



**TOURISM COMMISSION
MONDAY, January 11, 2021 – 4:00PM
LAKE GENEVA CITY HALL; COUNCIL CHAMBERS**

THE CITY OF LAKE GENEVA IS HOLDING MEETINGS VIRTUALLY WITH LIMITED CAPACITY IN COUNCIL CHAMBERS TO COMPLY WITH SOCIAL DISTANCING DUE TO THE CORONAVIRUS (COVID-19) PANDEMIC. HERE'S HOW YOU CAN PARTICIPATE:

4:00 p.m. January 11, 2021 Tourism Commission
Mon, Jan 11, 2021 4:00 PM - 5:00 PM (CST)

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

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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 December 14, 2020
- 5) Update from Stephanie Copsey (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) on Events, Activity, and Status on Prior Grants Awarded

- 8) Update from Wisconsin Valley Media Group on Campaign Performance and Status on Prior Grant Awarded
- 9) Written financial update provided by Comptroller regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements
- 10) Discussion regarding Walworth County Visitors Bureau Payment Schedule
- 11) Discussion/Action on Tourism Promotional Grant Program and Requests:
 - a) "Ice Bar" (The Baker House)
 - b) "Grand Mission" (Jess Bush)
 - c) Art in the Park (Geneva Lake Arts Foundation, Inc.)
 - d) Wisconsin Valley Media Group
- 12) Future meeting agenda items (next meeting date: Monday, February 8, 2021 at 4pm)
- 13) Adjourn

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

TOURISM COMMISSION MINUTES
MONDAY, December 14, 2020 – 4:00 PM
COUNCIL CHAMBERS, CITY HALL

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

Roll Call

Present: Chair Waspi, Vice Chair Trilla, Alderman Fesenmaier, Alderman Hedlund, Zakia Pirzada, Linda Moritz.

Absent: None

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

None

Valley Media Group was present but could not give an update because it was not listed on the agenda. They left hard copies of their report for the Commissioners.

Approval of Tourism Commission minutes from November 9, 2020

Ald. Hedlund moved to approve the November 9, 2020, minutes, second by Moritz.

Motion to amend by Ald. Hedlund, second by Pirzada, adding to the Open Session discussion that the Walworth County Visitor Bureau contract was for two (2) years. Unanimously carried.

Update from Stephanie Copsey (Independent Contractor for Tourism Commission) Meet at the Lake

Copsey explained that the marketing booklet catalog for the Riviera will be sent out the first week of January targeting winter weddings and corporate holiday parties. In past promotions, Stephanie offered discounts for simultaneous bookings at local city hotels. It was suggested that she apply for a grant in January to cover the cost of these discounts.

Discussion focused on the differences in information for hotels with 30 or more hotel rooms and/or meeting space versus smaller lodging facilities. Copsey said the **marketing pamphlet** is for corporate events only and made sense to only promote the larger hotels. She will revamp the **website** to give equal promotion to ALL lodging in the City of Lake Geneva.

Update from Tourism Entity – Visit Lake Geneva

Deanna Goodwin, Visit Lake Geneva Director, explained the Snow Sculpting event will have up to 15 teams depending on the state mandates applicable to different teams. There will not be a laser light show or indoor marketplace. The bonfire on the beach is still being held on Friday and Saturday but not Sunday this year. They are working with the City on pedestrian one-way foot traffic maps for downtown. The downtown Ice Sculpture Walk has close to 20 applicants at this point with another potential dozen businesses yet to apply. Winterfest 2021, February 3 through 7, should be another huge success.

Update from Lake Geneva Business Improvement District (BID)

Kristi Tarantino recapped the Holiday Tree Lighting on December 5: 150 attendees, over 2000 Facebook views and many positive comments, hotel occupancy up over 40%. Next weekend BID is sponsoring Santa's Workshop and his reindeer for safe children's visits plus Santa will walk the sidewalks and be visible to the holiday shoppers downtown. Thursday, the stores will sponsor a holiday shopping event for locals staying open until 7:00 p.m. instead of the regular 5 p.m. Thursday, December 17th.

The Winterfest Ice Sculpture Walk will be a repeat this year with help from VISIT Lake Geneva and the expectation that BID will entirely take over the event and costs next year. Short discussion on the grant money is still outstanding. The amount from the proposed electronic sign in Flat Iron Park for advertising events for \$20,000 was assumed back into the Tourism Commission budget although another \$5000 is there for the pole banner signs. Kristi is working on the 2021 line up of events which she will present at our January meeting.

Written Financial Update provided by Comptroller

Written report submitted as part of the meeting packet. Chair Waspi pointed out that the documents show \$237,000 in outstanding grants not including the contract amount for VISIT Lake Geneva for 2021. We do not know the current fund balance. Waspi asked Nord to again have changes made in the formatting of the report to show accurate balances. Chair Waspi agreed to meet with Nord to clarify outstanding grants.

Discussion/Action on Tourism Promotional Grant Program and Requests:

Business Improvement District – Holidays on the Streets of Lake Geneva

Kristi Tarantino submitted the request in November but because of the recent transitions missed the deadline for the agenda. This grant includes promotional printing, the Tree Lighting Ceremony costs, radio and social media ad costs, plus a complete overhaul of the BID website detailed in the application.

Motion by Chair Waspi, second Alderman Hedlund, to award the Holidays on the Streets of Lake Geneva grant application for an amount not to exceed \$13,068 with the understanding that the original grant request from September 11, 2019, is completely cancelled. Unanimously carried.

Lake Geneva Regional News – Baconfest

This \$10,000 grant was already awarded, the event had to be rescheduled due to COVID to the second Saturday in May 2021. The mayor asked Chair Waspi to reconsider the event location, previously approved for inside of what will be the newly renovated ballroom of the Riviera. Rob Ireland from the Regional News was graciously willing to relocate Baconfest to Flat Iron Park for the same date, May 8, 2021.

Future meeting agenda items and next meeting date – Monday, January 11, 2021 at 4:00 P.M. Grant requests expected from Stephanie Copsey as well as Baker House and Grand Mission, who both missed the December application deadline.

Motion by Ald. Hedlund, second by Trilla, to adjourn at 5:09 p.m. Carried.

Respectfully submitted,
Alderman Fesenmaier, Secretary

Riviera Ballroom/MATL Update- Tourism Commission Meeting January 2021

Marketing Update

- Virtual meeting package is complete. Updating Corporate Packages and Riviera Ballroom & Beyond Catalog to include it.
- Website updates have been made.
- Preparing for winter bridal expo on January 23rd. Virtual & In-person at Riviera booth.
- Will submit grant request for Winter event promotional \$ at the February tourism commission meeting.

Sales Update

- Received 31 new inquiries for events in 2021 & 2022 between 12/31 – 1/6
- 55 events on the books for 2021. 65 projected. (Assuming no additional Covid cancellations)



Lake Geneva Tourism Commission | January 11, 2021

VISIT Lake Geneva Update

Partner Events

- Monthly Partner Meetings to resume January 19 in virtual format

Public Events

- Winterfest | February 3-7, 2021
 - o U.S. National Snow Sculpting Championship; team lineup announcement 1/6
 - o Downtown Ice Sculpture Walk – 26 confirmed sculptures
 - o Associated events include Bonfires on the Beach, Cocoa Crawl and Baker House Fire & Ice Bar
 - o City of Lake Geneva to offer free shuttles
 - o See WinterfestLG.com for more information
- Restaurant Week – April 2021
- Concerts in the Park – July & August 2021
- Electric Christmas Parade – December 4, 2021

Marketing Metrics

- WEBSITE – VisitLakeGeneva.com – DECEMBER 2020:
 - o Visitor Sessions: 37,601 (-35.2%) (YTD 799,333 | -5%)
 - o Pageviews: 96,743 (YTD 2,041,958)
 - o Users: 30,509 (YTD 621,913)
 - o Top Cities:

1. Chicago (17.9%)	6. Arlington Heights (1.5%)
2. Milwaukee (4.8%)	7. Schaumburg (1.3%)
3. Lake Geneva (3.2%)	8. Kenosha (1.1%)
4. (not set) (2.5%)	9. Burlington (0.9%)
5. Madison (2.3%)	10. Twin Lakes (0.9%)
 - o Top Pages:

1. Home	6. Blog Things to Do in Winter
2. Winterfest	7. Stay Hotels & Resorts
3. Things to Do	8. Things to Do Shopping
4. Things to Do Winterfest	9. Stay
5. Events	10. Things to Do Shore Path

- o 59% Female | 41% Male
- o Age Group:
 1. 25-34 – 25.6%
 2. 45-54 – 16.8%
 3. 35-44 – 16.6%
 4. 55-64 – 16.2%
 5. 18-24 – 12.7%
 6. 65+ – 12.2%
- Facebook – DECEMBER 2020:
 - o 50,341 Followers (+1,072)
 - o Post Reach: 32,201
 - o Post Engagement: 6,609
- Instagram – DECEMBER 2020:
 - o 6,264 (+151)
- Twitter – DECEMBER 2020
 - o 3,376 Followers (+5)
- Email Subscribers – DECEMBER 2020 = 49,998 (+25)

Visitor Center Activity – DECEMBER 2020

- Walk-ins – 172 | 7,016 YTD
- Phone Calls – 125 | 2,854 YTD

Hotel Activity (Lake Geneva Region) – NOVEMBER 2020

- Occupancy = 21.0% | -48.2% (YTD -34.4%)
- ADR = \$113.85 | -7.4% (YTD -3.6%)
- RevPar = \$23.96 | -52.1% (YTD -36.8%)
- Demand (Rooms Sold) = 13,770 | --48.2% (YTD -35.9%)

Other

- 2021 Lake Geneva Visitors Guide expected mid-January (online earlier)
- Abominable Snow Race – January 30, 2021, 500 competitors

Sales RFP Report: DECEMBER 2020

DECEMBER 2020		
2020 RFP#	Room Nights	Properties Sourced
963	54	Abbey, Bella Vista , Geneva National

Presented by Deanna Goodwin,
 Director of Marketing, VISIT Lake Geneva
 (262) 812-0021 | deanna@visitlakegeneva.com

Campaign Performance

Lake Geneva Tourism Commission - RAC

From Oct 28, 2020 **to** December 31, 2020



DRIVEN BY DATA. FUELED BY PASSION



TARGETED DISPLAY

142,124
IMPRESSIONS

200
CLICKS

0.14%
CTR

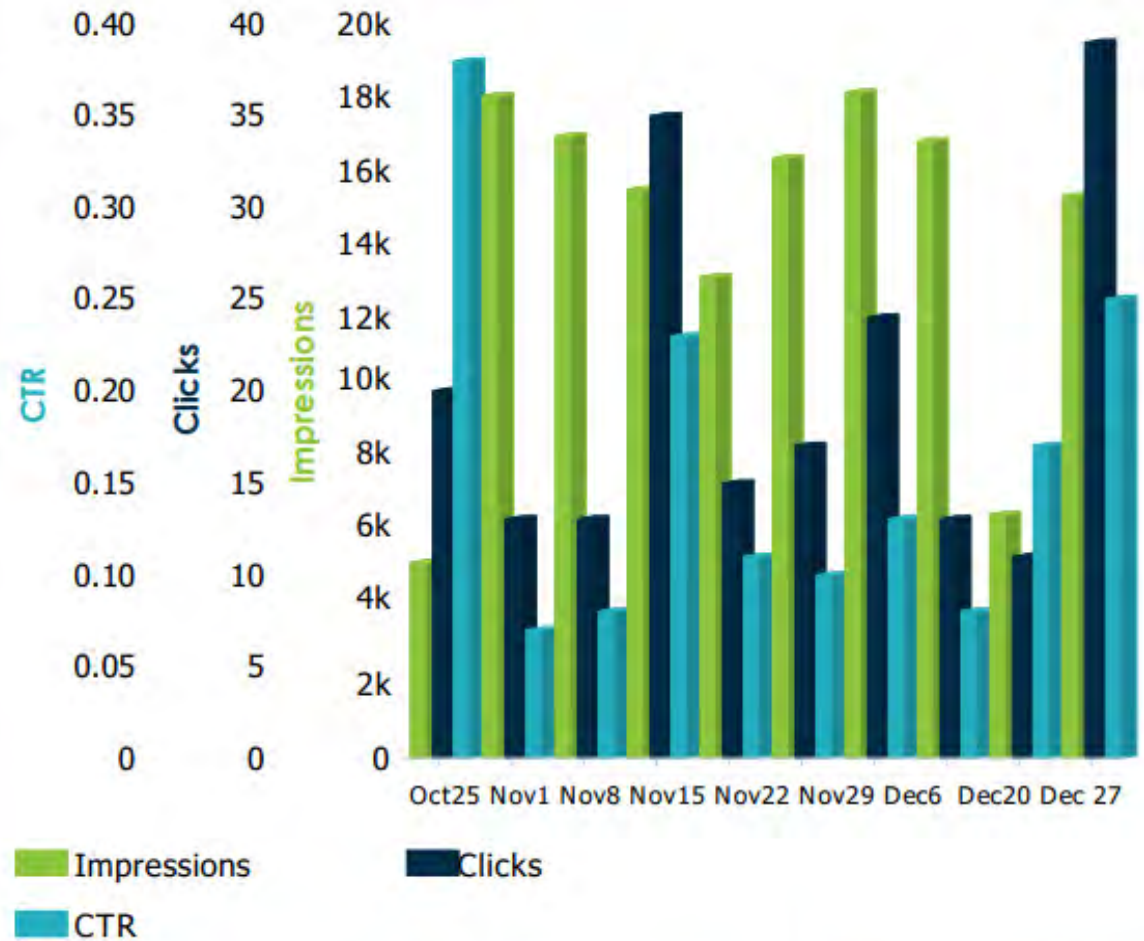
17
CONVERSIONS

Industry Benchmark 0.19%

CONVERSION BREAKDOWN:

- 6 - View Wedding Package & Pricing
- 2 - Check Availability & Schedule
- 2 - Get Quote
- 2 - More Info
- 1 - Email Us
- 1 - Get in Touch
- 2 - Hotels & Lodging
- 1 - View-Through Conversion

Performance Trend



Fall Display ran 10/28 - 11/20



Holiday Display ran 11/20-12/27



Bridal Display ran 12/28-present

TARGETED DISPLAY SUMMARY

The Display campaign has performed well. We saw 194 clicks on 139,106 impressions for a Click Through Rate (CTR) of 0.14%.

The CTR of 0.14% is slightly below the travel & tourism industry benchmark of 0.19%, however, it is worth noting that industry benchmarks are calculated at the end of a calendar year, so these averages are almost a year old. In the last seven months, the tourism industry has faced enormous challenges due to the current pandemic – to rank close to the standards set in a pre-Covid world indicates a strong performance.

The first creatives ran from 10/28 to 11/20. After changing the creative to a holiday theme and using a call to action for “Click to Book Your Stay” we saw a significant bump in interest and a large increase in the CTR. After Christmas, we switched the creative and targeting to attract engaged couples and their families in order to capture the big market of those recently engaged. In the first days of the campaign, we already are seeing a large increase in engagement and expect this to continue in the new year.

A successful advertising campaign is optimized every thirty days to create maximum performance and return on investment. During the campaign, we revised the creative twice, improved the call to action message and began tracking conversions. With each optimization, the performance has improved; we expect to see this campaign continue to increase its effectiveness as it runs to completion.

Conversion tracking was made possible on 12/4. In the first three weeks of tracking conversions, we’ve already seen 17 conversions, including one view-through conversion. We expect to see these results continue to increase as the campaign runs to completion.

TARGETED EMAIL PERFORMANCE

986

CLICKS

1.64%

CLICK %

7.45K

VIEW

12.42%

VIEW/OPEN RATE %

Campaign Performance

Campaign	Subject Line	Broadcast Date	Clicks	Click %	View	View %
RAC-Lake Geneva Tourism Commission-RAC60067315	# [firstname], Know someone recently engaged?	2020-12-27	359	1.80%	3,310	16.55%
RAC-Lake Geneva Tourism Commission-RAC60067315	Holiday Shopping	2020-11-25	332	1.66%	2,266	11.33%
RAC-Lake Geneva Tourism Commission-RAC60067315	Ready for a Fall getaway?	2020-10-31	295	1.48%	1,874	9.37%

Campaign Conversions (Conversion tracking only established on 12/21/2020)

Wedding Packages & Pricing - 2

Schedule a visit - 37

Email Contact – 6

Total Conversions - 45

TARGETED EMAIL SUMMARY

During this time period, the campaign utilized three emails, one on 10-31-2020, another on 11-25-2020, and a third one on 12-27-2020. Each campaign mailed to 20,000 email addresses, and they received an average view/open rate of 12.42% and click rate of 1.64%. Each email was more successful than the previous one as we continued to optimize variables from observed data and open rates.

The average View/Open rate of 12.42% is within in the industry average of 10-15% View/Open rates. The average Click Rate for the email series of 1.64% is also on-target the industry standard of 1.2%-1.8%.

The third email was sent after we began tracking conversions and we're able to track 45 conversions from those who viewed the ads, a fantastic response in only five days since the email launched.

Because of the large number of engagements that occur between Thanksgiving and Valentine's Day, the campaign has switched focus to recently engaged couples. This focus is performing well and should continue through the spring as couples search for and choose their wedding venues.

For future emails, we recommend a multi-drop campaign with two or more complementary emails. On the first, the email should focus on why someone should visit Lake Geneva with a strong call to action and great visuals. Two weeks later, a second email will target only those who opened the first campaign, utilizing a different graphic and including a call to action to book a hotel.

In all emails, we'd recommend utilizing more click-thru links within the creative, and using personalization and emojis in the subject line.

WEBSITE ANALYTICS

2,194

USERS

1,969

NEW USERS

225

RETURNING USER

2,332

SESSIONS

75.39%

BOUNCE RATE

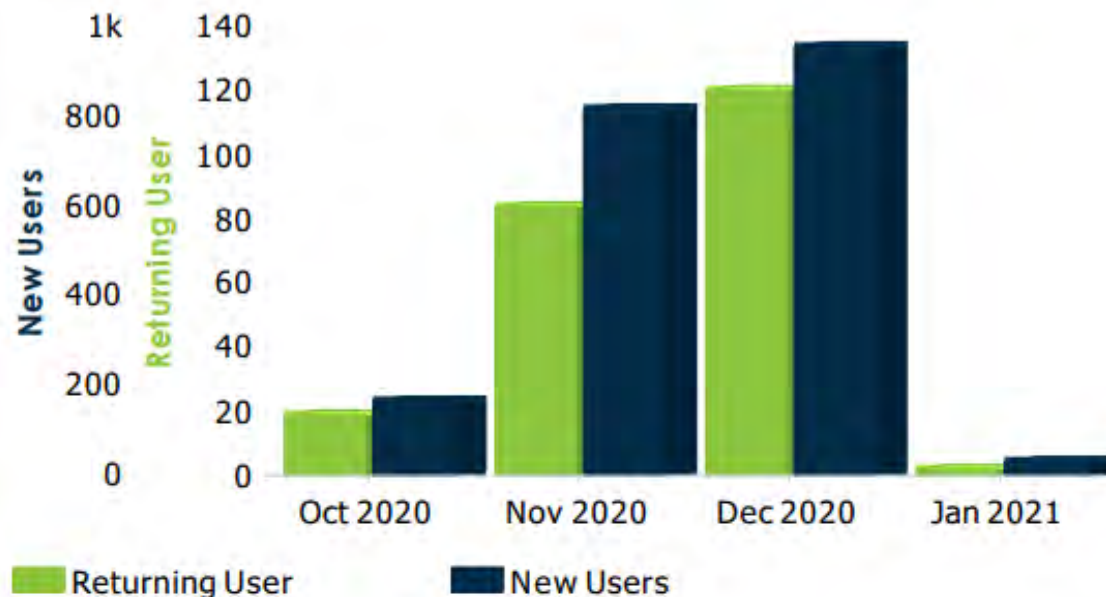
00:00:43

AVG. SESSION
DURATION

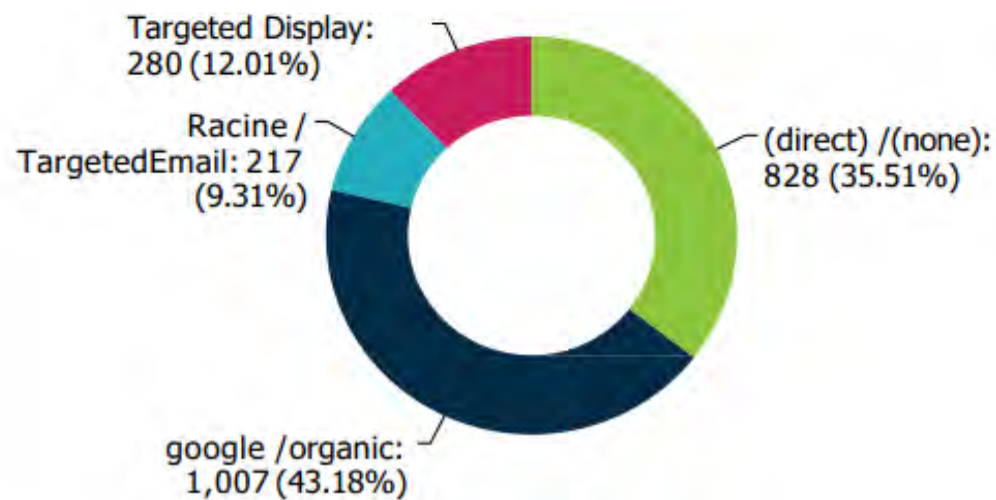
84.43%

% NEW SESSIONS

New/Returning Users Trend



Sessions by Source/Medium



WEBSITE ANALYTICS SUMMARY

Targeted Display tactics provided 12% of the traffic to the website, and the targeted emails provided 9% of the traffic during the reporting period, bringing **497 visitors** to the site.

Traffic increased each month of the campaign as we optimized the campaigns, and was continually above the previous period's visitors by approximately 15%.

On December 4, we received access to Google Analytics account and were able to begin tracking conversions. In the last twenty-six days of the reporting period, we tracked 45 conversions from a targeted email sent on 12/27/2020, and 16 from the targeted display tactic, accounting for 28% of all conversion activity on the site.

During the campaign period, the website saw 1,980 visitors, **a 14.85% increase over the previous period.** On December 28, the morning after the third email blast was sent, the website experienced a spike in traffic to 163 users, **a 715% increase from the same day in 2019** when they only saw 20 visitors.

The website is getting a lot of traffic, but only 11% of the sessions are from returning users. With an average session duration of 43 seconds, it's likely that most people visit the site, leaving fairly quickly and do not return.

We added a remarketing component to the campaign to serve ads to those who have previously visited the website and invite them back to return visits. We expect to see this increase results as the campaign continues.

PREPARED FOR LAKE GENEVA TOURISM COMMISSION

January - March 2021
January 2021

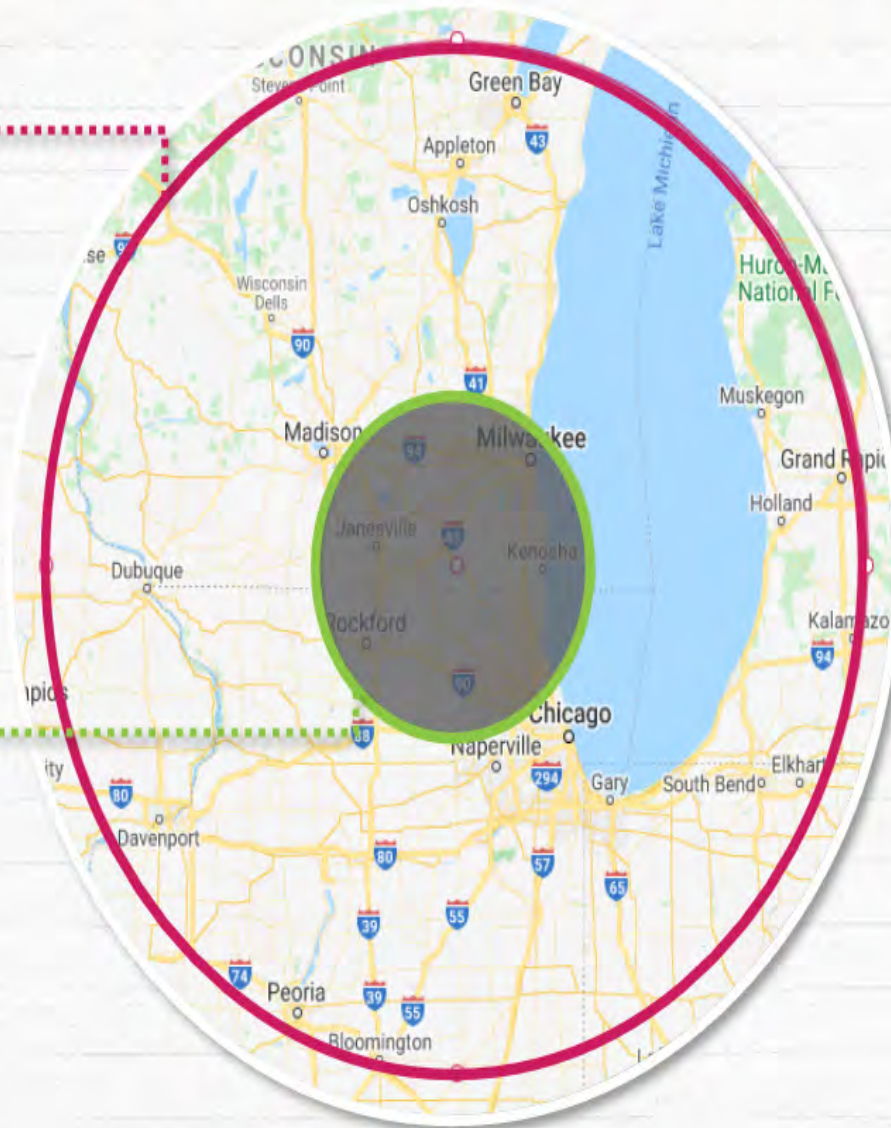


Understanding Potential Domestic Travelers

Geographic Potential: By Car

Most travelers originate from inside the 150 mile radius of a location

Visitors 50 miles and closer are less likely to stay overnight



There are an estimated 354,000 people in the area between 50 and 150 miles away who are planning to get married in the next year!

YOUR MOST VALUABLE SEGMENTS

New Homesteaders
Bright Lights, Li'l City
Country Strong
Connected Bohemians
The Cosmopolitans

Young Digerati
Low-Rise Living
Urban Modern Mix
Multi-Culti Mosaic
Multi-Culti Families

Home Sweet Home
Pools & Patios
Generation Web
Struggling Singles
Striving Selfies

Your Target Groups

Ages 18-34

Average HHI of \$81,685

52% Homeowners

Mostly without Kids

Most are College Educated

90% are Employed

High Tech Adoption & Usage

Total estimated count
in these two groups:
167,000 people

Likely has student
loans and does
banking online

Indexes highly for
working in food
service, art or design,
healthcare or
community services.

Reads bridal
content in print
and online

Mostly
renters

Uses phone for TV,
entertainment and
social networking,

Enjoys PAC-12
Football,
Soccer, and
Basketball

Interested in
spa, ski, or
adventure
vacations



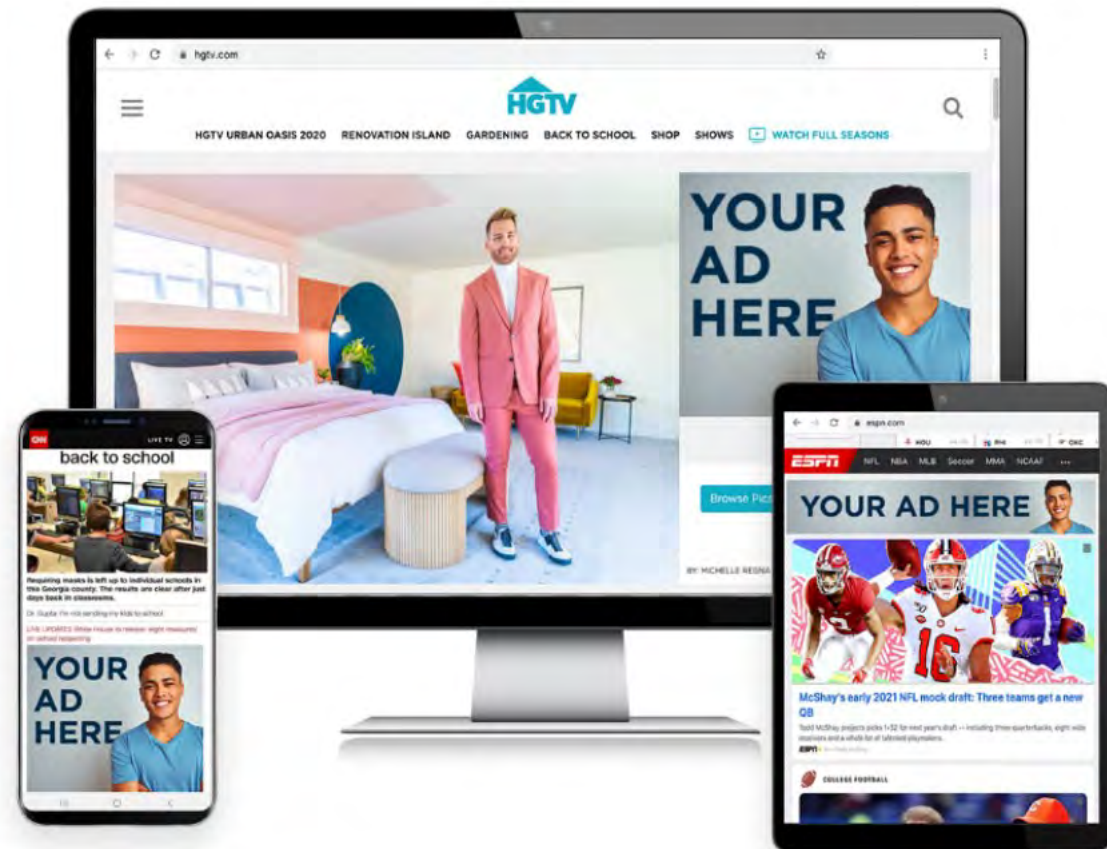
TARGETED DISPLAY

WHY?

Build your brand's appearance online and entice your target audience to seek-out information and visit your website through/with Audience Targeting.

HOW?

Targeted display (also called Programmatic) allows you to reach your ideal customer where they spend time online, utilizing data segments such as demographic information, website category, browsing behavior, and search habits; and then serve your ads to them wherever they are online - across desktop, mobile, and tablet devices.



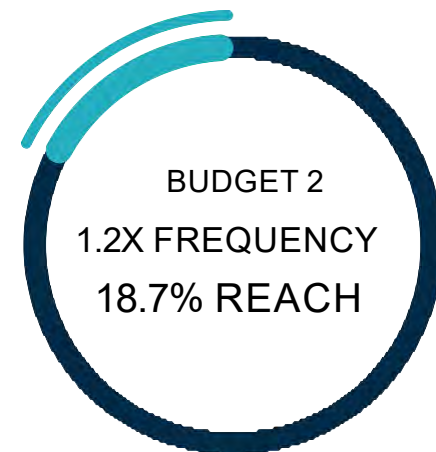
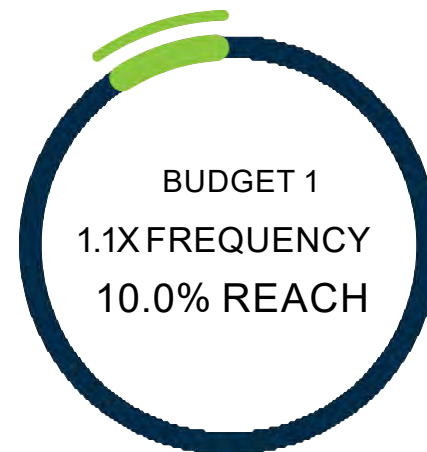
TARGETED DISPLAY

Place your message in front of potential customers where they spend time online, utilizing audience interests, demographic information, and geographic location to target your best possible audience.

TARGET DEMOGRAPHIC

GENDER	FEMALE
AGE	25+
INCOME	100K+
FAMILY	ALL
EDUCATION	ALL

REACH & FREQUENCY



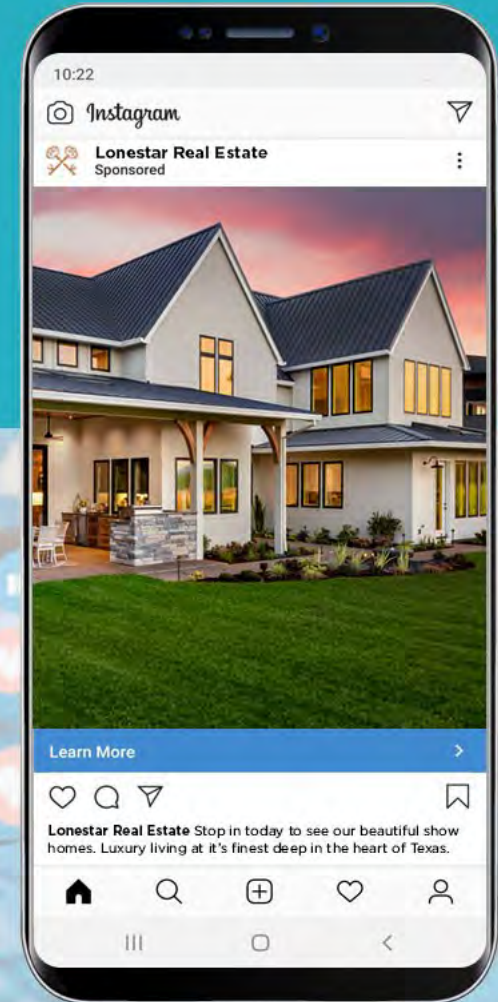
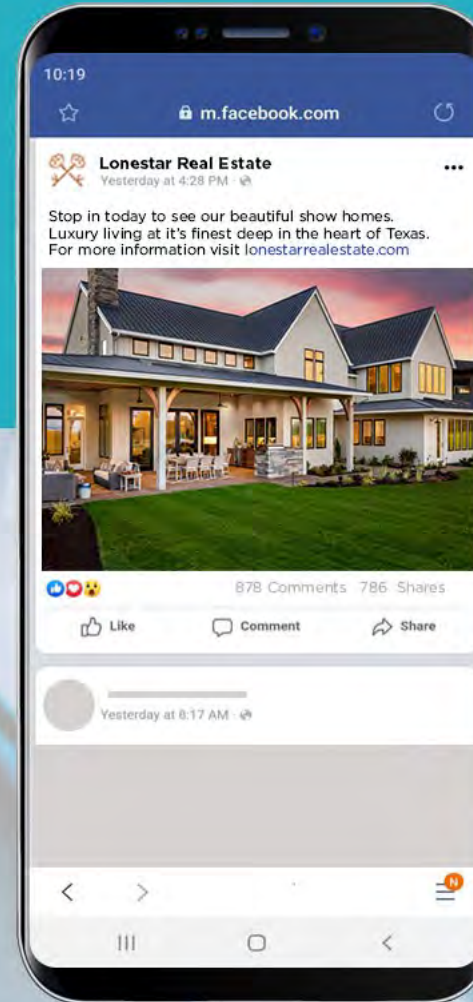
SOCIAL ADS

WHY?

Build your brand's appearance online and entice your target audience to seek-out information through/with Facebook Audience Targeting.

HOW?

Audience targeting on Facebook, Instagram, and Messenger allows you to reach your ideal customer, utilizing data segments such as demographic information, lifestyle interests, and shopping behaviors; and then serve your ads to them when they access Facebook, Instagram, or Messenger across all their devices.



SOCIAL

Target users based on their location, demographic, and interests.
Retarget website visitors and Facebook page visitors

TRANSPARENCY
Performance Reporting by:
Demographic | Geography
Creative | Placement | Device

TARGET DEMOGRAPHICS

GENDER	Female
AGE	25+
INCOME	100k+
FAMILY	All
EDUCATION	All

TARGET INTERESTS

Beauty & Fitness

Special Occasions

Travel



BUDGET 1

3 MONTHS

Targeted Display

55,000 impressions per month

Social Ads

of impressions based on Facebook bidding/demand

E Mail Drip Campaign

2 e-mail per month

Recurring Total

\$1,700/Month

PARTNER SIGNATURE

DATE

ADVERTISER SIGNATURE

DATE

BUDGET 2

3 MONTHS

Targeted Display

110,000 impressions per month

E Mail Drip Campaign

2 e-mail per month

Recurring Total

\$1,700/Month

PARTNER SIGNATURE

DATE

ADVERTISER SIGNATURE

DATE

Account Number	Account Title	2020-20 Period Actual	2020-20 Current year Actual	Current year Budget	Variance Current year	% of Budget
TOURISM						
TOURISM						
47-00-00-41210	ROOM TAX	32,386.81	303,597.09	447,765.00	144,167.91	67.80
47-00-00-48110	INTEREST INCOME	.00	896.12	3,500.00	2,603.88	25.60
47-00-00-49100	APPL. PRIOR YR APPROPRIATIONS	.00	.00	75,136.00	75,136.00	.00
Total TOURISM:		32,386.81	304,493.21	526,401.00	221,907.79	57.84
47-00-00-57100	HOTEL/MOTEL ASSN-CHAM OF COM	.00	100,000.00	190,625.00	90,625.00	52.46
47-00-00-57210	EVENTS COORDINATOR	.00	31,992.00	32,000.00	8.00	99.98
47-00-00-57212	EVENTS COORDINATOR-RIVIERA	.00	31,992.00	32,000.00	8.00	99.98
47-70-00-57150	PROMOTIONAL GRANT	8,874.70	62,084.26	85,000.00	22,915.74	73.04
47-70-00-57155	TOURISM MUNICIPAL DEVELOPMENT	839.41	6,179.57	111,640.00	105,460.43	5.54
47-70-00-59400	TRANSFER TO CAPITAL PROJECTS	.00	75,136.00	75,136.00	.00	100.00
TOURISM Expenditure Total:		9,714.11	307,383.83	526,401.00	219,017.17	58.39
Net Total TOURISM:		22,672.70	2,890.62-	.00	2,890.62	.00
Net Grand Totals:		22,672.70	2,890.62-	.00	2,890.62	.00

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
FUND CASH			01/01/2020 (00/20) Balance	47-00-00-11111			427,975.38
02/29/2020	CA	23	Cash Allocation - Created: 02/10/20 7:04 PM		205.45		
02/29/2020	CA	37	Cash Allocation - Created: 02/18/20 12:12 PM		800.00		
01/31/2020	CA	41	Cash Allocation - Created: 02/19/20 10:39 AM			1,005.45-	
01/31/2020	CA-CD	6	CDA Fund Allocation - Created: 01/08/20 12:45			5,332.00-	
01/31/2020	CA-CD	17	CDA Fund Allocation - Created: 01/10/20 9:59 A			2,836.57-	
01/31/2020	CA-CD	41	CDA Fund Allocation - Created: 01/24/20 11:10			105.47-	
01/31/2020	CA-JE	7	JE Fund Allocation - Created: 01/21/20 4:56 PM			1,666.00-	
01/31/2020	CA-JE	9	JE Fund Allocation - Created: 01/29/20 5:20 PM			75,136.00-	
01/31/2020	CA-JE	12	JE Fund Allocation - Created: 01/31/20 1:00 PM			575.00-	
01/31/2020	CA-JE	14	JE Fund Allocation - Created: 01/31/20 5:23 PM			225.00-	
01/31/2020	CA-JE	21	JE Fund Allocation - Created: 02/19/20 10:39 A		1,005.45		
			01/31/2020 (01/20) Period Totals and Balance		2,010.90 *	86,881.49- *	343,104.79
03/31/2020	CA	11	Cash Allocation - Created: 03/09/20 6:07 PM		309.51		
02/29/2020	CA-CD	5	CDA Fund Allocation - Created: 02/05/20 11:43			5,332.00-	
02/29/2020	CA-CD	19	CDA Fund Allocation - Created: 02/12/20 11:47			780.00-	
02/29/2020	CA-CD	36	CDA Fund Allocation - Created: 02/21/20 5:13 P			25,110.75-	
			02/29/2020 (02/20) Period Totals and Balance		309.51 *	31,222.75- *	312,191.55
04/30/2020	CA	9	Cash Allocation - Created: 04/08/20 9:48 AM		181.32		
03/31/2020	CA-CD	4	CDA Fund Allocation - Created: 03/02/20 6:00 P			5,332.00-	
03/31/2020	CA-CD	38	CDA Fund Allocation - Created: 03/21/20 2:21 P			87,061.00-	
03/31/2020	CA-CD	48	CDA Fund Allocation - Created: 03/27/20 4:40 P			5,442.75-	
			03/31/2020 (03/20) Period Totals and Balance		181.32 *	97,835.75- *	214,537.12
05/31/2020	CA	11	Cash Allocation - Created: 05/06/20 2:16 PM		67.49		
04/30/2020	CA-CD	14	CDA Fund Allocation - Created: 04/12/20 3:44 P			44,626.27-	
04/30/2020	CA-CD	23	CDA Fund Allocation - Created: 04/17/20 9:35 A			110.75-	
04/30/2020	CA-CD	33	CDA Fund Allocation - Created: 04/26/20 9:54 A			900.00-	
04/30/2020	CA-CD	44	CDA Fund Allocation - Created: 04/30/20 6:12 P			5,332.00-	
			04/30/2020 (04/20) Period Totals and Balance		67.49 *	50,969.02- *	163,635.59
06/30/2020	CA	21	Cash Allocation - Created: 06/08/20 5:49 PM		21.51		
05/31/2020	CA-CD	6	CDA Fund Allocation - Created: 05/11/20 12:44			25,600.00-	
05/31/2020	CA-CD	33	CDA Fund Allocation - Created: 05/29/20 9:01 A			5,332.00-	
			05/31/2020 (05/20) Period Totals and Balance		21.51 *	30,932.00- *	132,725.10
07/31/2020	CA	18	Cash Allocation - Created: 07/09/20 4:56 PM		14.37		
06/30/2020	CA-CD	15	CDA Fund Allocation - Created: 06/12/20 11:37			110.75-	
06/30/2020	CA-CD	25	CDA Fund Allocation - Created: 06/19/20 3:20 P			110.75-	
06/30/2020	CA-CD	34	CDA Fund Allocation - Created: 06/26/20 4:36 P			5,332.00-	
			06/30/2020 (06/20) Period Totals and Balance		14.37 *	5,553.50- *	127,185.97
08/31/2020	CA	16	Cash Allocation - Created: 08/06/20 5:01 PM		13.57		
07/31/2020	CA-CD	15	CDA Fund Allocation - Created: 07/10/20 3:16 P			367.47-	
07/31/2020	CA-CD	42	CDA Fund Allocation - Created: 07/31/20 11:49			5,332.00-	
			07/31/2020 (07/20) Period Totals and Balance		13.57 *	5,699.47- *	121,500.07
09/30/2020	CA	21	Cash Allocation - Created: 09/04/20 10:37 AM		9.05		
08/31/2020	CA-CD	7	CDA Fund Allocation - Created: 08/07/20 3:02 P			25,000.00-	
08/31/2020	CA-CD	36	CDA Fund Allocation - Created: 08/28/20 11:40			5,332.00-	
08/31/2020	CA-JE	20	JE Fund Allocation - Created: 09/04/20 7:40 AM		26,038.24		
			08/31/2020 (08/20) Period Totals and Balance		26,047.29 *	30,332.00- *	117,215.36
10/31/2020	CA	5	Cash Allocation - Created: 10/01/20 4:53 PM		104,548.09		
10/31/2020	CA	13	Cash Allocation - Created: 10/08/20 12:07 PM		20.25		
09/30/2020	CA-CD	27	CDA Fund Allocation - Created: 09/18/20 12:46			6,590.49-	
09/30/2020	CA-CD	45	CDA Fund Allocation - Created: 10/01/20 3:03 P			5,332.00-	
			09/30/2020 (09/20) Period Totals and Balance		104,568.34 *	11,922.49- *	209,861.21
11/30/2020	CA	4	Cash Allocation - Created: 11/02/20 12:14 PM		77,108.21		
11/30/2020	CA	22	Cash Allocation - Created: 11/05/20 3:11 PM		23.36		
10/31/2020	CA-CD	25	CDA Fund Allocation - Created: 10/23/20 11:01			1,992.80-	

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
10/31/2020	CA-CD	37	CDA Fund Allocation - Created: 10/30/20 12:42 10/31/2020 (10/20) Period Totals and Balance		77,131.57 *	5,332.00- 7,324.80- *	279,667.98
12/31/2020	CA	2	Cash Allocation - Created: 12/01/20 10:33 AM		63,515.74		
12/31/2020	CA	23	Cash Allocation - Created: 12/04/20 1:51 PM		30.24		
11/30/2020	CA-CD	7	CDA Fund Allocation - Created: 11/06/20 11:42			25,000.00-	
11/30/2020	CA-CD	24	CDA Fund Allocation - Created: 11/20/20 5:03 P			367.47-	
11/30/2020	CA-CD	33	CDA Fund Allocation - Created: 11/25/20 12:44 11/30/2020 (11/20) Period Totals and Balance		63,545.98 *	5,332.00- 30,699.47- *	312,514.49
12/31/2020	CA	13	Cash Allocation - Created: 01/03/21 12:49 PM		32,386.81		
12/31/2020	CA-CD	30	CDA Fund Allocation - Created: 12/18/20 2:39 P 12/31/2020 (12/20) Period Totals and Balance		32,386.81 *	8,914.11- 8,914.11- *	335,987.19
ACCOUNTS PAYABLE			01/01/2020 (00/20) Balance	47-00-00-21100			89,897.57-
01/31/2020	AP	166	Summary Transactions from AP System			5,332.00-	
01/31/2020	AP	261	Summary Transactions from AP System			105.47-	
01/03/2020	CDA	72384	STEPHANIE LYNN LAKE GENEVA LLC		5,332.00		
01/10/2020	CDA	72477	QUEEN BEE ARTISAN MARKET		2,836.57		
01/24/2020	CDA	72628	TIME WARNER CABLE		105.47		
			01/31/2020 (01/20) Period Totals and Balance		8,274.04 *	5,437.47- *	87,061.00-
02/29/2020	AP	127	Summary Transactions from AP System			30,332.00-	
02/29/2020	AP	395	Summary Transactions from AP System			890.75-	
02/05/2020	CDA	72643	STEPHANIE LYNN LAKE GENEVA LLC		5,332.00		
02/12/2020	CDA	72748	ELEVATE MEDIA GROUP INC.		780.00		
02/19/2020	CDA	72800	LAKE GENEVA CONVENTION		25,000.00		
02/19/2020	CDA	72817	TIME WARNER CABLE		110.75		
			02/29/2020 (02/20) Period Totals and Balance		31,222.75 *	31,222.75- *	87,061.00-
03/31/2020	AP	179	Summary Transactions from AP System			5,332.00-	
03/31/2020	AP	744	Summary Transactions from AP System			14,818.54-	
03/02/2020	CDA	72870	STEPHANIE LYNN LAKE GENEVA LLC		5,332.00		
03/18/2020	CDA	73058	LAKE GENEVA CONVENTION		87,061.00		
03/23/2020	CDA	73102	STEPHANIE LYNN LAKE GENEVA LLC		5,332.00		
03/23/2020	CDA	73103	TIME WARNER CABLE		110.75		
			03/31/2020 (03/20) Period Totals and Balance		97,835.75 *	20,150.54- *	9,375.79-
04/30/2020	AP	8	Summary Transactions from AP System			35,250.48-	
04/30/2020	AP	284	Summary Transactions from AP System			1,010.75-	
04/30/2020	AP	505	Summary Transactions from AP System			25,000.00-	
04/30/2020	AP	644	Summary Transactions from AP System			5,932.00-	
04/10/2020	CDA	73183	CELEBRATIONS MANAGEMENT		9,375.79		
04/10/2020	CDA	73230	LAKE GENEVA CONVENTION		35,250.48		
04/15/2020	CDA	73273	TIME WARNER CABLE		110.75		
04/22/2020	CDA	73316	ELEVATE MEDIA GROUP INC.		900.00		
04/29/2020	CDA	73367	STEPHANIE LYNN LAKE GENEVA LLC		5,332.00		
			04/30/2020 (04/20) Period Totals and Balance		50,969.02 *	67,193.23- *	25,600.00-
05/31/2020	AP	511	Summary Transactions from AP System			5,332.00-	
05/08/2020	CDA	73425	LAKE GENEVA CONVENTION		25,000.00		
05/08/2020	CDA	73465	WISCONN VALLEY MEDIA GROUP		600.00		
05/27/2020	CDA	73564	STEPHANIE LYNN LAKE GENEVA LLC		5,332.00		
			05/31/2020 (05/20) Period Totals and Balance		30,932.00 *	5,332.00- *	.00
06/30/2020	AP	364	Summary Transactions from AP System			110.75-	
06/30/2020	AP	504	Summary Transactions from AP System			478.22-	
06/30/2020	AP	663	Summary Transactions from AP System			5,332.00-	
06/10/2020	CDA	73663	TIME WARNER CABLE		110.75		
06/19/2020	CDA	73783	TIME WARNER CABLE		110.75		
06/24/2020	CDA	73794	STEPHANIE LYNN LAKE GENEVA LLC		5,332.00		
			06/30/2020 (06/20) Period Totals and Balance		5,553.50 *	5,920.97- *	367.47-

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
07/31/2020	AP	654	Summary Transactions from AP System			30,332.00-	
07/10/2020	CDA	73935	THE KNOT WORLDWIDE INC.		367.47		
07/29/2020	CDA	74056	STEPHANIE LYNN LAKE GENEVA LLC		5,332.00		
			07/31/2020 (07/20) Period Totals and Balance		5,699.47 *	30,332.00- *	25,000.00-
08/31/2020	AP	661	Summary Transactions from AP System			5,332.00-	
08/07/2020	CDA	74122	LAKE GENEVA CONVENTION		25,000.00		
08/26/2020	CDA	74281	STEPHANIE LYNN LAKE GENEVA LLC		5,332.00		
			08/31/2020 (08/20) Period Totals and Balance		30,332.00 *	5,332.00- *	.00
09/30/2020	AP	65	Summary Transactions from AP System			6,448.07-	
09/30/2020	AP	304	Summary Transactions from AP System			142.42-	
09/30/2020	AP	734	Summary Transactions from AP System			5,332.00-	
09/16/2020	CDA	74413	GENEVA LAKE ARTS FOUNDATION		6,590.49		
09/30/2020	CDA	74527	STEPHANIE LYNN LAKE GENEVA LLC		5,332.00		
			09/30/2020 (09/20) Period Totals and Balance		11,922.49 *	11,922.49- *	.00
10/31/2020	AP	418	Summary Transactions from AP System			1,992.80-	
10/31/2020	AP	726	Summary Transactions from AP System			30,332.00-	
10/23/2020	CDA	74715	GLAS EDUCATION		1,992.80		
10/28/2020	CDA	74764	STEPHANIE LYNN LAKE GENEVA LLC		5,332.00		
			10/31/2020 (10/20) Period Totals and Balance		7,324.80 *	32,324.80- *	25,000.00-
11/30/2020	AP	109	Summary Transactions from AP System			367.47-	
11/30/2020	AP	619	Summary Transactions from AP System			5,332.00-	
11/06/2020	CDA	74829	LAKE GENEVA CONVENTION		25,000.00		
11/18/2020	CDA	74924	THE KNOT WORLDWIDE INC.		367.47		
11/25/2020	CDA	74974	STEPHANIE LYNN LAKE GENEVA LLC		5,332.00		
			11/30/2020 (11/20) Period Totals and Balance		30,699.47 *	5,699.47- *	.00
12/31/2020	AP	365	Summary Transactions from AP System			8,914.11-	
12/31/2020	AP	708	Summary Transactions from AP System			800.00-	
12/16/2020	CDA	75119	LAKE GENEVA JAYCEES		8,874.70		
12/16/2020	CDA	75142	WISCONN VALLEY MEDIA GROUP		39.41		
			12/31/2020 (12/20) Period Totals and Balance		8,914.11 *	9,714.11- *	800.00-
UNRESERVED FUND BALANCE			01/01/2020 (00/20) Balance	47-00-00-34800			338,077.81-
			12/31/2020 (12/20) Period Totals and Balance		.00 *	.00 *	338,077.81-
ROOM TAX			01/01/2020 (00/20) Balance	47-00-00-41210			.00
08/31/2020	JE	34	RECLASSIFY ROOM TAX TO TOURISM FUND			26,038.24-	
			08/31/2020 (08/20) Period Totals and Balance		.00 *	26,038.24- *	26,038.24-
09/30/2020	JE	28	RECLASSIFY ROOM TAX TO TOURISM FUND			104,548.09-	
			09/30/2020 (09/20) Period Totals and Balance		.00 *	104,548.09- *	130,586.33-
10/31/2020	JE	16	RECLASSIFY ROOM TAX TO TOURISM FUND			77,108.21-	
			10/31/2020 (10/20) Period Totals and Balance		.00 *	77,108.21- *	207,694.54-
11/30/2020	JE	16	RECLASSIFY ROOM TAX TO TOURISM FUND			63,515.74-	
			11/30/2020 (11/20) Period Totals and Balance		.00 *	63,515.74- *	271,210.28-
12/31/2020	JE	10	RECLASSIFY ROOM TAX TO TOURISM FUND			32,386.81-	
			12/31/2020 (12/20) Period Totals and Balance		.00 *	32,386.81- *	303,597.09-
YTD Encumbrance	.00	YTD Actual	-303,597.09 Total	-303,597.09 YTD Budget	-447,765.00 Unearned	144,167.91	
INTEREST INCOME			01/01/2020 (00/20) Balance	47-00-00-48110			.00
01/31/2020	JE	16	REC JAN LGIP ACTIVITY			205.45-	
			01/31/2020 (01/20) Period Totals and Balance		.00 *	205.45- *	205.45-
02/29/2020	JE	8	REC FEB LGIP ACTIVITY			309.51-	
			02/29/2020 (02/20) Period Totals and Balance		.00 *	309.51- *	514.96-
03/31/2020	JE	16	REC MAR LGIP ACTIVITY			181.32-	
			03/31/2020 (03/20) Period Totals and Balance		.00 *	181.32- *	696.28-

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
04/30/2020	JE	20	REC APR LGIP ACTIVITY			67.49-	
			04/30/2020 (04/20) Period Totals and Balance		.00 *	67.49- *	763.77-
05/31/2020	JE	21	REC MAY LGIP ACTIVITY			21.51-	
			05/31/2020 (05/20) Period Totals and Balance		.00 *	21.51- *	785.28-
06/30/2020	JE	25	REC JUN LGIP ACTIVITY			14.37-	
			06/30/2020 (06/20) Period Totals and Balance		.00 *	14.37- *	799.65-
07/31/2020	JE	22	REC JUL LGIP ACTIVITY			13.57-	
			07/31/2020 (07/20) Period Totals and Balance		.00 *	13.57- *	813.22-
08/31/2020	JE	36	REC AUG LGIP ACTIVITY			9.05-	
			08/31/2020 (08/20) Period Totals and Balance		.00 *	9.05- *	822.27-
09/30/2020	JE	31	REC SEP LGIP ACTIVITY			20.25-	
			09/30/2020 (09/20) Period Totals and Balance		.00 *	20.25- *	842.52-
10/31/2020	JE	20	REC OCT LGIP ACTIVITY			23.36-	
			10/31/2020 (10/20) Period Totals and Balance		.00 *	23.36- *	865.88-
11/30/2020	JE	26	REC NOV LGIP ACTIVITY			30.24-	
			11/30/2020 (11/20) Period Totals and Balance		.00 *	30.24- *	896.12-
			12/31/2020 (12/20) Period Totals and Balance		.00 *	.00 *	896.12-
YTD Encumbrance		.00 YTD Actual	-896.12 Total	-896.12 YTD Budget	-3,500.00 Unearned	2,603.88	
HOTEL/MOTEL ASSN-CHAM OF COMM			01/01/2020 (00/20) Balance	47-00-00-57100			.00
02/01/2020	AP	50	LAKE GENEVA CONVENTION		25,000.00		
			**Desc: 1ST QUARTER 2020 PAYMENT				
			02/29/2020 (02/20) Period Totals and Balance		25,000.00 *	.00 *	25,000.00
05/01/2020	AP	388	LAKE GENEVA CONVENTION		25,000.00		
			**Desc: 2ND QTR 2020 PAYMENT				
			04/30/2020 (04/20) Period Totals and Balance		25,000.00 *	.00 *	50,000.00
08/01/2020	AP	568	LAKE GENEVA CONVENTION		25,000.00		
			**Desc: 3RD QTR 2020 PAYMENT				
			07/31/2020 (07/20) Period Totals and Balance		25,000.00 *	.00 *	75,000.00
11/01/2020	AP	600	LAKE GENEVA CONVENTION		25,000.00		
			**Desc: 4TH QTR 2020 PAYMENT				
			10/31/2020 (10/20) Period Totals and Balance		25,000.00 *	.00 *	100,000.00
			12/31/2020 (12/20) Period Totals and Balance		.00 *	.00 *	100,000.00
YTD Encumbrance		.00 YTD Actual	100,000.00 Total	100,000.00 YTD Budget	190,625.00 Unexpended	90,625.00	
EVENTS COORDINATOR			01/01/2020 (00/20) Balance	47-00-00-57210			.00
01/01/2020	AP	110	STEPHANIE LYNN LAKE GENEVA LLC		2,666.00		
			**Desc: SPECIAL EVENTS COORDINATOR-JAN 2020				
			01/31/2020 (01/20) Period Totals and Balance		2,666.00 *	.00 *	2,666.00
02/01/2020	AP	115	STEPHANIE LYNN LAKE GENEVA LLC		2,666.00		
			**Desc: SPECIAL EVENTS COORDINATOR-FEB 2020				
			02/29/2020 (02/20) Period Totals and Balance		2,666.00 *	.00 *	5,332.00
03/01/2020	AP	157	STEPHANIE LYNN LAKE GENEVA LLC		2,666.00		
			**Desc: SPECIAL EVENTS COORDINATOR-MAR 2020				

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance			
04/01/2020	AP	723	STEPHANIE LYNN LAKE GENEVA LLC **Desc: EVENTS COORDINATOR-RIVIERA-APR 2020		2,666.00					
			03/31/2020 (03/20) Period Totals and Balance		5,332.00	*	10,664.00			
04/29/2020	AP	624	STEPHANIE LYNN LAKE GENEVA LLC **Desc: EVENTS COORDINATOR-RIVIERA-MAY 2020		2,666.00					
			04/30/2020 (04/20) Period Totals and Balance		2,666.00	*	13,330.00			
05/27/2020	AP	495	STEPHANIE LYNN LAKE GENEVA LLC **Desc: EVENTS COORDINATOR-RIVIERA-JUNE 2020		2,666.00					
			05/31/2020 (05/20) Period Totals and Balance		2,666.00	*	15,996.00			
06/23/2020	AP	632	STEPHANIE LYNN LAKE GENEVA LLC **Desc: EVENTS COORDINATOR-RIVIERA-JUL 2020		2,666.00					
			06/30/2020 (06/20) Period Totals and Balance		2,666.00	*	18,662.00			
07/29/2020	AP	619	STEPHANIE LYNN LAKE GENEVA LLC **Desc: EVENTS COORDINATOR-RIVIERA-AUG 2020		2,666.00					
			07/31/2020 (07/20) Period Totals and Balance		2,666.00	*	21,328.00			
08/26/2020	AP	632	STEPHANIE LYNN LAKE GENEVA LLC **Desc: EVENTS COORDINATOR-RIVIERA-SEP 2020		2,666.00					
			08/31/2020 (08/20) Period Totals and Balance		2,666.00	*	23,994.00			
09/30/2020	AP	716	STEPHANIE LYNN LAKE GENEVA LLC **Desc: EVENTS COORDINATOR-RIVIERA-OCT 2020		2,666.00					
			09/30/2020 (09/20) Period Totals and Balance		2,666.00	*	26,660.00			
10/23/2020	AP	706	STEPHANIE LYNN LAKE GENEVA LLC **Desc: EVENTS COORDINATOR-RIVIERA-NOV 2020		2,666.00					
			10/31/2020 (10/20) Period Totals and Balance		2,666.00	*	29,326.00			
11/24/2020	AP	585	STEPHANIE LYNN LAKE GENEVA LLC **Desc: EVENTS COORDINATOR-RIVIERA-DEC 2020		2,666.00					
			11/30/2020 (11/20) Period Totals and Balance		2,666.00	*	31,992.00			
			12/31/2020 (12/20) Period Totals and Balance		.00	*	31,992.00			
YTD Encumbrance		.00	YTD Actual	31,992.00	Total	31,992.00	YTD Budget	32,000.00	Unexpended	8.00
EVENTS COORDINATOR-RIVIERA								47-00-00-57212		.00
01/01/2020	AP	109	STEPHANIE LYNN LAKE GENEVA LLC **Desc: EVENTS COORDINATOR-RIVIERA-JAN 2020		2,666.00					
			01/31/2020 (01/20) Period Totals and Balance		2,666.00	*	2,666.00			
02/01/2020	AP	114	STEPHANIE LYNN LAKE GENEVA LLC **Desc: EVENTS COORDINATOR-RIVIERA-FEB 2020		2,666.00					
			02/29/2020 (02/20) Period Totals and Balance		2,666.00	*	5,332.00			

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
03/01/2020	AP	156	STEPHANIE LYNN LAKE GENEVA LLC **Desc: EVENTS COORDINATOR-RIVIERA-MAR 2020		2,666.00		
04/01/2020	AP	724	STEPHANIE LYNN LAKE GENEVA LLC **Desc: EVENTS COORDINATOR-RIVIERA-APR 2020		2,666.00		
			03/31/2020 (03/20) Period Totals and Balance		5,332.00 *	.00 *	10,664.00
04/29/2020	AP	625	STEPHANIE LYNN LAKE GENEVA LLC **Desc: EVENTS COORDINATOR-RIVIERA-MAY 2020		2,666.00		
			04/30/2020 (04/20) Period Totals and Balance		2,666.00 *	.00 *	13,330.00
05/27/2020	AP	496	STEPHANIE LYNN LAKE GENEVA LLC **Desc: SPECIAL EVENTS COORDINATOR-JUNE 2020		2,666.00		
			05/31/2020 (05/20) Period Totals and Balance		2,666.00 *	.00 *	15,996.00
06/23/2020	AP	633	STEPHANIE LYNN LAKE GENEVA LLC **Desc: EVENTS COORDINATOR-RIVIERA-JUL 2020		2,666.00		
			06/30/2020 (06/20) Period Totals and Balance		2,666.00 *	.00 *	18,662.00
07/29/2020	AP	620	STEPHANIE LYNN LAKE GENEVA LLC **Desc: EVENTS COORDINATOR-RIVIERA-AUG 2020		2,666.00		
			07/31/2020 (07/20) Period Totals and Balance		2,666.00 *	.00 *	21,328.00
08/26/2020	AP	631	STEPHANIE LYNN LAKE GENEVA LLC **Desc: EVENTS COORDINATOR-RIVIERA-SEP 2020		2,666.00		
			08/31/2020 (08/20) Period Totals and Balance		2,666.00 *	.00 *	23,994.00
09/30/2020	AP	715	STEPHANIE LYNN LAKE GENEVA LLC **Desc: EVENTS COORDINATOR-RIVIERA-OCT 2020		2,666.00		
			09/30/2020 (09/20) Period Totals and Balance		2,666.00 *	.00 *	26,660.00
10/23/2020	AP	707	STEPHANIE LYNN LAKE GENEVA LLC **Desc: EVENTS COORDINATOR-RIVIERA-NOV 2020		2,666.00		
			10/31/2020 (10/20) Period Totals and Balance		2,666.00 *	.00 *	29,326.00
11/24/2020	AP	586	STEPHANIE LYNN LAKE GENEVA LLC **Desc: EVENTS COORDINATOR-RIVIERA-DEC 2020		2,666.00		
			11/30/2020 (11/20) Period Totals and Balance		2,666.00 *	.00 *	31,992.00
			12/31/2020 (12/20) Period Totals and Balance		.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	
PROMOTIONAL GRANT			01/01/2020 (00/20) Balance	47-70-00-57150			.00
03/24/2020	AP	733	CELEBRATIONS MANAGEMENT **Desc: JAN 2020 BRIDAL SHOWCASE		9,375.79		
			03/31/2020 (03/20) Period Totals and Balance		9,375.79 *	.00 *	9,375.79
04/01/2020	AP	5	LAKE GENEVA CONVENTION **Desc: WINTERFEST 2020		35,250.48		
			04/30/2020 (04/20) Period Totals and Balance		35,250.48 *	.00 *	44,626.27

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance			
09/01/2020	AP	48	GENEVA LAKE ARTS FOUNDATION **Desc: ART IN THE PARK-REIMB		6,448.07					
09/08/2020	AP	216	GENEVA LAKE ARTS FOUNDATION **Desc: REIMB-AITP BANNER		142.42					
			09/30/2020 (09/20) Period Totals and Balance		6,590.49	*	51,216.76			
10/09/2020	AP	399	GLAS EDUCATION **Desc: ASTRONOMY/SCI ED MKTG		1,992.80					
			10/31/2020 (10/20) Period Totals and Balance		1,992.80	*	53,209.56			
12/07/2020	AP	301	LAKE GENEVA JAYCEES **Desc: TOURSIM COMM GRT-PUB CRAWL		8,874.70					
			12/31/2020 (12/20) Period Totals and Balance		8,874.70	*	62,084.26			
YTD Encumbrance		.00	YTD Actual	62,084.26	Total	62,084.26	YTD Budget	85,000.00	Unexpended	22,915.74
TOURISM MUNICIPAL DEVELOPMENT			01/01/2020 (00/20) Balance	47-70-00-57155			.00			
01/08/2020	AP	241	TIME WARNER CABLE **Desc: RIV WIRELESS-JAN		105.47					
01/21/2020	JE	6	RECLASSIFY HELMSBRISCOE TO TOURISM		1,666.00					
			01/31/2020 (01/20) Period Totals and Balance		1,771.47	*	1,771.47			
02/08/2020	AP	341	TIME WARNER CABLE **Desc: RIV WIRELESS-FEB		110.75					
12/17/2019	AP	357	ELEVATE MEDIA GROUP INC. **Desc: BOOKLET/MAP-DESIGN CHANGES		780.00					
			02/29/2020 (02/20) Period Totals and Balance		890.75	*	2,662.22			
03/08/2020	AP	669	TIME WARNER CABLE **Desc: RIV WIRELESS-MAR		110.75					
			03/31/2020 (03/20) Period Totals and Balance		110.75	*	2,772.97			
04/08/2020	AP	241	TIME WARNER CABLE **Desc: RIV WIRELESS-APR		110.75					
03/13/2020	AP	269	ELEVATE MEDIA GROUP INC. **Desc: WEBSITE CONVERSION		900.00					
02/02/2020	AP	628	WISCONN VALLEY MEDIA GROUP **Desc: LN-WINTERFEST AD		600.00					
			04/30/2020 (04/20) Period Totals and Balance		1,610.75	*	4,383.72			
05/08/2020	AP	328	TIME WARNER CABLE **Desc: RIV WIRELESS-MAY		110.75					
06/08/2020	AP	439	TIME WARNER CABLE **Desc: INTERNET SVC-JUN		110.75					
06/13/2020	AP	490	THE KNOT WORLDWIDE INC. **Desc: RECEPTION VENUES-SUBSCRIPT		367.47					
			06/30/2020 (06/20) Period Totals and Balance		588.97	*	4,972.69			

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance			
09/13/2020	AP	99	THE KNOT WORLDWIDE INC. **Desc: RECEPTION VENUES-SUBSCRIPT		367.47					
			11/30/2020 (11/20) Period Totals and Balance		367.47	*	5,340.16			
08/06/2020	AP	333	WISCONN VALLEY MEDIA GROUP **Desc: RFP NOTICE PUB/TOURISM ENTITY		39.41					
11/18/2020	AP	594	NEI-TURNER MEDIA **Desc: AT THE LAKE-WEDDING GUIDE		800.00					
			12/31/2020 (12/20) Period Totals and Balance		839.41	*	6,179.57			
YTD Encumbrance		.00	YTD Actual	6,179.57	Total	6,179.57	YTD Budget	111,640.00	Unexpended	105,460.43
TRANSFER TO CAPITAL PROJECTS			01/01/2020 (00/20) Balance		47-70-00-59400				.00	
01/01/2020	JE	7	RECORD TRANSFER FROM TOURISM TO CA		75,136.00					
			01/31/2020 (01/20) Period Totals and Balance		75,136.00	*	.00	*		75,136.00
			12/31/2020 (12/20) Period Totals and Balance		.00	*	.00	*		75,136.00
YTD Encumbrance		.00	YTD Actual	75,136.00	Total	75,136.00	YTD Budget	75,136.00	Unexpended	.00
Number of Transactions: 178					Debit		Credit	Proof		
Total TOURISM:					933,361.89		933,361.89-	.00		
Number of Transactions: 178					Debit		Credit	Proof		
Grand Totals:					933,361.89		933,361.89-	.00		

Report Criteria:

Actual Amounts
 Only Accounts With Balances
 Summarize Payroll Detail
 Print Period Totals
 Print Grand Totals
 Include Only Description Comments
 Page and Total by FUND
 All Segments Tested for Total Breaks
 [Report].Account Number = "47000011111"- "47700059400"

CITY OF LAKE GENEVABALANCE SHEET
DECEMBER 31, 2020**FUND 47 - TOURISM**ASSETS

47-00-00-11111	FUND CASH	335,987.19	
	TOTAL ASSETS		335,987.19

LIABILITIES AND EQUITYLIABILITIES

47-00-00-21100	ACCOUNTS PAYABLE	800.00	
	TOTAL LIABILITIES		800.00

FUND EQUITY

47-00-00-34800	UNRESERVED FUND BALANCE	338,077.81	
	REVENUES OVER EXPENDITURES - YTD	(2,890.62)	
	TOTAL FUND EQUITY		335,187.19
	TOTAL LIABILITIES & EQUITY		335,987.19

	Riviera Building		\$75,136			\$	
November	Copsey / Riviera marketing contract		\$64,000	(\$5,332/month) 11-1-2019 - 10-31-2020		\$	-
	Women's weekend		\$9,000	Cancelled		\$	-
	LG Museum (D&D Exhibit)		\$10,000			\$	10,000.00
December	Visit Lake Geneva weekend (Janu)		\$16,000			\$	
2020	Organization	Amount		Notes		Outstanding balance unpaid	
January	None						
February	Lebanese American Family	\$3,000.00	Cancelled			\$	
	Baconfest	\$10,000.00				\$	10,000.00
March	GLSD Arts in the Parks	\$10,000.00	Actual 10-1-2020			\$	-
April-June	Mo/meetings	\$-				\$	
July	GLAS (Star Parties)	\$3,475.00	\$1992.80 used				
August	WJVE						
September	None						
October	Lake Geneva Regional News	\$4,500.00				\$	4,500.00
	Jaycees Pub & Grub Crawl	\$9,300.00				\$	9,300.00
	Winter Bridal Expo	\$10,000.00				\$	10,000.00
November:	Walworth County Visitors Bureau	\$90,773.00				\$	90,773.00
	Copsey / Riviera marketing contract	\$64,000.00	(\$5,332/month) 11-1-2020 - 10-31-2021				\$64,000
December	BID; Holidays on the streets of LG						
2021	Organization	Amount	Notes			Outstanding balance unpaid	
January	Visit Lake Geneva Tourism Contract						
Internet at Riv	Tourism Comm; \$110.75 per month					\$	110.75
OUTSTANDING BALANCE (UNPAID):						\$	198,683.75

Recipients are to submit receipts 45 days after event date



City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

12-10-20

Date Submitted: _____

The Baker House

Organization: _____

Courtney Waller

Contact Person: _____

262-475-8918

Phone Number: _____

327 Wrigley Drive

Street Address: _____

Lake Geneva, WI 53147

City, State, Zip: _____

events@bakerhouse1885.com

Email Address: _____

ICE BAR

Name of Event: _____

Dec 23-Jan 3 Feb 3-15

Date(s) of Event: _____

Baker House

Location of Event: _____

Destination Tourism

Type of Event: _____

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

3,800

Estimated Number of Attendees: _____

1000

Estimated Number of Overnight Stays: _____

YES

Annual Event (Yes/No): _____

Dec 15, 2020

Event/Initiative Start Date: _____

Feb 2021 (based on Weather)

Event/Initiative End Date: _____

Note: Marketing materials & paid receipts to be sent *no later* than 45 days after the end date.

20,000

Grant Amount Requested: _____

Provide as attachment the following:

- 1) Event Overview/Description
- 2) Event Budget (Include how grant funds will be used)
- 3) Mock-up of Marketing Material to include City of Lake Geneva Logo
- 4) Marketing plan for the event
- 5) Any other helpful information

**Please send the completed application with required
additional information to**

CityAdmin@cityoflakegeneva.com and cc:

DeputyClerk@cityoflakegeneva.com

ICE BAR

LAKE GENEVA, WISCONSIN

Event Overview

The FIRE & ICE Lounge was the first ever "ice bar" produced in the state of Wisconsin and immediately became the go-to winter EVENING activity in Lake Geneva generating a tremendous need for overnight hotel stays during the off season. 2020 will see the addition of a 2nd Ice Bar over the Holidays from Dec 23rd through Jan 3rd.

The Ice Bar is open Thursday-Sunday during Winterfest which attracts more than 50,000 attendees for day-driven activities, but currently does not incentivise travelers to stay in town past dinner. The Lake Geneva Ice bar and indoor "warm" lounge was successfully produced annually from 2011-2017 and featured a 8 foot long bar made entirely of ice (created by the international award winning artist MAX ZULETA of Art BelowZero), three "Fancy Shanty" enclosed outdoor tents which will promote social distancing. The bar features service of appetizers, wine, beer, and specialty cocktails served in ICE CUPS. The Ice Bar staff is made up of 15 local workers costumed in Winter themed costumes to include Baker House "ICE ANGELS" with illuminated wings and halo's.

Event Budget \$28,500

8' Illuminated Ice Bar

With Back Bar \$7,658

Labor (15workers) \$4,800

Marketing & Signage \$5,000

InteriorDecor , Supplies & Costumes \$3,200

Musical Entertainment \$2,000

Ice Carving live Show Demos \$1,500

Rentals: \$3,000

Heaters, Lighting, Fencing, Tables, SnowCone Machine

****FOOD & BEVERAGE / ALCOHOL COST of \$9,500 NOT INCLUDED**





**City of Lake Geneva Tourism Commission
Tourism Promotion Grant Application**

Date Submitted: 12-18-21
Organization: GRAND MISSION
Contact Person: AMBER CUMMING / DES CHRISTENSEN
Phone Number: 262-325-8567 / 262-903-0793
Street Address: 326 Center Street
City, State, Zip: Lake Geneva WI 53147
Email Address: grandmission333@gmail.com
Name of Event: Phlowfest
Date(s) of Event: August 2nd - August 5th
Location of Event: Lake Geneva Riviera Beach
Type of Event: Community movement based Festival
(Festival, Cultural, Convention, Fair, Sporting, Other)
Estimated Number of Attendees: 6-8,000 ticketed / total
Estimated Number of Overnight Stays: 4 Nights

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

Annual Event (Yes/No): Yes
Event/Initiative Start Date: August 2nd - August 5th
Event/Initiative End Date: August 5th

Note: In addition, if chosen, the applicant agrees to include the City of Lake Geneva logo on all marketing materials 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: \$5,000.00

Provide as attachment the following:

- 1) Event Overview/Description
- 2) Event Budget (Include how grant funds will be used)
- 3) Mock-up of Marketing Material to include City of Lake Geneva Logo
- 4) Marketing plan for the event
- 5) Any other helpful information

**Please send the completed application with required additional information to
CityAdmin@cityoflakegeneva.com and cc: DeputyClerk@cityoflakegeneva.com**

From: Amber Mae [mailto:grandmission333@gmail.com]

Sent: Wednesday, January 6, 2021 9:47 PM

To: City Clerk <cityclerk@cityoflakegeneva.com>

Subject: Re: proposed Marketing expenditures proposed event 8/4/21 Grand Mission

I do believe the wrong paper was handed in per this needed requirement. Here is our proposed list of marketing collateral if allocated money- that was to be included, not the written one. Apologies~

5000.00 Fully interactive website for ticketing purposes and maximum exposure capability.

5,000.00 Jumbotron on stage with coverage of event

5,000.00 media coverage

15,000 for road closure and possible beach fees for early closure. (Due to building stage in preparation for main event - August 5th).

10,000.00 for marketing collateral (flyers, postcards, ads, hats, t-shirts, emails, signage, logos, branding of event with all of the Sponsors logos,

Banners of Lake Geneva City logo on stage Jumbotron / Stage Banners with marketing collateral to include city of Lake Geneva Logo, Tito's, Red Bull, and lululemon

We are looking to utilize this money to promote a community festival yearly event, that will help raise money and bring people to share this beautiful town.

We are grateful for the opportunity to bring the event to the boards. As well as looking forward to helping ensure it is a positive and safe event.

Thank you again for your time, we apologize for all of the confusion with what was needed.

Many thanks,

Amber & Jess
Grand Mission

Detail of Days proposed
And proposed allocated Funds for
Grand Mission Marketing on Back
of Sheet



"Greater Good of the Humanhood"

Proposed Dates: August 3rd-August 5th 2021

Hosted in Lake Geneva Wisconsin, named one of the Top Ten travel destination towns in the US

What is a Grand Mission event? Picture a Red Bull slide in the middle of a lake that you paddled out to for a Red bull dance party, floating music festival, lululemon led yoga's in the park, all culminating into the biggest concert of the year with mousetrap, deadmau5 and more all set on a beach! Wait what?

Thrown by two like-minded local chics who are all about living in the now, enjoying the outdoors and doing good for the greater good of the humanhood~ We would love for you to join us on this mission!

Tentative Itinerary-

Tuesday August 3rd - Grand Mission TEE UP!

9:00am Private Golf course @ Lakewood in Lake Geneva 200.00/ticket lunch/alcohol included

5:30pm CHAMPS PRE GRAND MISSION KICK OFF – Matt Meyer and the smooth operators, local bands, and artists from Coachella in the beer garden. Giveaways from sponsors such as Tito's, Nautique Boats, Teton Gravity Research, and more.

Viewing of latest TGR action sports films on big screens with a Professional athlete signing from TGR

Wednesday August 4th RED BULL DANCE PARTY on the LAKE

Paddle board Dance Party- Bring your paddleboard, canoe, kayak, paddleboat or any non -motor water vessel and lettuce turnip the beet, see what we did there, for a red bull dance party on the lake.

11:00-sundown in Big Foot Beach swim area.

Red Bull- Are you able to put a bar in the boat house parking lot from 11am- sunset as well as on the barge for dance party?

Thursday August 5th Final event Grand Mission music festival week will kick off with

High Noon: Bands performing main stage starting @ 2pm

8:30pm Grand Mission event featuring..

Mousetrap, Coachella artists Deadmau5? Marshmello? and more!

(Main Stage w/ jumbotron- full light show- stage set on beach facing water, participants in swim area, barges outlining swim area, boats beyond barges, library park available for vendors and seating for the concert, food and beverage trucks allowed in park, Tito's airstream)

***Chris Schroeder Productions and his crew will show us how they orchestrated the largest concert Navy Pier has had to date, by selling out their show this past year. Chris Schroeder is a Lake Geneva native who is the manager for Deadmau5, mousetrap and many more. He is excited to bring his expertise in the business to his hometown of Lake Geneva**

Line up Sponsors and details-

Tito's- Airstream, funding, swag bags, (Tito appearance)

Red Bull- Red Bull Dj Fire truck, funding, Red Bull girls, swag bags

Natique- funding, Natique demo & wakeboard show, swag bags

Champs- Band funding for Champs kick off party, official bar of the Grand Mission

Lululemon- lululemon swag, ambassador yoga/meditation class, and shaman send off for the main concert event

Jaycees- Funding and volunteers

Lake Geneva Barge Company- Donating their barges/captains for event logistics

Greyspot Visuals- cinematographer's and photographers specializing in branded visual content (filming the event week for promotional purposes)

Lake Geneva Tourism Board- funding for all marketing collateral

Local businesses who donate funds will be featured as “places to check out in Lake Geneva” in all marketing collateral and website

This is a big undertaking, yet we couldn't be more excited to get started. This will be about our humanhood coming together on one big stage, where kindness is the always the coolest and oneness forever the goal.

Thank you for your consideration,

The Grand Mission Team

Grand Mission Executive Committee

Amber Mae- President

Jess Bush (Owner of Champs)- Vice President

Tyler Kraft (Nautique boats)- Accountant

Jayson Rishling (owner of Board Shop)- Treasurer

“Whether you are black, white, small, purple or polka dot it does not matter. if you breathe air, this one is for you. For all of us. For those who cannot move, send them movement. For those who cannot eat send them food, for those who have lost their way send them hope, for all those that struggle near and far give them solid ground”. This is the grand mission.

www.grandmission333.com

426 Center St

Lake Geneva Wi, 53147

1.

5,000.00 - For Fully Interactive website
ticketing capabilities as well as promotion
of All Sponsors logos for algorithm traffic -
(Posted on sites w/ over 7 million Followers

2. \$ for Rental of Beach or Road Closures, etc.

\$ Flyers, Posters, Jumbotron - Retail of Event,
Promotion, - 30,000.00

\$ Marketing Collateral through website,
town townsman, chamber, paid ads on website,
maximizing exposure w/ marketing collateral

3) through geo fencing ads -
\$ 20,000 to Event management (Chris Schroeder Prod. to market)

4) We do not have an example yet / ~~example~~ for logos
on marketing collateral. We certainly can make a
mock one w/ ALL logos on it + bring to meeting.

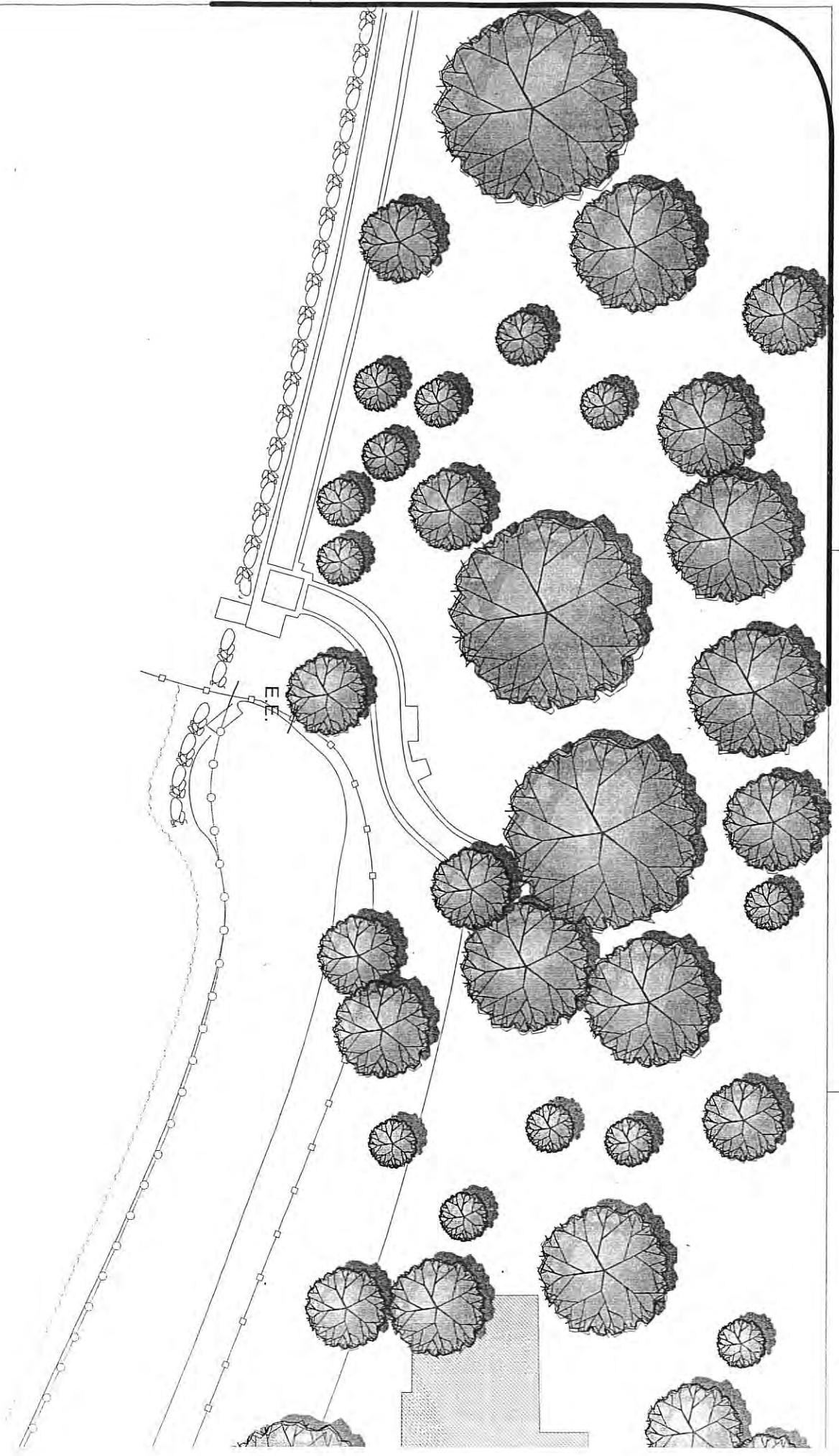
B

A

1

2

3





CSP, LLC
Chris Schroeder Productions, LLC
Concert Sound Production, LLC

[Home](#) [Services](#) [Rentals & Equipment](#) [Clients](#) [Who We Are](#) [Contact](#)

*International Regardie's Event management
Company.*

ABOUT US

After working together on a few shows, we sat down and decided there had to be an easier way to execute an event. We believe we have come up with a way to streamline processes from concept to execution to simplify and maximize what we are able to create and deliver. We are able to provide an end result that is easy for all to understand, simple to execute and creates an immersive environment for our clients and their patrons.



Chris Schroeder



Ashley Brown

Red Bull & Grand Mission Proposal August 2021

Vincent Catalano <vincent.catalano@redbull.com>

Tue, Oct 13, 9:54 AM

To: Amber Mae <grandmission333@gmail.com>, Jes Christenson <jes.rae.bush@gmail.com>

Hello Amber and Jess

I met with our Festival Manager and On Premise Event Manager to discuss your event.

We are 100% interested. This connects with our brand initiatives in a positive way for 2021.

The first step would be making sure our insurance requirements are able to be met. We would also have to discuss exactly how Red Bull would be involved and featured from a marketing and sales perspective.

We should set up a meeting in January to discuss all the details. In the meantime I will gather the insurance requirements. I also have a few questions.

Is there entertainment each day?

Is it a ticketed event?

What is a realistic value that you foresee Red Bull's support and involvement? (marketing and dollar support?)

Can you send us a map of the event with scale?

Is there a VIP area?

Is this an all ages event?

What infrastructures would you need?

How many people would you be expecting?

Will you be able to view the entertainment from land and water?

Will there be sales opportunities for Red Bull?

Who are other partners?

Best Regards

Vincent Catalano

On Premise Manager

Red Bull North America

Vincent.catalano@redbull.com

414.491.9138

From: Amber Mae <grandmission333@gmail.com>

Sent: Tuesday, September 22, 2020 2:42 PM

To: Vincent Catalano <vincent.catalano@redbull.com>

Subject: EXT: Grand Mission Proposal August 2021

Hi Vince,

Attached please find rough draft proposal for August 2021, 1st annual Grand Mission.

We spoke before quarantine in regards to this proposed event, looking forward to your feedback!

Amber & Jes

Hi Vince,

Thank you for getting back to us!

Question 1

Tuesday the 3rd - Coachella artist's for kick-off Party at Champs

Wednesday the 4th- Big Foot Beach barge floating DJ & Red Bull slide from 11am-sunset – Red Bull bar in parking lot of Boat house from 11am-Sunset- Nautique water show during day/ Boat Demo in Parking lot of Boat house (live local bands playing at Boat house bar as well)

Thursday the 5th- MAIN EVENT- Lake Geneva Beach (stage will be fabricated ON the beach and facing water complete with jumbotron and concert style staging- Main artists start at sundown- opening bands start high noon)

Question 2

Yes, this will be a ticketed event, we are looking to have a Ticketmaster at our headquarters downtown space in Lake Geneva, Eventbrite and a fully interactive website to sell tickets as well for this event and others through Grand Mission organization

Question 3

Red Bull Bar Tuesday at kick- off party/Champs w/wings team

Wednesday 11-sunset

Red Bull slide, Red Bull DJ Fire Truck/Red Bull ramp

Thursday- 11am- Red Bull DJ Fire truck at main event

Projected ROI- As we are looking to make Grand Mission a yearly festival in congruence with our global sponsors, we project the ROI to yield not only an increase in consumption, but also a great connect with other Grand Mission global partners such as lululemon and Teton Gravity.

Question 4-

Chris Schroeder Productions will produce a scaled map for all three days of logistics- Please visit www.chrisschroederproductions.com to check out their portfolio. They manage Deadmau5 and more (seven million followers/orchestrate concerts all over the world)

Will email map within next two weeks

Question 5-

Yes there will be a large VIP area (Tito's Airstream and giveaways for VIP section only)

Question 6

Yes, this will be an all ages event

Question 7-

Infrastructure wise stage, fencing, etc. will be provided through Chris Schroeder Productions.

We would be looking for Red Bull Fire Truck, Red Bull slide for the water, Red Bull ramp, Red Bull Bar

Question 8

- Ten thousand people (Projection numbers based on entertainment we are bringing in)

Question 9-

The concert will be able to be seen from land and water, Lake Geneva Beach, Gage Boats, Rivera Ballroom, local barge company, Library Park, boats on water, lake homes, all will have access to this concert

Question 10

- Kick off Party at Champs/through the weekend, Red Bull bar at boathouse for Nautique demo, Firetruck at main event (we've already gained approval from the city)

Question 11

- Lululemon, Titos Vodka, Teton Gravity Research, City of Lake Geneva, Air Nautique,

Thank you we look forward to hearing from you!

Grand Mission team





City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

December 23, 2020

Date Submitted:

Organization:

Geneva Lake Arts Foundation, Inc.

Contact Person:

David J Dietrich

Phone Number:

262-725-2761

Street Address:

223 Broad Street

City, State, Zip:

Lake Geneva, Wisconsin 53147

Email Address:

aitplakegeneva@gmail.com

Name of Event:

Art in the Park

Date(s) of Event:

August 14-15, 2021

Location of Event:

Flat Iron Park

Type of Event:

Art Fair

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

Estimated Number of Attendees:

4,500

Estimated Number of Overnight Stays:

Vendors/exhibitors: 80, Visitors: 1,000

Annual Event (Yes/No):

Yes

Event/Initiative Start Date: **Feb 1, 2021**

Event/Initiative End Date: **August 15, 2021**

Note: Marketing materials & paid receipts to be sent *no later* than 45 days after the end date.

Grant Amount Requested:

\$8,000

Provide as attachment the following:

- 1) Event Overview/Description
- 2) Event Budget (Include how grant funds will be used)
- 3) Mock-up of Marketing Material to include City of Lake Geneva Logo
- 4) Marketing plan for the event
- 5) Any other helpful information

Please send the completed application with required additional information to CityAdmin@cityoflakegeneva.com and cc: DeputyClerk@cityoflakegeneva.com

Art in the Park, Lake Geneva is an annual event that helps raise money to support the non-profit Geneva Lake Arts Foundation Inc., its exhibits, and educational programs. This fine art and crafts show fair features works from over eighty artists gathered from around the country for two days on August 14th and 15th at Flat Iron Park along the beautiful shore of Geneva Lake. It is estimated that approximately 4,500 people visit the park during this event that is celebrating its 41st year.

Community art organizations like Geneva Lake Arts Foundation are known to be important to the well-being of a community. As volunteers act together toward a common goal or interest, social bonds develop, and opportunities for people to come together to share ideas and see their creative process on display in a public space.

Every year, you will find a great number of types of art fairs across the region and country. These events range from festivals to fairs that feature unique items to a variety of audiences. We are working toward Art in the Park, Lake Geneva growing into a premier outdoor art fair that not only attracts artists and visitors from the United States but also from over the world. We would like a greater opportunity to reach out and encourage visitors and artists to come to Lake Geneva this summer, visit Art in the Park, admire the fantastic art and feel the ambiance of downtown Lake Geneva. Here you may find the perfect piece of art to take home with you. The event budget is estimated at \$8,000. This is broken down as indicated here:

- Local radio advertising on stations like WLKG Lake Geneva, WHIW Harvard as well as as selected radio advertising out of Chicago metropolitan and Milwaukee markets.
- Social Media advertisements
- Print media, including brochures, rack cards, the show program, as well as print advertising in local and regional magazines and newspapers
- Banners to display at park during the event

This will begin 6 months prior to event and increase exposure as event nears.

Please see attached mock-up material for reference.

Thank you for your consideration.

Regards,
David John Dietrich
Director of Art in the Park, Lake Geneva



ART IN THE PARK

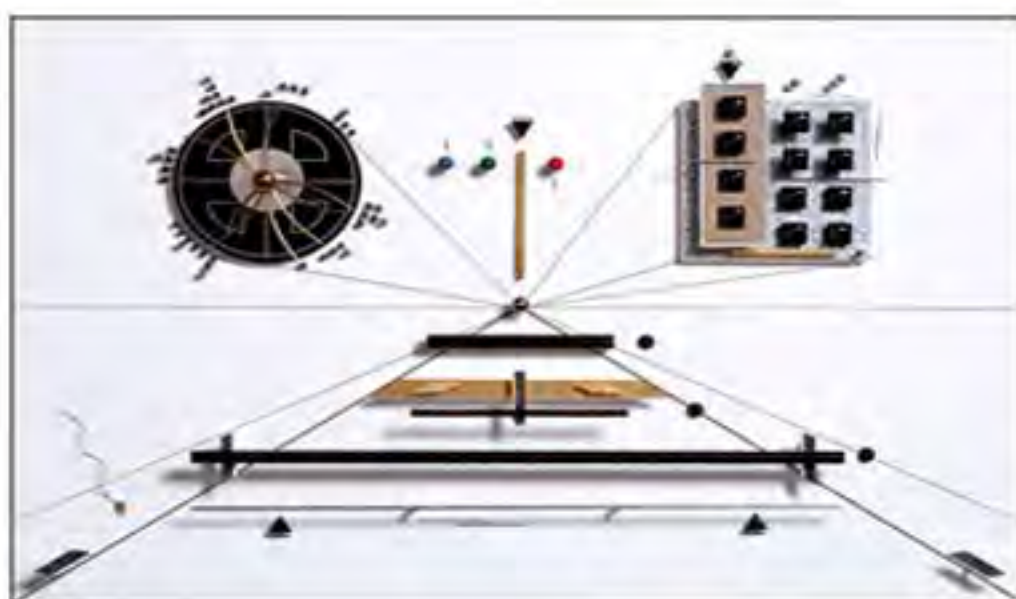
at Flat Iron Park, Center St. & Wrigley Dr.
Lake Geneva, Wisconsin

Sponsored by
Geneva Lake Arts Foundation, INC.

41st Annual Fine Art Fair

Saturday August 14, 2021 10am-5pm

Sunday August 15, 2021 10am-4pm



William Bennett Best of Show

80 Artists • FREE Admission
Silent Auction • Live Entertainment
Food and Beverages • Kids Art Area

FREE SHUTTLE available every
20 min from Home Depot lot
at Edwards Blvd & Hwy 50
to downtown Lake Geneva, WI



VISIT Lake Geneva

Gallery 223

223 Broad Street, Lake Geneva, WI 53147

Email: genevalakeartsfoundation@gmail.com
www.genevalakeartsfoundation.org

GLAF is a 501c3 charitable organization and subscribes to EOC standards

About Art in the Park

Sponsored by Geneva Lake Arts Foundation, this fine art and fine crafts show features over eighty talented artists from all over the country.

Silent Auction

Don't miss the opportunity to bid on artwork donated by many of our exhibitors at the Silent Auction Booth! Half the items will be auctioned by 2PM on Saturday and the other half by 3PM on Sunday. Winners will be notified via their cell phones after the close of the auction each day. All auctioned art should be claimed by the winning bidder within 2 1/2 hours of the auction closing. Stop by the Silent Auction Booth for further information and to place a bid.

Kids Activity Area

Activities where children can take part in creating art, is located at the gazebo along the west side of the park.

GLAF Member's Pavilion

Artwork from GLAF members is exhibited at the Bunk Pavilion located near the northeast side of the park.

Food

Lake Geneva Scouts Troop 239,
Avant Cycle Cafe,
Nutman

Musical Performances

Support our musicians performing throughout the park.
Lake Geneva House of Music

Judges



GENEVA LAKE ARTS FOUNDATION Inc.

Geneva Lake Arts Foundation's mission is to encourage individual artistic growth and excellence as well as increase community exposure to the visual arts.

Gallery 223 is located at 223 Broad Street, Lake Geneva, Wisconsin 53147.

If you fancy quality art from local artists, Gallery 223 is worth the visit.

THANK YOU TO OUR MOST GENEROUS SPONSORS!

Event Sponsor



ROTARY CLUB OF LAKE GENEVA

Neal & Dotsy Heffernan
Art Scholarship Fund

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ART IN THE PARK

at Flat Iron Park, Center St. & Wrigley Dr.
Lake Geneva, Wisconsin

Sponsored by
Geneva Lake Arts Foundation, INC.
41st Annual Fine Art Fair

Saturday August 14, 2021 10am-5pm
Sunday August 15, 2021 10am-4pm



William Bennett Best of Show

80 Artists • FREE Admission
Silent Auction • Live Entertainment
Food and Beverages • Kids Art Area

FREE SHUTTLE available every
20 min from Home Depot lot
at Edwards Blvd & Hwy 50
to downtown Lake Geneva, WI



VISIT Lake Geneva

Gallery 223

223 Broad Street, Lake Geneva, WI 53147

Email: genevalakeartsfoundation@gmail.com
www.genevalakeartsfoundation.org



William Bennett 2020 Best of Show



Visit Lake Geneva, Wisconsin



ART IN THE PARK

Art in the Park brings together outstanding artists from across the United States. With its relaxed atmosphere along Geneva Lake, exceptional art, great food and live music, it's a wonderful way to spend the weekend for the entire family.



**City of Lake Geneva Tourism Commission
Tourism Promotion Grant Application**

Date Submitted: _____

Organization: _____

Contact Person: _____

Phone Number: _____

Street Address: _____

City, State, Zip: _____

Email Address: _____

Name of Event: _____

Date(s) of Event: _____

Location of Event: _____

Type of Event: _____

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

Estimated Number of Attendees: _____

Estimated Number of Overnight Stays: _____

Annual Event (Yes/No): _____

Event/Initiative Start Date: _____

Event/Initiative End Date: _____

Note: Marketing materials & paid receipts to be sent *no later* than 45 days after the end date.

Grant Amount Requested: _____

Provide as attachment the following:

- 1) Event Overview/Description
- 2) Event Budget (Include how grant funds will be used)
- 3) Mock-up of Marketing Material to include City of Lake Geneva Logo
- 4) Marketing plan for the event
- 5) Any other helpful information

**Please send the completed application with required
additional information to CityAdmin@cityoflakegeneva.com
and cc: DeputyClerk@cityoflakegeneva.com**