



**TOURISM COMMISSION
MONDAY, February 8, 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.- February 8, 2021 Tourism Commission
Mon, Feb 8, 2021 4:00 PM - 5:00 PM (CST)

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

<https://global.gotomeeting.com/join/862556933>

You can also dial in using your phone.

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

Access Code: 862-556-933

New to GoToMeeting? Get the app now and be ready when your first meeting starts:

<https://global.gotomeeting.com/install/862556933>

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 January 11, 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) Written financial update provided by Comptroller regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements
- 9) Discussion/Possible Approval of the Walworth County Visitors Bureau Agreement
- 10) Discussion / Action on Tourism Promotional Grant Program and Requests:
 - a) “Grand Mission” Continued from January 2021 meeting
 - b) Wisconsin Valley Media Group; Continued from January 2021 meeting
 - c) “Ice Bar” (The Baker House)
 - d) “2nd Annual Pub and Grub Crawl” (Jaycees)
 - e) 2021 – 2022 Off-peak promotion grant (Stephanie Copsey)
 - f) “Lacrosse America” Grant Application
- 11) Future meeting agenda items (next meeting date: Monday, March 8, 2021 at 4pm)
- 12) 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, January 11, 2021
COUNCIL CHAMBERS, CITY HALL

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

Roll Call

Present: Chair Brian Waspi, Vice Chair Dana Trilla, Alderman Hedlund, Alderman Fesenmaier, Zakia Pirzada

Absent: Linda Moritz

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

Approval of Tourism Commission minutes from December 14, 2020

Trilla moved to approve the December 14, 2020 minutes, second by Hedlund. Unanimously carried.

Update from Stephanie Copsey, Independent Contractor for Tourism Commission, Meet at the Lake Promotional Activity

Copsey pointed out that the Hotel and Lodging tab on the Riviera website has been changed to give equal visual benefit to all establishments in the City boundaries. The Weddings tab will soon be updated to do the same.

Copsey is preparing for the 2nd Annual Winter Bridal Expo on January 23 to be held both virtually and in-person at the Bella Vista Suites. The event is free, but tickets must be reserved online. <https://lgwinterbridalexpo.com/>

Events and inquiries are up from 2020. Commissioners asked for next month's report to include data on reservations, website analytics, details/examples of marketing promotions, RFPs from VISIT Lake Geneva. Parameters will be set up to direct how RFPs are shared.

Update from Tourism Entity – Visit Lake Geneva

Deanna Goodwin, Visit Lake Geneva Director, gave highlights from the December 2020 report. Winterfest is February 3 – 7 and includes 12 national snow sculpting teams, 26 sculptures for the downtown Ice Sculpture, Walk, and free shuttle rides.

<https://www.visitlakegeneva.com/winterfest/> Hovercraft rides from TLS WindSled will be present using a vendor footprint. Details and permit information is available through the City.

Other events for the upcoming year were mentioned: Restaurant Week (April 24 – May 2), Concerts in the Park (weekly from July 1 – August 12), and Christmas Parade (December 4).

In the Top Cities section of the website data, Chicago's percentage was a bit down (usually in the 25-30% range) due to COVID and quarantine restrictions.

The 2021 Lake Geneva Visitors Guide print edition will be available next week with the online edition available earlier.

Commissioners asked Goodwin to include the general category/contract type in another column for the RFP Report.

Update from Lake Geneva Business Improvement District (BID) None

Wisconsin Valley Media Group – Grant Status Report

Craig Grove dissected the Campaign Performance Report dated October 28 to December 31 included in the Commission packet. He interpreted the data for their Targeted Display ads (3),

20,000 Targeted Emails (one burst), and the subsequent Riviera Website Analytics. Commissioners asked about the cost-benefit ratio for the \$1500/month grant.

Written financial update provided by City Comptroller

Commission reviewed financial data included in the packet. The fund balance is \$335,987.19 to date leaving approximately \$198,683.75 unencumbered with about \$50,000 left until September for additional grants.

Walworth County Visitors Bureau Payment Schedule

Discussion regarding Visitors Bureau Payment beginning in January. There has been no sign of an official contract sent to the city attorney. Kathy Seeburg, Director of the Visitors Bureau, was in attendance to hear the explanation. Waspi asked about making the payment ahead of contract completion. City Attorney Draper confirmed that he will view the RFP details to write a contract. Motion by Hedlund, second by Fesenmaier, to approve payment for the first quarter after the city attorney drafts the two-year contract in one week's time and that contract is approved and signed by Vice Chair Trilla and Pirzada. Unanimously carried.

Tourism Promotional Grant Program and Requests:

Baker House: Ice Bar

Request was withdrawn.

Grand Mission: Flow Fest

Amber Cumming presented the Flow Fest request for \$55,000. They anticipate this would become a yearly event. Some Commissioners like the location and the event date but didn't think there was enough detail worked out at this point. Other Commissioners thought holding an event of this size during the summer months was not necessary and suggested a different location such as Hillmoor. The applicants will revise and return in the future.

Geneva Lake Arts Foundation: Art in the Park

This is the 41st annual event which will continue to be held in Flat Iron Park on August 14 and 15, 2021. Motion by Hedlund, second by Trilla, to approve the \$8,000 grant application for Art in the Park. Unanimously carried.

Wisconsin Valley Media Group: Digital Marketing Campaign

Waspi pointed out that the focus of promoting bookings/reservations for mid-week and off season seemed to have morphed into a wedding focus. From the data presented it was questioned whether the outcome was worth the expense. Commissioners encouraged Copsey to use part of her \$5000 promotional grant money to continue with this Digital Marketing Campaign in the next few months if she deemed it necessary. Motion by Hedlund, second by Pirzada, to deny the additional grant request beginning January 22nd. Unanimously carried.

Future meeting agenda items and next meeting date – set up parameters for sharing RFPs;
Monday, February 8 at 4:00 PM

Motion by Trilla, second by Waspi, to adjourn at 5:56 p.m. Carried.

Respectfully submitted,
Alderman Fesenmaier, Secretary

Riviera Ballroom/MATL Update- Tourism Commission Meeting February 2021

Marketing Update

- 2021 Marketing Presence:

2021 Marketing Initiatives	Market
Partnerships/Digital Listings	
TheKnot.com online storefront	Bridal
WeddingWire.com online storefront	Bridal
WisconsinMeetings.com (Digital Listing)	Corporate
Cvent Supplier Network (Digital Listing)	Corporate
SuccessfulMeetings.com (Digital Listing)	Corporate
MidwestMeetings.com (Digital Listing)	Corporate
Visit Lake Geneva (Partnership/Digital Listing)	All
Meeting Professionals International (Membership)	Corporate
Advertising & Promos	
Bridal Social Media/Email Campaign Jan-Feb	Bridal
Corporate/Non-Profit Email Campaign March-April	Corporate
Holiday Party Email Campaign July-August	Corporate
At the Lake Winter Bridal Issue - Print Advertisement	Bridal
Regional News Bridal Guide - Print Advertisement	Bridal
Social Media- Facebook & Instagram	All

- Website Analytics Update: Past 30 Days:
 - Site Sessions: 1,764, Increase of 64%
 - Active Inquiries: 45, Increase of 96%
 - Avg. Session Duration: 4 min 36 sec
 - Site Bounce Rate: 39%

****Report generated on February 2nd***

- Commission approval for \$5,000 spend in 2021 from Tourism marketing budget

Sales Update

- Lake Geneva Winter Bridal Expo- Another successful year.
 - Over 250 attended in person
 - Approximately 1,000 attended included virtual attendees
 - 3 potential bookings
 - 1000 emails
 - Next year, plan is to have it back at The Riviera is able to book January events

- Sales by Year:

	2019	2020	2021	2022
Weddings	28	9	48	8
Social	1	0	5	
Corporate	2	1		
Non-profit	10	0	1	
Event Total	41	10	54	
Cancellation Total	0	40	3	
Rescheduled	0	20	2	

- LY at this time we were at 11 bookings for 2021. Slight decrease likely due to uncertainty with Covid-19, not being able to see what the renovations will look like and increased pricing for 2022.
- Unless hybrid meetings take off, it is unlikely we will see large corporate or non profit groups until later 2022.



Lake Geneva Tourism Commission | February 8, 2021

VISIT Lake Geneva Update

Partner Events

- Monthly Partner Meeting – February 16, 2021 (virtual)

Public Events

- Winterfest 2021 Recap
 - Downtown Ice Sculpture Walk Recap
- Restaurant Week – April 24 – May 2, 2021
- Concerts in the Park – July 1 – August 12, 2021
- Electric Christmas Parade – December 4, 2021

Marketing Metrics

- WEBSITE – VisitLakeGeneva.com – JANUARY 2021:
 - Visitor Sessions: 118,980 (-19%)
 - Pageviews: 338,698 (+2.9%)
 - Users: 87,235
 - Top Cities:

1. Chicago (17.2%)	6. Arlington Heights (1.6%)
2. Milwaukee (5.3%)	7. Schaumburg (1.4%)
3. Madison (3.0%)	8. Naperville (1.0%)
4. (not set) (2.5%)	9. Kenosha (1.0%)
5. Lake Geneva (1.8%)	10. Rockford (0.9%)
 - Top Pages:

1. Winterfest	6. Stay
2. Winterfest Events	7. Events Sculpture Walk
3. Home	8. Events
4. Things to Do Winter Activities	9. Winterfest Teams
5. Things to Do	10. Stay Hotels & Resorts
 - 64% Female | 36% Male
 - Age Group:

1. 25-34 – 23.7%
2. 35-44 – 19.0%
3. 55-64 – 17.7%

4. 45-54 – 17.0%
 5. 65+ – 11.7%
 6. 18-24 – 11.1%
- Facebook – JANUARY 2021
 - 51,212 Followers (+871)
 - Post Reach: 191,250
 - Post Engagement: 30,065
 - Instagram – JANUARY 2021:
 - 6,588 (+324)
 - Twitter – JANUARY 2021
 - 3,355 Followers (-21)
 - Email Subscribers – JANUARY 2021 = 50,332 (+334)

Visitor Center Activity – JANUARY 2021

- Walk-ins –
- Phone Calls –

Hotel Activity (Lake Geneva Region) – DECEMBER 2020

- Occupancy = 26.9% | -48.2% (YTD -34.0%)
- ADR = \$131.81 | -6.3% (YTD -3.9%)
- RevPar = \$35.42 | -30.9% (YTD -36.5%)
- Demand (Rooms Sold) = 18,169 | --26.3% (YTD -35.3%)

Other

- 2021 Lake Geneva Region Visitors Guide published; available online and print

Sales RFP Report: JANUARY 2021

2021 RFP#	Total Room Nights	Meeting Type	Properties Sourced
964	200	Corp	Grand Geneva
965	2035	Reunion	Grand Geneva
966	152	Corp	Abbey, Geneva National, Grand Geneva, Timber Ridge
967	40	Wedding	Abbey, GN, Grand Geneva, Lake Lawn, The Cove , Geneva Inn, Timber Ridge

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

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

47-00-00-11111	FUND CASH	365,103.28	
	TOTAL ASSETS		365,103.28

LIABILITIES AND EQUITYLIABILITIES

47-00-00-21100	ACCOUNTS PAYABLE	16,601.78	
	TOTAL LIABILITIES		16,601.78

FUND EQUITY

47-00-00-34800	UNRESERVED FUND BALANCE	338,077.81	
	REVENUES OVER EXPENDITURES - YTD	10,423.69	
	TOTAL FUND EQUITY		348,501.50
	TOTAL LIABILITIES & EQUITY		365,103.28

Account Number	Account Title	2020-20 Prior year Actual	2020-20 Prior year Budget	Variance Current year	% of Budget
TOURISM					
TOURISM					
TOURISM					
47-00-00-41210	ROOM TAX	332,695.04	447,765.00	115,069.96	74.30
47-00-00-48110	INTEREST INCOME	914.26	3,500.00	2,585.74	26.12
47-00-00-49100	APPL. PRIOR YR APPROPRIATIONS	.00	75,136.00	75,136.00	.00
Total TOURISM:		333,609.30	526,401.00	192,791.70	63.38
TOURISM					
47-00-00-57100	HOTEL/MOTEL ASSN-CHAM OF COM	100,000.00	190,625.00	90,625.00	52.46
47-00-00-57210	EVENTS COORDINATOR	31,992.00	32,000.00	8.00	99.98
47-00-00-57212	EVENTS COORDINATOR-RIVIERA	31,992.00	32,000.00	8.00	99.98
Total TOURISM:		163,984.00	254,625.00	90,641.00	64.40
Total TOURISM:		497,593.30	781,026.00	283,432.70	63.71
DEPARTMENT: 70					
PROGRAM: 00					
47-70-00-57150	PROMOTIONAL GRANT	77,504.26	85,000.00	7,495.74	91.18
47-70-00-57155	TOURISM MUNICIPAL DEVELOPMENT	6,561.35	111,640.00	105,078.65	5.88
47-70-00-59400	TRANSFER TO CAPITAL PROJECTS	75,136.00	75,136.00	.00	100.00
Total PROGRAM: 00:		159,201.61	271,776.00	112,574.39	58.58
Total DEPARTMENT: 70:		159,201.61	271,776.00	112,574.39	58.58
TOURISM Revenue Total:		333,609.30	526,401.00	192,791.70	63.38
TOURISM Expenditure Total:		323,185.61	526,401.00	203,215.39	61.40
Net Total TOURISM:		10,423.69	.00	10,423.69-	.00
Net Grand Totals:		10,423.69	.00	10,423.69-	.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	38	Cash Allocation - Created: 01/25/21 7:11 PM			63,545.98-	
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			5,332.00-	
11/30/2020	CA-JE	16	JE Fund Allocation - Created: 01/25/21 7:10 PM 11/30/2020 (11/20) Period Totals and Balance		63,545.98 127,091.96 *		312,514.49
12/31/2020	CA	13	Cash Allocation - Created: 01/03/21 12:49 PM		32,386.81		
12/31/2020	CA	29	Cash Allocation - Created: 01/07/21 12:53 PM		18.14		
12/31/2020	CA	47	Cash Allocation - Created: 01/25/21 6:59 PM			32,404.95-	
12/31/2020	CA-CD	30	CDA Fund Allocation - Created: 12/18/20 2:39 P			8,914.11-	
12/31/2020	CA-JE	29	JE Fund Allocation - Created: 01/25/21 6:59 PM 12/31/2020 (12/20) Period Totals and Balance		32,404.95 64,809.90 *		336,005.33
12/31/2020	CA-JE	19	JE Fund Allocation - Created: 01/29/21 7:18 PM 12/31/2020 (13/20) Period Totals and Balance		29,097.95 29,097.95 *		365,103.28
			12/31/2020 (14/20) Period Totals and Balance		.00 *	.00 *	365,103.28
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

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
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-
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-
12/31/2020	AP	313	Summary Transactions from AP System			4,881.78-	
12/31/2020	AP	375	Summary Transactions from AP System			10,920.00-	
			12/31/2020 (13/20) Period Totals and Balance		.00 *	15,801.78- *	16,601.78-
			12/31/2020 (14/20) Period Totals and Balance		.00 *	.00 *	16,601.78-
UNRESERVED FUND BALANCE			01/01/2020 (00/20) Balance	47-00-00-34800			338,077.81-
			12/31/2020 (14/20) 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-

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
12/31/2020	JE	31	RECLASSIFY ROOM TAX TO TOURISM FUND			29,097.95-	
			12/31/2020 (13/20) Period Totals and Balance		.00 *	29,097.95- *	332,695.04-
			12/31/2020 (14/20) Period Totals and Balance		.00 *	.00 *	332,695.04-
YTD Encumbrance		.00	YTD Actual	-332,695.04 Total	-332,695.04	YTD Budget	-447,765.00 Unearned 115,069.96
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-
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	JE	16	REC DEC LGIP ACTIVITY			18.14-	
			12/31/2020 (12/20) Period Totals and Balance		.00 *	18.14- *	914.26-
			12/31/2020 (14/20) Period Totals and Balance		.00 *	.00 *	914.26-
YTD Encumbrance		.00	YTD Actual	-914.26 Total	-914.26	YTD Budget	-3,500.00 Unearned 2,585.74
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 (14/20) 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

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
EVENTS COORDINATOR			01/01/2020 (00/20) Balance	47-00-00-57210			.00
01/01/2020	AP	110	STEPHANIE LYNN LAKE GENEVA LLC **Desc: SPECIAL EVENTS COORDINATOR-JAN 2020		2,666.00		
02/01/2020	AP	115	01/31/2020 (01/20) Period Totals and Balance STEPHANIE LYNN LAKE GENEVA LLC **Desc: SPECIAL EVENTS COORDINATOR-FEB 2020		2,666.00 *	.00 *	2,666.00
03/01/2020	AP	157	02/29/2020 (02/20) Period Totals and Balance STEPHANIE LYNN LAKE GENEVA LLC **Desc: SPECIAL EVENTS COORDINATOR-MAR 2020		2,666.00 *	.00 *	5,332.00
04/01/2020	AP	723	STEPHANIE LYNN LAKE GENEVA LLC **Desc: EVENTS COORDINATOR-RIVIERA-APR 2020		2,666.00		
04/29/2020	AP	624	03/31/2020 (03/20) Period Totals and Balance STEPHANIE LYNN LAKE GENEVA LLC **Desc: EVENTS COORDINATOR-RIVIERA-MAY 2020		5,332.00 *	.00 *	10,664.00
05/27/2020	AP	495	04/30/2020 (04/20) Period Totals and Balance STEPHANIE LYNN LAKE GENEVA LLC **Desc: EVENTS COORDINATOR-RIVIERA-JUNE 2020		2,666.00 *	.00 *	13,330.00
06/23/2020	AP	632	05/31/2020 (05/20) Period Totals and Balance STEPHANIE LYNN LAKE GENEVA LLC **Desc: EVENTS COORDINATOR-RIVIERA-JUL 2020		2,666.00 *	.00 *	15,996.00
07/29/2020	AP	619	06/30/2020 (06/20) Period Totals and Balance STEPHANIE LYNN LAKE GENEVA LLC **Desc: EVENTS COORDINATOR-RIVIERA-AUG 2020		2,666.00 *	.00 *	18,662.00
08/26/2020	AP	632	07/31/2020 (07/20) Period Totals and Balance STEPHANIE LYNN LAKE GENEVA LLC **Desc: EVENTS COORDINATOR-RIVIERA-SEP 2020		2,666.00 *	.00 *	21,328.00
09/30/2020	AP	716	08/31/2020 (08/20) Period Totals and Balance STEPHANIE LYNN LAKE GENEVA LLC **Desc: EVENTS COORDINATOR-RIVIERA-OCT 2020		2,666.00 *	.00 *	23,994.00
10/23/2020	AP	706	09/30/2020 (09/20) Period Totals and Balance STEPHANIE LYNN LAKE GENEVA LLC **Desc: EVENTS COORDINATOR-RIVIERA-NOV 2020		2,666.00 *	.00 *	26,660.00
11/24/2020	AP	585	10/31/2020 (10/20) Period Totals and Balance STEPHANIE LYNN LAKE GENEVA LLC **Desc: EVENTS COORDINATOR-RIVIERA-DEC 2020		2,666.00 *	.00 *	29,326.00
			11/30/2020 (11/20) Period Totals and Balance		2,666.00 *	.00 *	31,992.00
			12/31/2020 (14/20) 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	

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
EVENTS COORDINATOR-RIVIERA			01/01/2020 (00/20) Balance	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 *	.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 *	.00 *	5,332.00
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 (14/20) Period Totals and Balance		.00 *	.00 *	31,992.00

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
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		
04/01/2020	AP	5	03/31/2020 (03/20) Period Totals and Balance LAKE GENEVA CONVENTION **Desc: WINTERFEST 2020		9,375.79 * 35,250.48	.00 *	9,375.79
09/01/2020	AP	48	04/30/2020 (04/20) Period Totals and Balance GENEVA LAKE ARTS FOUNDATION **Desc: ART IN THE PARK-REIMB		35,250.48 * 6,448.07	.00 *	44,626.27
09/08/2020	AP	216	GENEVA LAKE ARTS FOUNDATION **Desc: REIMB-AITP BANNER		142.42		
10/09/2020	AP	399	09/30/2020 (09/20) Period Totals and Balance GLAS EDUCATION **Desc: ASTRONOMY/SCI ED MKTG		6,590.49 * 1,992.80	.00 *	51,216.76
12/07/2020	AP	301	10/31/2020 (10/20) Period Totals and Balance LAKE GENEVA JAYCEES **Desc: TOURSIM COMM GRT-PUB CRAWL		1,992.80 * 8,874.70	.00 *	53,209.56
01/07/2021	AP	285	12/31/2020 (12/20) Period Totals and Balance WISCONN VALLEY MEDIA GROUP **Desc: TOURISM GRANT AWARDED		8,874.70 * 4,500.00	.00 *	62,084.26
01/20/2021	AP	343	LAKE GENEVA BID **Desc: HOLIDAY 2020 GRANT		10,920.00		
			12/31/2020 (13/20) Period Totals and Balance		15,420.00 *	.00 *	77,504.26
			12/31/2020 (14/20) Period Totals and Balance		.00 *	.00 *	77,504.26
YTD Encumbrance		.00 YTD Actual	77,504.26 Total	77,504.26 YTD Budget	85,000.00 Unexpended	7,495.74	
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		
02/08/2020	AP	341	01/31/2020 (01/20) Period Totals and Balance TIME WARNER CABLE **Desc: RIV WIRELESS-FEB		1,771.47 * 110.75	.00 *	1,771.47
12/17/2019	AP	357	ELEVATE MEDIA GROUP INC. **Desc: BOOKLET/MAP-DESIGN CHANGES		780.00		
03/08/2020	AP	669	02/29/2020 (02/20) Period Totals and Balance TIME WARNER CABLE **Desc: RIV WIRELESS-MAR		890.75 * 110.75	.00 *	2,662.22
04/08/2020	AP	241	03/31/2020 (03/20) Period Totals and Balance TIME WARNER CABLE **Desc: RIV WIRELESS-APR		110.75 * 110.75	.00 *	2,772.97

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
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 *	.00 *	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 *	.00 *	4,972.69
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 *	.00 *	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 *	.00 *	6,179.57
01/14/2021	AP	303	COPSEY, STEPHANIE **Desc: WIX.COM WEBSITE		381.78		
			12/31/2020 (13/20) Period Totals and Balance		381.78 *	.00 *	6,561.35
			12/31/2020 (14/20) Period Totals and Balance		.00 *	.00 *	6,561.35
YTD Encumbrance		.00 YTD Actual	6,561.35 Total	6,561.35 YTD Budget	111,640.00 Unexpended	105,078.65	
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 (14/20) 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: 191 Number of Accounts: 11					Debit	Credit	Proof
Total TOURISM:					1,074,230.69	1,074,230.69-	.00
Number of Transactions: 191 Number of Accounts: 11					Debit	Credit	Proof
Grand Totals:					1,074,230.69	1,074,230.69-	.00

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
------	---------	---------------------	----------------------	-------------------	-----------------	------------------	---------

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
JANUARY 31, 2021**FUND 47 - TOURISM**ASSETS

47-00-00-11111	FUND CASH	348,757.50	
	TOTAL ASSETS		348,757.50

LIABILITIES AND EQUITYLIABILITIES

47-00-00-21100	ACCOUNTS PAYABLE	48,420.00	
	TOTAL LIABILITIES		48,420.00

FUND EQUITY

47-00-00-34800	UNRESERVED FUND BALANCE	348,501.50	
	REVENUES OVER EXPENDITURES - YTD	(48,164.00)	
	TOTAL FUND EQUITY		300,337.50
	TOTAL LIABILITIES & EQUITY		348,757.50

Account Number	Account Title	2021-21 Period Actual	2021-21 Current year Actual	Current year Budget	Variance Current year	% of Budget
TOURISM						
TOURISM						
47-00-00-41210	ROOM TAX	.00	.00	350,000.00	350,000.00	.00
47-00-00-48110	INTEREST INCOME	.00	.00	1,000.00	1,000.00	.00
47-00-00-49100	APPL. PRIOR YR APPROPRIATIONS	.00	.00	.00	.00	.00
Total TOURISM:		.00	.00	351,000.00	351,000.00	.00
47-00-00-57100	HOTEL/MOTEL ASSN-CHAM OF COM	37,500.00	37,500.00	224,332.00	186,832.00	16.72
47-00-00-57210	EVENTS COORDINATOR	5,332.00	5,332.00	32,000.00	26,668.00	16.66
47-00-00-57212	EVENTS COORDINATOR-RIVIERA	5,332.00	5,332.00	32,000.00	26,668.00	16.66
47-70-00-57150	PROMOTIONAL GRANT	.00	.00	85,000.00	85,000.00	.00
47-70-00-57155	TOURISM MUNICIPAL DEVELOPMENT	.00	.00	48,906.00	48,906.00	.00
47-70-00-59400	TRANSFER TO CAPITAL PROJECTS	.00	.00	.00	.00	.00
TOURISM Expenditure Total:		48,164.00	48,164.00	422,238.00	374,074.00	11.41
Net Total TOURISM:		48,164.00-	48,164.00-	71,238.00-	23,074.00-	67.61
Net Grand Totals:		48,164.00-	48,164.00-	71,238.00-	23,074.00-	67.61

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
FUND CASH			01/01/2021 (00/21) Balance	47-00-00-11111			365,103.28
01/31/2021	CA-CD	8	CDA Fund Allocation - Created: 01/08/21 4:00 P			800.00-	
01/31/2021	CA-CD	27	CDA Fund Allocation - Created: 01/22/21 12:32			10,213.78-	
01/31/2021	CA-CD	36	CDA Fund Allocation - Created: 01/29/21 12:41			5,332.00-	
			01/31/2021 (01/21) Period Totals and Balance		.00 *	16,345.78- *	348,757.50
ACCOUNTS PAYABLE			01/01/2021 (00/21) Balance	47-00-00-21100			16,601.78-
01/31/2021	AP	259	Summary Transactions from AP System			5,332.00-	
01/31/2021	AP	389	Summary Transactions from AP System			42,832.00-	
01/08/2021	CDA	75284	NEI-TURNER MEDIA		800.00		
01/18/2021	CDA	75335	STEPHANIE LYNN LAKE GENEVA LLC		5,332.00		
01/20/2021	CDA	75346	COPSEY, STEPHANIE		381.78		
01/20/2021	CDA	75393	WISCONN VALLEY MEDIA GROUP		4,500.00		
01/27/2021	CDA	75445	STEPHANIE LYNN LAKE GENEVA LLC		5,332.00		
			01/31/2021 (01/21) Period Totals and Balance		16,345.78 *	48,164.00- *	48,420.00-
UNRESERVED FUND BALANCE			01/01/2021 (00/21) Balance	47-00-00-34800			348,501.50-
			01/31/2021 (01/21) Period Totals and Balance		.00 *	.00 *	348,501.50-
HOTEL/MOTEL ASSN-CHAM OF COMM			01/01/2021 (00/21) Balance	47-00-00-57100			.00
02/01/2021	AP	313	LAKE GENEVA CONVENTION		37,500.00		
			**Desc: 1ST QUARTER 2021 PAYMENT				
			01/31/2021 (01/21) Period Totals and Balance		37,500.00 *	.00 *	37,500.00
YTD Encumbrance	.00	YTD Actual	37,500.00 Total	37,500.00 YTD Budget	224,332.00 Unexpended	186,832.00	
EVENTS COORDINATOR			01/01/2021 (00/21) Balance	47-00-00-57210			.00
01/01/2021	AP	237	STEPHANIE LYNN LAKE GENEVA LLC		2,666.00		
			**Desc: EVENTS COORDINATOR-RIVIERA-JAN 2021				
01/27/2021	AP	365	STEPHANIE LYNN LAKE GENEVA LLC		2,666.00		
			**Desc: EVENTS COORDINATOR-RIVIERA-FEB 2021				
			01/31/2021 (01/21) Period Totals and Balance		5,332.00 *	.00 *	5,332.00
YTD Encumbrance	.00	YTD Actual	5,332.00 Total	5,332.00 YTD Budget	32,000.00 Unexpended	26,668.00	
EVENTS COORDINATOR-RIVIERA			01/01/2021 (00/21) Balance	47-00-00-57212			.00
01/01/2021	AP	238	STEPHANIE LYNN LAKE GENEVA LLC		2,666.00		
			**Desc: EVENTS COORDINATOR-RIVIERA-JAN 2021				
01/27/2021	AP	366	STEPHANIE LYNN LAKE GENEVA LLC		2,666.00		
			**Desc: EVENTS COORDINATOR-RIVIERA-FEB 2021				
			01/31/2021 (01/21) Period Totals and Balance		5,332.00 *	.00 *	5,332.00
YTD Encumbrance	.00	YTD Actual	5,332.00 Total	5,332.00 YTD Budget	32,000.00 Unexpended	26,668.00	
Number of Transactions: 15 Number of Accounts: 6					Debit	Credit	Proof
Total TOURISM:					64,509.78	64,509.78-	.00
Number of Transactions: 15 Number of Accounts: 6					Debit	Credit	Proof

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
Grand Totals:					64,509.78	64,509.78-	.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"



Lake Geneva

City of Lake Geneva Tourism Commission
Tourism Promotion Grant Application

Date Submitted: 2.2.21

Organization: GRAND MISSION PRESENTS PHLOWFEST

Contact Person: AMBER MAEG OR JESS RAE CHRISTENSEN

Phone Number: 262-325-8567

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 3rd, 4th & 5th

Location of Event: City of Lake Geneva

Type of Event: Movement/music Festival
(Festival, Cultural, Convention, Tour, Sporting, Other)

Estimated Number of Attendees: Aug 3- 5th 5,000.00 - 7,000.00

Estimated Number of Overnight Stays: 4 NIGHTS

Annual Event (Yes/No): Yes

Event/Initiative Start Date: August 3rd

Event/Initiative End Date: August 5th

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

Grant Amount Requested: 35,000.00 (Please See attached information with Event Permit Packet ~

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

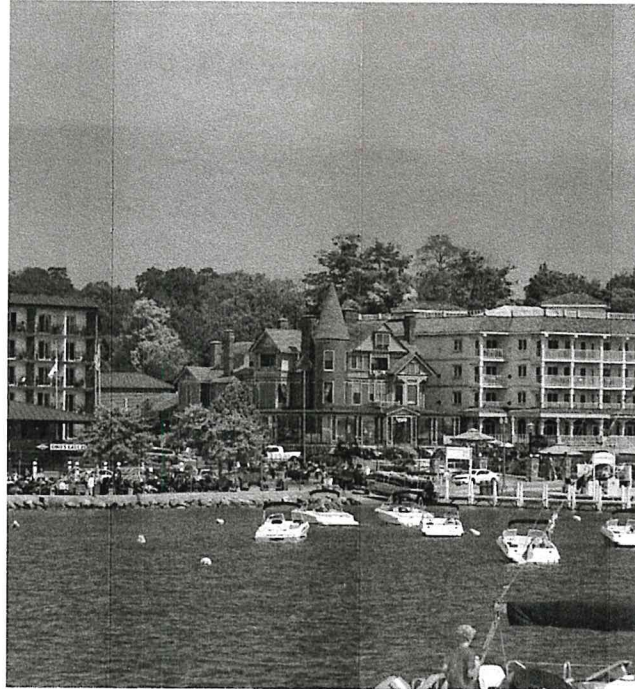
Funds requested from Tourism Board for PHLOWFEST- presented by Grand Mission~

1. Marketing dollars for festival collateral to include city of Lake Geneva logo(flyers, logo, branding for Lake Geneva event, signage- 10,000.00
2. Website design & Maintenance for proposed Website~ 12,000.00
3. Jumbotron with media package promoting visiting Lake Geneva & things to do while you stay (local and affiliate news channels, Newspapers, PR firm, Magazine & Blogger journalists- 10,000.00
4. Social Media Ads for Visit/Stay & Play ads for those purchasing packages for week long festival and staying within tourism funded hospitality (packages promoting only the hotels/ motels/ that fund the Lake Geneva tourism board- 3,000.00

Total request for PHLOWFEST= 35,000.00

The Grand Mission Lake Geneva Project

- The Philosophy of the Grand Mission is to rejuvenate communities, provide a positive platform that brings joy to people and their families, while providing support for the less fortunate. “Balancing the ship is the only way to create harmony within our world.”
- This generation of revenue helps to maintain and improve the town of Lake Geneva, increase tourism and give back to those in need

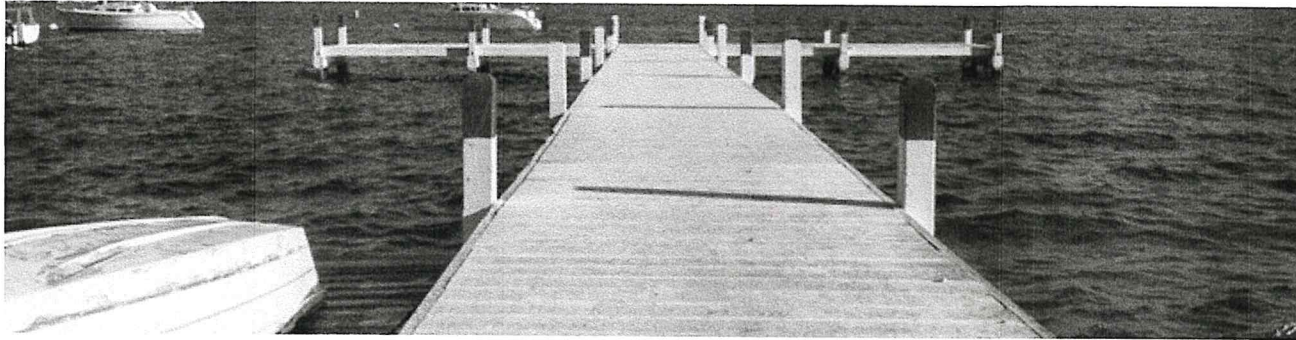


The Grand Mission's Summer Event Extravaganza -Phlowfest



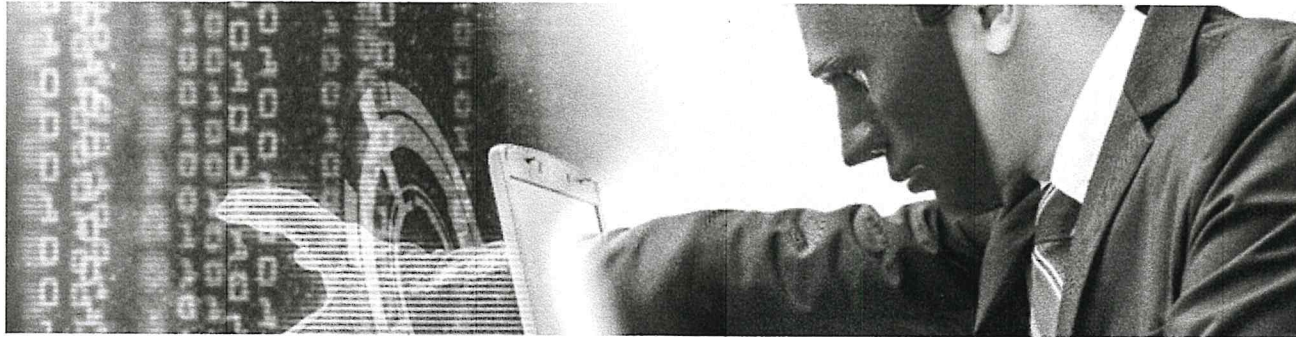
- August 5th through the 8th will be the weekend of the Grand Missions first annual summer event extravaganza.
- This event will take place Downtown Lake Geneva on and surrounding the beach area, coupled with the towns rolling golf courses and parks and beach fronts within the Lake Geneva Community. The City of Lake Geneva
- The event will include; Live music, wake board competitions, golf tournaments and more...

The Grand Mission's Web Based Platform



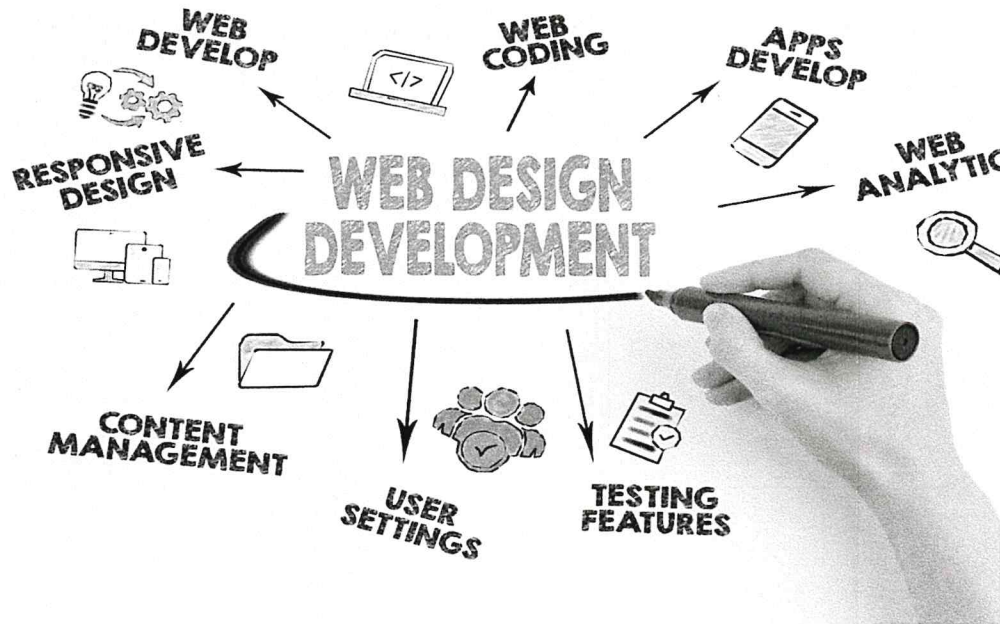
- Thank you for the opportunity to provide cutting-edge web-based marketing solutions for your business. GPC has implemented many web-based solutions and related systems for the past 22 years and are confident in their ability to design, develop and implement a custom, turnkey solution that will help the Grand Mission reach Unprecedented levels.
- Good People Consulting 1035 West Lake Street, Ste 101 e
Chicago, IL 60607
Presented by: Ira Bey and Amber Mae Cumming

Why GPC?



- GPC started in the late 1990's and opened its doors in April of 1999. The team possesses the necessary experience to build, implement and support sophisticated, cutting-edge, profitable solutions.
- GPC specializes in custom web site and mobile application development, coupled with digital ad brokering, geo fencing and more...
- The platforms that this team creates are built for traffic generation, engagement, scalability and profitability.
- This team has built hundreds of profitable solutions for companies within multiple industries.

Let's start with the foundation in which to build upon. This cutting-edge, manageable and scalable, mobile friendly web site, will be the foundation for The Grand Mission and its audience, coupled with tools to automate event and processes.



Web Site Specifications

GPC owns and operates its own dedicated, co-located, web servers (VPS), managing up to 30 web sites per-server maximum for better performance and security, unique among its competitors.

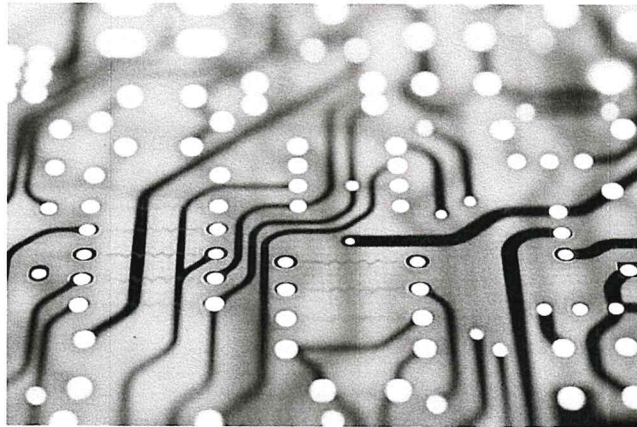
GPC creates, distinctive, custom-built sites which are appealing to the eye and easy to navigate, including content that is related to **The Client** and color scheme associated with logo.

Scalable, “dynamic” web sites (*Dynamic*; meaning the site is driven by data that is easily stored, accessed, or imported/exported. *Scalable*; meaning that new sections, pages, menu tabs, on-line calendars and information can easily be added/changed while keeping the integrity of the sites foundation and structure). The client’s staff can modify the information, only basic computer skills are needed to make changes. This allows your team the opportunity to make edits now or in the future.

Platform possesses a robust, secure, universal database (Utilizing My SQL, PostgreSQL or MongoDB - depending on the requirements), that will be hosted on a Unix platform, residing in a secure, co-located facility in CA.

Web Site Specifications Cont

- Graphic optimization will be conducted, coupled with a rotating “Main page slider” for an aesthetically pleasing feel on the front-end interface.
- User-friendly administration/log-in section will be created so the sites content can easily be created or changed (password protected).
- High security and consistent data back-ups will be implemented to ensure data security and protection.
- PHP and various selected programming languages will be used for development, implementation and/or customization.
- Technical support 24x7 for all server and/or technical issues related to the web site (note support is rarely needed).
- Implementation of image gallery and adding of photos (GPC does not implement photo-shoots but can provide resources upon request and/or implement stock photography).
- Sections built out for Ad placement. The Grand Mission will be able to add local and/or national sponsors.
- Creation of a web portal for Lake Geneva, events calendar, news section, revenue generating Ad Platform and more...



Event e-Ticketing Solution

- Custom, white-label e-ticketing solution.
- E-commerce for booking; Event tickets, golf events, merchandise and more.
- Custom sections built out for placing Ads for sponsors and local companies.
- Utilize Clover or related merchant processing system and POS (On-premise solution). Money will be automatically deposited to the Grand Missions bank account. .
- Tickets will be administered via mobile app and scanned with an android scanner which will be provided at each ticket check-in point.
- An administration section will be setup so the customers can be easily serviced, and funds/tickets viewed in real time 24x7.
- Sections will be created for Ad placement.



Web Site Investment

Investment Specifications

Web Site and Intranet Design & Development	Investment
Analysis, design, content writing, programming, testing, implementation and customization of an "open source" platform.	\$8,000 for the main site structure/setup (Flat rate)
Integration of a custom, open source, ticketing platform (Of which will also become an advertising platform for sponsors). This also includes the setup and maintenance of each event.	\$1,850 (Plus a 5% transaction fee)
Hand scanners (for each area where tickets are purchased).	Approximately \$30 per device
Hosting/Maintenance	\$50/per month
Upgrades	\$300 annual web site upgrade

Investment Schedule and Time-Line

Time-line for completion 21 days from project start date.

Investment Schedule:

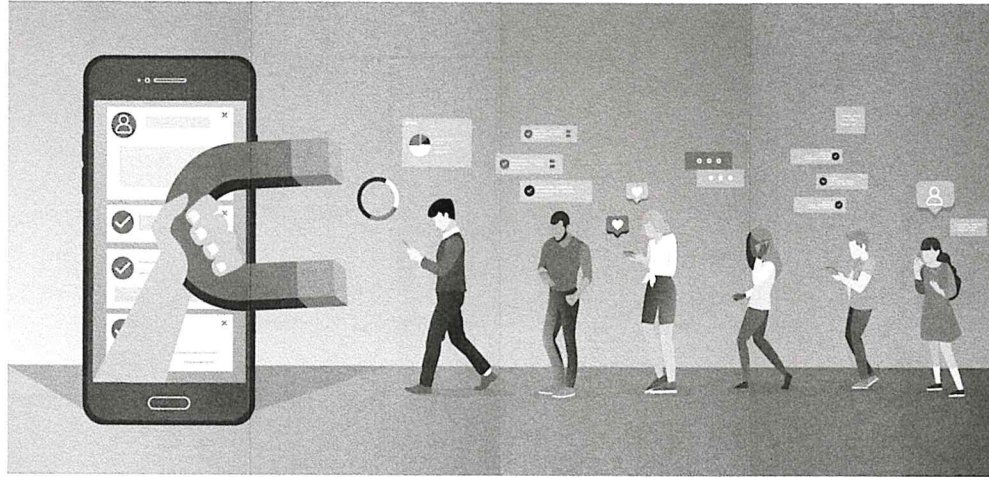
Initial investment -\$4,925

Upon Completion - \$4,925

Digital Ad Marketing Continued Geo Fencing

Geo Fencing

- Research specific areas to geo-fence (a location-based marketing tool using GPS, RFID, Wi-Fi or cellular data to trigger a pre-programmed action when a mobile device or RFID tag enters or exits a virtual boundary set up around a geographical location, known as a **geofence**).
- Targets may include; The U of W campus, the Capital downtown Madison, Milwaukee downtown bars and restaurants, Chicago's West Loop Randolph Street.
Buildings: Google Corporate, Google Cloud, McDonald's training center, etc).
- Reports will be generated and tracking converter device is used to determine whether the person entered the event because of the Geo fencing Ad.





**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**



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: _____

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**

The Lake Geneva Jaycees are proposing to conduct a Food and Beverage Crawl around the Lake Geneva area with a focus on establishments in the City of Lake Geneva. Tourists and local community members will have their choice of 15 different restaurant/pub/bar locations to partake of special menu items available for purchase using tabs from a wrist bracelet. This is an excellent chance for new and existing locations to draw the public in to sample their offerings and make a statement that will keep them coming back for more!

This will be the 2nd event of this type in the Lake Geneva area and will come with more opportunity than the first event allowed us to have. We learned many things from the first event, and in the 2nd event we will be expanding both our social media and radio advertising, focusing on areas that are just outside of a “day-trip” commuting distance. Our metrics from the first event showed that 71% of all credit card wristband sales came from an Illinois billing zip code and 77% were from outside of Wisconsin.

During the weekend chosen May 14th-16th, we hope the increased traffic will bring patrons to the many wonderful shops the Lake Geneva Community has to offer. With that in mind, The Jaycees hope to partner with Lake Geneva businesses, to offer a deal/discount on products that weekend to persons with a Pub & Grub Bracelet and in turn the Jaycees will promote them on our website.

Some major considerations that we are changing for this 2nd event will allow for establishments to apply to be a partner in this Crawl, although due to the capacity of the volunteers, we are limiting it to 15 establishments. We will also ask for permission to set up a centralized location in the downtown area to promote the sale of the “ticketed wrist bracelets” that we use to track sales at each location.

With this 2nd Pub and Grub Crawl, many things are happening; Covid-19 is still a reality, but vaccinations by the time of the crawl will be well underway for the general public (we hope!); it will be turning warmer and people will be ready to be out and about; and the dates of this crawl were strategically picked as to not interfere with any other scheduled event (made in coordination with Visit’s Calendar, community leadership, and expected hotel occupancy).

The Jaycees feel that the first event was very successful for the establishments that were involved and the exposure that the city received, in the second event, we are looking to expand on that success.

Thank you for your time and the opportunity to promote this event!

businesses, the size of the Pub & Grub Crawl is limited in size due to manpower restrictions and at the discretion of the Lake Geneva Jaycees.

ARTIST

JASON

PO#

ART APPROVAL

APPROVED:

DATE:

SPECIFICATION

DATE:

09/16/2020

LOCATION:

FRONT CENTER

BACK CENTER

SIZE:

FRONT - 12"W

BACK - 13"H

INK COLOR:

TBD

ARTBOARD

Logo placement is an approximate representation of the actual finished product.
Colors may vary from the actual final product.



**Get Your Venetian
Fest Shirt Here!**



**Leadership
Through
Community
Service**

**Listen to the
Fireworks Music Live!**



Sandbox Fill

The Jaycees spend a Saturday every year volunteering time to fill sandboxes for free around the Lake Geneva Area.



Safety Town

The Safety Town program teaches elementary age kids about safety in traffic, on a bike, around dogs, and in water among other things. The Jaycees provide the cars, buildings, and a scholarship for one of the high school volunteers every year for this annual event.



**Thank You For
Supporting
Venetian Festival!**

How Is Your Money Used

The Lake Geneva Jaycees are a non-profit civic organization committed to improving our community. We are a **100% volunteer** run organization that contributes to **over 30 different** organizations, community projects, and events each year. That impact is a direct result of our largest fundraiser, **Venetian Festival!**

Look inside to see a few of our contributions from the past year

Kisses From Keegan

Kisses from Keegan offers support for children undergoing cancer treatment and their families.

The Jaycees provided 250 child tents that are used as a place to escape during a child's stay in the hospital.



Lake Geneva Dream Team

The Lake Geneva Dream Team is a special needs baseball league that allows children of all ages and abilities to participate in youth baseball. The league consists of over 60 players and numerous volunteers. Our local little league players and coaches volunteer their time to play against the Dream Team. The Jaycees have provided financial support for the Dream Team since 2008.



Thanksgiving Generosity

The Jaycees provide hundreds of pounds of food to local food pantries as well as over 100 complete turkey dinners to area families during the holiday season.



Christmas Generosity

The Jaycees shop, wrap, and deliver gifts of toys, clothes, and other items to over 130 children in need around the lakes area.



Lakeland Animal Shelter

The Jaycees made a significant contribution to this no-kill shelter's new facility that will take in and find homes for 3,500 animals every year.



Leadership Scholarships

The Lake Geneva Jaycees provide four scholarships every year to area high school seniors who demonstrate excellence in leadership and community involvement.



Thank you for attending Venetian Festival and allowing us to continue making a positive impact in our community!

For more information visit lakegenevajaycees.org



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: _____

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

Annual Event (Yes/No): _____

Event/Initiative Start Date: _____

Event/Initiative End Date: _____

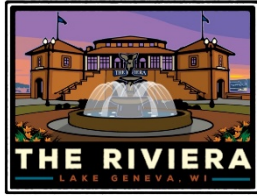
Note: In addition, if chosen, the applicant agrees to include the City of Lake Geneva logo on all marketing materials and will be required to provide paid receipts, and an evaluation of the results of this promotional effort within 45 days of its completion, which is to include approximate number of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

Grant Amount Requested: _____

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



Riviera Ballroom 2021-2022 Off-peak Promo

This promotion offers targeted groups 20% off their Riviera rental fee if they book a **minimum** of 20 room nights at a City of Lake Geneva hotel between November 1st 2021 – April 30th 2022. The grant money requested will pay the 20% difference for each group that books to the City of Lake Geneva to ensure the city collects their standard rental fee in full. Because the average size of event at The Riviera is approximately 200 guests, it is likely that the groups will book closer to 40+ room nights, however, we want to make the promotion accessible to groups with decreased or virtual attendees due to the pandemic.

The grant money requested will only be used when a group has committed to contracting a minimum of 20 room nights at a City of Lake Geneva hotel, so if no groups take advantage of the offer, none of the grant money will be used. The goal is to book at least 6 events with this promotion. The grant amount total is based on booking events with the highest rental fee option; however, it is likely that we will book a few events at a lower rental fee thus reducing the amount of grant money required or allowing us to book additional groups.

Examples:

Event Rental Fee (Corporate weekday event): \$500

Client pays \$400 to city & commits to 20+ overnight stays at a City of Lake Geneva hotel

Grant amount used for this event: **\$100** (\$500 x 20%)

Event Rental Fee (2021 Saturday off-peak): \$3,120

Client pays \$2,496 to city & commits to 20+ overnight stays at a City of Lake Geneva hotel

Grant Amount used for this event: **\$624** (\$3,120 x 20%)

Post-Event Grant Payout:

After April 30th, 2022, proof of discounted room rentals and amounts will be presented to the Tourism Commission along with the grant evaluation for each event. Grant funds would then be paid at the conclusion of the promotion by the Tourism Commission to the City of Lake Geneva.

Marketing

We will run two month-long email/online campaigns to target potential clients and generate awareness of the promotion:

March – April: Corporate/Non-profit

July – August: Holiday Parties & Weddings

The grant money WILL NOT be used to pay for the marketing efforts tied to this promotion.



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

Date Submitted: 2/1/2021

Organization: Lacrosse America

Contact Person: Kelly Wells

Phone Number: (847) 412-5529 x 218

Street Address: 3090 N. Lake Ter.

City, State, Zip: Glenview, IL 60026

Email Address: Kelly.W@lacrosseamerica.com

Name of Event: Lax Geneva

Date(s) of Event: July 24-25, 2021

Location of Event: DeLaVan-Darven HS, Badger HS (overflow if needed)

Type of Event: Youth Lacrosse Tournament
(Festival, Cultural, Convention, Tour, Sporting, Other)

Estimated Number of Attendees: 5500 - 6000 (90 teams)

Estimated Number of Overnight Stays: 372 total room nights

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

Annual Event (Yes/No): Yes (2021 will be the 7th annual)

Event/Initiative Start Date: marketing began 7/3/20, event start 6/24/21

Event/Initiative End Date: 7/26/21

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: \$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



**LACROSSE AMERICA'S
LAX GENEVA LACROSSE TOURNAMENT**
JULY 24-25, 2021

City of Lake Geneva Tourism Commission
Tourism Promotion Grant Application

Application 2021



Lacrosse America sets the standard for the lacrosse experience. We create an intersection of innovation, competition, and culture through our unmatched events. Lacrosse America is pleased to submit a grant request for the 7th Annual Lax Geneva Lacrosse Tournament.

Contact Information:

Name of Organization: Lacrosse America
Address: 3090 N. Lake Terrace, Glenview, IL 60026
Phone: (847) 412-5529
Point of Contact: Kelly Wells
Email: Kelly.W@lacrosseamerica.com

Event & Facility Information:

Event Name: Lax Geneva
Dates: July 24-25, 2021
Games Played: Saturday 8AM-7PM, Sunday 8AM-4PM
Location: Delavan-Darien High School – 150 Cumming St. Delavan, WI 53115
Overflow Location (If Needed): Badger High School - 220 E. South St. Lake Geneva, WI 53147
Divisions Offered: Boys U8-High School, Girls U12-High School
Open Registration

Event Description:

The 7th Annual Lax Geneva Lacrosse Tournament (a two-day lacrosse tournament) will host 90 lacrosse teams and 5,500-6,000 spectators in July 2021. The event will be held at Delavan-Darien High School in Delavan, WI. Badger High School in Lake Geneva has been contracted as a back-up location to ensure that we can keep the entire event within the Lake Geneva area should we outgrow Delavan-Darien.

Due to COVID restrictions and a late season date change which resulted in our original facilities being unavailable, the 2020 event, originally scheduled to be hosted at Delavan-Darien High School, was moved to Franksville, WI.

In 2019, we hosted teams from Illinois, Kansas, Minnesota, Missouri, Ohio, and Wisconsin.



Hotel Information:

This event institutes a Stay to Play policy for nonlocal teams allowing us to track exact hotel statistics leading up to, and after, the event. All hotel accommodations have been contracted, and will be handled by Travel First, Lacrosse America's official travel partner. Should we receive a grant from the City of Lake Geneva Tourism Commission, we would assure that all contracted Lake Geneva hotels are filled before hotels in other surrounding cities.

*All teams that play Saturday will automatically play on Sunday, so hotel rooms are not lost throughout the weekend.

Hotels Currently Contracted to Services Our Parents and Players in 2021:

- Timber Ridge Lodge
- Fairfield Inn Lake Geneva
- Harbor Shores on Lake Geneva
- The Ridge Hotel
- The Cove Lake Geneva

Based on official room nights provided by Lake Geneva hotels, our past hotel pick-ups have been:
2018 (375) & 2019 (452)

Our anticipated pick-up for 2021 *based on provided hotels* within Lake Geneva is 372.

If provided more rooms within Lake Geneva proper, we are confident that we could fill even more rooms.

Total hotel pick-ups for all surrounding cities, including Lake Geneva:

2018: 485

2019: 819

2021: 914 (anticipated)

numbers based on two night stays

New Visitors:

Lax Geneva will attract 95% or more of its participants from outside of Lake Geneva/Walworth County. This equates to approximately 5,225-5,700 nonlocal spectators such as relatives and friends as well as approximately 2,250 athletes and coaches that will be participating in the event. This new visitor audience will create the following benefits to Lake Geneva:

- Increased event or attraction attendance
- Increased retail, food, and beverage expenditures
- Team dinners in nearby restaurants or catered to the hotel
- Local restaurants that offer delivery service to the fields will provide lunch for clubs
- Local grocery stores to supply drinks and snacks for families



Intent for Grant Awarded:

Lacrosse America strives to create an unmatched player experience at our events. Money awarded would be used to execute a strategic plan to keep the teams and families coming back to Lake Geneva year over year. *We will focus our efforts on designing an event that not only fosters fair play, competitive games, and diversity, but also provides a fun, engaging, and memorable experience for the coaches and families accompanying the athletes.*

Lacrosse America is asking for an \$8,000 grant to achieve this project.

- **Friday Night Coaches Party at a Lake Geneva Establishment OR Gift Certificates for Local Establishments Provided to Coaches Ahead of the Event.**

A large part of what brings teams back to Lacrosse America events is the experience they have, both on and off the field. We would feed into this idea in one of two ways:

- Out of town coaches love the opportunity to meet and network, but aren't always provided the outlet to do so. With Lake Geneva being a desired destination with a great downtown area with many restaurants and shops, we'd like to host an event at a local establishment the Friday before the event for our attending team's coaches.
- Should COVID restrictions prevent a gathering, we would purchase gift certificates from various local restaurants and provide them to coaches before they arrive to use at their convenience. Use could be limited to only the week of the event, excluding Saturday (7/24) and Sunday (7/25) to help encourage recipients to book the extra Friday night hotel in order to take advantage of the certificate.

A portion of the money granted would go directly back into a Lake Geneva business with either of these options. Not only will this help show off some of Lake Geneva's best, but it would also encourage coaches to book Friday evening hotels.

- **Videography/Photography**

Lake Geneva is one of the most desired vacation spots in the Midwest, and we want to help show it off! Lacrosse America will hire a videographer/photographer to document the weekend to use for future marketing. The tournament, local Lake Geneva hotspots, and desired destinations (with welcomed recommendations from you) will be featured.

- **Local News Ads for Vendor & Sponsor Solicitation**

Lacrosse America takes pride in plugging ourselves into the local landscape of each tournament location. We hire local staff to help run the event and welcome vendors and sponsors of all kinds. We will spend a portion of our allotted grant to purchase ads with local news outlets to advertise these opportunities. We invite everyone from local businesses to small shops or even in home crafters to be part of the event. On-site vendor options or marketing ad inclusion would both be made available.

- **Google Ads Campaign and Social Media Marketing**

Though we like to think outside of the box, we are no stranger to current/traditional marketing and brand enhancement methods. We will continue to run Google ad campaigns as well as continue to



ramp up our social media with exciting content (including giveaways, interactions, and informational posts) both through our home channels and sponsored posts on Instagram and Facebook. Previous Lax Geneva specific ad campaigns produced a majority of clicks from outside the state of Wisconsin therefore providing the opportunity to reach those who will be needing to book hotel stays to attend. We will invest in fresh graphics and engaging content to both drive up our number of followers but also the awareness surrounding our events, including that of Lax Geneva.

- **PLAY LA Live App Rebuild and Marketing Redesign**

Part of what makes Lacrosse America unique is our constant innovation and desire to stay “ahead of the game”. This year in particular, we are giving our app design and flow a complete overhaul to make it even more user friendly with a fresher, cleaner look that will mimic that of our social media and marketing campaigns for the Summer.

Our proprietary PLAY LA Live app sets us apart from all other tournament providers with it’s live, up to the minute scoring and schedule updates, interactive on-site navigation, and college coach recruiting portals, as well as a brand awareness platform for our partners and sponsors.

This fresh platform for our vendors, partners and sponsors allows them to promote brand awareness to players and families while they are on-site, at the event through: a dedicated sponsors & vendors navigation page, banner ad optionality, and customized app notifications sent during the event.



Estimated Marketing Schedule and Expenses:

<u>Activity</u>	<u>Execution Date(s)</u>	<u>Approx. Allocation</u>	<u>Impressions</u>
Friday Night Coach's Party	Friday, June 23, 2021	\$2,000	
Videography/Photography	June 23-25, 2021	\$1,000	
Lake Geneva Regional News -Online Ads (recommended by Duane at the Regional News)	March, April, May 2021	\$1,000	Approximately 20K views based on info provided by Duane at the Regional News
Google Ad and Social Media Campaign	February - May, 2021	\$2,000	
Play LA Live App Rebuild and Marketing Redesign	Ongoing	\$1,000	LacrosseAmerica.com Page Views: 493,963 May-August 2020 696,444 Total 2020 PLAY LA Live App: Total Summer 2020 Installs: 5,3000 Email Contact List: 157,634
Email Marketing and Graphic Designer Time	Ongoing	\$1,000	
	Total	\$8,000	

**Allocation is approximate based on final grant decisions



Email Marketing Sample:

March 2020

June 2020

LAX GENEVA YOUTH BOYS
SUMMER 2020



Lax Geneva

LAKE GENEVA, WISCONSIN
JUNE 13 & 14, 2020

**YOUTH SPRING BOYS TEAMS:
EXTEND YOUR SEASON AT LAX GENEVA!**

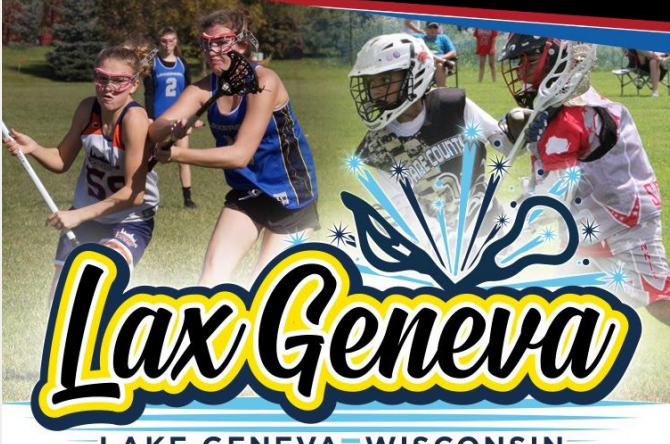
★ 2-DAY, SINGLE SITE EVENT	★ CHAMPIONSHIP SCHEDULING
★ DIVISIONS: 8U (NEW!), 10U, 12U, 14U	★ ONLINE ROSTERS & WAIVERS
★ 4 GAME GUARANTEE	★ REAL-TIME UPDATES ON PLAY LA LIVE APP
★ GAMES: (2) 22-MINUTE HALVES	★ PREGAME ROSTER VERIFICATION

REGISTER TODAY →

LAKE GENEVA CITY OF LAKE GENEVA
LAX GENEVA SUMMER KICKOFF:
PROUDLY SUPPORTED BY THE CITY OF LAKE GENEVA

★ PLAY. EXPERIENCE. ACHIEVE. LACROSSEAMERICA.COM

LAX GENEVA
SUMMER 2020



Lax Geneva

LAKE GENEVA, WISCONSIN

**LAX GENEVA IS READY FOR YOU!
NEW DATES: AUGUST 1-2, 2020**

BOYS & GIRLS ON ONE SITE: DELAVAN-DARIEN HIGH SCHOOL

80+ TEAMS COMMITTED!

★ 2-DAY, SINGLE SITE EVENT	★ CHAMPIONSHIP SCHEDULING
★ BOYS DIVISIONS: U8 - 2020	★ ONLINE ROSTERS & WAIVERS
★ GIRLS DIVISIONS: U12 - 2020	★ REAL-TIME UPDATES ON PLAY LA LIVE APP
★ GAMES: (2) 22-MINUTE HALVES	★ PREGAME ROSTER VERIFICATION

REGISTER TODAY →

LAKE GENEVA CITY OF LAKE GENEVA
**PROUDLY SUPPORTED BY
THE CITY OF LAKE GENEVA**

★ PLAY. EXPERIENCE. ACHIEVE. LACROSSEAMERICA.COM