



**TOURISM COMMISSION
MONDAY, March 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. March 8, 2021 Tourism Commission
Mon, Mar 8, 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 February 8, 2021
- 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/ Action on Event Coordinator marketing budget for 2021
- 10) Update and discussion /possible action on agreement between Walworth County Visitors Bureau
- 11) Discussion / Action on Tourism Promotional Grant Program and Requests:
 - a) Phlowfest / “Grand Mission” (continued)
 - b) Lacrosse America 2021 (continued)
 - c) WH&LA Wisconsin Hotel & Lodging Assoc. 2021 Conference & Trade Show
 - d) Two events at Riviera Ballroom (Charlene Klein)
- 13) Discussion/ Action; Request for Proposals (RFP) for social media / e-blast campaign for Riviera.
- 14) Discussion / Action on Parameters for sharing event Request for Proposals (RFP) with hotels within city limits of Lake Geneva.
- 15) Future meeting agenda items (next meeting date: Monday, April 12, 2021 at 4pm)
- 16) 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, February 8, 2021
COUNCIL CHAMBERS, CITY HALL

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

Roll Call

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

Absent: Chair Brian Waspi, Linda Moritz

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

Approval of Tourism Commission minutes from January 11, 2021

Hedlund moved to approve the January 11, 2021 minutes, second by Pirzada. Unanimously carried.

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

Copsey restructured and presented a detailed, written report which included future initiatives, website analytics, and sales update summary across multiple years. The 2nd Annual Winter Bridal Expo on January 23 was hugely successful with over 250 in attendance plus another 1,000 accessed virtually. Copsey captured 1000 emails for eblast follow up and 3 potential bookings (where last year there was only 1). Next year's venue will be the Riviera again.

Stephanie asked for a separate, additional \$5000 line item for marketing.

Copsey was asked about adding a calendar to the website.

Update from Tourism Entity – Visit Lake Geneva

Deanna Goodwin, Visit Lake Geneva Director, gave highlights from the January 2020 report. Winterfest was a huge success with 11 teams participating. Twenty-six downtown businesses displayed Ice Sculptures thanks to the Tourism grant. The bonfire on the beach was cancelled due to cold, and there were Hovercraft engine problems. There was even more media attention this year, and website views for Winterfest were up 15% from last year. Goodwin mentioned the Facebook scamming of the event. Unfortunately, the Boy Scouts did not offer hot beverages close to the Flat Iron Park location this year. Other vendors were permitted, though this might have posed a conflict with the established businesses on the streets of downtown Lake Geneva. Visitor Center Activity will be reported with the February totals to reflect Winterfest.

Hotel occupancy was down for December as was expected due to the pandemic.

In the RFP Sales Report, Goodwin added the general category/contract type as suggested last month. The Properties Sourced column lists specific hotels that received the RFPS (not VISIT) directly from the event planners.

Update from Lake Geneva Business Improvement District (BID) None

Written financial update provided by City Comptroller

Chair Trilla highlighted that there is approximately \$10,000 left for grants until the next quarter.

Walworth County Visitors Bureau Payment Schedule

Unofficial staff changes. No action.

Tourism Promotional Grant Program and Requests:

Grand Mission: Flow Fest No action.

Wisconsin Valley Media Group: Digital Marketing Campaign

Reviewed the updated and completed October 25, 2020 to January 24, 2021 data report.

Ireland asked if the Commission would schedule discussion and create an RFP for future campaigns as suggested by Alderman Fesenmaier.

Baker House: Ice Bar

Their grant was re-submitted and revised to extend to March 6. Motion by Hedlund, second by Pirzada, to approve the grant for \$2,000. Unanimously carried.

2nd Annual Pub and Grub Crawl – Lake Geneva Jaycees

They are moving the event earlier in the year to May 14 through 16. Last year's grant amount was \$9300 though only \$8800 expenses were submitted. Motion by Hedlund, second by Pirzada, to approve the new grant amount of \$10,000 for marketing. Carried.

2021-2022 Off-Peak Riviera Promotion – Stephanie Copsey

November through April for room discounts NOT marketing efforts. Reimbursement will happen at the end of the cycle including a report evaluating the results of the promotion.

Motion by Pirzada, second by Hedlund, to approve up to \$4692. Unanimously carried.

Youth Lacrosse Tournament – Lacrosse America

6th Annual sports competition on July 24 and 25 in Delavan. Detailed media and marketing plan – grant amount \$8,000. Concerns and discussion centered on the hotels listed and location of the event. Motion by Fesenmaier, second by Hedlund, to continue to the March meeting. Unanimously carried.

Future meeting agenda items and next meeting date – set up parameters for sharing RFPs (from January); RFP for social media/eblast campaign for Riviera; Lacrosse America grant application

Monday, March 8 at 4:00 PM

Motion by Hedlund, second by Pirzada, to adjourn at 5:24 p.m. Carried.

Respectfully submitted,
Alderman Fesenmaier, Secretary

Riviera Ballroom/MATL Update- Tourism Commission Meeting March 2021

Marketing Update

- 2021 Marketing Budget Proposal

OPTION 1

2021 Tourism Coord. Marketing Budget Projection	Annual \$
Memberships (MPI, RCMA)	\$750
Google Business/Website/Social Media	\$1,050
Virtual Tour post-renovations	\$400
Corporate/Off-Peak Online Campaigns	\$2,500
Digital Listings (Targeting Corporate/Non-Profit)	\$295
Estimated Total Spend	\$4,995
Total Budget Proposed	\$5,000

OPTION 2

2021 Tourism Coord. Marketing Budget Projection	Annual \$
Memberships (MPI, RCMA)	\$750
Google Business/Website/Social Media	\$1,050
Virtual Tour post-renovations	\$400
Corporate/Off-Peak Online Campaigns	\$2,500
Digital Listings (Targeting Corporate/Non-Profit)	\$295
SEO Development & Brand Re-connection (PPC & Website Remarketing)	\$2,500
Estimated Total Spend	\$7,495
Total Budget Proposed	\$7,500

- Website Analytics Update: Past 30 Days:
 - Site Sessions: 2,312, Increase of 39%
 - Active Inquiries: 43, (-2 from last month)
 - Avg. Session Duration: 4 min 4 sec (10% decrease)
 - Site Bounce Rate: 53%

****Report generated on March 2nd***

- Off-peak promotion advertising to roll-out mid-March upon approval of marketing budget

Sales Update

- Sales by Year:

	2019	2020	2021	2022
Weddings	28	9	48	11
Social	1	0	5	
Corporate	2	1		
Non-profit	10	0	1	
Event Total	41	10	54	
Cancellation Total	0	40	5	
Rescheduled	0	20	2	

- Booked 2 additional weddings for 2021 and had 2 cancellations. 3 additional tentative events that will likely confirm.
- Booked 3 additional weddings for 2022. 2 additional tentative events that will likely confirm.



Lake Geneva Tourism Commission | March 8, 2021 VISIT Lake Geneva Update

Partner Events

- Monthly Virtual Partner Meetings – third Tuesday of each month at 8am

Public Events

- Restaurant Week – April 24 – May 2, 2021
- Concerts in the Park – Thursdays July 1 – August 12, 2021
- Electric Christmas Parade – December 4, 2021

Earned Media Highlights

- Out & About Wisconsin Magazine – *Ice Is Nice* and *Lake Geneva Offers a Chill Winter Experience* (January 2021)
- WTHR Channel 13 (NBC) Indianapolis – *Chuck's Big Adventure* – video series featuring Downtown Lake Geneva and Ice Castles (week of 2/15)
- ChicagoParent.com - *7 Socially-Distant Midwest Destinations to Visit with Your Family* (2/17/21)
- Winterfest Coverage – Fox6, TMJ4, ABC12, CBS58, Spectrum 1 (Milwaukee), WGN, ABC7 (Chicago) – live and taped TV | Chicago Tribune, Milwaukee Journal Sentinel, Wisconsin State Journal, Janesville Gazette, Beloit Daily News, Kenosha News, Racine Journal Times, Milwaukee Business Journal, Southern Lakes Newspaper | Chicago Parent Magazine | Fox Valley Magazine | MadisonMoms.com | Mary Bergin Roads Traveled | WLKG Radio

Marketing Metrics

- WEBSITE – VisitLakeGeneva.com – FEBRUARY 2021
 - Visitor Sessions: 104,954 (+11.3%) | YTD 223,934
 - Pageviews: 293,299 | YTD 631,997
 - Users: 79,934 (YTD 167,169)
 - Online Guide: 1,049 Visits | YTD 2,785
 - Top Cities:

1. Chicago (19.0%)	6. Schaumburg (1.7%)
2. Milwaukee (6.9%)	7. Arlington Heights (1.4%)
3. Madison (2.8%)	8. Kenosha (1.1%)
4. Lake Geneva (2.1%)	9. Rockford (0.9%)
5. (not set) (1.8%)	10. Janesville (0.9%)

- Top Pages:
 1. Winterfest
 2. Things to Do | Winterfest
 3. Home
 4. Winterfest | Event Program
 5. Things to Do
 6. Events | Downtown Ice Walk
 7. Winterfest | Events
 8. Winterfest | Teams
 9. Winterfest | Sculpture Map
 10. Events
- 60% Female | 40% Male
- Age Group:
 1. 25-34 – 23.4%
 2. 45-54 – 17.8%
 3. 35-44 – 17.7%
 4. 55-64 – 16.6%
 5. 65+ – 12.4%
 6. 18-24 – 12.1%
- Facebook – FEBRUARY 2021
 - 52,126 Followers (+914)
 - Post Reach: 310,254
 - Post Engagement: 68,678
- Instagram – FEBRUARY 2021
 - 6,799 (+211)
- Twitter – FEBRUARY 2021
 - 3,363 Followers (+8)
- Email Subscribers – FEBRUARY 2021 = 50,332 (+334)

Visitor Center Activity – FEBRUARY 2021

- Walk-ins – 1,328 | YTD 1,605
- Phone Calls – 545 | YTD 908
- Emails – 480 | YTD 1,028
- Visitor Guides Fulfilled – 522 | YTD 1,332

Hotel Activity (Lake Geneva Region) – JANUARY 2021

- Occupancy = 32.7% | -3.5% (YTD -3.5%)
- ADR = \$127.32 | -0.1% (YTD -0.1%)
- RevPar = \$41.66 | -3.6% (YTD -3.6%)
- Demand (Rooms Sold) = 22,206 | -3.8% (YTD -3.8%)

Other

- 2021 Lake Geneva Visitors Guide published early January
- Discover Wisconsin Digital Short (Fall) – streaming September 2021
- Society of American Travel Writers (SATW) FAM tour – October 2021
- Discover Wisconsin TV Episode (Winter in Lake Geneva) – November 2021

RFP Report - FEBRUARY 2021

2021 RFP#	Total Room Nights	Meeting Type	Properties Sourced
968	582	Association	Grand Geneva, Abbey

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

47-00-00-11111	FUND CASH	384,809.20	
	TOTAL ASSETS		384,809.20

LIABILITIES AND EQUITYLIABILITIES

47-00-00-21100	ACCOUNTS PAYABLE	78,200.25	
	TOTAL LIABILITIES		78,200.25

FUND EQUITY

47-00-00-34800	UNRESERVED FUND BALANCE	338,077.81	
	REVENUES OVER EXPENDITURES - YTD	(31,468.86)	
	TOTAL FUND EQUITY		306,608.95
	TOTAL LIABILITIES & EQUITY		384,809.20

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	352,400.96	447,765.00	95,364.04	78.70
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:		353,315.22	526,401.00	173,085.78	67.12
TOURISM					
47-00-00-57100	HOTEL/MOTEL ASSN-CHAM OF COM	161,231.00	190,625.00	29,394.00	84.58
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:		225,215.00	254,625.00	29,410.00	88.45
Total TOURISM:		578,530.22	781,026.00	202,495.78	74.07
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	6,928.82	111,640.00	104,711.18	6.21
47-70-00-59400	TRANSFER TO CAPITAL PROJECTS	75,136.00	75,136.00	.00	100.00
Total PROGRAM: 00:		159,569.08	271,776.00	112,206.92	58.71
Total DEPARTMENT: 70:		159,569.08	271,776.00	112,206.92	58.71
TOURISM Revenue Total:		353,315.22	526,401.00	173,085.78	67.12
TOURISM Expenditure Total:		384,784.08	526,401.00	141,616.92	73.10
Net Total TOURISM:		31,468.86-	.00	31,468.86	.00
Net Grand Totals:		31,468.86-	.00	31,468.86	.00

CITY OF LAKE GENEVABALANCE SHEET
FEBRUARY 28, 2021**FUND 47 - TOURISM**ASSETS

47-00-00-11111	FUND CASH	319,714.79	
	TOTAL ASSETS		319,714.79

LIABILITIES AND EQUITYLIABILITIES

47-00-00-21100	ACCOUNTS PAYABLE	66,669.18	
	TOTAL LIABILITIES		66,669.18

FUND EQUITY

47-00-00-34800	UNRESERVED FUND BALANCE	306,608.95	
	REVENUES OVER EXPENDITURES - YTD	(53,563.34)	
	TOTAL FUND EQUITY		253,045.61
	TOTAL LIABILITIES & EQUITY		319,714.79

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	15.88	38.84	1,000.00	961.16	3.88
47-00-00-49100	APPL. PRIOR YR APPROPRIATIONS	.00	.00	.00	.00	.00
Total TOURISM:		15.88	38.84	351,000.00	350,961.16	.01
47-00-00-57100	HOTEL/MOTEL ASSN-CHAM OF COM	.00	37,500.00	224,332.00	186,832.00	16.72
47-00-00-57210	EVENTS COORDINATOR	.00	5,332.00	32,000.00	26,668.00	16.66
47-00-00-57212	EVENTS COORDINATOR-RIVIERA	.00	5,332.00	32,000.00	26,668.00	16.66
47-70-00-57150	PROMOTIONAL GRANT	5,438.18	5,438.18	85,000.00	79,561.82	6.40
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:		5,438.18	53,602.18	422,238.00	368,635.82	12.69
Net Total TOURISM:		5,422.30-	53,563.34-	71,238.00-	17,674.66-	75.19
Net Grand Totals:		5,422.30-	53,563.34-	71,238.00-	17,674.66-	75.19

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 Winterfest (2020)	\$35,300		\$	-
2020	Organization	Amount	Notes	Outstanding balance unpaid	
January	None				
February	Lacrosse America Youth	\$8,000.00	Cancelled	\$	-
	Baconfest	\$10,000.00		\$	10,000.00
March	GLAA "Arts in the Parks"	\$ 10,000.00	actual \$6448.07	\$	-
April-June	No meetings	\$ -		\$	-
July	GLAS (Star Parties)	\$ 3,475.00	\$1992.80 used		
August	None				
September	None				
October	Lake Geneva Regional News	\$ 4,500.00	\$4,500		
	Jaycees Pub & Grub Crawl	\$ 9,300.00	\$8,874.70 spent		
	VISIT Lake Geneva Winterfest (2020)	\$ 10,950.00	amount awarded \$5438.18		
	Winter Bridal Expo	\$ 10,000.00		\$	10,000.00
November:	Walworth County Visitors Bureau	\$ 90,773.00		\$	90,773.00 *Not signed
	Copsey / Riviera marketing contract	\$ 64,000.00	(\$5,332/month) 11-1-2020 - 10-31-2021		\$37,324
	Downtown Ice Sculpture Tour (VISIT)	\$ 10,950.00			
December	BID; Holidays on the streets of LG	\$ 13,068.00		\$2,148	\$10,920 submitted ; balance pending
2021	Organization	Amount	Notes	Outstanding balance unpaid	
January	Visit Lake Geneva Tourism Contract	\$ 150,000.00	Does not include any "overages"		\$150,000
	Arts in the Park	\$ 8,000.00		\$	8,000.00
February	Ice Bar (Baker House)	\$ 2,000.00		\$	2,000.00
	Pub and Grub Crawl (LG Jaycees)	\$ 10,000.00		\$	10,000.00
	Off-Peak Riviera Promotion (Copsey)	\$ 4,692.00		\$	4,692.00
March					
Internet at Riv	Tourism Comm; \$110.75 per month			\$	110.75
OUTSTANDING BALANCE (UNPAID):				\$	335,047.75
Recipients are to submit receipts 45 days after event date					



**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!**

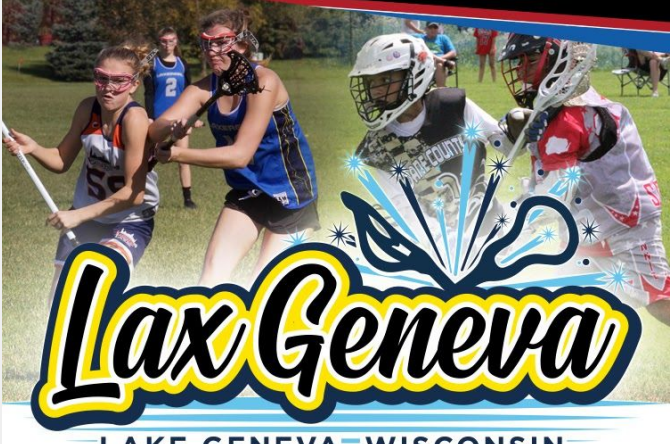
★ 2-DAY, SINGLE SITE EVENT	★ CHAMPIONSHIP SCHEDULING
★ DIVISIONS: 8U (NEW!), 10U, 12U, 14U	★ ONLINE ROSTERS & WAIVERS
★ 4 GAME GUARANTEE	★ REAL-TIME UPDATES ON PLAY LA LIVE APP
★ GAMES: (2) 22-MINUTE HALVES	★ PREGAME ROSTER VERIFICATION

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



**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

Tourism Commission Members~

Thank you for the opportunity to present a chance to showcase the revived City of Lake Geneva Riviera!

We would like to utilize the space for an upcoming WH&LA conference and trade show.

As properties that pay into the tourism commission from our room tax, we would request that the tourism commission pay the expenses (\$2400) towards the rental of the Riviera November 7-9, 2021.

This is an opportunity to put the City of Lake Geneva on the map as a Convention Destination using the Riviera as a meeting site.

The RFP, which is attached is requesting complimentary meeting space and the only way to make this RFP competitive is to request the Commission to pay the fees versus asking for the fees to be waived.

Bella Vista, The Cove and Harbor Shores are offering a competitive rate (keeping the rates the same) and will split the 25 complimentary rooms required by the RFP. We will also be offering our meeting space on a complimentary basis.

We will be reaching out to several local (City of Lake Geneva) restaurants to quote the food & beverage requirements.

The question may arise as to why we are not involving all City of Lake Geneva hotels and in simple terms, we need hotels with additional meeting space to meet the requirements of the RFP from WH&LA. If we are able to secure this RFP and make this a successful event, we will be able to move forward with larger future events and co-op with multiple hotels within the City of Lake Geneva to complete the mission of making our Beautiful City a Convention Destination.

Thank you for your consideration and I look forward to seeing you on Monday.

Tammie Carstensen

General Manager

Harbor Shores on Lake Geneva

Cc: Charlie Lorenzi

Lynn Richardson



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



REQUEST FOR PROPOSAL

2021 Conference & Trade Show

*****All bidding properties must be WH&LA members in good standing to be considered for hosting the WH&LA 2021 Conference & Trade Show.*****

INTRODUCTION

1.1 Purpose and Background

The Wisconsin Hotel and Lodging Association (WH&LA) is initiating this Request for Proposal (RFP) to solicit Proposals from qualified lodging properties interested in participating in the bidding process.

WH&LA is a non-profit trade association consisting of more than 5,000 hotels, motels, resorts, inns, bed & breakfasts, and lodging executives around Wisconsin. WH&LA also welcomes industry vendors, chambers of commerce, convention and visitors bureaus, colleges and college students specializing in hospitality into our membership. As a 501(c)(6), the WH&LA is not tax-exempt.

Founded in 1896, the WH&LA represents the interests of the Wisconsin lodging industry through advocacy and education.

1.2 Objective

This RFP allows the WH&LA to select the most qualified property at the most competitive price.

1.3 Minimum Qualifications

- The property must be a WH&LA member in good standing.
- The property must have the appropriate space to host all of the functions of this meeting.

2. GENERAL INFORMATION

2.1 RFP Coordinator

The RFP Coordinator is the sole point of contact in WH&LA for this procurement. All communications between the offeror and WH&LA upon receipt of this RFP shall be with the RFP Coordinator:

Monica Goeke, Director of Marketing, Services & Events
(e) monica@wisconsinlodging.org (p) 262-782-8251 x 12

2.2 Estimated Schedule of Procurement Activities

- Issue RFP - February 16, 2021
- Proposal Due - March 30, 2021
- Evaluate Proposal - April 2021
- Sign Contract - April 30, 2021
- Announce 2021 Conference Host - May 2021

2.3 Submission of Proposal

The proposal is to be emailed to the RFP Coordinator at the email address noted in Section 2.1. The email should be clearly marked with the Name of the event.

Any modifications to a Proposal will be subject to these same conditions. The proposal must respond to the procurement requirement. Please include URL links to floor plans and menus. The proposal must be complete and must stand on its own merits. Failure to respond to any portion of the procurement document may result in rejection of the Proposal as non-responsive. All Proposal and accompanying documentation become the property of WH&LA and will not be returned.

2.4 Acceptance Period

Proposal must provide a minimum of 90 days for acceptance by WH&LA for the decision making process.

2.5 Review

All Proposals will be reviewed and chosen by vote by the WH&LA Board of Directors.

2.6 Most Favorable Terms

WH&LA reserves the right to make an award without further discussion of the proposal submitted. Therefore, the proposal should be submitted initially with the most favorable terms which the property can propose. WH&LA does reserve the right to contact the property for clarification of its proposal and request an in person meeting.

2.7 Cost to Propose

WH&LA will not be liable for any costs incurred by the Offeror in preparing a proposal submitted in response to this RFP, or in performing any other activities related to responding to this RFP.

3. SCOPE OF SERVICE / STATEMENT OF WORK

3.1 Location

Wisconsin Lodging Property in membership with WH&LA

3.2 Date

November 7-9, 2021

3.3 Sleeping Room Requirements

Sunday, November 7	Monday, November 8	Tuesday November 9	Total
115	130	5	250

3.4 Room Rates and Provisions

- Discounted “off-season” single/double room and suite rates.
- Three weeks out reservation cut-off date, with rates still honored after if space is available.
- 25 complimentary room nights for staff and speakers.
- Comp suite upgrades for 5 designated VIPs.
- Free or discounted parking for attendees and exhibitors.
- Room rate available one-day pre and post-conference.
- If you are unable to accommodate the entire room block, please identify overflow plans.

3.5 Technology Provisions

Complementary (preferred) or deeply discounted A/V equipment services are preferred. Please note recording capabilities and any services charges.

3.5 Catering Provisions

Proposal should include detailed cost information on food and beverage costs (based on per person) for 150 - 250.

Catering estimates should include costs of all meals listed in the table below.

- A minimum of a 10% discount from group printed pricing on all food and beverages.
- Two deeply discounted half-barrels for Chairman’s Reception.
- Minimum 5% meal overset.
- No charge for onsite meal additions
- No holding/corkage fee for using WH&LA sponsored bottled water throughout the event.
- Property should provide a final menu with pricing one month before the event.

SAMPLE MEALS FORMAT & PRICING (subject to change based on Spring Symposium Feedback)				
Sunday, November 7, 2021				
Reception *Possibly held off-site	7 - 9 pm	125	\$16.00 - per person	• Casual (pizza, appetizers) • One drink ticket • Cash bar
Monday, November 8, 2021				
Breakfast	8 - 9 am	200	\$11.00 - per person	• Continental Breakfast
Break	Mid morning	150	\$300 - total	• Beverages
Lunch	12 - 1: 30 pm	200	\$30* - per person	• Pre-set salad • Plated lunch • Dessert • Beverage Service
Trade Show	Afternoon	200	*included with lunch cost	• Dessert stations • Beverages
Break	Afternoon	175	\$200 - total	• Beverages
Chairman’s Reception	6:30 - 7:30 pm	200	\$1,300 - total	• Appetizers • 2 - discounted half barrels beer • 2 - Cash bar(s)
Dinner	7:30 - 9:30 pm	175	\$35 - per person	• 4-6 food stations • 2 dessert stations • 3-5 wine/beer/cocktail stations

Tuesday, November 9, 2021					
Breakfast	8 - 9 am	150	\$20	Hot breakfast buffet	
Break	Morning	150	\$150 Total/inclusive	Beverages	
WWIL Luncheon	12:30 - 2 pm	75	\$25	- Pre-set salad - Plated lunch - Dessert - Beverage Service	

3.6 Exhibit Space Needs

- Contiguous space to accommodate 100 8'x10' exhibit booths, lounge areas, dessert, and beverage service.
- Close proximity to the Conference meeting space and public restrooms.
- Sufficient lighting, electrical supply, and high-speed wireless Internet access.
- Ability to secure the exhibit area when the exhibit hall is closed.
- Free electrical hook-ups for the Trade Show Exhibitors.
- Please indicate if the exhibit hall is carpeted.

3.7 General Provisions

- Complimentary meeting and exhibition space.
- Complimentary Internet service throughout the hotel (including meeting and sleeping rooms).
- No set-up or change charges for meeting rooms. Room setup must be completed a minimum of 30 minutes before the posted meeting time.
- Hotel should guarantee function space one month before the event.
- No storage and/or delivery charges for meeting materials either before arrival or upon departure.
- Secured storage room located near the registration area for the duration of the event.
- Complimentary registration area set-up with electrical, and internet.
- No advance deposits for WH&LA (credit references provide as requested)
- No attrition clauses.
- No food and beverage minimum
- Cancellation clause only for complete cancellation.

3.8 Meeting Room Requirements

Sunday, November 7, 2021					
Time	Function	#	Set	AV	F&B
5 - 9 pm	Registration / Office	4	2- long tables	Power/wifi	None
7 - 9 pm	Reception	125	Reception	Microphone	F&B
Monday, November 8, 2021					
Time	Function	#	Set	AV	F&B
All day	Registration / Staff Office	4	Same	Same	None
8 - 9 am	Breakfast	200	Crescent rounds	- Screens with projector - Podium with mic	F&B

9 am - 12: 00 pm AND 3:30 -5:30 pm	Educational Sessions (can be in breakfast room)		• Stage • Chairs for panel • Classroom, Herringbone theatre, modified crescent rounds or a mix of these	• Screens • Projector • Computer • Podium w/ mic • Lavalier Mic • 4 - hand held mics • Video recording	None
Morning	Break	150	Reception	None	F&B
12:00 - 1:30 pm	Lunch	200	Rounds	• Screens • Projector • Computer • Podium with mic • Video recording	F&B
1:30 - 3:30 pm	Trade Show	200	Exhibit Set	• Handheld mic	F&B
Afternoon	Break	175	Reception	None	Bev
6:30 - 7:30 pm	Chairman's Reception	200	• Reception	• 2- podium w/ mic	F&B
7:30 - 9:30 pm	Dinner & Live Auction	200	• Stage • Crescent rounds	• 2 - handheld mics • Screens • Projector • Computer	F&B
Tuesday, November 9, 2021					
Time	Function	#	Set	AV	F&B
7 am - 3 pm	Registration / Staff Office	4	Same	Same	None
8 - 12 pm	Breakfast & Educational Sessions	150	• Stage • Chairs for panel • Modified crescent rounds	• Screens • Projector • Computer • Podium w/ mic • Lavalier Mic • Video recording	F&B
9:30 - 11:00 am	Breakout Rooms	75	• Classroom or Herringbone theatre	• Screens • Projector • Computer • Podium w/ mic • Lavalier Mic • Video recording	None
Morning	Break	150	Reception	None	Bev
12:30 - 2 pm	WWIL Luncheon	75	• Stage • Crescent rounds	• Screens • Projector • Computer • Podium w/ mic • Lavalier Mic • Video recording	F&B

4. CONFERENCE SITE HISTORY

- March 7 - 9, 2021 - Hyatt Regency Green Bay
 - November 3 – 5, 2019 – Kalahari Resort, Wisconsin Dells
 - November 4 – 6, 2018 – The Osthoff Resort, Elkhart Lake
 - November 5 – 7, 2017 – Potawatomi Hotel & Casino, Milwaukee
 - November 6 –8, 2016 – Best Western Premier Waterfront Hotel & Convention Center
 - November 1 – 3, 2015 – The Osthoff Resort, Elkhart Lake
 - November 2 – 4, 2014 – Chula Vista Resort, Wisconsin Dells
 - November 3 – 5, 2013 – Grand Geneva Resort, Lake Geneva
 - October 21 – 23, 2012 – Kalahari Resort, Wisconsin Dells
 - November 6 – 8, 2011 – Radisson Paper Valley Hotel, Appleton
 - October 24 – 26, 2010 – KI Convention Center, Green Bay
 - October 25 – 27, 2009 – Wilderness Hotel & Resort, Wisconsin Dells
 - October 26 – 28, 2008 – Hilton Monona Terrace, Madison
-

5. ROOM BLOCK HISTORY

	2019	2018	2017	2016	2015
Sunday	123	114	97	117	140
Monday	141	132	117	135	163
Tuesday	4	3	5	0	3



Lake Geneva

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

Date Submitted: 3 - 1 - 2021

Organization: CITY OF LAKE GENEVA

Contact Person: MAYOR CHARLENE KLEIN

Phone Number: 262 - 248 - 3673

Street Address: 626 GENEVA ST.

City, State, Zip: LAKE GENEVA, WI 53147

Email Address: mayor@cityoflakegeneva.com

Name of Event: - RIVIERA ENHANCEMENTS - EVENTS OFFICE (FIRST FLOOR)
AND HISTORY WALL - JULY 15 OPEN HOUSE

Date(s) of Event: - ALSO TWO EVENTS (TICKETED) - AUG. 26 & NEW YEARS EVE
- FEATURING BIG BANDS

Location of Event: RIVIERA BALLROOM & FIRST FLOOR

Type of Event: CULTURAL & EVENT PLANNING
(Festival, Cultural, Convention, Tour, Sporting, Other)

Estimated Number of Attendees: 600 (TICKETED EVENTS) OFFICE - INMEASURABLE

Estimated Number of Overnight Stays: TBD

Annual Event (Yes/No): TBD

Event/Initiative Start Date: N/A

Event/Initiative End Date: N/A

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

Grant Amount Requested: 68 K

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 Big Reveal at the RIV! The Riviera Ad Hoc Committee is planning a Community Open House on Thursday, July 15th. We will invite our residents and visitors to see the newly renovated ballroom and first floor. Details/exact time are being refined. There will be no charge for this day-long event, however, we may incur some printing and marketing costs. Estimated \$3K max.

Riviera Events Office:

This is a 500 square foot space on the first floor off the east corridor where our events coordinator can meet with potential lessees of the ballroom facility. This area will provide the events planner with a professional setting to meet with couples, conference planners, etc. There will be an opportunity for our preferred vendors to display collateral material, and there will be photos of the newly renovated ballroom on display as well as a round banquet table setting that passers-by can view from the large window. I feel that this Riviera "showcase" of sorts will generate a multitude of business for the ballroom and consequently unlimited overnight stays in Lake Geneva hotels. Estimated associated costs: \$15K

Wall of History:

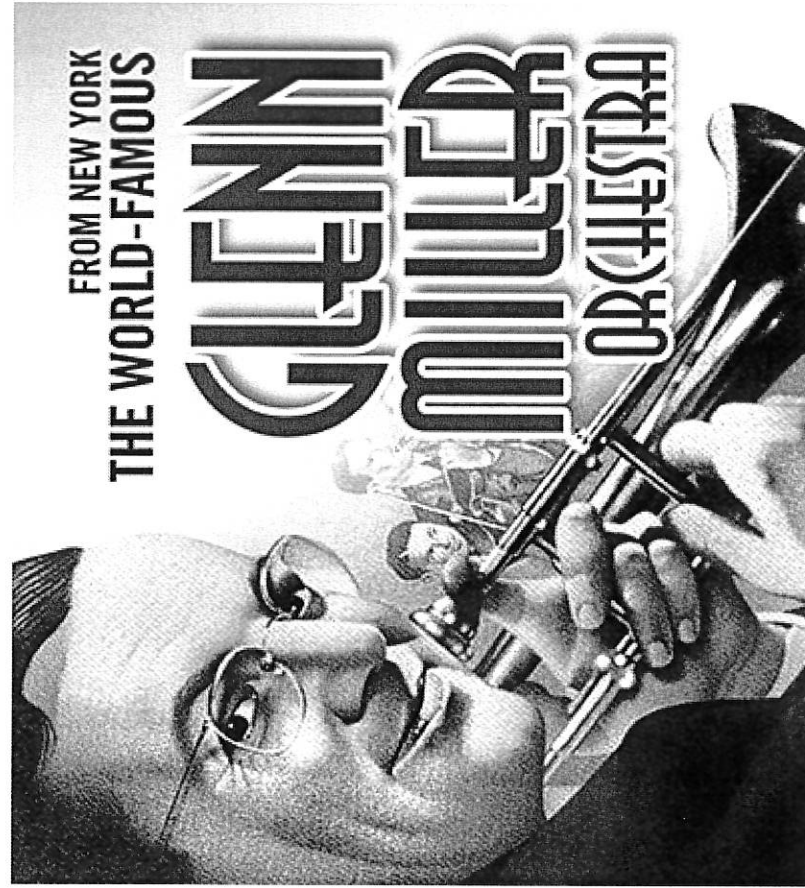
A wall of historical photos and information of the Riviera to be displayed in the new west corridor highlighting the fascinating history of the Riviera building, including the architect, James Roy Allen, and the many famous performers who have graced the stage, such as the Glenn Miller Orchestra, Lawrence Welk, Louis Armstrong, and in later years, Stevie Wonder and Chaka Kahn just to name a few. We will also include photos from the construction in 1932, etc. Estimated Associated costs: 15K

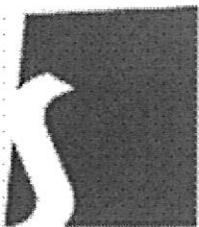
Big Band Events:

The Riviera Ad Hoc Committee has given the go ahead to investigate two ticketed events to celebrate the history of the RIV. One at the end of August featuring the Glenn Miller Orchestra, (who played at the RIV in the 1930's and 40's) to coincide with the late August completion of the building in 1932, which of course we would focus on in our marketing materials.

The other event is a New Year's Eve Gala, potentially featuring the Swing Band, Swing Nouveau, who are terrific and wear Zoot Suits for their performance. (FYI – we will plan even more events of other kinds in the coming years for all age groups as well as free events for the community.)

Estimated Associated costs for both events for marketing, orchestra fees, decorating, etc.: 35K – most of which I would hope we would recoup in ticket sales and I plan to seek sponsorships. This grant would provide the seed money to pay deposits for the orchestras, and begin the marketing plan. Will work with city hotels to coordinate a package including ticket/overnight stay.





SWING
nouveau

"Swing so cool it's hot"

Swing Nouveau

Saxes



Dave Renaud Leader, Bari sax and Clari

Dave started because of his passion for the big band sound. Through years, we have put together an outstanding group of musicians with the desire. "There's something magical when we play and get the foot a go. Watching everyone enjoy watching what we do on stage makes it all worthwhile."

Ben Olson Lead Alto

Ben teaches at UW Parkside and has been a solid leader to the section for more years. Ben's talent far exceeds his laid back attitude. You would never know how a guy gets when you put that horn in his hands.



Nada Mitich Alto sax and Clarinet

Nada has been with the band almost since Day One. Mild mannered med tech by day, when she puts on her suit and two tones she lets loose her inner swingin' cat.

Tom Hackbart Te

Tom is one of the original members of the band. As an attorney, accustomed to wearing a suit, Just not one that glows in the dark. The two tones go with anything"



Pat Odell Lead Tenor sax

Pat joined the band a year after we started. He has been a key person and outstanding soloist. His drive and experience have helped set the band apart from the others