:30 AM					
9:00 AM					
9:30 AM					
10:00 AM		10 - Design Air Plant Terrarium 1 hr.			
10:30 AM		14 - Love Life Intentionally 90 min.	24 - Self Defense	12 - Design Air Plant Terrarium 1 hr.	
11:00 AM				21 - Brunch 2 hours	23 - Paint n Sip
11:30 AM		17 - Wine Tasting with Wines that have Fun Labels			
12:00 PM			26 - Chef John 3 hrs	15 - Love Life Intentionally 90 min.	
12:30 PM					
1:00 PM	1 - Registration (1pm-5pm)				27 - Chef John 3 hrs
1:30 PM					
2:00 PM					
2:30 PM					
		11 - Design Air Plant Terrarium 1 hr.	20 - Afternoon Tea 2 hours		
3:00 PM	13 - Love Life Intentionally 90 min.	16 - Wine Tasting 101		25 - Self Defense	
3:30 PM					
4:00 PM	18 - Candlemaking				
4:30 PM		28 - Mixology			
5:00 PM					
5:30 PM		29 - Mixology 45 min		6 - 5:15-6:15 Flower arrange 1 hr.	19 - Candlemaking
6:00 PM	8 - Restorative Yoga 1 hr.		4 - Aromatherapy - 90 min.		
6:30 PM		30 - Mixology	3 - Cocktail Cruise (5:30-7: 30)	5 - Aromatherapy - 90 min.	22 - Paint n Sip
7:00 PM					
7:30 PM					
8:00 PM	2 - Kick-Off at the Rivera (7: 00 - 10:00)				
8:30 PM					
9:00 PM					

GENEVA LAKE WOMEN'S ASSOCIATION

GENERAL INFORMATION

Since 1965, Geneva Lake Women's Association (GLWA) has supported those in need in Walworth County in immeasurable ways. We continue to raise hope through our various committees and events geared to attracting a wide range of community participation. Below is a partial list of those we have helped along the way.

SCHOLARSHIPS

GLWA's Scholarship Program was launched in 2002 with one four-year scholarship. Since then, we have awarded over \$35,000 to young women in Walworth County. Starting in 2020, we give an annual \$1,000 scholarship to Inspired Coffee where adults with disabilities learn skills to be successful in their own lives, but it is also a place where people from our county and beyond will experience something special.

MAJOR CONTRIBUTIONS TO:

Walworth County Food and Diaper Bank – GLWA has answered the call to be a significant contributor providing diapers and feminine hygiene items. We recognize this critical need for high school and college girls.

Twin Oaks Shelter for the Homeless, Room Sponsor – GLWA sponsored the library and kitchen through Twin Oaks' Fresh Start Program.

Open Arms Free Clinic, Founding Sponsor – GLWA made a significant donation from our Diabetes Outreach Committee and continues to support its mission.

The Tree House/Walworth County Alliance for Children – GLWA purchased a Leaf to help their "Donor Tree Grow".

Dream Team Baseball Program (Geneva Lakes Family YMCA) – GLWA was the first organization to support the Dream Team, growing from 5 to over 100 athletes.

New Beginnings APFV – GLWA continues to support local agencies by helping monetarily and educating the community about critical issues. In addition, APVF provides comprehensive support and services to people affected by domestic abuse, sexual violence, stalking, harassment and human trafficking.

SAFETY TOWN

GLWA has sponsored Safety Town for more than 40 years with an enrollment now of nearly 100 children. Today, children and grandchildren of Safety Town graduates participate in the program. Safety Town is an early childhood safety education program designed for children at least five years of age and entering 4K-5K kindergarten in the fall. Children learn safety behavior under the direction of certified teachers and qualified professions such as firefighters and police personnel. Through role-playing, games, art projects, stories, movies and field trips, children learn safety lessons. Learning experiences are designed to be fun and non-threatening so children look forward to every day of Safety Town.

For more information about GLWA, please find us on Facebook or at www.glwa.net. GLWA is a 501(c)3 organization; 39-1549915.



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EVENT HOSTS & SPONSORS



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(262) 994-4018
hellotillylane.com



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WEEKEND ITINERARY

Friday, May 13

Registration/Check-In	The Riviera Ballroom	12:30-2:30 pm 5-7pm
Mixology	Maxwell Mansion	5:30-6:30 pm
Wine Tasting 101	The Bottle Shop	3-4:30 pm
Wicks 'n Sip	The Candle Mercantile	4-5 pm
Roaring 1920's Kickoff Party	The Riviera Ballroom	7-10 pm

Saturday, May 14

Registration/Check-In	Avant Cycle Center	10:30 am - 12:30 pm
Lost & Found		
Restorative Yoga	Geneva Lake Museum	9-10 am
Air Plant Terrarium Workshop by Tilly Lane	Harbor Shores	10-11 am 2-3 pm
Love Life Intentionally by Tri-Life Coach	Lake Geneva Public Library	10-11:30 am 12-1:30 pm
Wine Tasting - Fun With Labels	The Bottle Shop	11:30 am-1 pm
Cooking Class	Lake Geneva School of Cooking	12-3 pm
Baker House Afternoon Tea	Baker House	2-4 pm
Psychology of Self Defense by Lake Geneva Police Department	Harbor Shores	2-4 pm
Wicks 'n Sip	The Candle Mercantile	5-6 pm
Aromatherapy	Balance Bath and Body	5-6:30 pm 7-8:30 pm
Floral Arranging 101	Pesche's Green House	5:15-6:15 pm
Cocktail Cruise	Lake Geneva Cruise Line	5:30-7:30 pm
Wine Glass Painting Party	Geneva Lakes Jewelry	6-8 pm

Sunday, May 15

Lost & Found	Avant Cycle Center	9:00- 11:00 am
Wine Glass Painting Party	Geneva Lakes Jewelry	9:30-11:30 am
Air Plant Terrarium Workshop by Tilly Lane	Harbor Shores	10-11 am
Baker House Brunch	Baker House	10 am-12 pm
Cooking Class	Lake Geneva School of Cooking	12-3 pm
Massage or Reiki Session by Erica Thompson, L.M.T. & Reiki Specialist	Cornerstone Shop and Gallery	1-3 pm

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**We would like to express our gratitude to all of our sponsors and hosts
for their ongoing support of Women's Weekend Lake Geneva.**

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THANK YOU FOR JOINING US FOR WOMEN'S WEEKEND LAKE GENEVA 2022!

Be In the Know...

Event Locations

- Please review the Weekend Itinerary for details on where each event and workshop will take place. At each location, a check-in volunteer will greet you and welcome you to the event.
- Please make every effort to arrive on time. Because all activities are timed, they must begin on time.
- If you have reserved a spot on the cocktail cruise, **please arrive early** because the boat will depart from the docks at 5 p.m. While you're waiting, you can explore the Riviera's various delightful shops.

Parking

- Parking is available around Lake Geneva, most of which are paid and a few that are free. There are various events happening this weekend, so please follow any parking restrictions and fees to prevent receiving a ticket. The **Park Mobile app**, which you can download to your phone, is quite useful for paying for and extending a parking spot.  **ParkMobile**
- **The parking area at Harbor Shores is only for overnight guests.**
- Almost every event takes place in downtown Lake Geneva, making it easy to walk. Only the floral arranging at Pesches will take place outside of town, requiring you to drive there or call for a ride share.

Raffles, Prizes and FUN!

- Raffle tickets may be purchased at registration or at the Kick Off Party
 - Kick Off Party Raffle winners will be pulled on Friday, 5/13/22
 - Boat Cruise Raffle winners will be pulled on Saturday, 5/14/22
 - Winners need not be present
 - ALL Prizes must be picked up on Sunday at Avant Cycle Cafe, 234 Broad St. by 10:30 a.m.
- Thank you for your support!

Social Media / Website Photo Use

- During this event, we will be capturing photos and video. Please be aware that these photos and videos may be shared on various social media sites and publications.

Did you lose a item?

- Women's Weekend Lake Geneva is not responsible for any lost or stolen item.
- Please check with the event site to see whether they have your item.
- Please feel free to text or phone us at the number shown below to see if we are aware of any missing items

Contact Information

- If you need to contact us, please feel free to text or call us at **262-298-9084**

This phone number is being monitored as closely as possible, but as we are among you during these events, please be patient until we see your text/call.

- You can also talk to any of the Women's Weekend Staff that will be checking you in.



Women's Weekend is brought to you by Geneva Lake Women's Association

This dedicated group of women devoted their time and talents to the community through direct service projects. Throughout its history, GLWA members have been innovators in developing and administering programs to answer the needs and issues facing the Greater Walworth County community. Proceeds from Women's Weekend Lake Geneva will go to our Philanthropic Fund to help charitable organizations of Greater Walworth County. For more information visit **GLWA.net**

Women's Weekend Lake Geneva would like to highlight these fine Walworth County charities:
Twin Oaks Shelter for the Homeless, Agape House, Tree House Child and Family Center



Twin Oaks shelter for the homeless
A program of Community Action

community-action.org/housing/twin-oaks-shelter-for-homeless



agapehouseheals.org



treehouseforkids.net

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