



**TOURISM COMMISSION
MONDAY, April 12, 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. April 12, 2021 Tourism Commission
Mon, Apr 12, 2021 4:00 PM - 5:00 PM (CDT)

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 March 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 Tourism Promotional Grant Program and Requests:
 - a) Lake Geneva Women's Weekend (Geneva Lakes Women's Association)
 - b) Spring Break Family Special (Canopy Tours)
 - c) Stars Parties (GLAS Education)
- 10) Discussion/ Action; Request for Proposals (RFP) for social media / e-blast campaign for Riviera (continued)
- 11) Discussion / Action on Parameters for sharing event Request for Proposals (RFP) with hotels within city limits of Lake Geneva (continued).
- 12) Future meeting agenda items (next meeting date: Monday, May 10, 2021 at 4pm)
- 13) Adjourn

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

TOURISM COMMISSION MINUTES
Monday, March 8, 2021
COUNCIL CHAMBERS, CITY HALL

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

Roll Call

Present: Vice Chair Dana Trilla, Chair Brian Waspi (via GoToMeeting), Alderman Hedlund (appeared in person at 5:50 p.m.), 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 February 8, 2021

Pirzada moved to approve the February 8, 2021 minutes, second by Trilla. Unanimously carried.

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

Copsey reviewed her written report from the packet highlighting the website analytics of a 39% increase of site visits over the previous month including 43 active inquires via email. The bounce rate of 53% is high but will be worked on in the coming month.

Copsey will add the 2018 with comptroller help on sales chart to give a pre-COVID comparison.

Update from Tourism Entity – Visit Lake Geneva

Deanna Goodwin, Visit Lake Geneva Director, presented her February 2021 report. VISIT is moving forward with Restaurant Week from April 24 to May 2, 2021. There will be continued consciousness regarding the Pandemic with take-out options and outdoor dining. Local restaurants are currently signing up to participate.

Concerts in the (Flat Iron) Park will return this year on Thursdays from July 1 to August 12.

Goodwin is reporting an optimistic return of the tourists as there is an uptick in planning as people become more comfortable with travel.

In October the Society for American Travel Writers will hold their convention in Milwaukee. Lake Geneva has been chosen as a tourist showcase that the SATW will visit.

Update from Lake Geneva Business Improvement District (BID)

Kristi Tarantino, Executive Director, gave a verbal report. There was a soft launch of a new event called First Fridays encouraging local shopping from 5:00 to 8:00 p.m. with in-store demonstrations and store specials. The plan is continue this all year with 30 businesses participating to date.

The annual Wine Walk will be held Sunday, May 9 from 1:00 to 4:00 p.m. The event was cancelled in 2020 due to COVID. It is a ticketed event for sample wine in downtown businesses. BID is planning early for the annual Oktoberfest on October 9-10. In 2021 the event will be spread out across the downtown with NO street closures. Children's activities will be located in Flat Iron Park, Beer Garden, and Craft Fair.

Tourism Grant awarded in January 2020 still has outstanding receipts of approximately \$200.

Written financial update provided by City Comptroller

Although money will not be moved into the Tourism section of the City Budget now until September, according to Karen Hall, there will be \$100,000-\$200,000 left unencumbered for the balance of this year.

Event Coordinator Marketing Budget for 2021

Copsey explained she splits the \$5000 budget with the Lakefront Harbormaster. The marketing proposals were discussed from the packet page. Motion by Waspi, second by Pirzada, to grant Option 1 not to exceed \$5000. Unanimously carried.

Walworth County Visitors Bureau Agreement

Board members Berlin, Crist, and Gaffey appeared before the Commission to encourage the signing of the proposed contract with the WCVB. There was some concern by Commissioners regarding the change in staff, but Board members gave their assurance that they were in the process of hiring which would not have a significant impact on the services in the agreement. Motion by Fesenmaier, second by Pirzada, to have the City Attorney complete the contract to share and for editing by Nord, Waspi, and Pirzada. Unanimously carried.

Tourism Promotional Grant Program and Requests:

Phlow Fest – Grand Mission

Reviewing the current application and new paper packet presented at the meeting, there is support for the event. Motion by Waspi, second by Trilla, to award \$10,000 for website development. The understanding is Grand Mission will re-submit a complete application and show approved permits from the City for any additional funding. Carried.

Youth Lacrosse Tournament – Lacrosse America

6th Annual sports competition on July 24 and 25. With 75-90 teams participating and up to 5500 spectators, 95% will be arriving from out of the area. Motion by Pirzada, second by Waspi, to award the \$8,000 grant request. Their marketers are required to promote the complete list of City proper hotels, motels, and B&Bs **first** before extending promotion to accommodations outside the City limits. Unanimously carried.

Wisconsin Hotel and Lodging Association 2021 Conference and Trade Show – WH&LA

A detailed application was submitted and reviewed briefly. Motion by Waspi, second by Pirzada, to award \$2400 as requested. Unanimously carried.

Riviera Ballroom Events – Mayor Klein

Mayor Klein submitted an application for a Riviera Events Office, Wall of History, and Big Band Events for \$68,000. Due to time, motion by Fesenmaier, second by Pirzada, to continue to the April meeting with the understanding that each event will be submitted separately. Carried.

Due to lack of time, motion by Fesenmaier, second by Hedlund, to continue Item 13 Social Media RFP and Item 14 RFP Sharing Parameters. Unanimously carried.

Future meeting agenda items and next meeting date – Monday, April 12 at 4:00 PM

Motion by Fesenmaier, 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

- Website Analytics Update: Past 30 Days:
 - Site Sessions: 1,145, decrease 43%
 - Active Inquiries: 34 (-10 from last month)
 - Avg. Session Duration: 2 min 29 sec (44% Increase)
 - Site Bounce Rate: 35% (36% decrease)
- WeddingWire & TheKnot
 - Past 30 days: 26 leads (+10 from last month)

TheKnot Comparisons:

Year	Month	Unique Visitors	Average in Your Market/Category
2020	October	146	103
2020	November	77	78
2020	December	114	88
2021	January	192	127
2021	February	138	90
2021	March	237	107
2021	April	37	23
Total		941	616

Year	Month	Messages	Calls	Total Leads
2020	October	9	0	9
2020	November	3	0	3
2020	December	13	2	15
2021	January	15	0	15
2021	February	9	0	9
2021	March	20	0	20
2021	April	1	0	1
Total		70	2	72

***Reports generated on April 7**

Sales Update

- Sales by Year:

	2018	2019	2020	2021	2022
Weddings	45	28	9	53	14
Social	4	1	0	3	
Corporate	4	2	1		
Non-profit	7	10	0	1	
Event Total	60	41	10	54	
Cancellation Total	0	0	40	5	
Rescheduled	0	0	20	2	

- Past 30 days: Booked 5 additional weddings for 2021 and had 2 cancellations. 3 additional confirmed events that will likely confirm.
- Past 30 days: Booked 3 additional weddings for 2022.
- Three-day Conference Wisconsin D.A.R.E. Association of Officers Training Conference: Contract sent, expected to receive this week: Monday, July 19th – Wednesday July 21st
Estimated Attendance: 100 per day.



Lake Geneva Tourism Commission | April 12, 2021 VISIT Lake Geneva Update

Partner Events

- Monthly Virtual Partner Meetings – third Tuesday of each month at 8am
- Business After Hours events in development

Public Events Update

- Restaurant Week – April 24-May 2, 2021
 - 25+ participating restaurants; list and menus on website (*Events>Restaurant Week*)
 - Charity Check to award to five non-profits; \$9,000 total donation; 14 nominees to date
 - Fox6 Milwaukee live broadcast 4/26
- Concerts in the Park – Thursdays July 1-August 12, 2021
 - Bands being finalized this month
 - Collaboration with City on July 15 concert & Riviera open house event
 - Sponsorship and vending opportunities; details on website (*Events>Concerts in the Park*)
- Electric Christmas Parade – December 4, 2021

Earned Media Highlights

- USAToday.com – *These 6 scenic Midwest road trips are perfect for families* (3/4/21)
- WTMJ.com – *Travel Wisconsin: Lake Geneva Hidden Gems* (3/15/21)
- Wisconsin State Journal – *Adjusting, adapting and entrepreneurial drive helped buoy Wisconsin tourism in 2020* (4/5/21)

Marketing Metrics

- WEBSITE – VisitLakeGeneva.com – MARCH 2021
 - Visitor Sessions: 65,313 (+164% v2020, +32% v 2019) | YTD 289,247
 - Pageviews: 178,347 | YTD 810,344
 - Users: 51,857 | YTD 219,026
 - Online Guide Visits: 3,745 | YTD 7,218
 - Top Cities:

1. Chicago (22.1%)	6. Schaumburg (1.1%)
2. Milwaukee (5.3%)	7. Arlington Heights (1.0%)
3. Lake Geneva (2.3%)	8. Naperville (0.8%)
4. (not set) (2.3%)	9. Rockford (0.7%)
5. Madison (2.0%)	10. Kenosha (0.7%)

- Top Pages:
 1. Things to Do
 2. Home
 3. Things to Do | Winter Activities
 4. Things to Do | Shore Path
 5. Stay | Hotels & Resorts
 6. Explore | Guide Request
 7. Events
 8. Stay
 9. Things to Do | Shopping
 10. Explore | Guide & Maps
- 63% Female | 37% Male
- Age Group:
 1. 25-34 – 24.7%
 2. 35-44 – 17.6%
 3. 45-54 – 17.5%
 4. 55-64 – 15.1%
 5. 18-24 – 14.6%
 6. 65+ – 10.5%
- Facebook – MARCH 2021
 - 52,354 Followers (+228)
 - Post Reach: 101,920
 - Post Engagement: 12,803
- Instagram – MARCH 2021
 - 6,916 (+117)
- Twitter – MARCH 2021
 - 3,363 Followers (+5)
- Email Subscribers – MARCH 2021 = 50,658 (+215)

Visitor Center Activity – MARCH 2021

- Walk-ins – 421 | YTD 2,026
- Phone Calls – 125 | YTD 1,033
- Emails – 494 | YTD 1,522
- Visitor Guides Fulfilled – 709 | YTD 2,041

Hotel Activity (Lake Geneva Region) – FEBRUARY 2021

- Occupancy = 40.3% | -7.4% (YTD -5.6%)
- ADR = \$139.07 | 3.7% (YTD 1.9%)
- RevPar = \$55.98 | -4% (YTD -3.8%)
- Demand (Rooms Sold) = 24,674 | -7.7% (YTD -5.9%)

RFP Report - MARCH 2021

2021 RFP#	Total Room Nights	Meeting Type	Properties Sourced
969	1044	Corporate	Grand Geneva
970	96	Corporate	Geneva Inn
971	53	Association	Grand Geneva
972	79	Association	Abbey, GN, Ridge, Grand Geneva, Geneva Inn
973	79	Association	Abbey, GN, Grand Geneva

CITY OF LAKE GENEVA

BALANCE SHEET

MARCH 31, 2021

FUND 47 - TOURISMASSETS

47-00-00-11111	FUND CASH	176,867.56	
	TOTAL ASSETS		176,867.56

LIABILITIES AND EQUITYLIABILITIES

47-00-00-21100	ACCOUNTS PAYABLE	2,485.95	
	TOTAL LIABILITIES		2,485.95

FUND EQUITY

47-00-00-34800	RESTRICTED FUND BALANCE	306,608.95	
	REVENUES OVER EXPENDITURES - YTD	(132,227.34)	
	TOTAL FUND EQUITY		174,381.61
	TOTAL LIABILITIES & EQUITY		176,867.56

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	38.84	1,000.00	961.16	3.88
47-00-00-49100	APPL. PRIOR YR APPROPRIATIONS	.00	.00	.00	.00	.00
Total TOURISM:		.00	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	5,332.00	10,664.00	32,000.00	21,336.00	33.33
47-00-00-57212	EVENTS COORDINATOR-RIVIERA	5,332.00	10,664.00	32,000.00	21,336.00	33.33
47-70-00-57150	PROMOTIONAL GRANT	.00	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
47-70-00-59500	TRANSFER TO LAKEFRONT FUND	68,000.00	68,000.00	.00	68,000.00-	.00
TOURISM Expenditure Total:		78,664.00	132,266.18	422,238.00	289,971.82	31.33
Net Total TOURISM:		78,664.00-	132,227.34-	71,238.00-	60,989.34	185.61
Net Grand Totals:		78,664.00-	132,227.34-	71,238.00-	60,989.34	185.61

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
FUND CASH			02/28/2021 (02/21) Balance	47-00-00-11111			319,714.79
04/30/2021	CA	4	Cash Allocation - Created: 04/08/21 11:50 AM		2,485.95		
03/31/2021	CA-CD	5	CDA Fund Allocation - Created: 03/05/21 11:25			72,001.18-	
03/31/2021	CA-CD	41	CDA Fund Allocation - Created: 04/01/21 1:49 P			5,332.00-	
03/31/2021	CA-JE	17	JE Fund Allocation - Created: 03/29/21 5:03 PM			68,000.00-	
			03/31/2021 (03/21) Period Totals and Balance		2,485.95 *	145,333.18- *	176,867.56
ACCOUNTS PAYABLE			02/28/2021 (02/21) Balance	47-00-00-21100			66,669.18-
03/31/2021	AP	60	Summary Transactions from AP System			5,332.00-	
03/31/2021	AP	790	Summary Transactions from AP System			7,817.95-	
03/03/2021	CDA	75705	STEPHANIE LYNN LAKE GENEVA LLC		5,332.00		
03/05/2021	CDA	75749	LAKE GENEVA CONVENTION		61,231.00		
03/05/2021	CDA	75778	VISIT LAKE GENEVA		5,438.18		
03/31/2021	CDA	75939	STEPHANIE LYNN LAKE GENEVA LLC		5,332.00		
			03/31/2021 (03/21) Period Totals and Balance		77,333.18 *	13,149.95- *	2,485.95-
RESTRICTED FUND BALANCE			02/28/2021 (02/21) Balance	47-00-00-34800			306,608.95-
			03/31/2021 (03/21) Period Totals and Balance		.00 *	.00 *	306,608.95-
INTEREST INCOME			02/28/2021 (02/21) Balance	47-00-00-48110			38.84-
			03/31/2021 (03/21) Period Totals and Balance		.00 *	.00 *	38.84-
YTD Encumbrance	.00	YTD Actual	-38.84 Total	-38.84 YTD Budget	-1,000.00 Unearned	961.16	
HOTEL/MOTEL ASSN-CHAM OF COMM			02/28/2021 (02/21) Balance	47-00-00-57100			37,500.00
			03/31/2021 (03/21) Period Totals and Balance		.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			02/28/2021 (02/21) Balance	47-00-00-57210			5,332.00
03/01/2021	AP	45	STEPHANIE LYNN LAKE GENEVA LLC		2,666.00		
			**Desc: EVENTS COORDINATOR-RIVIERA MAR 2021				
03/29/2021	AP	759	STEPHANIE LYNN LAKE GENEVA LLC		2,666.00		
			**Desc: EVENTS COORDINATOR-RIVIERA-APR 2021				
			03/31/2021 (03/21) Period Totals and Balance		5,332.00 *	.00 *	10,664.00
YTD Encumbrance	.00	YTD Actual	10,664.00 Total	10,664.00 YTD Budget	32,000.00 Unexpended	21,336.00	
EVENTS COORDINATOR-RIVIERA			02/28/2021 (02/21) Balance	47-00-00-57212			5,332.00
03/01/2021	AP	46	STEPHANIE LYNN LAKE GENEVA LLC		2,666.00		
			**Desc: EVENTS COORDINATOR-RIVIERA-MAR 2021				
03/29/2021	AP	760	STEPHANIE LYNN LAKE GENEVA LLC		2,666.00		
			**Desc: EVENTS COORDINATOR-RIVIERA-APR 2021				
			03/31/2021 (03/21) Period Totals and Balance		5,332.00 *	.00 *	10,664.00
YTD Encumbrance	.00	YTD Actual	10,664.00 Total	10,664.00 YTD Budget	32,000.00 Unexpended	21,336.00	
PROMOTIONAL GRANT			02/28/2021 (02/21) Balance	47-70-00-57150			5,438.18
03/29/2021	AP	783	SOMEWHERE ELSE		2,000.00		
			**Desc: RIV EVENTS OFFICE FURNITURE				

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
03/29/2021	AP	784	KLEIN, CHARLENE **Desc: SHLV UNIT,CHANDELIER-RIV OFC		485.95		
03/31/2021	JE	22	RECLASSIFY RIV OFFICE FURNITURE			2,000.00-	
03/31/2021	JE	22	RECLASSIFY RIV SHLV UNIT, CHANDELIER			485.95-	
03/31/2021 (03/21) Period Totals and Balance					2,485.95 *	2,485.95- *	5,438.18
YTD Encumbrance	.00	YTD Actual	5,438.18 Total	5,438.18 YTD Budget	85,000.00 Unexpended	79,561.82	
TRANSFER TO LAKEFRONT FUND			02/28/2021 (02/21) Balance	47-70-00-59500			.00
03/29/2021	JE	17	REC TOURISM APPROVED RIVIERA TRANSF		68,000.00		
03/31/2021 (03/21) Period Totals and Balance					68,000.00 *	.00 *	68,000.00
YTD Encumbrance	.00	YTD Actual	68,000.00 Total	68,000.00 YTD Budget	.00 Unexpended	(68,000.00)	
Number of Transactions: 19 Number of Accounts: 9					Debit	Credit	Proof
Total TOURISM:					160,969.08	160,969.08-	.00
Number of Transactions: 19 Number of Accounts: 9					Debit	Credit	Proof
Grand Totals:					160,969.08	160,969.08-	.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"- "47700059500"

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			
	Copsey / Riviera marketing contract	\$ 64,000.00	(\$5,332/month) 11-1-2020 - 10-31-2021	\$37,333			
	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"				
	Arts in the Park	\$ 8,000.00		\$ 8,000.00			
February	VISIT TOURISM CONTRACT	\$ 37,500.00		\$ 112,500.00			
	Ice Bar (Baker House)	\$ 2,000.00		\$ 2,000.00			
	Pub & Grub Crawl (Jaycees)	\$ 10,000.00		\$ 10,000.00			
	Off-Peak Riviera Promotion (Copsey)	\$ 4,692.00		\$ 4,692.00			
March	Phlowfest (website development)	\$ 10,000.00	<i>*website related expenses</i>	\$ 10,000.00			
	Lacross America 2021	\$ 8,000.00		\$ 8,000.00			
	Wisc. Hotel & Lodging Assoc. Trade Show	\$ 2,400.00		\$ 2,400.00			
	Riviera Grant Request (Mayor Klein)	\$ 68,000.00		\$ 68,000.00			
April							
Internet at Riv	Tourism Comm; \$110.75 per month			\$ 110.75			
OUTSTANDING BALANCE (UNPAID):				\$ 385,957.08			



Lake Geneva

City of Lake Geneva Tourism Commission
Tourism Promotion Grant Application

Date Submitted:

01 March 2021

Organization:

Geneva Lake Women's Association

Contact Person:

Missy Sell Marie Williams

Phone Number:

815-342-5660 414-426-6564

Street Address:

P.O. Box 671

City, State, Zip:

Lake Geneva, WI 53147

Email Address:

missy@thesells.net

Name of Event:

Lake Geneva Women's Weekend

Date(s) of Event:

May 14-16, 2021

Location of Event:

Downtown LG

Type of Event:

Other

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

Estimated Number of Attendees:

300

Estimated Number of Overnight Stays:

300 x 2 nights = 600

Annual Event (Yes/No):

Yes over 10 years

Event/Initiative Start Date:

May 14, 2021

Event/Initiative End Date:

May 16, 2021

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

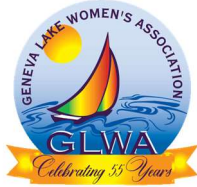
Grant Amount Requested:

\$14,064.50

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



Dear Tourism Committee,

Women's Weekend Ready to Bloom

Geneva Lake Women's Association is a 501(c)3 organization serving Greater Walworth County. GLWA presents service projects, including Safety Town and the Children's Art Show; distributes scholarship funds to young women who demonstrate a commitment to community service; and supports a number of charitable organizations through funding and volunteerism, including the Walworth County Food/Diaper Bank, Geneva Lake Museum, Open Arms Clinic, Inspiration Ministries, Side by Side, Twin Oaks, Inspire Coffee, New Beginnings, and others.

GLWA's Involvement in Women's Weekend

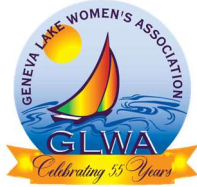
Until recently, the annual Women's Weekend event was organized and presented by another local organization. When the project became too difficult for them to manage, it was presented to GLWA as a fundraising opportunity to support our mission. Despite the difficulties that the previous organization had, GLWA membership voted to take on this project with the determination to make it even more successful.

As an organization, and as women with diverse and strong backgrounds in business, community affairs, marketing, and public relations, we are confident we can deliver a quality event that will bring business to the downtown district and provide a new revenue stream for our organization.

After COVID-19 shut down GLWA's newest fundraising event last year, the committee is ready to present a weekend that will not soon be forgotten. We're planning more than 25 events and workshops from May 14 through 16 with a theme of ***Let it Grow***.

Opening night offers several new choices for Women Weekenders, including a Tristan Crist Magic show, Trivia Night at Northsiders, and a Fashion Show put on by Waterlily's. The Cocktail Cruise is back on Saturday night along with a special dinner offering at Baker House. Throughout the weekend women can enjoy many fun and creative workshops, including:

- Wine Tasting at the Bottle Shop
- Inspirational Yoga with Graceful Action
- Wicks-n-sips with the Candle Mercantile
- Wine Glass Painting by Geneva Lakes Jewelry
- Lake Geneva School of Cooking
- Topsy Turvy Cornhole
- Floral Painting Box with the Bottle Shop
- Cornerstone will host a Colorstreet Nail demo
- Maxwell Mansion Mixes it up
- Brunch at Baker House



Most of the workshop hosts are scheduling several sessions to allow our visitors an opportunity to go to as many as possible. In all, there are more than 730 slots for Women's Weekenders to sign up for! We are working with our Event Hosts and Sponsors to provide a safe environment for our guests.

This event, like our other fundraisers go to fund our Philanthropic account. Where we make donations to Organizations through out Greater Walworth County.

Attached you will find our Budget and other information for your review.

We look forward to the opportunity to discuss our event with you and answer any questions you may have.

Thank you for your consideration,

Missy Sell

GLWA President



REGISTER HERE



**Enjoy a girls
getaway
weekend in
Lake Geneva,
WI with
shopping,
dining, special
events, and
more!**

WOMEN'S WEEKEND 2021



EVENTS

**Fashion Show
Cocktail Cruise
Wicks n' Sips
AND MORE**

SPONSORS



**Geneva Wells
Motel**

NORTH SIDERS
LAKE GENEVA

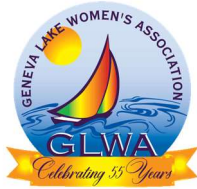
MAY 14 - 16

**FRIDAY - SUNDAY
LAKE GENEVA, WI**

Learn more at:

lakegenevawomensweekend.com





WOMEN'S WEEKEND

2021

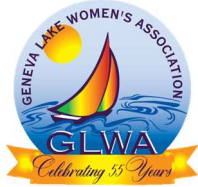
MAY 14 - 16

ENJOY A GIRLS GETAWAY WEEKEND IN
LAKE GENEVA, WI WITH SHOPPING,
DINING, SPECIAL EVENTS, AND MORE!

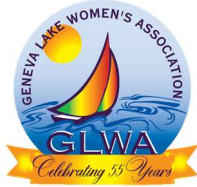


Learn more at:
lakegenevawomensweekend.com





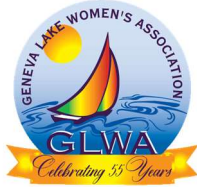
UWWhitewater Creatvie Marketing					\$5,000.00			
Advertising					\$1,500.00	Socail Media		
					\$1,000.00	Radio		
					\$2,000.00	Graphic Design, Printing		
Deposits/Fees					\$1,500.00	Magic Show		
					\$1,800.00	Boat Cruise		
					\$500.00	Entertainer		
					\$200.00	Theater		
Promotional Items					\$1,064.50			
Total Expenses					\$14,064.50			



GOODIE BAG ITEMS:

Customized Items

- Bottle Opener Keychain with LED light
 - [Link](#)
 - 250 for \$237.50
 - \$0.95/keychain
- Bottle Opener Keychain
 - [Link](#)
 - 250 for \$162.50
 - \$0.65/keychain
- Tote bag (can be the “goodie bag”)
 - [Link](#)
 - 250 for \$275
 - \$1.16/bag
- Smaller tote bag
 - [Link](#)
 - 250 for \$297.50
 - \$1.29/bag
- Wine Glass (not glass)
 - [Link](#)
 - 250 for \$337.50
 - \$1.35/glass
- Coaster
 - [Link](#)
 - 250 for \$172.50
 - \$0.69 each
- Koozie
 - [Link](#)
 - 250 for \$215
 - \$0.86 each
- Shot Glasses
 - [Link](#)
 - 300 for \$210
 - \$0.70 each
- Stress Balls
 - [Link](#)
 - 250 for \$232
 - \$0.93 each



- Chapsticks
 - [Link](#)
 - 250 for \$195
 - \$0.78 each
- Hand Sanitizer
 - [Link](#)
 - 250 for \$260
 - \$0.89-\$2.00/bag depending on kind
 - [Sweet Pea Hand Sanitizer, 48 pack for \\$46](#)
- [Party Favor Wildflower Seed Packet, 75cents each](#)
 - 250 for \$187.50
- **Souvenir Wine Glass**
 - [Prices vary, around 1-1.50 per customized glass \(with logo\)](#)
 - 250 for \$357.50
 - \$1.33/each
- **Masks**
 - [Floral Mask](#) –
 - 100 masks: \$2.95/mask
 - 200 masks for \$530
 - Cloth
 - [Floral Mask](#)
 - (Disposable)
 - 300 masks is \$82

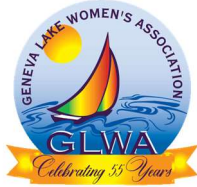
3 Items

Low Cost: Disposable Floral Face Mask: \$82 for 300, Tote Bag: 250 for \$275, Flower Seeds: 250 for \$187.50

Total: \$544.50

High Cost: Tote Bag: 250 for \$275, Wine Glass (actual glass): 250 for \$357.50, Hand Sanitizer: 250 for \$260

Total: \$892.50



4 Items

Low Cost: Floral Face Mask: \$82 for 300, Tote Bag: 250 for \$275, Flower Seeds: 250 for \$187.50, Bottle Opener Keychain: 250 for \$162.50

Total: \$707

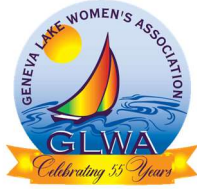
High Cost: Tote Bag: 250 for \$275, Wine Glass (actual glass): 250 for \$357.50, Hand Sanitizer: 250 for \$260, Stress Balls: 250 for \$232

Total: \$1,124.50

Suggested Package (bang for buck with quality):

Tote Bag: 250 for \$275, Wine Glass (actual glass): 250 for \$357.50, Disposable Face Mask: 300 for \$82, Bottle Opener Keychain: 250 for \$162.50, Seed Packet: 250 for \$187.50

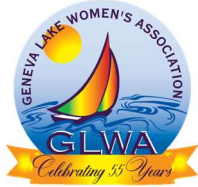
Total: \$1,064.50 (5 Items)



Time:	May 14th	May 15th	May 16th	Tristan's Magic Show	?
8:00 AM				Topsy Turvy	Bronze
8:30 AM				Pesches	Bronze
9:00 AM				Bottle Shop	Silver
9:30 AM			Inspirational Yoga 9-10am	Graceful Action- Geneva Theater	Bronze
10:00 AM				Candle Mercantile	Bronze
10:30 AM				Maxwell Mansion	Gold
11:00 AM				Cornerstone	Bronze
11:30 AM				Waterlily	?
12:00 PM				Lake Geneva Cruise Line	Contract
12:30 PM			Baker House Brunch (9:30-1pm)	GLWA - Venue Geneva Theater	Venue
1:00 PM				Geneva Lakes Jewelry	Bronze
1:30 PM				Northsider- Trivia	Gold
2:00 PM				Baker House	?
2:30 PM				Lake Geneva School of Cooking	FLYER
3:00 PM					
3:30 PM					
4:00 PM					
4:30 PM					
5:00 PM					
5:30 PM					
6:00 PM					
6:30 PM					
7:00 PM					
7:30 PM					
8:00 PM					
8:30 PM					
9:00 PM					
9:30 PM					
9:59 PM					

Sponsors					
Jayne					Silver
CR Goodfind					Bronze
Geneva Wells Motel					Silver
The Cove of Lake Geneva					Bronze

Sponsors:	12
Events:	26
Slots:	730



Sponsors:	Level:
Pesches	Bronze
Topsy Turvy	Bronze
Bottle Shop	Silver
Graceful Action	Bronze
Candle Mercantile	Bronze
Maxwell Mansion	Gold
Cornerstone	Bronze
Geneva Lakes Jewelry	Bronze
Geneva Wells Motel	Silver
Jayne	Silver
Baker House	
Waterlilly	
CR Goodfind	Bronze
The Cove of Lake Geneva	Bronze



**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**

March 24, 2021

City of Lake Geneva, Tourism Commission
Tourism Promotion Grant Application

Lake Geneva Canopy Tours (dba Lake Geneva Ziplines & Adventures)

Event Overview/Description

Lake Geneva Ziplines & Adventures (LGZA) is seeking a City of Lake Geneva Tourism Commission, Tourism Promotion Grant to support our Spring Break Special event that is running from March 22, 2021 through April 30, 2021. This annual offering promotes visits to Lake Geneva during mid-week days by providing a 40% discount on zipline tours and/or high ropes course excursions for youth who are accompanied by adult participants. This offering is timed to coincide with the weeks of school district Spring Breaks from schools in northern Illinois and Wisconsin. In 2021, with Covid-19 still very much a mitigating factor driving decision making by families as they plan travel for their break, we are seeking to enhance our outreach efforts in order to encourage even more families to make use of the Lake Geneva region as a destination for multiday travel.

Event Budget

- Facebook Discovery Advertising
 - Focus of advertising campaign is on the Chicago and Milwaukee areas and targeted at individuals who match our customer profile but who have not previously interacted with our advertising: \$1,500
- Facebook Remarketing
 - Focus of advertising campaign is on individuals who have shown interest in LGZA previously via Facebook ads, etc.: \$1,000
- Google Display Network Full Funnel
 - Focus of campaign is to target a mixture of individuals who have previously shown interest in LGZA offerings and individuals who fit our customer profile, i.e., discovery ads): \$250
- Google Search Ads: \$750
- Snapchat Test Full Funnel: \$500
 - This is a new area of marketing for LGZA and the grant will allow us to test this form of marketing as an avenue for future customer outreach.
- Blend (marketing firm contracted with LGZA) labor costs for campaigns: \$2,000

Total Campaign Cost: \$6,000

- Seeking \$5,000 from Tourism Commission to underwrite bulk of costs. Company will cover remainder of costs associated with event.

Mockups:

Please see accompanying document with mock ups of ads being run/to be run during this campaign.

Marketing Plan:

LGZA, in collaboration with Blend Marketing, will undertake a comprehensive schedule of paid Facebook advertising, Google ads, and Snapchat ads. The paid advertising will be supplemented with organic Facebook posts related to our zipline offerings, high ropes course, encouraging participation during the time period of the event (highlighting getting outside during the spring season, making use of our offerings as Spring Break event for families, and options for multiday visits to the Lake Geneva region, etc.). Additionally, LGZA will also support the Spring Break Special offer through emails to our 10,000+ newsletter recipient list.



Lake Geneva Canopy Tours

Sponsored · 🌐

Spring is right around the corner and we couldn't be more excited! We're offering 40% off kids weekday ziplining tickets [...See More](#)



**LIFE'S
BIGGER
OUTSIDE**

[LAKEGENEVAADVENTURES.COM](https://lakegenevaadventures.com)
Spring Offer: Kids Zip 40% Off Mar 22-Apr 30 🥳

 17

10 Shares

 Like

 Comment

 Share



**SPRING OFFER.
KIDS ZIP
40% OFF!**



LAKE GENEVA
ZIPLINES &
ADVENTURES

[Get Offer](#)



**SPRING OFFER.
KIDS ZIP
40% OFF!**



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KIDS ZIP
40% OFF!**



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KIDS ZIP
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ADVENTURES



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KIDS ZIP
40% OFF!**

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**SPRING OFFER.
KIDS ZIP
40% OFF!**



LAKE GENEVA
ZIPLINES &
ADVENTURES

[Get Offer](#)





**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: _____

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Grant Amount Requested: _____

Provide as attachment the following:

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- 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
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and cc: DeputyClerk@cityoflakegeneva.com**



Lake Geneva Star Parties by GLAS 2021

- 1) Event Overview/Description - Professional astronomy educators from GLAS Education will host a series of four star parties in the Lake Geneva area. In three of these events, GLAS staff and volunteers will engage individuals in viewing the moon, planets, and deep sky objects through portable telescopes, as well as presenting educational activities. Our August event features a partnership with the Lake Geneva Cruise Line to bring night sky viewing onto a cruise boat on Geneva Lake. All events will feature accessibility in STEM and Dark Skies Education. Each event will include an interactive station highlighting the impact of light pollution on human health, safety, and the environment. *Star parties may be cancelled due to inclement weather.

Each event will be themed and center around a specific astronomical event or anniversary. The astronomical events that will be covered include the Summer Solstice, Perseid Meteor Shower, and the Autumnal Equinox. We will also be celebrating 50 years since the launch of Apollo 15 and the first rover on the moon!

- 2) Event Budget funds will be used for activity materials, speaker fees, ticketing systems, and printing and advertising expenses for stand-up display, posters, and rack cards with the Lake Geneva logo. We are also requesting star parties be accessible for deaf and hard of hearing by having an ASL Interpreter.

	Per Event	Total
Online Ticketing	\$62.50	\$250
Material	\$187.50	\$750
Speaker Fees	\$62.50	\$250
Marketing	\$712.50	\$2850
ASL Interpreter	\$150	\$600
	Total	\$4700

- 3) The marketing plan for the evening events will focus on leveraging local resources to promote the events in a way that encourages visitors to plan their stays to include either an extra overnight or a small separate trip to Lake Geneva. Local hotels will be

encouraged to promote Star Parties on their media outlets as well as in-house with printed materials to draw on existing traffic. Rack cards will be available at prime tourist attractions reserved by the Walworth County Visitors Bureau (WCVB) and gathering spots like the Visit Lake Geneva building. Online social media like Facebook marketing will be leveraged to its fullest potential by targeting families from the Chicago area along with other nearby cities where a trip would require an overnight stay.

- a. Mock-up of marketing material to include City of LG logo - see attached

4) Any other helpful info

- a. GLAS staff are professional astronomy astrophysics educators with over 15 years of experience hosting educational observing events at Yerkes Observatory and in the surrounding communities. They are actively involved with current science projects with national and international connections that keep their material and resources relevant and their presentations fresh and engaging. GLAS is family-friendly, bringing quality astronomy education experiences to all ages and abilities.

The current GLAS Education mailing list consists of approximately five hundred households. Individual participants and families often attend multiple events per year. We are able to bring these existing customers from other communities into Lake Geneva in addition to attracting the typical family that visits Lake Geneva.

- b. GLAS staff is experienced at hosting events of varying sizes. A series Riviera events were held in 2019 and hosted between 180-240 participants; the following year, during Covid, events were held in local park settings and saw even more attendance. Repeat traffic is anticipated for an even larger attendance in 2021. Astronomical events such as the Persied meteor Shower and the Summer Solstice provide additional points of interest and become a greater draw for visitors. The total solar eclipse in 2017 and the Transit of Venus in 2012 saw upwards of 600 attendees on the lawn at Yerkes. The 2020 Lake Geneva Public events each drew over 100 participants and were able to be socially distanced during Covid.
- c. GLAS utilizes an online ticketing system that is integrated into our website. This system will allow guests to register and pay online at the GLAS website and receive tickets via email. This site allows for greater tracking of star party traffic and attendance. By scanning the barcode ticket, we can track the number of sales vs attendees. In addition, the site collects participant data that can be used to track where the marketing is most effective.
- d. In order to maximize the visibility of these events GLAS will be using Facebook boosting to target people in specified areas with specific interests. Due to the educational nature and previous attendees we know that our main audience

consists of families. We can use Facebook boosting to further our advertising reach to be seen by more families with similar astronomy likes in the Chicago and Milwaukee area.

PRESENTED BY



GLAS Star Party

GENEROUSLY
SPONSORED
BY



Enjoy safe, socially-distanced, interactive shows and activities for all ages!
We're dedicated to providing everyone a safe place to explore all of the
fantastic wonders found in our beautiful area's night skies.

Doors open: 8:30PM and the fun runs until: 10:30PM

FREE

Summer 2020 GLAS Star Party Schedule

Dates | Themes | Locations

FREE

Wednesday, August 12 'Perseid Meteor Shower'

(rain date: August 13)*

@ White River County Park

6503 Sheridan Springs Rd, Lake Geneva, WI

Friday, September 25 'Autumnal Equinox'

@ the Library|Elm Park

900 block of Main St (HWY 50), Lake Geneva, WI

REGISTER HERE NOW: www.glaseducation.org/programs/#star-parties



Cosmic Fun for Everyone!

Safely bringing the wonders of the sky to the community surrounding beautiful Lake Geneva!



Join GLAS Education this Summer for fun, free, educational outdoor Star Parties in Lake Geneva!

GLAS Star Party



Enjoy safe, socially-distanced interactive shows and activities for all ages! We're dedicated to keeping you and your family healthy as you explore the wonder of astronomy.

Doors open: 8:30PM and the fun runs until: 10:30PM

Summer 2020 GLAS Star Party Schedule

Dates | Themes | Locations

Wednesday, August 12 'Perseid Meteor Shower'

(rain date: August 13)*

@ White River County Park

6503 Sheridan Springs Rd, Lake Geneva, WI

Friday, September 25 * 'Autumnal Equinox'

@ the Library|Elm Park Lake Geneva

900 block of Main St (HWY 50), Lake Geneva, WI

Register in advance to let us know you're coming!
Visit us at: www.glaseducation.org/star-parties

