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

CITY OF LAKE GENEVA TOURISM COMMISSION
MONDAY, NOVEMBER 14, 2022 - 4:00 PM
LAKE GENEVA CITY HALL; COUNCIL CHAMBERS (MAIN LEVEL)

Members:

THE CITY OF LAKE GENEVA IS HOLDING MEETINGS VIRTUALLY AND IN-PERSON; YOU MAY PARTICIPATE IN THE MEETING BY THE FOLLOWING:

4:00 p.m.- November 14, 2022 Tourism Commission - https://meet.goto.com/361564901 - **Access Code:** 361-564-901

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

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 October 10, 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)- 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) ***(Held over from October 10, 2022 Tourism Commission meeting)***
    b. Lake Geneva Winter Bridal Expo ***(Celebration Management)***
    c. VISIT Lake Geneva- Downtown Ice Sculpture Tour
10. Review of Heather Jones (Independent Contractor for Tourism Commission) Annual Contract for 2022-2023

11. Future Agenda Items (Next Meeting: December 12, 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
Monday, October 10, 2022
COUNCIL CHAMBERS, CITY HALL

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

Roll Call by Linda Moritz
Present: Chair Brian Waspi, Vice Chair Zakia Pirzada, Alderman Fesenmaier (arrived at 4:37 p.m.), Alderman Hedlund, Linda Moritz; Mayor Klein, Administrator Nord (via Zoom).
Absent: Kevin Singh, Stephanie Klett.

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

Approval of Tourism Commission minutes from September 12, 2022. No motion.

Heather Jones, Independent Contractor for Tourism Commission, Meet at the Lake Promotional Activity
Jones reviewed the data in her report. Waspi was encouraged by the marketing results including the analytics for the hotels and lodging page of the website. There are 42 bookings of the Riviera for 2023 and 5 already for 2024. Suggested a 2022 year-to-date column in the revenue data.
Motion by Waspi, second by Hedlund, to amend agenda to move Item 10 Jones' contract up to the point. Unanimously carried.
Motion by Hedlund, second by Waspi, to renew Jones' contract expiring October 31, 2023. Unanimously carried.

Update from Tourism Entity – Visit Lake Geneva
Goodwin reminded everyone that November 11 is the last day to sign up for floats for the Electric Christmas parade being held on Saturday, December 3, 2022.
The annual Partner Dinner and Impact Awards will be held on Tuesday, October 25, at the Abbey Resort.
The Earned Media continue to draw attention to Lake Geneva and area. See highlights and live links in the packet.
Deanna pointed out proudly that the Visit Lake Geneva website has surpassed one million views year-to-date. The Visitor Center continues to be busy with over 15,000 walk-ins.

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

Written financial update provided by City Comptroller
Balance Sheet as of September 2022 – not included in packet
Total Assets - missing
Restricted Fund Balance - missing
The document included in the packet with a list of Outstanding Grants showed a total unpaid liability of $229,327.10.

Tourism Promotional Grant Program and Requests
Women's Weekend – Geneva Lake Women's Association
Catherine Rupp and Claudia Fecho presented the grant application. Commission asked applicants to return with a revised application detailing marketing specifically for overnight stays, marketing expenses, and number of attendees including the split between local and visitor.
[Note: Fesenmaier arrived during this item.]
Tourism Grant transfer to debt service for part of the Riviera renovation project bond payment – City of Lake Geneva, Dave Nord
Waspi explained that they double-checked with the former comptroller, Karen Hall, regarding the legality and amount of the fund transfer. The amount is significantly less than last year's amount of $211,000. If approved, the money would not be moved into the City's budget until March 2023 but is approved now for 2023 City Budgeting purposes. Motion by Pirzada, second by Hedlund, to approve the grant for transfer to the debt service fund as part of the Riviera renovation project bond payment of $167,375,000. Unanimously carried.

Heather Jones, Independent Contractor for Tourism Commission, annual contract negotiations Discussion/action moved to Item 5.

Future meeting agenda items and next meeting date –
Place on agenda Women's Weekend revised application, add Heather Jones' contract to the packet for Public and Commission viewing.
There is no update regarding additional cameras at the lakefront due to a contract with a new IT Service company and marketing the Riviera camera.
Monday, November 14 at 4:00 PM

Motion by Hedlund, second by Waspi, to adjourn at 4:51 p.m. Carried.
Respectfully submitted,
Linda Moritz and
Alderman Fesenmaier, Secretary

Riviera Ballroom/MATL Update- Tourism Commission Meeting
November 2022

Marketing Update

- Website Analytics Update: Past 30 Days:
  - Site Sessions: 1,541 (15% decrease)
    - Site Sessions by traffic source
      1. Google (966)
      2. Direct (328)
      3. City of Lake Geneva (67)
      4. Visit Lake Geneva (42)
      5. Bing (35)
  - Active Inquiries: 70 (-1 from last month), 78 recorded for October 2021
  - Avg. Session Duration: 5min 11 sec (+33 sec)
  - Site Bounce Rate: 49.6% (+6%)

- WeddingWire & TheKnot: October Stats
  - 105 Storefront Views, compared to 83 avg in our market/category
  - 10 leads (-3)

- Hotels & Lodging Analytics Update Past 30 days:
  - 89 Page Views (35% decrease from August)
  - Avg. time spent on page: 2m 30s (-5m 13s)

  Reports generated on November 2nd

- ***Gearing up for social media campaign to start 12/15/22, kicking off holiday engagement season***
- ***2024 rental rate increase was approved, marketing material have been updated***

Sales Update

	2018	2019	2020	2021	2022	2023	2024
Weddings	45	28	9	54	55	39	7
Social	4	1	0	1	5	2	
Corporate	4	2	1	1	2		
Non-Profit	7	10	0	3	1	5	
Event Total	**60**	**41**	**10**	**60**	**62**	**46**	**7**
Cancellation Total	0	0	40	11			
Rescheduled	0	0	20	4			

- Sales by Year:
    - 2022 Events- Past 30 days: Received one holiday party contract for December
    - 2023 Events- Past 30 days: Booked 3 additional weddings & 1 non-profit events with 2 wedding contracts out, likely to book
    - 2024 Events- 2 contracts returned this month, two additional contracts out, likely to book
    - Last Year- Reported on November 3rd, we had 60 total events on the books for 2021, 53 events booked for 2022 and 4 events booked for 2023. (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	2022 YTD (as of 11/2)
$146,139.23	$99,792.62	$29,095.71	$162,926.92	$283,140.32
CATERING REVENUE				
$29,159.74	$14,688.76	$4,337.68	$32,970.09	$42,475.84

Lake Geneva Tourism Commission
NOVEMBER 14, 2022
VISIT Lake Geneva Update

Upcoming Partner Meetings & Events

- VLG Monthly Partner Meeting – November 15, 8-9am at Timber Ridge Lodge & Waterpark

Public Events – 2022/2023

- Electric Christmas Parade – Saturday, December 3
  - Float and Volunteer registration available at VisitLakeGeneva.com/Events
- Winterfest – February 1-5, 2023
  - Sponsorship opportunities now available at WinterfestLG.com (deadline 11/30)
  - Downtown Lake Geneva Ice Sculpture Tour February 2-5

Earned Media Highlights – OCTOBER 2022

- 7 Most Beautiful Lake Towns in Wisconsin | World Atlas (Web)
- Discovering "The Other" Lake Geneva | Find Your Paradise (Web)
- These Wisconsin Towns Named Among America's 'Most Beautiful' | Up North News | Web
- These Are the Most Charming Main Streets in the United States | Fodor's Travel (Web)
- Ice Castles to return to Lake Geneva, Wisconsin at Geneva National Resort | ABC 7 Chicago (Web)
- Lake Geneva: A treasured vacation destination for generations | Houston Style Magazine (Web)
- One tank getaway: A food-filled spooky season retreat in Lake Geneva | OnMilwaukee (Web)
- This Lake Tour In Wisconsin Is The Perfect Way To See The Fall Colors Like Never Before | Only In Your State (Web)
- 7 Wisconsin hotels ranked among best in the country by Conde Nast Traveler | Milwaukee Journal Sentinel (Web)
- Top 5 Resorts in the Mid-Atlantic and Midwest: Readers' Choice Awards 2022 | Conde Nast Traveler (Web)
- Wisconsin Halloween & Fall Events | Fabulous Wisconsin (Web)

Media in the Works

- CBS 58 Hometowns feature (11/1)
- Chicago Tribune – A Lake Geneva Holiday feature article (publication date TBD)
- TravelAwaits.com – Lake Geneva holiday story in process (publication date TBD)

Marketing Metrics – OCTOBER 2022

- **Website – VisitLakeGeneva.com**
  - Visitor Sessions: 108,472 (+49.3%) | YTD 1,181,888 (+27.6%)
  - Pageviews: 246,879| YTD 2,875,187 (+1.4%)
  - Users: 80,942 | YTD 891,905
  - Online Guide Visits: 5,760 | YTD 58,880

- Top Cities:
  1. Chicago (18.7%)
  2. (not set) (6.5%)
  3. Milwaukee (5.5%)
  4. Lake Geneva (1.7%)
  5. Madison (1.0%)
  6. Ashburn (0.9%)
  7. Denver (0.7%)
  8. Columbus (0.6%)
  9. Rockford (0.5%)
  10. Minneapolis (0.5%)

- Top Pages:
  1. Events
  2. Home
  3. Things to Do
  4. Things to Do | Fall
  5. Events | LG Oktoberfest
  6. Things to Do | Shore Path
  7. Things to Do | Shopping
  8. Stay | Hotels & Resorts
  9. Food & Drink
  10. Food & Drink | Wineries/Breweries

- 60% Female | 40% Male

- Age Group:
  1. 35-44 – 22.6%
  2. 25-34 – 19.6%
  3. 45-54 – 18.7%
  4. 55-64 – 16.6%
  5. 65+ – 12.1%
  6. 18-24 – 10.3%

- **Social Media**
  - Facebook – 58,461 Followers (+179)
  - Instagram – 9,751 Followers (+78)
  - Twitter – 3,473 Followers (-4)
  - LinkedIn - 876 Followers (+31)

- **Email Subscribers** – 52,875 (-497)

Visitor Center Activity – OCTOBER 2022

- Walk-ins – 1,767 (YTD 17,211)
- Phone Calls – 250 (YTD 2,858)
- Emails – 883 (YTD 10,659)
- Visitor Guides Fulfilled – 879 (YTD 10,608)

Hotel Activity (Lake Geneva Region) – SEPTEMBER 2022

- Occupancy = 64.5% (+0.5%) | (YTD +2.7%)
- ADR = $185.19 (+9.2%)
- RevPar = $119.48 (+9.8%)
- Demand = 42,758 (+0.7%)

Meetings & Events Activity

- Upcoming meetings and group industry shows:
  - Holiday Showcase (November 30)
  - MPI Great Lakes Education Summit (November 14-16)
  - Circle Wisconsin (January)
  - Connect Marketplace Midwest (January)

- **RFP Report – OCTOBER 2022**

2022 RFP#	Total Room Nights	Meeting Type	Properties Sourced
1120	100	Corporate	Grand Geneva, The Abbey, The Ridge, Lake Lawn Resort
1121	665	Association	Grand Geneva, The Abbey and Lake Lawn Resort
1121a	665	Association	Grand Geneva, The Abbey and Lake Lawn Resort
1121b	665	Association	Grand Geneva, The Abbey and Lake Lawn Resort
1122	30	Corporate	**Maxwell Mansion**, Grand Geneva, The Abbey, The Ridge
1123	640	Association	Grand Geneva, The Abbey and Lake Lawn Resort
1123a	640	Association	Grand Geneva, The Abbey and Lake Lawn Resort
1123b	640	Association	Grand Geneva, The Abbey and Lake Lawn Resort
1124	555	Association	Grand Geneva, The Abbey and Lake Lawn Resort
1124a	555	Association	Grand Geneva, The Abbey and Lake Lawn Resort
1124b	555	Association	Grand Geneva, The Abbey and Lake Lawn Resort
1125	344	Corporate	The Abbey, The Ridge and Grand Geneva
1126	20	Social	The Abbey, **Bella Vista**, **Comfort Suites**, The Ridge, **Harbor Shores**, Grand Geneva, **The Cove** and Timber Ridge
1127	30	Insurance	The Abbey, **Bella Vista**, The Ridge, Lake Lawn, **The Cove,** Geneva Inn
1128	108	Social	The Ridge and Lake Lawn Resort
1129	183	Corporate	Grand Geneva
1130	301	Corporate	Grand Geneva
1131	2098	Corporate	Grand Geneva
1132	2098	Corporate	Grand Geneva
1132a	2098	Corporate	Grand Geneva
1133	135	Religious	The Ridge and **Harbor Shores**
1134	tbd	Corporate	Grand Geneva
1135	tbd	Social	Lake Geneva House of Music, **Geneva Lake Museum**, Belfry Theatre

CITY OF LAKE GENEVA
BALANCE SHEET
OCTOBER 31, 2022

FUND 47 - TOURISM

	ASSETS		
47-00-00-11111	FUND CASH	825,233.22	
	TOTAL ASSETS		825,233.22
	LIABILITIES AND EQUITY		
	LIABILITIES		
47-00-00-21100	ACCOUNTS PAYABLE	37,500.00	
	TOTAL LIABILITIES		37,500.00
	FUND EQUITY		
47-00-00-34800	RESTRICTED FUND BALANCE	685,614.30	
	REVENUES OVER EXPENDITURES - YTD	102,118.92	
	TOTAL FUND EQUITY		787,733.22
	TOTAL LIABILITIES & EQUITY		825,233.22

Account Number	Account Title	2022-22 Period Actual	2022-22 Current year Actual	Current year Budget	Variance Current year	% of Budget
TOURISM						
TOURISM						
TOURISM						
47-00-00-41210	ROOM TAX	.00	908,149.52	1,100,000.00	191,850.48	82.56
47-00-00-46100	TOURISM MISC REVENUE	.00	7,486.18	.00	7,486.18-	.00
47-00-00-48110	INTEREST INCOME	.00	2,063.82	500.00	1,563.82-	412.76
47-00-00-49100	APPL. PRIOR YR APPROPRIATIONS	.00	.00	.00	.00	.00
47-00-00-49350	TRANSFER FROM GENERAL FUND	.00	.00	.00	.00	.00
Total TOURISM:		.00	917,699.52	1,100,500.00	182,800.48	83.39
TOURISM						
47-00-00-57100	HOTEL/MOTEL ASSN-CHAM OF COM	37,500.00	150,000.00	532,872.00	382,872.00	28.15
47-00-00-57210	EVENTS COORDINATOR	2,666.00	29,326.00	32,000.00	2,674.00	91.64
47-00-00-57212	EVENTS COORDINATOR-RIVIERA	2,666.00	29,326.00	32,000.00	2,674.00	91.64
Total TOURISM:		42,832.00	208,652.00	596,872.00	388,220.00	34.96
DEPARTMENT: 70						
PROGRAM: 00						
47-70-00-57150	PROMOTIONAL GRANT	10,000.00	395,375.90	100,000.00	295,375.90-	395.38
47-70-00-57155	TOURISM MUNICIPAL DEVELOPMENT	188.66	8,640.72	100,000.00	91,359.28	8.64
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
Total PROGRAM: 00:		10,188.66	606,928.60	411,712.00	195,216.60-	147.42
Net Total TOURISM:		53,020.66-	102,118.92	91,916.00	10,202.92-	111.10
Net Grand Totals:		53,020.66-	102,118.92	91,916.00	10,202.92-	111.10

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-11111	**FUND CASH**				
		09/30/2022 (09/22) Balance	.00 *	.00 *	888,144.32
CA-CDA	6	CDA Fund Allocation - Created: 10/07/22 11:26 A		47,390.44-	
CA-CDA	16	CDA Fund Allocation - Created: 10/13/22 4:55 PM		119.98-	
CA-CDA	26	CDA Fund Allocation - Created: 10/20/22 4:58 PM		10,000.00-	
CA-CDA	36	CDA Fund Allocation - Created: 10/28/22 1:35 PM		5,400.68-	
		10/31/2022 (10/22) Period Totals and Balance	.00 *	62,911.10- *	825,233.22
47-00-00-13920	**ACCTS RECEIVABLE**				
		09/30/2022 (09/22) Balance	.00 *	.00 *	.00
		10/31/2022 (10/22) Period Totals and Balance	.00 *	.00 *	.00
47-00-00-21100	**ACCOUNTS PAYABLE**				
		09/30/2022 (09/22) Balance	.00 *	.00 *	47,390.44-
AP	166	Summary Transactions from AP System		10,000.00-	
AP	454	Summary Transactions from AP System		119.98-	
AP	831	Summary Transactions from AP System		42,900.68-	
CDA	80546	GENEVA LAKE ARTS FOUNDATION	7,390.44		
CDA	80555	LAKE GENEVA JAYCEES	40,000.00		
CDA	80659	CHARTER COMMUNICATIONS	119.98		
CDA	80728	WISCONN VALLEY MEDIA GROUP	10,000.00		
CDA	80777	JONES, HEATHER	5,332.00		
CDA	80779	US CELLULAR	68.68		
		10/31/2022 (10/22) Period Totals and Balance	62,911.10 *	53,020.66- *	37,500.00-
47-00-00-21900	**ACCRUED EXPENSES**				
		09/30/2022 (09/22) Balance	.00 *	.00 *	.00
		10/31/2022 (10/22) Period Totals and Balance	.00 *	.00 *	.00
47-00-00-34800	**RESTRICTED FUND BALANCE**				
		09/30/2022 (09/22) Balance	.00 *	.00 *	685,614.30-
		10/31/2022 (10/22) Period Totals and Balance	.00 *	.00 *	685,614.30-
47-00-00-41210	**ROOM TAX**				
		09/30/2022 (09/22) Balance	.00 *	.00 *	908,149.52-
		10/31/2022 (10/22) Period Totals and Balance	.00 *	.00 *	908,149.52-
YTD Encumbrance	.00	YTD Actual 908,149.52- Total	908,149.52- YTD Budget	1,100,000.00- Unearned	191,850.48
47-00-00-46100	**TOURISM MISC REVENUE**				
		09/30/2022 (09/22) Balance	.00 *	.00 *	7,486.18-
		10/31/2022 (10/22) 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**				
		09/30/2022 (09/22) Balance	.00 *	.00 *	2,063.82-
		10/31/2022 (10/22) Period Totals and Balance	.00 *	.00 *	2,063.82-
YTD Encumbrance	.00	YTD Actual 2,063.82- Total	2,063.82- YTD Budget	500.00- Unearned	1,563.82-

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-49100		**APPL. PRIOR YR APPROPRIATIONS**			
		09/30/2022 (09/22) Balance	.00 *	.00 *	.00
		10/31/2022 (10/22) 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**			
		09/30/2022 (09/22) Balance	.00 *	.00 *	.00
		10/31/2022 (10/22) 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**			
		09/30/2022 (09/22) Balance	.00 *	.00 *	112,500.00
AP	668	LAKE GENEVA CONVENTION	37,500.00		
		**Desc: 4TH QTR 2022 PAYMENT			
		10/31/2022 (10/22) Period Totals and Balance	37,500.00 *	.00 *	150,000.00
YTD Encumbrance	.00	YTD Actual 150,000.00 Total 150,000.00	YTD Budget 532,872.00	Unexpended	382,872.00
47-00-00-57210		**EVENTS COORDINATOR**			
		09/30/2022 (09/22) Balance	.00 *	.00 *	26,660.00
AP	814	JONES, HEATHER	2,666.00		
		**Desc: RIVIERA EVENTS COORDINATOR-NOV			
		10/31/2022 (10/22) Period Totals and Balance	2,666.00 *	.00 *	29,326.00
YTD Encumbrance	.00	YTD Actual 29,326.00 Total 29,326.00	YTD Budget 32,000.00	Unexpended	2,674.00
47-00-00-57212		**EVENTS COORDINATOR-RIVIERA**			
		09/30/2022 (09/22) Balance	.00 *	.00 *	26,660.00
AP	813	JONES, HEATHER	2,666.00		
		**Desc: RIVIERA EVENTS COORDINATOR-NOV			
		10/31/2022 (10/22) Period Totals and Balance	2,666.00 *	.00 *	29,326.00
YTD Encumbrance	.00	YTD Actual 29,326.00 Total 29,326.00	YTD Budget 32,000.00	Unexpended	2,674.00
47-00-11-15900		**DUE TO/FROM GENERAL FUND**			
		09/30/2022 (09/22) Balance	.00 *	.00 *	.00
		10/31/2022 (10/22) Period Totals and Balance	.00 *	.00 *	.00
47-00-40-15900		**DUE TO/FROM LAKEFRONT FUND**			
		09/30/2022 (09/22) Balance	.00 *	.00 *	.00
		10/31/2022 (10/22) Period Totals and Balance	.00 *	.00 *	.00
47-70-00-57150		**PROMOTIONAL GRANT**			
		09/30/2022 (09/22) Balance	.00 *	.00 *	385,375.90
AP	135	WISCONN VALLEY MEDIA GROUP	10,000.00		
		**Desc: TACO FEST 22-TOURISM GNT REIMB			
		10/31/2022 (10/22) Period Totals and Balance	10,000.00 *	.00 *	395,375.90
YTD Encumbrance	.00	YTD Actual 395,375.90 Total 395,375.90	YTD Budget 100,000.00	Unexpended	295,375.90-

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-70-00-57155		**TOURISM MUNICIPAL DEVELOPMENT**			
		09/30/2022 (09/22) Balance	.00 *	.00 *	8,452.06
AP	431	CHARTER COMMUNICATIONS	119.98		
		**Desc: INTERNET SVC-OCT			
AP	725	US CELLULAR	68.68		
		**Desc: RIVIERA CELL-HEATHER-OCT			
		10/31/2022 (10/22) Period Totals and Balance	188.66 *	.00 *	8,640.72

YTD Encumbrance .00 YTD Actual 8,640.72 Total 8,640.72 YTD Budget 100,000.00 Unexpended 91,359.28

47-70-00-59400		**TRANSFER TO CAPITAL PROJECTS**			
		09/30/2022 (09/22) Balance	.00 *	.00 *	.00
		10/31/2022 (10/22) 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**			
		09/30/2022 (09/22) Balance	.00 *	.00 *	.00
		10/31/2022 (10/22) 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**			
		09/30/2022 (09/22) Balance	.00 *	.00 *	202,911.98
		10/31/2022 (10/22) 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: 19 Number of accounts: 20	Debit	Credit	Proof
Grand Totals:	115,931.76	115,931.76-	.00

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

CITY OF LAKE GENEVA
ROOM TAX COMPARISONS
2021 AND 2022

2021

	Room Tax Regular	Room Tax Marketplace	Totals
January	32,043.91	21,313.92	53,357.83
February	40,900.03	22,311.55	63,211.58
March	41,658.26	27,250.21	68,908.47
April	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	230,140.20	57,428.27	287,568.47
September	158,209.98	41,546.12	199,756.10
October			-
November			-
December			-
	1,076,327.80	335,659.99	1,411,987.79

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	187,349.38	196,339.25	383,688.63
July	297,076.24	-	297,076.24
August	253,159.66	1,540.39	254,700.05
September	150,182.44	204,625.28	354,807.72
October			-
November			-
December			-
	1,275,573.43	549,074.95	1,824,648.38

Variance 412,660.59

Note: Marketplace Providers now pay on a quarterly basis

Tourism Commission Outstanding (Awarded) Grants:

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	City of Lake Geneva; Riviera Debt Service	$ 167,375.00		$ 167,375.00	Being paid February 1st 2023
Riviera Internet	*Tourism Comm; $120.75 per month*			$ 120.75	
OUTSTANDING BALANCE (UNPAID):				**$ 396,702.10**	

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 Riveria

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	1,375	
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	550	
TOTAL EVENT COSTS		2,550
TOTAL PROMOTIONAL ITEMS		500
TOTAL ADVERTISING, EVENT AND PROMOTION EXPENSES		17,255

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!
WOMEN'S
WEEKEND
Lake Geneva
LakeGenevaWomensWeekend.com

THE RIVIERA

2023 Riviera Ballroom Event Lease Agreement

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

Hours of the Event: 8pm - 11 pm

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

Person(s) Responsible: Patricia Herman / Claudia 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, 20 22 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. <u>Term and Rental Fee:</u> 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.

<u>2023 Rental Rates (effective 8/1/20)</u>

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 WILDWOOD RD

Address

LAKE GENEVA, WI 53147

City, State, Zip

9/8/2022

Date

For the City of Lake Geneva

9/13/22

Date

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.**

Geneva Lake Women's Association

Women's Weekend Schedule

May 13, 14, 15, 2022

SAMPLE

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

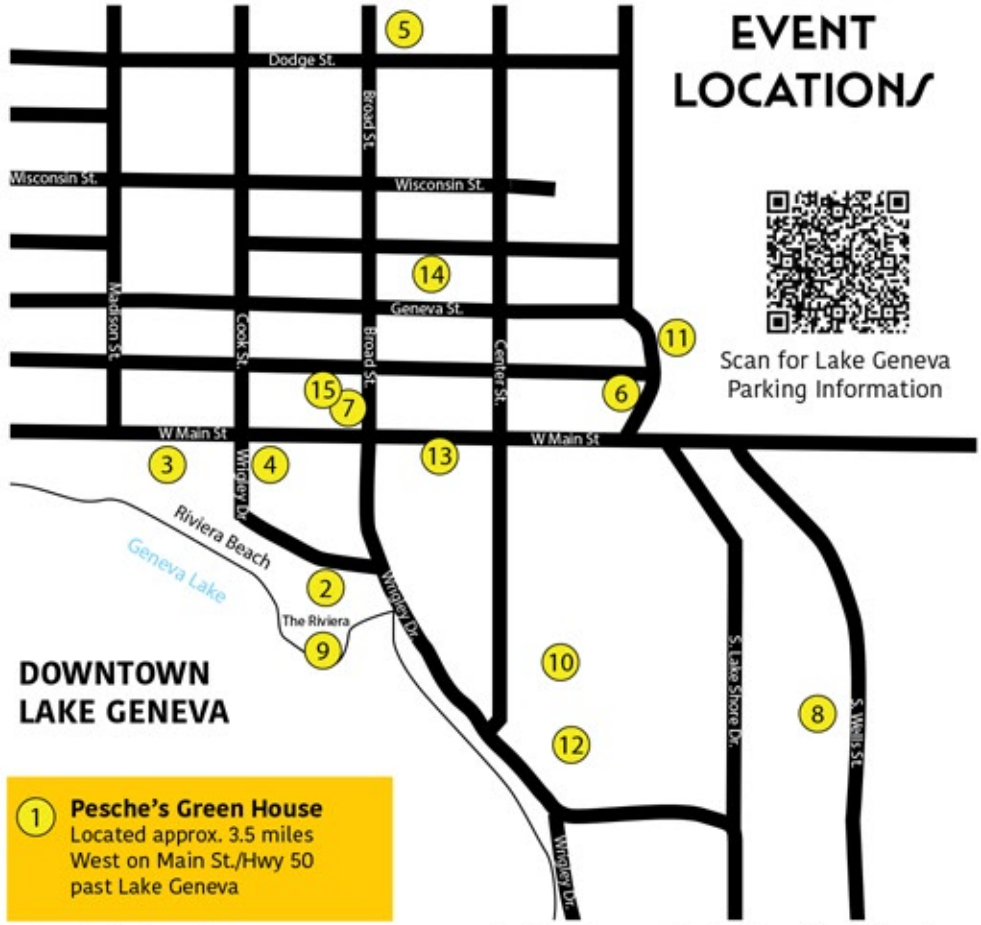
SAFETY TOWN

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.

Sample - Guidebook from 2022

EVENT LOCATIONS



Scan for Lake Geneva Parking Information

(1) **Pesche's Green House**
Located approx. 3.5 miles West on Main St./Hwy 50 past Lake Geneva

1. **Pesche's Greenhouse**
   W4080 State Rd. 50, Lake Geneva
2. **The Riviera Ballroom**
   812 Wrigley Drive, Lake Geneva
3. **Lake Geneva Public Library**
   918 W Main St, Lake Geneva
4. **The Candle Mercantile**
   870 W. Main St., Lake Geneva
5. **=Balance= Bath & Body**
   503 Broad St., Lake Geneva
6. **The Bottle Shop**
   617 W Main St., Lake Geneva
7. **The Cornerstone Shop & Gallery**
   214 Broad St., Lake Geneva
8. **Maxwell Mansion**
   304 S Wells St., Lake Geneva
9. **Lake Geneva Cruise Line** (The Riviera)
   812 Wrigley Drive, Lake Geneva
10. **Harbor Shores**
    300 Wrigley Dr, Lake Geneva
11. **Geneva Lake Museum**
    255 Mill Street, Lake Geneva
12. **The Baker House**
    327 Wrigley Dr Lake Geneva
13. **Geneva Lakes Jewelry**
    728 Main Street, Lake Geneva
14. **Lake Geneva School of Cooking**
    727 Geneva St, Lake Geneva
15. **Avant Cycle Cafe**
    234 Broad Street, Lake Geneva

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

Sample - Guidebook from 2022

EVENT HOSTS & SPONSORS

JAYNE
SHOPJAYNE.COM

771 W Main St., Lake Geneva
(262) 348-1911
shopjayne.com

15% OFF ALL APPAREL
for Women's Weekend Participants thru Sunday 5/15
Use code word **Roaring20's** at checkout.
PLUS, JAYNE will be raffling off a $50 Gift Card for Women's Weekend Participants Only!
STOP IN TO ENTER

SevenOaks

682 S Wells St., Lake Geneva
(262) 248-4006
sevenoakslakegeneva.com

Thank you to the
LAKE GENEVA POLICE DEPARTMENT
for providing
The Psychology of Self Defense Class

LAKE GENEVA LODGE

524 S Wells St., Lake Geneva
(262) 248-3464
thelakegenevalodge.com

The Bottle Shop
wine & more

617 W Main St., Lake Geneva
(262) 348-9463
thebottleshoplakegeneva.com

Hello Tilly Lane

customerservice@hellotillylane.com
(262) 994-4018
hellotillylane.com

MAXWELL MANSION
LAKE GENEVA

304 S Wells St., Lake Geneva
(262) 248-9711
maxwellmansion1856.com

AVANT CYCLE CAFE

234 Broad Street, Lake Geneva
(262) 203-5141
avantcyclecafe.com

Geneva Upscale Consignment

Womens Designer Clothing
Designer Purses
Harley Davidson Apparel

253 Center St # 500, Lake Geneva
(262) 248-3777

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6 WALWORTH COUNTY LOCATIONS

Sample - Guidebook from 2022

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 **Lost & Found**	Avant Cycle Center	10:30 am - 12:30 pm
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

Sample - Guidebook from 2022

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

= balance = bath and body

503 Broad St., Lake Geneva
(262) 348-9071
balancebathbody.com

FREE ENNEAGRAM PERSONALITY TEST AND 1-HOUR COACHING CALL ($200 VALUE)
(262) 249-6664
erinslutskycoaching.com

---

300 Wrigley Dr., Lake Geneva
(262) 248-9181
harborshoreslg.com

Pesche's Greenhouse
floral design & gift gallery

W4080 St. Rd. 50, Lake Geneva
(262) 245-6125
peschesgreenhouse.com

---

870 W. Main St., Lake Geneva
(262) 203-5557
thecandlemercantile.com
$2.00 OFF ANY CANDLE

The BakerHouse
HOTEL • STEAKS • SEAFOOD • COCKTAILS

327 Wrigley Dr Lake Geneva
(262) 248-4700
bakerhouse1885.com

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255 Mill Street, Lake Geneva
(262) 248-6060
genevalakemuseum.org

LAKE GENEVA PUBLIC LIBRARY

918 W Main St, Lake Geneva
(262) 249-5299
lglibrary.org

YOGA ON THE GO

(630) 207-4627
socreative.club

The Geneva Inn on the lake

N2009 S Lake Shore Dr,
Lake Geneva
(262) 248-5680
genevainn.com

Cornerstone
SHOP & GALLERY

214 Broad St., Lake Geneva
(262) 248-6988
cornerstonelakegeneva.com

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728 W Main St., Lake Geneva
(262) 215-1004
genevalakesjewelry.com
STOP IN ANY TIME DURING THE WEEKEND FOR A FREE JEWELRY CLEANING AND INSPECTION

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727 Geneva Street, Lake Geneva
(262) 248-3933
lakegenevacookingschool.com

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619 W Main St., Lake Geneva
(262) 812-4025
studiodori.com

TRI LIFE COACH

647 W Main St #900, Lake Geneva
(262) 749-8687
lifecoachkatey.com
$100 OFF 6 MONTH COACHING PROGRAM

Sample - Guidebook from 2022

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.

GLWA

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

Agape House
agapehouseheals.org

Tree House Child and Family Center
treehouseforkids.net

Sample - Guidebook from 2022

CITY OF LAKE GENEVA

TOURISM COMMISSION

TOURISM PROMOTION GRANT

INFORMATIONAL GUIDE

Revised September, 2021

I. INTRODUCTION:

In 2017, the City of Lake Geneva Common Council passed Ordinance 17-03, creating and amending Chapter 70, Sec. 70-55, establishing a Tourism Commission to be responsible for the coordination of tourism promotion and tourism development within the City and for ensuring that all room tax dollars are spent on tourism promotion and development as defined in Wisconsin State Statute 66.0615. As part of the duties, this Commission has established the Tourism Promotion Grant Program to fulfill its obligation to support marketing projects, including advertising media buys, creation of printed or electronic promotional tourist materials, or efforts to recruit conventions, sporting events, or motor coach groups.

The Grants are intended to be provided to applicants that can clearly show their event is reasonably likely to generate paid overnight stays by transient tourists at more than one establishment on which a room tax is imposed, that are owned by different persons and located within the City of Lake Geneva. The Commission intent is to focus on those applicants that can demonstrate that likeliness primarily seven days a week during non-peak periods and Sunday to Thursday nights during peak periods (Peak periods being Memorial Day through Labor Day, non-peak Labor Day through Memorial Day).

II. ELIGIBLE APPLICANTS:

Eligible applicants for the Grant are businesses, non-profits, civic groups, downtown promotional entities, and tourism promotion entities who can convey to the Commissions' consensus that their event is reasonably likely to generate paid overnight stays by transient tourists within the City. Applicants must demonstrate that their event or promotion opportunity has fulfilled the State Statute requirements for the grant expenditures. Tourism Commission members shall not be eligible to participate in the program.

Applicants must also state:

- Where is this event physically located?
- What other governmental bodies have been approached for support and what amount has been received?
- Has the City of Lake Geneva Common Council approved this event taking place? (All proposed events must be approved by the Council prior to applying for a tourism grant).

Administration of the Grant Fund will be reviewed by the Tourism Commission with final approval given by a simple majority of those voting. The City Administrator shall be responsible for the day –to-day administration of the Grant Program after Commission approval.

III. APPLICATION PROCEDURES:

Applications are due and shall be submitted one week prior to the Tourism Commission meeting. See City of Lake Geneva website calendar for Tourism Commission meeting dates. Businesses that are interested in applying for Grant Funds can download the application from the City of Lake Geneva website, and submit to the Lake Geneva City Administrator and designee via email at cityadmin@cityoflakegeneva.com or mail to the Lake Geneva City Hall, 626 Geneva Street, Lake Geneva WI 53147. Applications along with applicable materials are to be marked as "Promotional Tourism Grant."

Following submittal of an application to the Commission, the Commission will examine the application, approve or deny the application and level of financial support to be granted. As part of the application, the commission requires the City of Lake Geneva logo placed on marketing event/initiative materials including printer materials, banners, websites and all out social media outlets used.

Once the Commission has completed its review of the application, the applicant may be informed of any deficiencies and be requested to amend the application, if necessary. Upon receipt of the completed application, it will be presented to the Commission for consideration.

As part of the grant approval, the Commission may require room block rental contracts with City of Lake Geneva hotels (for applicable events) one week prior.

IV. APPROVAL PROCEDURES:

Ten-minute presentations with grant applicants and the Tourism Commission may take place after a grant request has been submitted. Be prepared to explain how you calculated your estimate for overnight room stays. The City/Tourism Commission reserves the right to reject all applications or to accept any application which will best serve the interests of the City of Lake Geneva and the Tourism Commission.

V. EVENT EXPENSE REIMBURSEMENT PROCEDURES:

Businesses and organizations that have been approved for Grant Funds should indicate the final event/initiative date and will be given 45 days from that date to submit their receipts and examples of any marketing materials, using the attached form. Approved expenses after the event should be emailed to the City of Lake Geneva electronically at cityadmin@cityoflakegeneva.com. The City of Lake Geneva will follow their internal policies in regards to reimbursement and documentation needed for reimbursement up to the approved amount. Any disputes arising from submission will be reviewed for State law compliance by the Lake Geneva City Attorney and the Lake Geneva City Administrator.

City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

Revised September, 2021

Date Submitted: 10/27/22

Organization: Celebration Management

Contact Person: Charlie Lorenzi

Phone Number: 262-215-1859

Street Address: 1540 W. Main St.

City, State, Zip: Lake Geneva, WI 53147

Email Address: lgwinterbridalexpo@gmail.com

Name of Event: Lake Geneva Winter Bridal Expo

Date(s) of Event: January 21, 2023

Location of Event: The Riviera

Type of Event: Bridal expo / convention

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

Estimated Number of Attendees: 400 flow

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

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

812 Wrigley Dr. Lake Geneva

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

Not needed per Lana Kropf

Estimated Number of Overnight Stays: thousands; we booked over 500 room nights at Bella Vista Suites alone

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: $15,000

Provide as attachment the following:

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

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

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

Expense Account	Total
Online Advertising	$ 10,000.00
Stock Images	$ 150.00
Email Marketing	$ 500.00
Google Placement	$ 500.00
Radio	$ 1,000.00
Website & Maintenance	$ 2,500.00
Print	$ 2,000.00
Day Of Staffing	$ 250.00
Bridal Bags	$ 250.00
TOTAL	$ 17,150.00

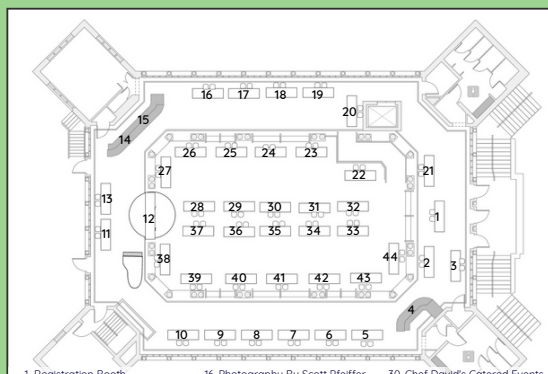
262-298-0502
LGWINTERBRIDALEXPO@GMAIL.COM

Marketing Plan
2023

Category	Strategy
Target Market	Men and women ages 20+ in Midwestern States; focusing on newly engaged, dating couples, parents with adult children, and wedding professionals
Positioning Statement	Introduce interested potential couples to all Lake Geneva has to offer. Promote area venues, small businesses, and lodging destinations
Offering to Customers	Attend in person and virtual wedding exhibits
Distribution	Strategic internet and ad placement through search engines, social media, print media, and telecommunications
Promotion Strategy	Campaigns will focus on the City of Lake Geneva being an ideal place to visit or plan a wedding related activity
Marketing Research	After analyzing last year's marketing program, we found that our target market responded best to internet ad placement versus traditional methods of advertising. Females between 25-34 using their mobile device were most likely to respond to our ad placement. Our target market reports show almost half of our customers came from IL but we did receive attendees from all over the country.
Other components	Weddings have come back much faster than corporate events; we reached a very important decision making group with our demographics Most standard wedding related activities generate over 100 room nights for the City of Lake Geneva. Despite the pandemic, over 650 guests registered to attend either in person or virtually last year.

262-298-0502
LGWINTERBRIDALEXPO@GMAIL.COM

Lake Geneva Winter Bridal Expo
2022



1. Registration Booth
2. Fred Astaire Dance Studios
3. Always and Forever Formal Wear
4. The Riviera Ballroom
5. That's My DJ Entertainment
6. Americana Flower Station
7. Baker House
8. Embrace Your Face Artistry
9. Valen Studios
10. Everdry Waterproofing
11. Graceful Events
12. Ring Tunes
13. Harbor Shores
14. Lake Life Catering
15. Lake Geneva Cruise Line
16. Photography By Scott Pfeiffer
17. Heather Laho Makeup
18. The Treasury
19. Lindsay Stayton Photography
20. Wedding Wine Pulls
21. Lake Geneva Party Bus
22. Mary Kay by Wendy Jo Ambrose
23. Lake Geneva Clue Room
24. Kristin Jones Weddings
25. Keefe Vacation Rentals
26. Whispering Woods
27. Professional Beverage Service
28. RB Photography
29. Jasmine Salon
30. Chef David's Catered Events
31. Something Blue, Lake Geneva
32. Sarah Cait Photography
33. DJ Felix Entertainment
34. Matt Mason Photography
35. PRP Wine International
36. Stories of a Lifetime LLC
37. Lake Lawn
38. Exterior Pro
39. Bella Weddi
40. Trellis Wedd
41. A Savvy Brid
42. Waters Edg
43. Celebration
44. Bella Vista S

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Lake Geneva Winter Bridal Expo
2021

WWW.LGWINTERBRIDALEXPO.COM

262-298-0502
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Lake Geneva Winter Bridal Expo
2020

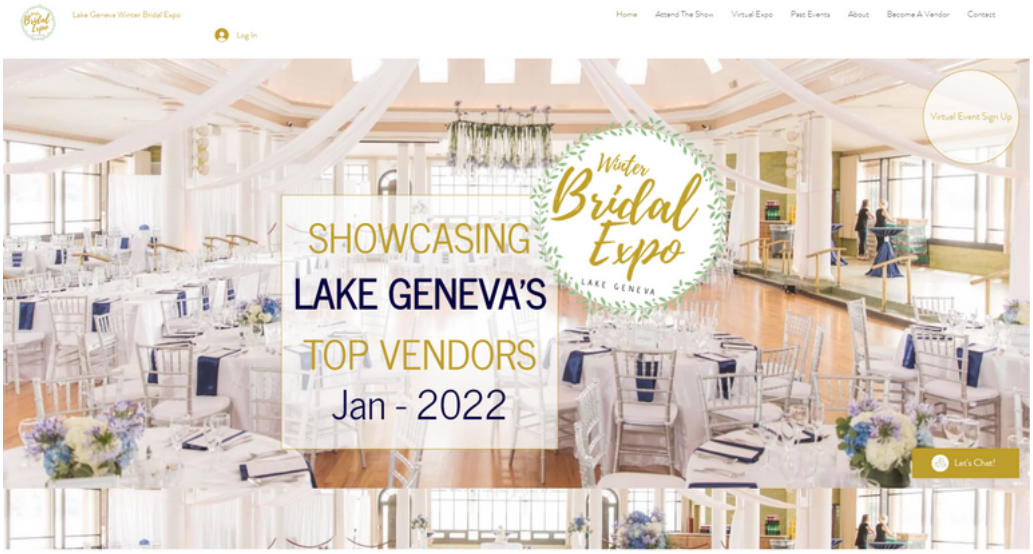
262-298-0502
LGWINTERBRIDALEXPO@GMAIL.COM

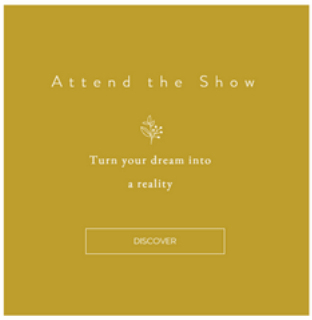
Lake Geneva Winter Bridal Expo
Vendor and Attendee Report

2020 Attendees	We received emails from over 1,000 attendees, the show garnered over 600 in attendance.
2020 Vendors	We reached capacity with 40 vendors in attendance.
2021 Attendees	We collected over 700 emails from interested customers and had more than 300 in attendance.
2021 Vendors	In 2021, we again reached capacity for the in person event. We had a total of 19 in person vendors and 30 virtual vendors.
2022 Attendees	We collected over 1,400 interested customers and had more than 700 in attendance.
2022 Vendors	We reached capacity for the in person event. We had a total of 43 in person vendors.
2023 Attendees	We strongly believe 2022 will rival the outcome of attendees from 2020.
2023 Vendors	We plan to offer multiple locations for vendors this year. The primary location being The Riviera Ballroom, and secondary locations set up in the event spaces offered by the nearby hotels.

Lake Geneva Winter Bridal Expo

Website Design 2022 - Homepage

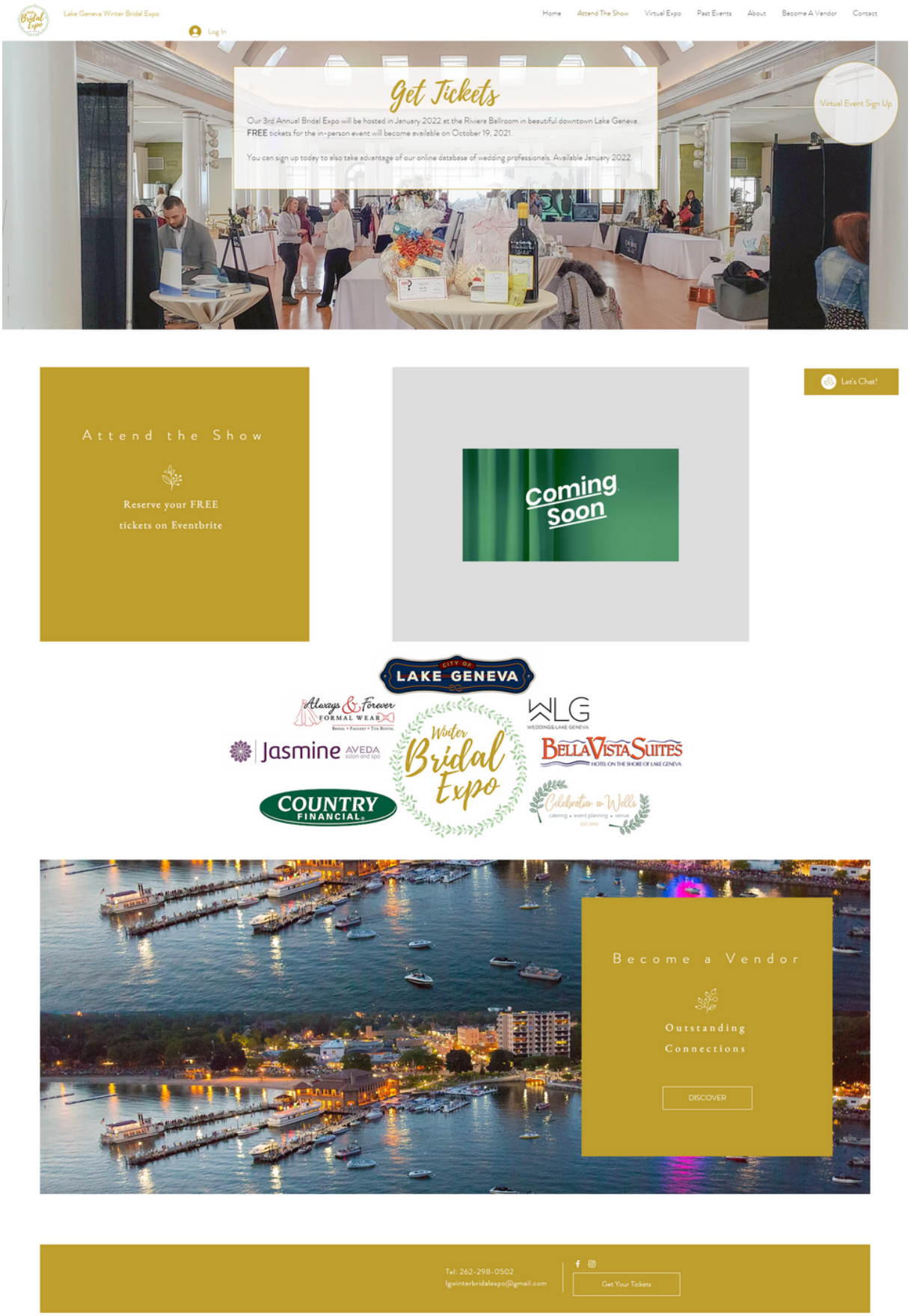




THANK YOU TO LAKE GENEVA'S
WEDDING EXPERTS FOR A GREAT
2021 SHOW!

Lake Geneva Winter Bridal Expo

Website Design 2022 - Get Tickets



Lake Geneva Winter Bridal Expo

Website Design 2022 - Past Events

Lake Geneva Winter Bridal Expo

Log In

Home | Attend The Show | Virtual Expo | Past Events | About | Become A Vendor | Contact

Virtual Event Sign Up

PAST SPONSORS

PAST VENDORS

A Savvy Bride and Tuxedo	All About the Gown by Judy
Always and Forever Formal Wear	Baker House
Bella Bridal Hair	Bella Vista Suites
Blooming Perfection Floral	Celebration on Wells Catering
Cheryl Jacobs Photography	Clear Waters Salon Spa
Cornerstone Shop & Gallery	Country Financial by Danielle Jones
Delta Disc Jockeys	Desserts4u
Denay Coco Bay	Embrace Your Face Artistry
Ensure Productions	Exterior Pros
Forever Birdy	Fred Astaire Dance Studio - Pleasant Prairie
G Marie Design Group	Gino's East of Lake Geneva
Graceful Events	Harbor Shores on Lake Geneva
Jasmine Salon	Julie Michelle Cakes
Krumwiede Home Pros	Lake Geneva Clue Room
Lake Geneva Cruise Line	Lake Geneva Party Bus
Lake Lawn Resort	Lake Life Catering
Lilypots	Ludy Tunes
Maxwell Mansion	Mary Kay by Wendy Jo Ambrose
Matt Mason Photography	Mirror Me Photo Booth
Njeri Bishota Photography	Petty Thieves Band
Plan and Gather Events	PRP Wine International
Pure Romance by Adyna Rivera	RB Photography & Videography
Seven Oaks Bed and Breakfast	Shana Rae May Photo
Simple Food Group	Simply Detailed Wedding
The Bottle Shop	The Candle Mercantile
The Riviera Ballroom	TNT Amenities
Trellis Flowers	Valen Studios
Visit Lake Geneva	Weddings by Jennifer Fox
Weddings Lake Geneva	Zilli Hospitality Group

Let's Chat!

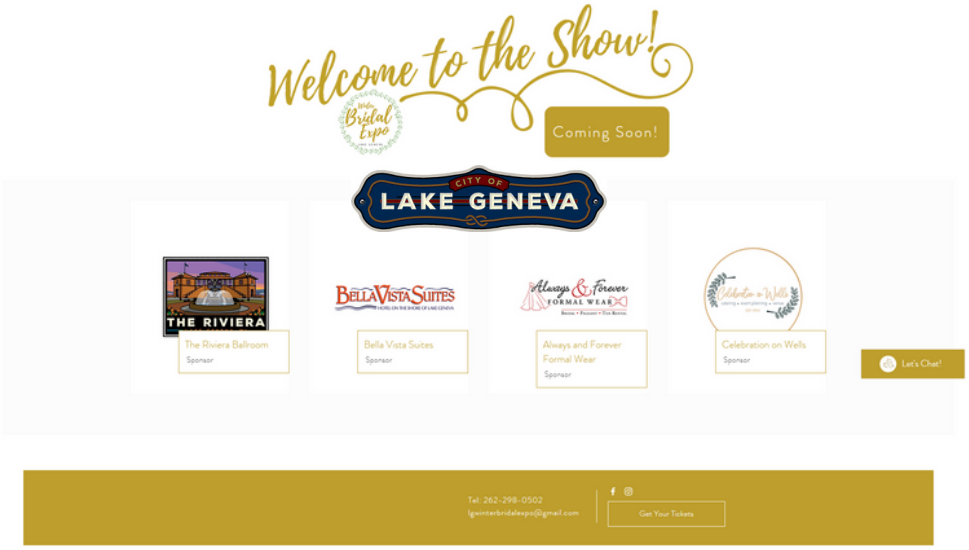
Tel: 262-298-0502
lgwinterbridalexpo@gmail.com

Get Your Tickets

Lake Geneva Winter Bridal Expo

Website Design 2022 - Virtual Expo

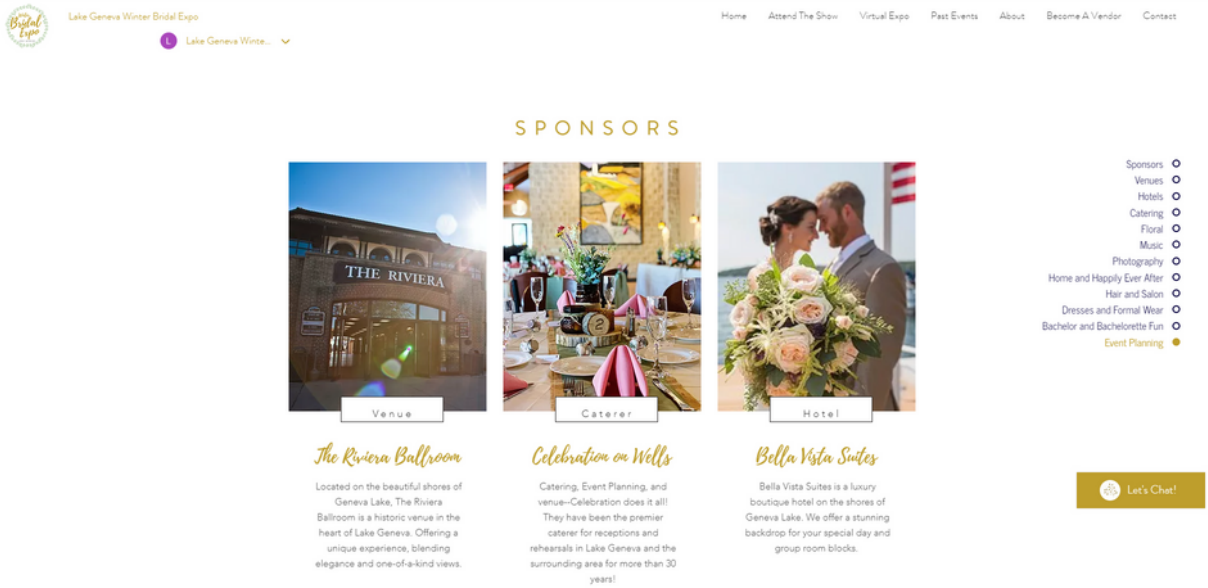
The "Coming Soon" is a button, once activated it will say "Enter" and users will be prompted to either log-in or sign up for the virtual show.
Users have the ability to sign up for the virtual show on every page of the website or when they click "enter." Once signed up, they will create their own password and will have unlimited access to the virtual expo, where we can post live streams for the in person show, vendors can submit videos, set up zoom meetings, etc.



Lake Geneva Winter Bridal Expo

Website Design 2022 - Virtual Expo - After Sign in - Sponsor Section

Lake Geneva Winter Bridal Expo Sponsors are given premium placement with two-three sentence blurbs. The submenu bar on the right navigates users to the different genres of wedding planning easily.



Lake Geneva Winter Bridal Expo

Website Design 2022 - Virtual Expo - After Sign in - Vendor Section

All vendors and sponsors are grouped alphabetically by category in our virtual vendor section.

Venues

Vendor Little Burb	Vendor Little Burb	Vendor Little Burb	Vendor Little Burb
Vendor Little Burb	Vendor Little Burb	Vendor Little Burb	Vendor Little Burb

Hotels

Vendor Little Blurb	Vendor Little Blurb	Vendor Little Blurb	Vendor Little Blurb
Vendor Little Blurb			

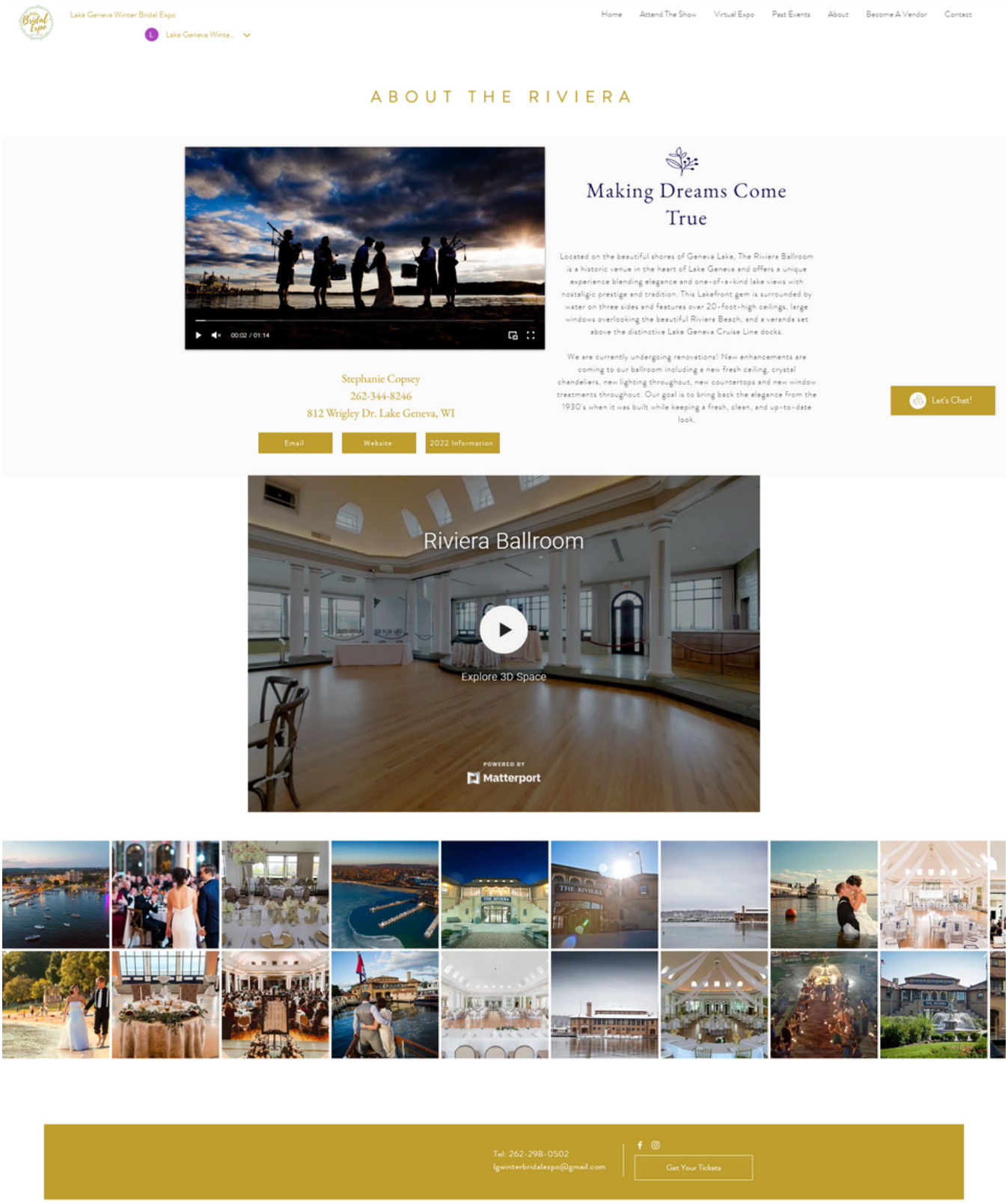
Catering

Vendor Little Blub	Vendor Little Blub	Vendor Little Blub

Lake Geneva Winter Bridal Expo

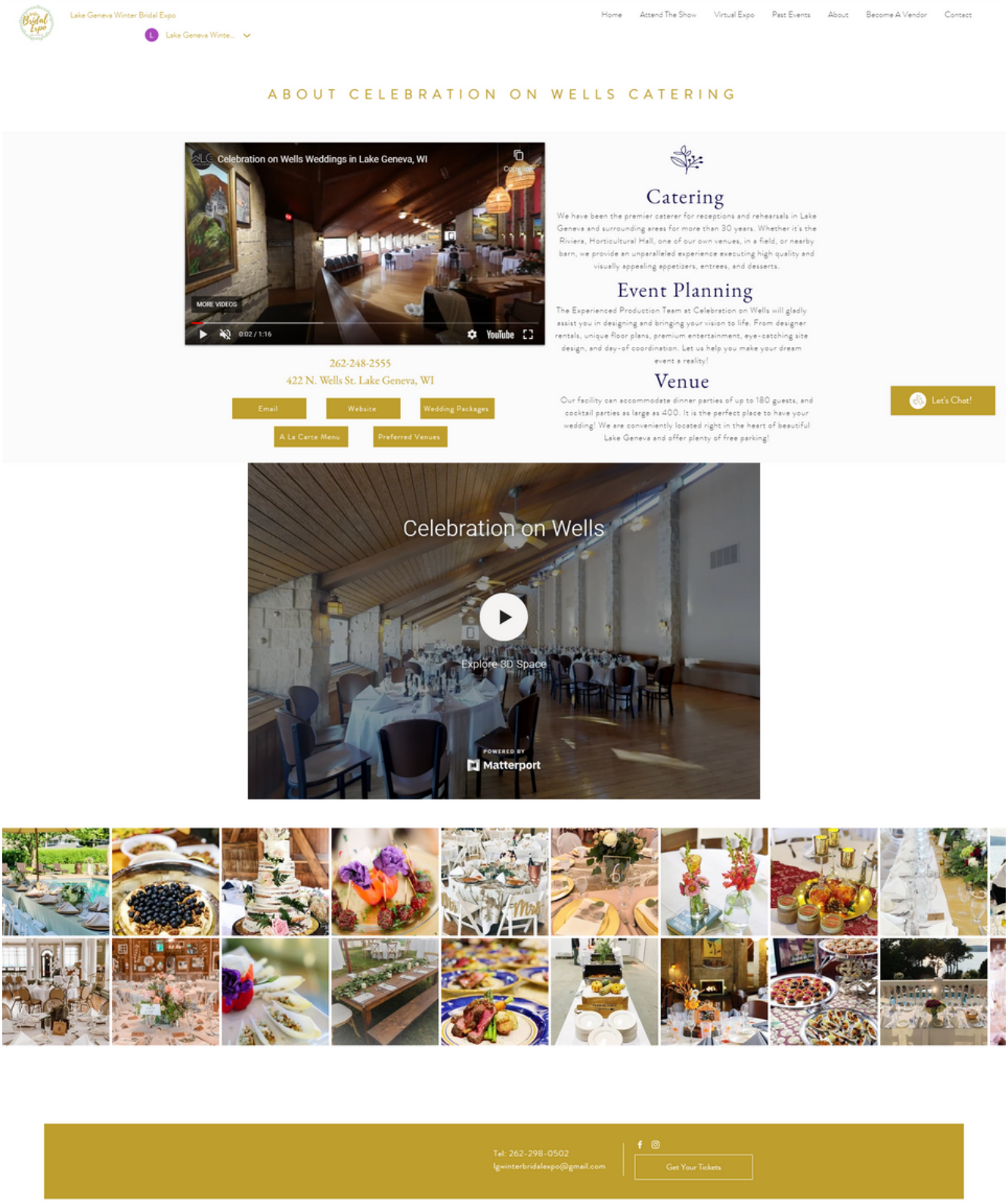
Website Design 2022 - Virtual Expo - After Sign in - Vendor Page

Each vendor is given their own person page with contact information, vendor information, videos, and more.



Lake Geneva Winter Bridal Expo

Website Design 2022 - Virtual Expo - After Sign in - Vendor Page



City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

Revised September, 2021

Date Submitted: November 7, 2022

Organization: VISIT Lake Geneva

Contact Person: Deanna Goodwin

Phone Number: 262-812-0021

Street Address: 527 Center Street

City, State, Zip: Lake Geneva, WI 53147

Email Address: deanna@visitlakegeneva.com

Name of Event: Downtown Lake Geneva Ice Sculpture Tour

Date(s) of Event: February 2 - 5, 2023

Location of Event: Downtown Lake Geneva (BID District)

Type of Event: Public Art Installation / Attraction

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

Estimated Number of Attendees: 65,000 (Winterfest attendance)

Have you Applied Before? Yes or No; Explain:

Yes, recipient of Tourism Commission grant for 2021 and 2022 events.

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

In front of businesses throughought the BID District (Downtown Lake Geneva)

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 Pending

Estimated Number of Overnight Stays: 1,000

Prior years' visitor survey sampling indicating portion of Winterfest overnight visitors.

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: $12,250

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

Lake Geneva Tourism Commission Grant Application

Downtown Ice Sculpture Tour

A Winterfest Event • February 2 – 5, 2023

In 2020, VISIT Lake Geneva (VLG) introduced a new companion event to its annual Winterfest festival - the **Downtown Lake Geneva Ice Sculpture Tour**. In attracting an estimated 65,000 visitors to this downtown and lakefront event, VLG sought to provide Winterfest fans even more to experience and enjoy during the 25th anniversary year. In the ensuing three years, the Downtown Ice Sculpture event featured dozens of professionally carved ice sculptures sponsored by Downtown businesses placed along the district's sidewalks to create an imaginative and wintery art installation. Each year, the number of sculptures has grown as business owners recognized the marketing value and goodwill it brought to their business, the Downtown district, and the City of Lake Geneva.

The Ice Sculpture Tour has become a popular attraction for not only business owners, but for visitors as well. Each year, we have seen increasing engagement by visitors as they explore the sculptures Downtown, and online as they share their Ice Tour experience on their social media pages. While Winterfest continues to draw crowds in record numbers to see the snow sculptures at the Riviera and Flat Iron Park, visitors are now also anticipating an art show Downtown and are building the Ice Tour into their Lake Geneva plans. Like the snow sculptures, the Ice Tour has become a see-it-while-you-

can attraction, tempting would-be visitors to witness the one-of-a-kind art pieces before they melt. In past years, extended cold temperatures during and after Winterfest kept the ice sculptures up for an additional days or weeks, drawing even more visitors after the main event. Downtown Lake Geneva became an "Insta-worthy" destination with thousands of visitors posting photos and sharing their experience on Instagram, Facebook and Twitter.

While the appeal of the Ice Tour in the eyes of visitors has been evident by the constant flow of people throughout Downtown, VLG also continues to hear from business owners expressing their pleasure over the increased foot traffic and customer engagement that the event produced. The difference between Winterfest years with the Ice Tour (2020-2022) and prior years was significant, they said. After witnessing the positive impact of the Ice Tour in its first three years, we know that that many businesses recognize the return on investment that such a cooperative endeavor provides. On the heels the successes of the last three years of the Downtown Lake Geneva Ice Tour, VISIT Lake Geneva would like to continue this event in conjunction with Winterfest 2023 and request the support of a Tourism Commission grant to keep the cost of the ice sculptures affordable to Downtown business owners. We will once again engage the services of professional ice carving company, Art Below Zero to produce the sculptures and manage the installation. The sculptures would be installed early Thursday morning, February 2 and remain on display until they melt. Each sculpture is displayed on a sturdy wood frame and enhanced with LED lighting and signage recognizing the sponsoring business.

The purpose of this grant application is to help Downtown business owners afford the purchase of an ice sculpture and ensure enough sculptures for a quality visitor experience. We are aware of budget constraints of the small business community as they experience significant effects of inflation and even lingering effects of the pandemic, and anticipate businesses wanting to participate but having trouble affording the cost. To help ease the financial burden, we are requesting funding to subsidize a portion of cost of the ice sculptures to keep the cost to businesses as affordable as possible.

We are proposing a net cost to businesses of $200, which is what previous grants supported by covering the remaining cost. We would cap the number of subsidized sculptures at 50. Businesses will pay their portion of the cost directly to VISIT Lake Geneva, which will pay Art Below Zero in full for all sculptures plus a delivery and set up fee. The ice sculptures will be created, delivered and set up in front of sponsoring businesses by the Art Below Zero team. The breakdown of the project budget is below.

Standard Sculpture Cost	$375
Light & Pedestal Package	$ 19
Sales Tax	$ 22
Total Cost per Sculpture	**$416**
Paid by Business	$200
Paid by Grant	$216
x 50 Sculptures (max) =	$10,800
One Time Delivery/Set Up +	$450
Dedicated Marketing +	$1,000
TOTAL GRANT REQUEST	**$12,250***

(*) Maximum based on 50 sculptures. Actual reimbursement will reflect final number of sculptures purchased by businesses. In 2022, 37 sculptures were purchased and total grant reimbursement was $9,056.

The Downtown Ice Sculpture Tour will be promoted via a dedicated marketing budget and as part of Winterfest's overall marketing plan.

Dedicated Marketing Plan ($1,000)

Budget to provide exclusive promotion and advertising specifically for the Ice Sculpture Tour targeting visitors in geographical DMAs including Chicago, Rockford, Madison, Green Bay/Appleton and Milwaukee:

- SEM (Search Engine Marketing)

- Social media advertising
- Downtown pole banners (1 side of Winterfest banner)
- Posters/flyers

Winterfest Marketing Plan ($0)

The Ice Sculpture Tour will also be part of the overall Winterfest marketing and promotional plan, including:

- Dedicated web page within Winterfest microsite on VisitLakeGeneva.com
- Event listing on VisitLakeGeneva.com
- Dedicated Facebook Event page
- Custom map of sculpture locations
- Sculpture signage
- Social media marketing
- Email marketing
- Feature in the Official Winterfest Event Program
- Media releases and PR outreach

VISIT Lake Geneva is also partnering with the Lake Geneva Business Improvement District (BID), which will assist in soliciting business sponsors for the sculptures and cross promoting the event on its marketing channels. If a Tourism Commission grant is extended to VISIT Lake Geneva for this project, VLG and BID will immediately begin outreach to downtown businesses to participate in the 2023 Downtown Ice Sculpture Tour at the reduced sculpture cost. Pricing will reflect the net price of the sculpture to the business and show the amount being subsidized through the Lake Geneva Tourism Commission grant.

Thank you for our consideration.

VISIT Lake Geneva

WINTERFEST LAKE GENEVA

FEB 2–6 2022

Downtown Ice Sculpture Walk

February 4-6, 2022
Downtown Lake Geneva

1. Lake Life Market | 607 W Main St. | Web
2. The Bottle Shop | 617 W. Main St. | Web
3. Shorewest Realtors | 623 Main St. | Web
4. Maxwell Mansion | 233 Center St. (Melges Real Estate) | Web
5. Brick & Mortar Home & Outdoor 222 Center St. | Web
6. Evr Dry Gds | 719 W. Main St. | Web
7. Edie Boutique | 741 W. Main St. | Web
8. Bloomingbyrds | 755 W. Main St. | Web
9. Jayne | 771 W. Main St. | Web
10. The Olive Oil Shops | 221 Broad St. | Web
11. Wholistic Connections | 225 Broad St. | Web
12. Sterling Works | 227 Broad St. | Web
13. Lake Geneva Spice Co. | 255 Broad St. | Web
14. Topsy Turvy Brewery | 727 Geneva St. | Web
15. Thumbs Up | 260 Broad St. | Web
16. Avant Cycle Café | 234 Broad St. | Web
17. Cornerstone 1 | 214 Broad St. | Web
18. Cornerstone 2 | 214 Broad St. | Web
19. Egg Harbor Café | 827 W. Main St. | Web
20. Paws for Treats | 851 Main St. | Web
21. Soho Boutique | 875 W. Main St. | Web
22. Brick & Mortar Home | 832 Geneva St. | Web
23. Delaney Street Mercantile | 905 W. Main St. | Web
24. The Candle Mercantile | 870 W. Main St. | Web
25. Market of Lake Geneva | 830 W. Main St. | Web
26. Queen Bee Artisan Market | 830 W. Main St. | Web
27. Geneva Gifts | 150 Broad St. | Web
28. Hogs & Kisses | 149 Broad St. | Web
29. Kilwins | 772 Main St. | Web
30. Clearwater Outdoor | 744 W. Main St. | Web
31. Sopra Bistro | 724 Main St. | Web
32. Lake Geneva Harley Davidson | 704 W. Main St. | Web
33. Barrique Bistro & Wine Bar | 835 Wrigley Dr. | Web
34. Interstate Insurance Group | 811 Wrigley Dr. (Popeye's) | Web
35. Lake Geneva Lodge | 201 Wrigley Dr. (Visitor Center) | Web
36. The Cove of Lake Geneva | 111 Center St. | Web
37. Harbor Shores Hotel | 300 Wrigley Dr. | Web

WinterfestLG.com