



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

CITY OF LAKE GENEVA AMENDED TOURISM COMMISSION
MONDAY, DECEMBER 12, 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.- December 12, 2022 Tourism Commission
Dec 12, 2022, 4:00 – 5:00 PM (America/Chicago)

Please join my meeting from your computer, tablet or smartphone.
<https://meet.goto.com/569668901>

You can also dial in using your phone.
Access Code: 569-668-901
United States: [+1 \(408\) 650-3123](tel:+14086503123)

AGENDA

1. Chairman, Waspi call the meeting to order
2. Roll Call
3. Comments from the public limited to 5 minutes, limited to items on this agenda
4. Approval of the Tourism Commission minutes from September 12, 2022, October 10, 2022 and November 14, 2022
5. Update from Heather Jones (Independent Contractor for Tourism Commission) Meet at the Lake Promotional Activity
6. Update from Tourism Entity (VISIT Lake Geneva) on Promotional Activity, Calendar, and Hotel performance
7. Update from Lake Geneva Business Improvement District (BID)
8. Written financial update regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements, list of outstanding (unpaid) tourism grants awarded
9. Discussion / Action on Tourism Promotional Grant Program and Requests: **Maximum ten (10) minute presentation per request.**
 - a. GLAS request for time extension to submit tourism funding reimbursement request.

b. Baconfest 2023

c. Big Balloon Build – Inspiration Ministries

10. Review of Heather Jones (Independent Contractor for Tourism Commission) annual contract 2022-2023.

11. Future Agenda Items (next meeting date: Monday, January 9, 2023 at 4:00 pm)

12. Adjournment

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

TOURISM COMMISSION MINUTES
MONDAY, SEPTEMBER 12, 2022
COUNCIL CHAMBERS, CITY HALL

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

Roll Call

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

Absent: Stephanie Klett.

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

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

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

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

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

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

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

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

Update from Tourism Entity – Visit Lake Geneva

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

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

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

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

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

Meetings and events by the numbers are making a comeback.

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

Written financial update provided by City Comptroller

Balance Sheet as of August 31, 2022

Total Assets \$509,488.24

Restricted Fund Balance \$685,614.30

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

Tourism Promotional Grant Program and Requests

Never Say Never Playground – Dusti Grenus

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

MPI Great Lakes Summit – Heather Jones

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

Update regarding livestream camera locations – City Administrator Nord

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

Future meeting agenda items and next meeting date –

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

Monday, October 10 at 4:00 PM

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

Respectfully submitted,

Alderman Fesenmaier, Secretary

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

TOURISM COMMISSION MINUTES
Monday, November 14, 2022
COUNCIL CHAMBERS, CITY HALL

Meeting was called to order by Chair Waspi at 4:15 p.m.

Roll Call by Linda Moritz

Present: Chair Brian Waspi, Vice Chair Zakia Pirzada, Alderman Fesenmaier, Alderman Hedlund, Linda Moritz; Kevin Singh, Stephanie Klett, Administrator Nord.

Absent: Mayor Klein

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

Approval of Tourism Commission minutes from October 10, 2022. No motion.

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

Stephanie Jones reviewed data from the packet. Riviera bookings are holding strong with the new, increased rates including into 2024. Session Duration for the website showed an increase.

Update from Tourism Entity – Visit Lake Geneva

Deanna Goodwin highlighted impressive data regarding the Visit website including an increase in Direct Traffic (i.e. typing in the URL/web address) and an increase in the Fall Landing page (329% over last October). The Bus Wrap marketing which kicked off in Chicago is now expanding into Milwaukee and Madison. The Winter Marketing Campaign begins this month. The Visitor Center continues their 24/7 hours and is the drop-off location for a winter clothing drive, Bundle Up, running through mid-January. United Way will distribute the collected items locally.

The lighted Christmas Parade, with the 12 Days of Christmas theme, is Saturday, December 3rd. Volunteers are still needed including Ambassadors, who will hand out candy, because throwing candy continues to be prohibited.

October Earned Media samples:

- 7 Most Beautiful Lake Towns in Wisconsin | World Atlas (Web)

<https://www.worldatlas.com/cities/7-most-beautiful-lake-towns-in-wisconsin.html>

- These Wisconsin Towns Named Among America's 'Most Beautiful' | Up North News | Web

<https://upnorthnewswi.com/2022/10/26/these-wisconsin-towns-named-among-americas-most-beautiful/>

- These Are the Most Charming Main Streets in the United States | Fodor's Travel (Web)

<https://www.fodors.com/news/photos/these-are-the-most-charming-main-streets-in-the-united-states>

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

Written financial update provided by City Comptroller

Balance Sheet as of October 2022

Total Assets - \$825,233.22

Restricted Fund Balance - \$685,614.30

Outstanding Grants worksheet showed a total unpaid liability of \$396,702.10.

Waspi commented that what is not included in the Grant worksheet is a final payment to Visit. He also suggested that we shouldn't grant more than \$40,000 until the end of February. We will probably exceed \$2,000,000 in room taxes for 2022 reflecting the increased rate.

Tourism Promotional Grant Program and Requests

Women's Weekend – Geneva Lake Women's Association

Revised grant application was presented with expanded, detailed marketing plan showing. They also adjusted the date to late April to fill the gap of non-scheduled events during that time period. It was noted that Administrator Nord could share this as a sample, model of an outstanding application. Motion by Pirzada, second by Waspi, to approve a reduced amount for \$12,500. Unanimously carried.

Lake Geneva Winter Bridal Expo – Charlie Lorenzi

Lorenzi reviewed the application including the marketing plan. Motion by Hedlund, second by Waspi, to approve \$15,000, with the condition to provide historical data of attendance and room stays along with the invoices for the January 2023 event. Unanimously carried.

Visit Lake Geneva Downtown Ice Sculpture Tour – Deanna Goodwin

The ice sculptures, Art Installation, is a companion to Winterfest, and increases foot traffic to downtown businesses and lodging bookings as an added reason to stay.

Thirty-seven businesses participated last year with the potential capacity of 50. This is the fourth year for the ice sculptures and third year of grant requests.

Motion by Hedlund, second by Waspi, to approve the reduced amount of \$10,800. Unanimously carried.

Heather Jones, Independent Contractor for Tourism Commission, annual contract negotiations

The contract was not in the packet. The City Attorney is working on one document which will combine the previous three agreements into one. Contract was technically approved last month to expire October 31, 2023.

Future meeting agenda items and next meeting date –

- Place on agenda Heather Jones' 2022-2023 contract and include in the packet for Public and Commission viewing the updated, new agreement along with the three agreements mentioned above.
- GLAS reimbursements – missed deadline
- Add column in financials Budget vs. Actual with a subtotal of what has been paid out.
- Revise Grant Application to include attendance and lodging data as part of invoice submission.
- 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, December 12 at 4:00 PM

Motion by Moritz, second by Singh, to adjourn at 5:25 p.m. Carried.

Respectfully submitted,
Alderman Fesenmaier, Secretary



**Lake Geneva Tourism Commission
DECEMBER 12, 2022
VISIT Lake Geneva Update**

Upcoming Partner Meetings & Events

- VLG Monthly Partner Meeting – December 20, 2022 at 8am at Geneva Lake Museum

Public Events – 2022/2023

- Electric Christmas Parade (Dec. 3) – Recap
- Winterfest + Downtown Ice Sculpture Walk (Feb. 1-5)

Earned Media Highlights – NOVEMBER 2022

- [Take a moment to savor holiday enchantment in Lake Geneva](#) | Chicago Tribune (Print + Web)
- [CBS 58 Hometowns: Lake Geneva](#) | CBS 58 (TV)
- [One of Wisconsin's Best Tourist Towns has a Ton of Holiday Fun](#) | Q98.5 Rockford (Web)
- [10 Places in The U.S. To See The View From Above In A Hot Air Balloon](#) | TheTravel.com (Web)
- Wassailing in Wisconsin: Yule Love these Local Celebrations | Northwest Quarterly (Print)
- [Winter Road Trip: Visiting Ice Castles at Lake Geneva, Wis.](#) | ChambanaMoms.com (Web)
- [The 10 Most Charming Small Towns in the U.S. For a Winter Getaway](#) | Yahoo.com | MSN.com (Web)
- [Tips for Visiting the Ice Castles in Lake Geneva, Wisconsin...](#) | The Travel Sisters Blog (Web)
- [10 Small Towns with Big Midwestern Charm](#) | BestLifeOnline.com (Web)
- [27 Best & Fun Things To Do In Lake Geneva, Wisconsin](#) | Busy Tourist (Web)

Media in the Works

- TravelAwaits.com – Lake Geneva holiday story in process (publication date TBD)
- NW Indiana Times – Ice Castles and Winter Activities in Lake Geneva (Feb. 5)
- Chicago Foodie Sisters Blog – Winter Dining Around Lake Geneva (February/March)

Marketing Metrics – NOVEMBER 2022

- **Website – VisitLakeGeneva.com**
 - Visitor Sessions: 81,761 (+24.8%) | YTD 11,263,649 (+27.4%)
 - Pageviews: 171,038 | YTD 3,046,195 (+1.6%)
 - Users: 62,297 | YTD 954,202
 - Online Guide Visits: 3,022 | YTD 61,902

- Top Cities:
 1. Chicago (18.8%)
 2. (not set) (6.7%)
 3. Milwaukee (4.8%)
 4. Lake Geneva (1.8%)
 5. Ashburn (1.6%)
 6. Madison (0.9%)
 7. Denver (0.6%)
 8. Minneapolis (0.5%)
 9. Kenosha (0.5%)
 10. New York (0.5%)
- Top Pages:
 1. Home
 2. Events
 3. Things to Do
 4. Winterfest
 5. Events | Christmas Parade
 6. Things to Do | Winter Activities
 7. Things to Do | Ice Castles
 8. Stay | Hotels & Resorts
 9. Things to Do | Fall Activities
 10. Things to Do | Shopping
- 62% Female | 38% Male
- Age Group:
 1. 35-44 – 23.7%
 2. 25-34 – 20.9%
 3. 45-54 – 17.6%
 4. 55-64 – 14.8%
 5. 18-24 – 11.8%
 6. 65+ – 11.2%
- **Social Media**
 - Facebook – 58,689 Followers (+228)
 - Instagram – 9,844 Followers (+93)
 - Twitter – 3,450 Followers (-4)
 - LinkedIn - 904 Followers (+28)
- **Email Subscribers** – 52,875 (-497)

Visitor Center Activity – NOVEMBER 2022

- Walk-ins – 527 (YTD 17,738)
- Phone Calls – 193 (YTD 3,051)
- Emails – 433 (YTD 11,092)
- Visitor Guides Fulfilled – 412 (YTD 11,020)

Hotel Activity (Lake Geneva Region) – OCTOBER 2022

- Occupancy = 58.8% (+14.5%) | (YTD +3.8%)
- ADR = \$162.04 (+0.5%)
- RevPar = \$95.28 (+15.1%)
- Demand = 40,263 (+14.9%)

Meetings & Events Activity

- Upcoming meetings and group industry shows:
 - Circle Wisconsin (January)
 - Connect Marketplace Midwest (January)

- **RFP Report - NOVEMBER 2022**

2022 RFP#	Total Room Nights	Meeting Type	Properties Sourced
1136	41	Social	The Ridge, Lake Lawn, The Abbey, Grand Geneva, The Cove , Harbor Shores , Maxwell Mansion , Geneva Inn, Riviera, Bella Vista
1137	68	Corporate	Grand Geneva
1138	1107	Corporate	Grand Geneva
1139	132	Corporate	Abbey Resort, Alpine Valley, Grand Geneva, Holiday Inn Club Vacations, Timber Ridge
1140	204	Social	Grand Geneva

CITY OF LAKE GENEVABALANCE SHEET
NOVEMBER 30, 2022**FUND 47 - TOURISM**ASSETS

47-00-00-11111	FUND CASH	1,126,223.23	
	TOTAL ASSETS		1,126,223.23

LIABILITIES AND EQUITYLIABILITIES

47-00-00-21100	ACCOUNTS PAYABLE	21,327.22	
	TOTAL LIABILITIES		21,327.22

FUND EQUITY

47-00-00-34800	RESTRICTED FUND BALANCE	685,614.30	
	REVENUES OVER EXPENDITURES - YTD	419,281.71	
	TOTAL FUND EQUITY		1,104,896.01
	TOTAL LIABILITIES & EQUITY		1,126,223.23

Account Number	Account Title	2022-22 Period Actual	2022-22 Current year Actual	Current year Budget	Variance Current year	% of Budget
TOURISM						
TOURISM						
47-00-00-41210	ROOM TAX	.00	1,250,312.22	1,100,000.00	150,312.22-	113.66
47-00-00-46100	TOURISM MISC REVENUE	.00	7,486.18	.00	7,486.18-	.00
47-00-00-48110	INTEREST INCOME	.00	3,843.11	500.00	3,343.11-	768.62
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	1,261,641.51	1,100,500.00	161,141.51-	114.64
47-00-00-57100	HOTEL/MOTEL ASSN-CHAM OF COM	.00	150,000.00	532,872.00	382,872.00	28.15
47-00-00-57210	EVENTS COORDINATOR	2,666.00	31,992.00	32,000.00	8.00	99.98
47-00-00-57212	EVENTS COORDINATOR-RIVIERA	2,666.00	31,992.00	32,000.00	8.00	99.98
47-70-00-57150	PROMOTIONAL GRANT	21,327.22	416,703.12	100,000.00	316,703.12-	416.70
47-70-00-57155	TOURISM MUNICIPAL DEVELOPMENT	119.98	8,760.70	100,000.00	91,170.62	8.83
47-70-00-59400	TRANSFER TO CAPITAL PROJECTS	.00	.00	.00	.00	.00
47-70-00-59500	TRANSFER TO LAKEFRONT FUND	.00	.00	.00	.00	.00
47-70-00-59600	TRANSFER TO DEBT SERVICE FUND	.00	202,911.98	211,712.00	8,800.02	95.84
TOURISM Expenditure Total:		26,779.20	842,359.80	1,008,584.00	166,155.52	83.53
Net Total TOURISM:		26,779.20-	419,281.71	91,916.00	327,297.03-	456.08
Net Grand Totals:		26,779.20-	419,281.71	91,916.00	327,297.03-	456.08

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-11111 FUND CASH					
		10/31/2022 (10/22) Balance	.00 *	.00 *	1,169,175.21
CA-CDA	7	CDA Fund Allocation - Created: 11/03/22 5:04 PM		37,500.00-	
CA-CDA	26	CDA Fund Allocation - Created: 11/18/22 9:53 AM		119.98-	
CA-CDA	48	CDA Fund Allocation - Created: 12/01/22 4:06 PM		5,332.00-	
		11/30/2022 (11/22) Period Totals and Balance	.00 *	42,951.98- *	1,126,223.23
47-00-00-13920 ACCTS RECEIVABLE					
		10/31/2022 (10/22) Balance	.00 *	.00 *	.00
		11/30/2022 (11/22) Period Totals and Balance	.00 *	.00 *	.00
47-00-00-21100 ACCOUNTS PAYABLE					
		10/31/2022 (10/22) Balance	.00 *	.00 *	37,500.00-
AP	426	Summary Transactions from AP System		119.98-	
AP	614	Summary Transactions from AP System		21,327.22-	
AP	721	Summary Transactions from AP System		5,332.00-	
CDA	80825	LAKE GENEVA CONVENTION	37,500.00		
CDA	80924	CHARTER COMMUNICATIONS	119.98		
CDA	81048	JONES, HEATHER	5,332.00		
		11/30/2022 (11/22) Period Totals and Balance	42,951.98 *	26,779.20- *	21,327.22-
47-00-00-21900 ACCRUED EXPENSES					
		10/31/2022 (10/22) Balance	.00 *	.00 *	.00
		11/30/2022 (11/22) Period Totals and Balance	.00 *	.00 *	.00
47-00-00-34800 RESTRICTED FUND BALANCE					
		10/31/2022 (10/22) Balance	.00 *	.00 *	685,614.30-
		11/30/2022 (11/22) Period Totals and Balance	.00 *	.00 *	685,614.30-
47-00-00-41210 ROOM TAX					
		10/31/2022 (10/22) Balance	.00 *	.00 *	1,250,312.22-
		11/30/2022 (11/22) Period Totals and Balance	.00 *	.00 *	1,250,312.22-
YTD Encumbrance	.00	YTD Actual	1,250,312.22- Total	1,250,312.22- YTD Budget	1,100,000.00- Unearned 150,312.22-
47-00-00-46100 TOURISM MISC REVENUE					
		10/31/2022 (10/22) Balance	.00 *	.00 *	7,486.18-
		11/30/2022 (11/22) 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					
		10/31/2022 (10/22) Balance	.00 *	.00 *	3,843.11-
		11/30/2022 (11/22) Period Totals and Balance	.00 *	.00 *	3,843.11-
YTD Encumbrance	.00	YTD Actual	3,843.11- Total	3,843.11- YTD Budget	500.00- Unearned 3,343.11-
47-00-00-49100 APPL. PRIOR YR APPROPRIATIONS					
		10/31/2022 (10/22) Balance	.00 *	.00 *	.00
		11/30/2022 (11/22) Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual	.00 Total	.00 YTD Budget	.00 Unearned .00

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-49350 TRANSFER FROM GENERAL FUND					
		10/31/2022 (10/22) Balance	.00 *	.00 *	.00
		11/30/2022 (11/22) 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					
		10/31/2022 (10/22) Balance	.00 *	.00 *	150,000.00
		11/30/2022 (11/22) Period Totals and Balance	.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					
		10/31/2022 (10/22) Balance	.00 *	.00 *	29,326.00
AP	709	JONES, HEATHER	2,666.00		
		**Desc: RIVIERA EVENTS COORDINATOR-DEC			
		11/30/2022 (11/22) Period Totals and Balance	2,666.00 *	.00 *	31,992.00
YTD Encumbrance	.00	YTD Actual	31,992.00	Total	31,992.00
		YTD Budget	32,000.00	Unexpended	8.00
47-00-00-57212 EVENTS COORDINATOR-RIVIERA					
		10/31/2022 (10/22) Balance	.00 *	.00 *	29,326.00
AP	710	JONES, HEATHER	2,666.00		
		**Desc: RIVIERA EVENTS COORDINATOR-DEC			
		11/30/2022 (11/22) Period Totals and Balance	2,666.00 *	.00 *	31,992.00
YTD Encumbrance	.00	YTD Actual	31,992.00	Total	31,992.00
		YTD Budget	32,000.00	Unexpended	8.00
47-00-11-15900 DUE TO/FROM GENERAL FUND					
		10/31/2022 (10/22) Balance	.00 *	.00 *	.00
		11/30/2022 (11/22) Period Totals and Balance	.00 *	.00 *	.00
47-00-40-15900 DUE TO/FROM LAKEFRONT FUND					
		10/31/2022 (10/22) Balance	.00 *	.00 *	.00
		11/30/2022 (11/22) Period Totals and Balance	.00 *	.00 *	.00
47-70-00-57150 PROMOTIONAL GRANT					
		10/31/2022 (10/22) Balance	.00 *	.00 *	395,375.90
AP	573	LAKE GENEVA BID	11,327.22		
		**Desc: REIMB-HNY TK FEST 2022			
AP	574	LAKE GENEVA BID	10,000.00		
		**Desc: REIMB-OCT FEST 2022 TOUR GRNT			
		11/30/2022 (11/22) Period Totals and Balance	21,327.22 *	.00 *	416,703.12
YTD Encumbrance	.00	YTD Actual	416,703.12	Total	416,703.12
		YTD Budget	100,000.00	Unexpended	316,703.12-
47-70-00-57155 TOURISM MUNICIPAL DEVELOPMENT					
		10/31/2022 (10/22) Balance	.00 *	.00 *	8,640.72
AP	404	CHARTER COMMUNICATIONS	119.98		
		**Desc: INTERNET SVC-NOV			
		11/30/2022 (11/22) Period Totals and Balance	119.98 *	.00 *	8,760.70
YTD Encumbrance	.00	YTD Actual	8,760.70	Total	8,760.70
		YTD Budget	100,000.00	Unexpended	91,239.30

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-70-00-59400 TRANSFER TO CAPITAL PROJECTS					
		10/31/2022 (10/22) Balance	.00 *	.00 *	.00
		11/30/2022 (11/22) 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					
		10/31/2022 (10/22) Balance	.00 *	.00 *	.00
		11/30/2022 (11/22) 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					
		10/31/2022 (10/22) Balance	.00 *	.00 *	202,911.98
		11/30/2022 (11/22) 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: 14 Number of accounts: 20			Debit	Credit	Proof
Grand Totals:			69,731.18	69,731.18-	.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	111,590.43	-	111,590.43
November			-
December			-
	<u>1,187,918.23</u>	<u>335,659.99</u>	<u>1,523,578.22</u>

2022

	Room Tax Regular	Room Tax Marketplace	Net Totals
January	54,550.20	-	54,550.20
February	74,435.95	-	74,435.95
March	77,487.03	146,570.03	224,057.06
April	73,954.48	-	73,954.48
May	107,378.05	-	107,378.05
June	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	162,845.67	204,625.28	367,470.95
October	77,143.23	-	77,143.23
November			-
December			-
	<u>1,365,379.89</u>	<u>549,074.95</u>	<u>1,914,454.84</u>

Variance 390,876.62

Note: Marketplace Providers now pay on a quarterly basis

The logo for the City of Lake Geneva Tourism Commission is a blue, horizontally-oriented oval with a gold border. Inside the oval, the words "CITY OF" are written in gold on a red banner at the top. Below this, "LAKE GENEVE" is written in large, white, bold, sans-serif capital letters. Underneath "LAKE GENEVE", the words "TOURISM COMMISSION" are written in smaller, white, sans-serif capital letters. A stylized gold anchor is positioned at the bottom center of the oval.Page 18 of 43

City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

Revised September, 2021

Date Submitted: 11/16/22
Organization: Wisconsin Valley Media Group/Lake Geneva Regional News
Contact Person: Kelly Wells
Phone Number: 262-656-6209
Street Address: 315 Broad Street
City, State, Zip: Lake Geneva, WI 53147
Email Address: KWells@wisconsinvalleymediagroup.com
Name of Event: 3rd Annual Lake Geneva Bacon Fest
Date(s) of Event: Fri. May 12 - Sun. May 14, 2023
Location of Event: Flat Iron Park
Type of Event: Food and Music Festival

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

Estimated Number of Attendees: 5,500 - 6,000

Have you Applied Before? Yes or No; Explain: Yes, we applied and

were granted our requests for our 2021 + 2022 events.

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

Flat Iron Park - 201 Wrigley Dr. Lake Geneva, WI 53147
City of Lake Geneva - Walworth County

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 _____

Estimated Number of Overnight Stays: Based on 2022's Statistics, we estimate
7-10% of attendees will stay overnight (720)

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

Annual Event (Yes/No): Yes (3rd Annual)

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: \$10,000

Provide as attachment the following:

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

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

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



3rd Annual Lake Geneva Bacon Fest: Tourism Promotion Grant Application
Friday, May 12-Sunday, May 14, 2023
Flat Iron Park

Event Contact: Kelly Wells | Lake Geneva Regional News Marketing & Event Manager
KWells@wisconnvalleymediagroup.com | 262-656-6209

Lake Geneva
REGIONAL NEWS


WISCONN VALLEY
MEDIA GROUP



2022 - 2nd Annual Event Recap:

The 2nd Annual Bacon Fest was expanded to a two day event held on May 14-15, 2021

Tickets were pre-sold online as well as at the gate.

- 18 food vendors were present including several from Lake Geneva (Piggly Wiggly, Baker House, Lake Geneva Pie Co., Walworth County Food & Diaper Bank, Isotropic/Chef Abel, for example).
- 7 non-food vendors.

2022 Notable Statistics (Full Report Attached):

- Estimated Number of Attendees: 5,000
- Approximately 40% of visitors traveled more than 30 miles to attend.
- An estimated 320 (6.4%) people traveled directly from a hotel to Flat Iron Park and an estimated 262 (5.4%) people traveled from Flat Iron Park to a hotel throughout the course of the event.
 - These statistics reflect only visitors who traveled directly to and from hotels and do not take into consideration those who traveled to other destinations in between.

2023 Event Overview:

Proposed Dates: Friday, May 12 (4PM-9PM), Saturday, May 13, (11AM-9PM), Sunday, May 22 (11AM-7PM)

Following another successful event in 2022, we plan to expand the festival to three days which will allow for an expanded hotel need opportunity for the City of Lake Geneva.

Event Features

- Food trucks and food vendors providing bacon-inspired dishes (and more).
- Family and children activities
- Musical acts featuring local performers under the pavilion.
- Local non-food vendors and area shops will have the opportunity to participate as vendors on-site during the event.
 - Vendor fees will be charged.
- Beer/Alcohol Tent
 - For our 3rd consecutive year, we will partner with the Walworth County Food and Diaper Bank for the beer and wine license making for a smooth service as their Directors are familiar with the event and the requirements of the Temporary Class B license.

Vendors & Entertainment:

The vendor list for 2023's event has not yet been solidified, however as with our 2021 and 2022 events, we plan to have several area restaurants and food trucks/vendors providing bacon inspired dishes and other food items. Additionally, we will also include non-food vendors selling items such as apparel, jewelry, novelty items and other services. See additional attached information for a list of vendors from 2022's event.

Local entertainment will once again be a larger part of the event - featuring local artists and mid-sized cover bands. For 2023's event, we plan to put a large focus on securing a larger cover band for Friday evening's entertainment.

Security:

We will continue to work with Jim Hansen of Security Executive Enterprises LLC and his team to provide additional private security. Mr. Hansen, Chief of Police for the City of Delavan, and his team provided the security for our 2021 and 2022 events. They will be responsible for overall security of the facility including checking photo ID's and providing wristbands for those adults 21+ who wish to partake in the alcohol tent.

Additional

Our team will continue to work with Sanimax to dispose of bacon grease. We will also secure dumpsters, portable toilets, and have individuals employed to ensure the event area remains clean.

We will be in touch with the county health department to ensure that all vendors have the most up-to-date required licenses and certificates.

2023 Marketing Plan & Budget

All of the requested grant dollars will be used on digital advertising tactics targeted to individuals based on their online behavior, past website visits and propensity to travel, as well as frequent event attendees and music and food lovers (especially bacon!). Geographically, we will target the Chicago DMA and surrounding suburbs.

Strategies may include:

Targeted Display
You Tube Advertising
Social Media
Amazon OTT
Email Marketing
Out of Home Digital Advertising

In prior years we have allocated exact dollar amounts to exact strategies, but have discovered that has not been to our, our, your, best advantage. Flexibility in the plan will allow us to allocate dollars accordingly as strategies become available. We can, however, guarantee that 100% of the funds will be allocated to strategic and well planned marketing strategies.

Total: \$10,000

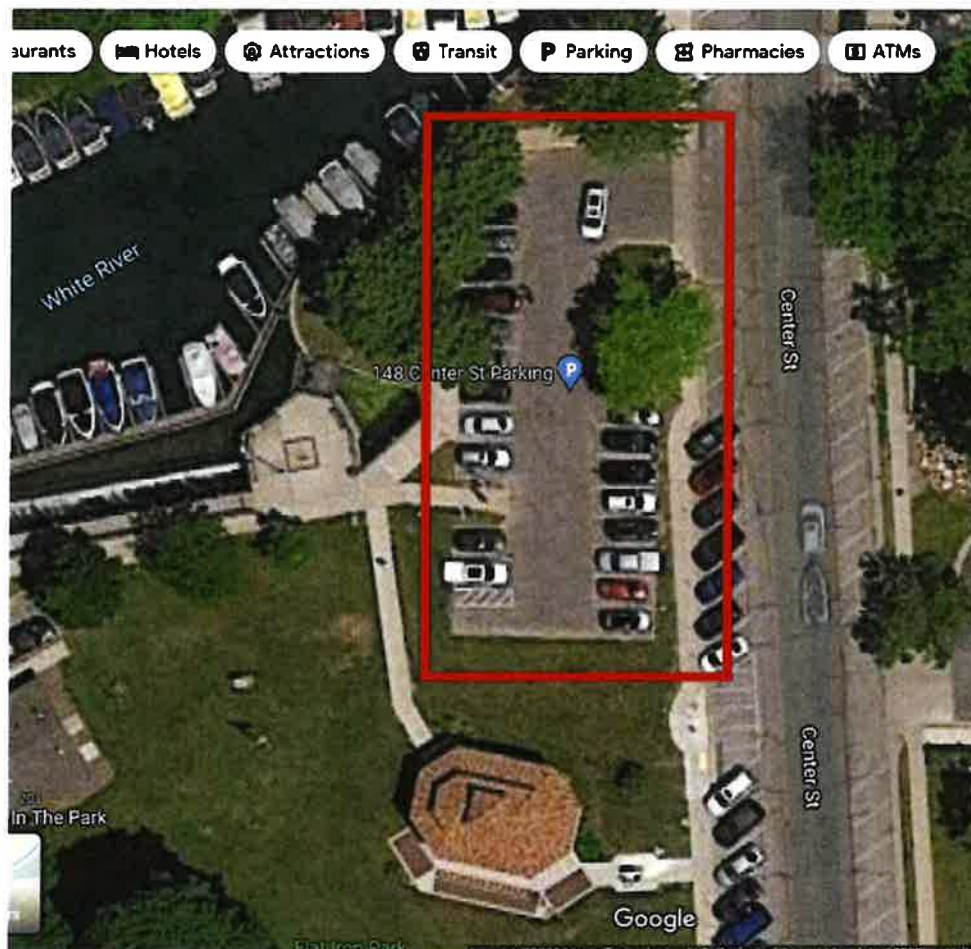
Added Value Marketing:

By partnering with the largest local media agency in the tri-county area, a large amount of added value will be included.

- High-impact advertisements on the websites for The Lake Geneva Regional News, Kenosha News, and Journal Times in Racine.
- Print ads in all three publications as well as The Lake Geneva Resorter.
- Additional print ads in our Our and About special feature.
- Preview articles on our websites and across our three publication's Facebook platforms which have more than 100,000 combined followers.
- Email notifications to our internal list of more than 50,000 email subscribers.
- Promotion across Wisconn Valley Media Group's collection of websites and social platforms, including WisconnValleyEvents.com, Facebook, TikTok, Instagram, and LinkedIn.
- Press coverage at the event, which will include articles and photo galleries.
- In addition to our local markets, we will partner with our sister property in Madison (Madison Media Partners) to provide additional value added marketing in the form of print, and digital/Eblasts to their over 28,000 subscribers. **New for 2023**

Parking Lot Closure

We have requested the closure of the 148 Center Street Parking Lot. This area will be used for event load in/out as well as dumpster placement. We request that 4-5 spaces are closed off on Thursday, May 11th for dumpster delivery and the full lot be closed ahead of the event on Friday, May 12th.



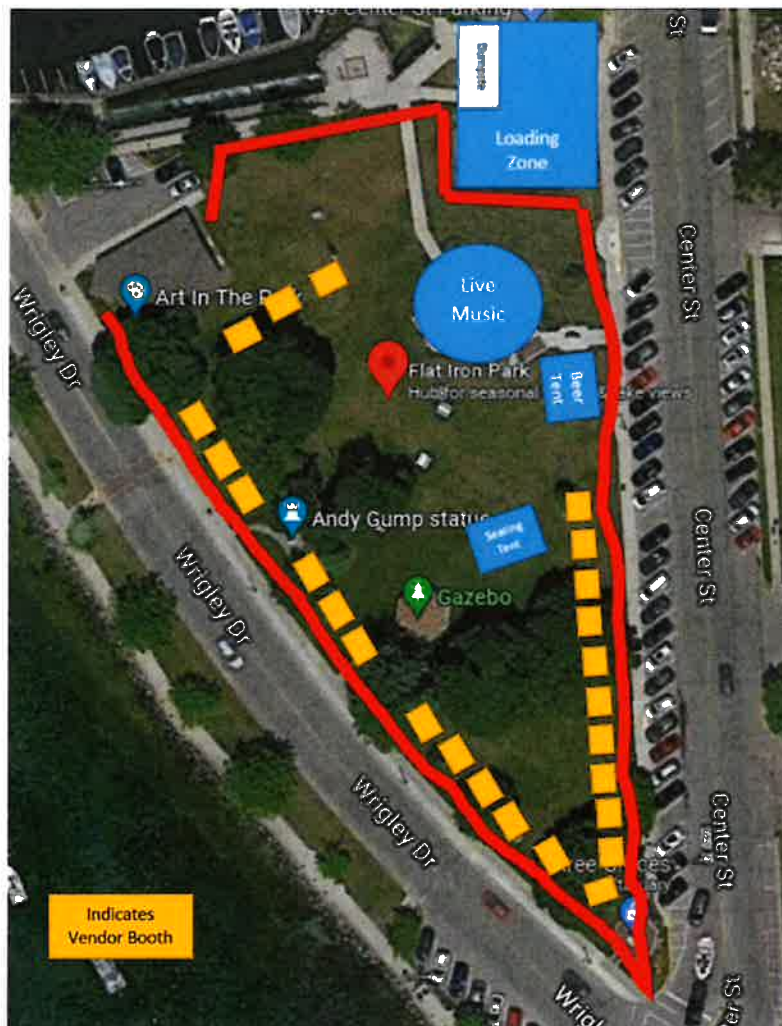
Bacon Fest 2023 Proposed Event Map

For 2023's event we do not plan to close any additional parking lots or roadways other than the parking lot mentioned above.

The entire perimeter of the event space will be surrounded by metal, easily moveable, barricading that we understand will need to be opened up following the event on Sunday evening to allow for public access. We will also have hired security on hand to help monitor the entire perimeter throughout the event.

We do not plan to request closure of the Lake Geneva Visitors Center parking lot as we have in the past.

*Vendor booth counts are only estimates, but general proposed locations are accurate.



2022 Vendors

American Made BBQ
Fiddlesticks on Wheels
Fork N Fry
Gindo's Spice of Life
Isotropic w/Elena In-Home Catering
Jammin Concessions
Johnsonville
Lake Geneva Pie Co
Lake Geneva Regional News
Leafguard
Lefty's Too
Mid City Grill
MM&E BBQ
Piggly Wiggly
Rodriguez Rentals
Rustic Over Wood Fired Pizza
Smilin Dawgs
Sweet Caroline MKE
Sweet Treats Candies & Sweets
The Baker House
The Lumpia Lady LLC
Ultimate Confections
Walworth County Food & Diaper Bank
Waterford Bee Company
Wisconsin Style BBQ

City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

Revised September, 2021

Date Submitted: 12/5/2022
Organization: Inspiration Minsitries
Contact Person: Kimberly Voller
Phone Number: 815.354.2619
Street Address: PO Box 948
City, State, Zip: Walworth, WI 53184
Email Address: kvoller@inspirationministries.org
Name of Event: Big Balloon Build - Lake Geneva
Date(s) of Event: March 19 - March 26
Location of Event: Covenant Harbor - Lake Geneva
Type of Event: Community Event

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

Estimated Number of Attendees: 5000+

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

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

Covenant Harbor 1724 W Main Street, 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 N/A

Estimated Number of Overnight Stays: 200 +

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

Annual Event (Yes/No): Not currently, however there is potential for that to happen.

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: \$10000

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

Event Overview

Big Balloon Build – Lake Geneva

Inspiration Ministries and Inspired are incredibly excited to be partnering with Sara Meyer, owner of Wisconsin Balloon Décor, on the Big Balloon Build – Lake Geneva that is sure to blow up this spring. Sara and 75 balloon artists from around the world will transform the Covenant Harbor Activity Center into a magical, fully immersive experience designed with over 100,000 bio-degradable balloons. This event is happening for just the THIRD TIME ever in the U.S. with anticipated participants of over 5000.

At the beginning of the week, Sara and 75 of her closest friends will work together to create a magical outdoor theme ‘Inspired by the Great Outdoors’ to be viewed by the public starting on Thursday, March 23, 2023. Many activities have been planned over the four days for the public to experience this amazing event.

THURSDAY – March 23rd

- Ribbon Cutting with Visit Lake Geneva
- Tours for residential facilities & other nonprofit organizations that focus on people with disabilities
- Exclusive VIP Night for Sponsors and Balloon Artists
 - Includes a dessert reception
 - Includes a small presentation

Sponsors and Balloon Artists will enjoy an evening of having the first look of the Big Balloon Build – ‘Inspired by the Great Outdoors’. There will be a short presentation and an opportunity to thank our sponsors and the balloon artists for making this incredible opportunity come to fruition.

FRIDAY – March 24th

- School Visits (including Home School Groups)
- **In-Tents Laughter with awarding winning comedian Kerri Pomarolli**
 - Includes an appetizer and dessert reception

Join award-winning comedian Kerri Pomarolli from California for a night of merriment as part of The Big Balloon Build at Covenant Harbor. Tickets include the show, a dessert reception and, best of all, early access to this totally immersive magical balloon experience.

SATURDAY/SUNDAY – March 25th and 26th

- **The Ultimate Balloon Experience** (8 am – 1 pm)
 - Includes breakfast and a visit with the Easter Bunny

Get your day popping with a buffet breakfast at Covenant Harbor's Lodge. Then, get blown away as you walk through the larger-than-life build that will bring The Great Outdoors to life with more than 100,000 balloons. After you catch your breath, join our nature-loving Easter Bunny in his burrow for one final uplifting experience.

- **The Big Balloon Build package** (Sat: 1- 8 pm; Sun: 1 -5 pm)
 - Tickets include entrance into the Big Balloon Build, and bringing donations for the food drive (filling the Kune RV with food donations)

Participants will get to experience the Big Balloon Build in the afternoon on March 25th or 26th, 2023. Participants also have the chance to help fill an RV with food that will go back to people in need in our local communities.

- **The Balloon Popping Party** (Sun: 6 pm)

After the final person walks through the incredible display, an exclusive crew gets to deflate the 100,000 or so balloons in Covenant Harbor's Activity Center.

Contact Person:

Kimberly Voller • Development Coordinator

PO Box 948 • N2270 State Road 67 • Walworth, Wisconsin 53184

P (262) 222.5093 | C (815) 354.2619 | kvoller@inspirationministries.org

Inspiration Ministries/Inspired

Big Balloon Build - Lake Geneva 2023

Contact: Kimberly Voller

815.354.2619

kvoller@inspirationministries.org

Marketing Budget

	Estimated Income/Expenses		
Income			
	\$	50,500.00	
y)	\$	15,000.00	
	\$	2,500.00	
Sun)	\$	36,000.00	
/Sun)	\$	28,000.00	
	\$	1,000.00	
	\$	133,000.00	Estimated Revenue
Expenses			
	\$	4,550.00	
	\$	3,300.00	
	\$	12,000.00	*
- Sun)	\$	18,000.00	
	\$	2,000.00	
ts	\$	800.00	
itters	\$	400.00	
ction Crew	\$	300.00	
akfast	\$	18,000.00	
	\$	600.00	
	\$	59,950.00	Estimated Expenses

* Marketing Plan

	Estimates	
Lake 96.1 FM (media package)	\$	1,000.00
K-Love (media package)	\$	2,000.00
Ardent Digital Media - Ryan James	\$	3,000.00
Posters	\$	750.00
Billboards	\$	2,500.00
Social Media	\$	750.00
Travel Wisconsin (media package)	\$	2,000.00
Additional marketing opportunities (free)		
	\$	12,000.00
		Estimated Marketing Expenses

MARCH
23-26, 2023



INSPIRED BY THE GREAT OUTDOORS

The most sensational event of 2023 is about to blow up and we want **YOU** to be there!

Inspiration Ministries and Inspired are incredibly excited to be partnering with Sara Meyer, owner of Wisconsin Balloon Décor, on the Big Balloon Build – Lake Geneva that is sure to blow up this spring. Sara and 70 balloon artists from around the world will transform the Covenant Harbor Activity Center into a magical, fully immersive experience designed with over 100,000 bio-degradable balloons.



This event is happening for just the **THIRD TIME** ever in the U.S. Tickets are limited, so don't miss your chance to be 'Inspired by The Great Outdoors.'



Scan this QR code for a chance to win free tickets and get early-bird access before tickets go on sale to the public by providing your contact information, or book a package deal NOW with our exclusive hotel partner, The Grand Geneva and Timber Lodge, that include tickets to The Ultimate Balloon Experience.

*This uplifting event benefits Inspiration Ministries and Inspired, which ensures people with disabilities have a brighter future.



For questions, please contact Kimberly Voller at 262.222.5093 or kvoller@inspirationministries.org

Additional questions:

How will this grant generate overnight stays within the City of Lake Geneva?

After multiple conversations with Visit Lake Geneva, we are quite certain that given the uniqueness of this event, it will bring families from all over Wisconsin and Illinois to visit the event. It will be promoted/marketed in areas outside of Lake Geneva area.

Grand Geneva, our exclusive hotel sponsor, has reserved 70+ rooms with a Big Balloon Build Package for their guests to purchase. They released a Black Friday special and have been promoting their stay & play package through emails and all their social media platforms.

How did you or your organization calculate the estimated number overnight stays to be generated by your event?

We estimated that 4% of the 5000 attendees will stay in Lake Geneva. The time stamped events that coordinate with the planned events will help us manage the amount of people that will go through the event at any one time.

In the other two cities that hosted the Big Balloon Build, (Vincennes IN & Kansas City MO) they estimated over 5000 attendees visited their build. Surrounding communities were very excited about the event and have been very supportive.

We have been promoting the Big Balloon Build through the Santa Cause Festival of Trees. Over 18,000 attendees participate in the Santa Cruise off Pier 290. We have seen significant traffic on our event website with many inquiries about the events associated to the build.

Independent Contractor Agreement

Lake Geneva Cooperative Convention Center Special Events Coordinator

This Agreement ("Agreement") is made and entered into this 1st day of November, 2022 by and between Heather Jones, ("Contractor") and the Lake Geneva Tourism Commission, a Commission of the City of Lake Geneva, a municipal corporation.

WITNESSETH:

WHEREAS, the Lake Geneva Tourism Commission wishes to retain the services of Contractor to perform technical and administrative services related to special event coordination to increase overnight stays in the City of Lake Geneva, Wisconsin, and

WHEREAS, Contractor wishes to work as an Independent Contractor to work and consult with the LGTC as a special event coordinator with the goal of coordinating group sales to increase overnight stays in the City of Lake Geneva, Wisconsin,

NOW THEREFORE in consideration of the sum of Ten and no/100 (\$10.00) Dollars, the mutual covenants contained herein and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged hereto, the parties agree as follows:

This Independent Contractor Agreement ("Agreement") is made and entered into by and between, _____ ("Contractor") and the Lake Geneva Tourism Commission – (LGTC).

1. **Term.** Lake Geneva Tourism Commission hereby retains Contractor for an initial term commencing **November 1st, 2022**, and ending **October 31st, 2023** ("Initial Term"). Upon conclusion of the Initial Term, this Agreement ~~may~~shall be renewed ~~automatically~~ for additional one-year terms ("Additional Term(s)" by mutual agreement between the parties and collectively with the Initial Term, the "Term").
2. **Engagement of Services.** Contractor will provide Lake Geneva Tourism Commission with technical and administrative services related to special event coordination and will participate in the formulation of the Lake Geneva Tourism Commission's goals, objectives, plans, programs, policies and budget. The Contractor will adhere to the following goals in performing services for the Lake Geneva Tourism Commission:
 - Update Lake Geneva Tourism Commission regularly by attending Tourism Commission meetings, and other assigned group, trade show, and conferences as needed.
 - Market, show and book events at the Riviera Ballroom on behalf of the City of Lake Geneva in order to promote tourism and increase room stays in the City of Lake Geneva.

- After obtaining authorization from the Lake Geneva Tourism Commission, retain outside services where and when appropriate to assist and support tourism initiatives, marketing, brochures, social media, public relations and website development/maintenance.
 - Manages group and trade show planning and member/vendor relations.
 - Due to working in government planning, this person shall be required to follow laws and policies while remaining sensitive to open meeting laws and ethics violations.
2. ~~and in accordance with the Tourism's rules and regulations.~~
3. **Compensation.** Lake Geneva Tourism Commission shall pay Contractor \$64,000.00 per year which shall be paid monthly in installments of based on monthly payments of \$5,332.00 on the 1st of each month. It is anticipated that Contractor will perform services for Lake Geneva Tourism Commission for approximately for approximately 40 hours of service per week. The Contractor will invoice the Lake Geneva Tourism Commission (with a copy to the Comptroller for the City of Lake Geneva) each month for her services. ~~and will be compensated on a monthly basis~~
4. **Expense Reimbursement.** As an independent contractor, it is assumed that the Contractor will supply the instrumentalities, tools, and place of work for her services, however, in the event extraordinary expenses are incurred by Contractor and she wants reimbursement for said expenses, the Lake Geneva Tourism Commission must preapprove those expenses prior to their expenditure. As approved by LGTC, shall pay or reimburse Contractor for any reasonable expenses incurred by the Contractor in of duties under this Agreement, and in accordance with the policies and budget approved by the Tourism Board. Contractor shall submit appropriate documentation of expenses. Such expenses will be subject to the approval of the Chair or a designee of the Chair.
5. **Independent Contractor Relationship.** It is explicitly understood and agreed that Contractor's relationship with the Lake Geneva Tourism Commission will be that of an independent contractor, and nothing in this Agreement is intended to, or should be construed to, create a partnership, agency, joint venture, or employment relationship. Contractor will not be entitled to under this Agreement to any of the benefits that Lake Geneva Tourism Commission or the City of Lake Geneva may make available to its employees, including but not limited to group health insurance, life insurance, disability insurance, profit-sharing, retirement benefits, paid vacation, holidays or sick leave, or workers' compensation insurance. No part of Contractor's compensation will be subject to withholding by Lake Geneva Tourism Commission for the payment of any social security, Medicare, federal, state or any other employee payroll taxes. The Lake Geneva Tourism Commission will regularly report amounts paid to Contractor by filing a Form 1099-MISC with the Internal Revenue Service as required by law. Contractor may perform the services required by this Agreement at any place or location and at such times as Contractor shall determine. Contractor agrees to provide all tools and instrumentalities, if any, required to perform the services under this Agreement.

6. **Nondisclosure and Confidentiality.** The Lake Geneva Tourism Commission and Contractor acknowledge and confirm that Contractor may by virtue of Contractor's relationship with the Lake Geneva Tourism Commission obtain access to sensitive, confidential, restricted and proprietary information of the Lake Geneva Tourism Commission and Lake Geneva Tourism Commission's clients, including, without limitation, financial records and client's records and files. Contractor agrees that any such confidential information of which Contractor acquires knowledge in the course of Contractor's performance of her services hereunder shall be used solely in connection with such services and shall not be used in any other manner whatsoever. Contractor agrees that they will not, without the prior written consent of the Lake Geneva Tourism Commission, disclose, divulge or publish to others any confidential information of which they have acquired knowledge in the course of their services hereunder. Contractor further acknowledges and confirms that such confidential information is the exclusive property of the Lake Geneva Tourism Commission, and under no circumstances whatsoever shall Contractor have the right to any of such information subsequent to the termination of this agreement. Upon request of the Lake Geneva Tourism Commission, Contractor shall deliver to the Lake Geneva Tourism Commission any and all such confidential information, including all copies of such information prepared or produced in connection therewith, pertaining to the Lake Geneva Tourism Commission's business or Contractor's services for the Lake Geneva Tourism Commission, whether made or compiled by Contractor or furnished to Contractor in connection with such services to the Lake Geneva Tourism Commission.
7. **Ownership of Property.** Contractor acknowledges and agrees that all documents produced by Contractor, including but not limited to memoranda, research notes, correspondence, emails, and reports in the course of his work for Lake Geneva Tourism Commission, shall be the property of Lake Geneva Tourism Commission, and Contractor shall retain no ownership, interest, or rights therein. Upon termination of this agreement, irrespective of the time, manner or cause of said termination, Contractor will surrender to the Lake Geneva Tourism Commission all such records, and all other professional, or financial information regarding the Lake Geneva Tourism Commission's business.
8. **Governing Law.** This Agreement shall be governed in all respects by the laws of the United States of America and by the laws of the State of Wisconsin. Each of the parties irrevocably consents to the exclusive personal jurisdiction of the federal and state courts located in Wisconsin, as applicable, for any matter arising out of or relating to this Agreement, except that in actions seeking to enforce any order or any judgment of such federal or state courts located in Wisconsin, such personal jurisdiction shall be nonexclusive.
9. **Severability.** If any provision of this Agreement is held by a court of law to be illegal, invalid or unenforceable, (a) that provision shall be deemed amended to achieve as nearly as possible the same economic effect as the original provision, and (b) the legality, validity, and enforceability of the remaining provisions of this Agreement shall not be affected or impaired thereby.

10. Injunctive Relief for Breach. Contractor agrees that his obligations under this Agreement are of a unique character that gives them particular value; Contractor's breach of any of such obligations will result in irreparable and continuing damage to the Lake Geneva Tourism Commission, for which there will be no adequate remedy at law; and, in the event of such breach, the Lake Geneva Tourism Commission will be entitled to injunctive relief and/or a decree for specific performance, and such other and further relief as may be proper (including monetary and punitive damages if appropriate).

11. Termination of Agreement. In October of each year, LGTC shall assess Contractor's performance related to duties and responsibilities performed under this Agreement. Upon conclusion of the assessment, LGTC and Contractor will determine whether to continue the Agreement for an Additional Term. The Lake Geneva Tourism Commission may take action to increase the base compensation, bonus or any other elements of compensation for any subsequent year of this Agreement. In addition thereto, the Lake Geneva Tourism Commission and Contractor shall be entitled to terminate this agreement for cause or without cause after providing 10 days written notice to the other party.

12. All other agreements between the parties whether written or oral, are superseded by this agreement. All previous agreements between the parties whether written or oral are hereby terminated, determined to be null and void, and of no further effect.

IN WITNESS WHEREOF, the parties to this Agreement have signed below with the Effective Date as set forth above.

Contractor	Lake Geneva Tourism Commission
Heather Jones, Independent Contractor	Brian Waspi Tourism Commission Chairman

AMENDMENT TO INDEPENDENT CONTRACTOR AGREEMENT

THIS AGREEMENT, made this 27th day of June, 2019, by and between the STEPHANIE LYNN LAKE GENEVA, LLC, a Wisconsin Limited Liability Company ("Contractor") and the LAKE GENEVA TOURISM COMMISSION, a Commission of the City of Lake Geneva, a municipal corporation ("Commission.")

WHEREAS, the Contractor and Commission entered into an agreement titled Independent Contractor Agreement dated the 10th day of October, 2018; and

WHEREAS, the City and Company have mutually agreed to amend the Independent Contractor Agreement to add additional responsibilities to the Contractor in exchange for additional compensation,

NOW THEREFORE, in consideration of the mutual covenants contained herein and other good and valuable consideration the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. The Contractor and Commission agree to amend Paragraph 2, Engagement of Services of the Independent Contractor Agreement to read as follows:

- Update Lake Geneva Tourism Commission regularly by attending Tourism Commission meetings, and other assigned group, trade show, and conferences as needed.
- Execute all aspects of event and group scheduling sales to include lodging, meeting space, food/beverage, transportation and other services as needed and which are consistent with the Commission's annual plan & budget.
- After obtaining authorization from the Commission, retain outside services where and when appropriate to assist and support tourism initiatives, marketing, brochures, social media, public relations and website development/maintenance.
- Manages group and trade show planning and member/vendor relations.
- Due to working in government planning, this person shall be required to follow laws and policies while remaining sensitive to open meeting laws and ethics violations.

- Serve as first point of contact for members and prospects.
- Develop and maintain customer relations management system to include office files, calendar, inventory and supplies which when completed shall be the intellectual property of the Commission.
- Contact members and outside resources as needed for group sales, programs, and sponsorship.
- market, show and book events at the Riviera Ballroom on behalf of the City of Lake in order to promote tourism and increase room stays in the City of Lake Geneva.

2. The Contractor and Commission agree to amend Paragraph 3, Compensation, to read as follows:

“Lake Geneva Tourism Commission shall pay Contractor \$32,000 per year which shall be paid in monthly installments of \$2666.00 on the 1st of each month. In the event contractor starts on a day other than the 1st of the month, that months payment will be prorated. It is anticipated that Contractor will perform services for the Lake Geneva Tourism Commission for approximately 20 hours per week. The Contactor will invoice the City each month for his/her services.

Commencing on the 1st of May, 2019, Contractor will be paid an additional sum of \$2,660.00 per month to market, show and book events at the Riviera Ballroom on behalf of the City of Lake Geneva to further promote tourism and increase room stays in the City of Lake Geneva. In the event contractor starts these additional duties on a day other than the 1st of the month, that month’s payment will be prorated. These duties and this additional pay shall continue through October 31, 2019.”

3. All other terms and conditions of the Independent Contractor Agreement dated the 10th day of October, 2018, not specifically amended by this agreement shall remain in full force and effect.

LAKE GENEVA TOURISM COMMISSION

STEPHANIE LYNN LAKE GENEVA LLC

By: 
TAMMIE CARSTENSEN, CHAIRMAN
CONTRACTOR

By: 
STEPHANIE L. COPSEY,

**FIRST AMENDMENT TO INDEPENDENT CONTRACTOR
AGREEMENT – Lake Geneva Cooperative Convention Center Special
Events Coordinator**

THIS AGREEMENT, made this ____ day of October, 2020, by and between the STEPHANIE LYNN LAKE GENEVA, LLC, a Wisconsin Limited Liability Company (“Contractor”) and the LAKE GENEVA TOURISM COMMISSION, a Commission of the City of Lake Geneva, a municipal corporation (“Commission.”)

WHEREAS, the Contractor and Commission entered into an agreement titled INDEPENDENT CONTRACTOR AGREEMENT – Lake Geneva Cooperative Convention Center Special Events Coordinator (“Independent Contractor Agreement”) dated the 1st day of November, 2019; and

WHEREAS, the City and Company have mutually agreed to extend the Independent Contractor Agreement;

NOW THEREFORE, in consideration of the mutual covenants contained herein and other good and valuable consideration the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. The Contractor and Commission agree to amend Paragraph 1, Term of the Independent Contractor Agreement to read as follows:
“Term. Lake Geneva Tourism Commission hereby retains Contractor for an initial term commencing November 1, 2019 and ending December 31, 2020 (“Initial Term”). Upon conclusion of the Initial Term, this Agreement may be renewed for Additional one-year terms (“Additional Term(s)”) by mutual agreement between the parties.”
2. All other terms and conditions of the Independent Contractor Agreement dated the 1st day of November, 2019 and subsequent amendments thereto not specifically amended by this agreement shall remain in full force and effect.

LAKE GENEVA TOURISM COMMISSION

STEPHANIE LYNN LAKE GENEVA LLC

By: _____
BRIAN WASPI, CHAIRMAN

By: _____
STEPHANIE L. COPSEY, CONTRACTOR

**FIRST AMENDMENT TO INDEPENDENT CONTRACTOR
AGREEMENT – Lake Geneva Cooperative Convention Center Special
Events Coordinator**

THIS AGREEMENT, made this ____ day of October, 2020, by and between the STEPHANIE LYNN LAKE GENEVA, LLC, a Wisconsin Limited Liability Company (“Contractor”) and the LAKE GENEVA TOURISM COMMISSION, a Commission of the City of Lake Geneva, a municipal corporation (“Commission.”)

WHEREAS, the Contractor and Commission entered into an agreement titled INDEPENDENT CONTRACTOR AGREEMENT – Lake Geneva Cooperative Convention Center Special Events Coordinator (“Independent Contractor Agreement”) dated the 1st day of November, 2019; and

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2. All other terms and conditions of the Independent Contractor Agreement dated the 1st day of November, 2019 and subsequent amendments thereto not specifically amended by this agreement shall remain in full force and effect.

LAKE GENEVA TOURISM COMMISSION

STEPHANIE LYNN LAKE GENEVA LLC

By: _____
BRIAN WASPI, CHAIRMAN

By: _____
STEPHANIE L. COPSEY, CONTRACTOR