



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

CITY OF LAKE GENEVA TOURISM COMMISSION
MONDAY, JANUARY 9, 2023 - 4:00 PM
LAKE GENEVA CITY HALL; COUNCIL CHAMBERS (MAIN LEVEL)

Members:

THE CITY OF LAKE GENEVA IS HOLDING MEETINGS VIRTUALLY AND IN-PERSON; YOU MAY PARTICIPATE IN THE MEETING BY THE FOLLOWING:

4:00 p.m.- January 9, 2023 Tourism Commission

Jan 9, 2023, 4:00 – 5:00 PM (America/Chicago)

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

<https://meet.goto.com/400597909>

You can also dial in using your phone.

Access Code: 400-597-909

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

AGENDA

1. Chairman, Waspi call the meeting to order
2. Roll Call
3. Comments from the public limited to 5 minutes, limited to items on this agenda
4. Approval of the December 12, 2022 Tourism Commission minutes as prepared and distributed
5. Update from Heather Jones (Independent Contractor for Tourism Commission) Meet at the Lake Promotional Activity
6. Update from Tourism Entity (VISIT Lake Geneva) on Promotional Activity, Calendar, and Hotel performance
7. Update from Lake Geneva Business Improvement District (events and mission)
8. Written financial update regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements, list of outstanding (unpaid) tourism grants awarded
9. Discussion / Action on Tourism Promotional Grant Program and Requests; **Maximum ten (10) minute presentation per request:**
 - a. Jazz Fest 2023
 - b. Taco Fest 2023

10. Future Agenda Items (Next Meeting Date: Monday, February 13, 2023 at 4:00 p.m.)

11. Adjournment

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

TOURISM COMMISSION MINUTES
Monday, December 12, 2022
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 Zakia Pirzada, Alderman Fesenmaier, Alderman Hedlund, Linda Moritz; Kevin Singh, Mayor Klein, Stephanie Klett.

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

Approval of Tourism Commission minutes from September 12, 2002, October 10, 2022, and November 14, 2022 Motion by Pirzada, second by Waspi, to approve the minutes from September 12, 2022, October 10, 2022, and November 14, 2022. Unanimously carried.

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

While the stats for November were down across the board, Jones had good news from the Meeting Professionals International/Great Lakes Education Summit (MPI/GLES) hosted at the Riviera in November.

The newest social media campaign starts on December 15th as a kick-off to the holiday wedding engagement season. The Lake Geneva Bridal Show will be held on January 21st which should provide many bookings for the Riviera. We now have 51 bookings for 2023 and 10 for 2024 at the increased rates.

Heather had to review the information orally because her report was not included in the packet although it had been emailed to City Hall. Brian will ask the City Clerk to send out to the Commissioners.

Update from Tourism Entity – Visit Lake Geneva

Deanna Goodwin enthusiastically highlighted the December Partner meeting which will be held at the Geneva Lake Museum, providing a holiday atmosphere with the Parade of Trees as the backdrop.

The lighted Christmas Parade was a huge success with 72 floats participating along with a new procedure for passing out candy using Ambassadors rather than candy being thrown everywhere. The downtown Ice Sculpture Walk, held in combination with Winterfest the first weekend in February, has 30 businesses signed up thanks to the grant.

November Earned Media sample:

- Wassailing in Wisconsin: Yule Love these Local Celebrations | Northwest Quarterly (Print)
<https://oldnorthwestterritory.northwestquarterly.com/2022/11/22/wassailing-in-wisconsin-yule-love-these-local-celebrations/>

The VISIT Lake Geneva website received a bit of a facelift including the addition of their Instagram feed to the front page. Visitor stats continue to increase with the website shooting past two million for 2022. Walk-ins at the current location in Flat Iron Park near downtown also continue to increase.

Goodwin noted that their emails had also been bouncing back and not being received by the City.

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

Written financial update provided by City Comptroller

Balance Sheet as of November 2022

Total Assets - \$1,126,223.23

Restricted Fund Balance - \$685,614.30

Outstanding Grants worksheet showed a total unpaid liability of \$435,002.10.

Waspi noted that on the Room Tax Comparisons chart November and December data will be added for the next report. The total to-date for 2022 is \$1,914,454.84 which is an increase of \$390,876.62 over last year. Not reflected is the final payment to VISIT Lake Geneva which receives 35% of the collected tax over \$500,000.

Tourism Promotional Grant Program and Requests

GLAS Request for time extension to submit Tourism funding reimbursement request

Adam McCulloch from Geneva Lake Astrophysics and STEAM (GLAS) explained that there was miscommunication regarding timely submission of the invoices from their events. They can submit all the necessary paperwork by the end of the week. Motion by Pirzada, second by Moritz, accept the late invoices and grant reimbursement form. Unanimously carried.

Bacon Fest 2023 – Wisconsin Valley Media Group/Lake Geneva Regional News

Kelly Wells presented the information from the grant application. This third year they are adding a Friday night event from 4:00 to 9:00 p.m. with a larger band. Included in the packet were statistics tracking attendees from last year. The full report was shown as hard copy but will be scanned and emailed to the Commissioners. Waspi pointed out that the group has already received the necessary permits from the City (as part of the required application procedure), is using local vendors, and that the event is off-season. Motion by Waspi, second by Pirzada, to grant the \$10,000 amount requested for the May 12 through May 14 Bacon Fest 2023 event. Unanimously carried.

Big Balloon Build – Inspiration Ministries

Kimberly Voller, Inspiration Ministries Development Coordinator, explained the details of the event including breakfast, school visits, public viewing, and balloon-popping party. Although the graphic in the packet shows Grand Geneva (outside the City limits) as the Exclusive Hotel Partner, the logos will be changed to reflect the hotel sponsors including Harbor Shores. The annual GaryCon Convention will be held that same weekend, so GG capacity will likely be limited with tourists choosing City hotels closer to the actual venue. The marketing plan presented as part of their overall budget reflects target audiences outside the area that will likely need overnight lodging in our City Hotels. Except for the GG exclusive partner error, the Commissioners cited this application as exceptional with details and picking an off-season date.

Motion by Pirzada, second by Moritz, to grant the \$10,000 amount requested for the Big Balloon Build held March 19 through March 26, 2023 with the requirement that the words or any reference to “Exclusive Hotel Partner” be removed from ALL marketing materials and campaigns. Unanimously carried.

Motion by Fesenmaier, second by Pirzada, to suspend the rules to allow Spyro Condos, BID President, the opportunity to give a report for Item #7. Unanimously carried.

Condos introduced himself and made note of the absence of the BID Executive Director who was told by another BID Board member not to attend the Tourism meetings. The BID has hired a new Executive Director. Condos thanked the Commission for its support for BID events in the past. He explained that this year’s annual Oktoberfest was a huge success despite high winds and that the recent Tree Lighting event, both in Flat Iron Park, was also popular especially using a natural tree in the park rather than a cut tree placed in the pavilion.

Condos made known his participation on the “ad hoc” Parking Committee recently formed to find alternatives and solutions to the \$4 rate increase and additional parking. He pointed out the need for employee parking outside of the immediate downtown area which should be used for patrons – visitors and locals. The Parking Committee is looking at property behind the museum and school plus remote parking on Hillmoor with future potential for parking structure(s).

Condos announced that BID will sponsor a trolley to move people from remote parking to downtown and suggested the City or Tourism Commission might be interested in purchasing a second trolley.

The new Executive Director will attend future Commission meetings, and the plan is to add even more events for 2023. Pirzada requested information be provided regarding the mission and boundaries of the Business Improvement District. No action taken.

Heather Jones, Independent Contractor for Tourism Commission, annual contract

Motion by Hedlund, second by Waspi, to approve the Jones’ annual contract November 1, 2022 through October 31, 2023. Fesenmaier requested that a clean copy be included in next month’s packet for the record. Waspi and Jones still need to sign the contract. Unanimously carried.

Future meeting agenda items and next meeting date –

- Include in packet Heather Jones’ 2022-2023 contract (clean copy) – no action needed
- BID events and mission

Monday, January 9 at 4:00 PM

Please let the City Clerk know whether you can or cannot attend the January and February meetings.

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

Respectfully submitted,
Alderman Fesenmaier, Secretary

Riviera Ballroom/MATL Update- Tourism Commission Meeting January 2023

Marketing Update

- Website Analytics Update: Past 30 Days:
 - Site Sessions: 2,178 (92% increase)
 - Site Sessions by traffic source
 1. Google (639)
 2. Social Media Ads, East & Central (607)
 3. Direct (490)
 4. Facebook (122)
 - Active Inquiries: 58 (-4 from last month), 61 recorded for December 2021
 - Avg. Session Duration: 3min 30 sec (28% decrease)
 - Site Bounce Rate: 73.2% (+29%)
 - 96% of visitors to the website were new visitors
- WeddingWire & TheKnot: November Stats
 - 99 Storefront Views, compared to 71 avg in our market/category
 - 11 leads (+1)
- Hotels & Lodging Analytics Update Past 30 days:
 - 44 Page Views (43% decrease from November)
 - Avg. time spent on page: 2m 25s (+10s)

**Reports generated on January 4th*
- ***Social media campaign started 12/15/22, seeing a large increase in website traffic and leads already. Ad campaign runs thru March***
- ***Lake Geneva Bridal Show to be hosted at The Riviera on 1/21/22.***

Sales Update

	2018	2019	2020	2021	2022	2023	2024
Weddings	45	28	9	54	55	45	11
Social	4	1	0	1	5	3	
Corporate	4	2	1	1	2	1	
Non-Profit	7	10	0	3	1	5	
Event Total	60	41	10	60	62	53	11
Cancellation Total	0	0	40	11		1	
Rescheduled	0	0	20	4			

- Sales by Year:
 - 2023 Events- Past 30 days: Booked 2 additional weddings & 1 corporate event with 3 contracts out (2 weddings, 1 social), likely to book. One 2023 cancellation.
 - 2024 Events- 1 contract returned this month, one additional contract out, likely to book
 - Last Year- Reported on January 6th, 2021; we had 60 total events on the books for 2021, 58 events booked for 2022 and 9 events booked for 2023. (Covid related rebooks played a part in 2021 bookings for 2022)

ACTUAL RIVIERA BALLROOM REVENUE BY YEAR 2018 - 2022

CITY OF LAKE GENEVA RIVIERA REVENUE (NET REVENUE AFTER TAX)

12/31/2018	12/31/2019	12/31/2020	12/31/2021	2022 YTD (as of 12/31)
\$146,139.23	\$99,792.62	\$29,095.71	\$162,926.92	\$286,754.23

CATERING REVENUE

\$29,159.74	\$14,688.76	\$4,337.68	\$32,970.09	\$46,691.72
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**Lake Geneva Tourism Commission
JANUARY 9, 2023
VISIT Lake Geneva Update**

Upcoming Partner Meetings & Events

- VLG Monthly Partner Meeting – January 17, 2023 at 8am at Lake Geneva Public Library

Public Events

- Winterfest + Downtown Ice Sculpture Walk (Feb. 1-5)
- Lake Geneva Restaurant Week (April 22-30)

Earned Media Highlights – DECEMBER 2022

- [Ice Castles bringing a winter wonderland to southeastern Wisconsin](#) | CBS58 Milwaukee (TV + Web)
- [Williams Bay Yerkes Observatory's world's tallest glass Christmas tree](#) | Fox 6 Milwaukee (TV + Web)
- [Yerkes Observatory building world's largest glass Christmas tree](#) | Spectrum News 1 (TV + Web)
- [Most Romantic Getaways from Chicago](#) | The Savvy Globetrotter (Web)
- [Best Winter Getaways Near Chicago](#) | The Savvy Globetrotter (Web)
- [Take a moment to savor holiday enchantment in Lake Geneva](#) | Chicago Tribune (Print + Web)
- [23 Reasons This Lakeside Resort City In The Midwest Is The Perfect Holiday Getaway](#) | TravelAwaits.com (Web)
- [Christmas Towns Near Chicago for a Festive Holiday Getaway](#) | The Savvy Globetrotter (Web)

Media in the Works

- Travel Wisconsin FAM Tour – Winter Events & Activities – 6 journalists (Feb. 2-4)
- Fox6 Milwaukee – Winterfest Live Remote (Feb. 2)
- Travel Wisconsin Photo/Video Shoot (Feb. 3)
- NW Indiana Times – Ice Castles and Winter Activities in Lake Geneva (Feb. 4-5)
- Chicago Foodie Sisters Blog – Winter Dining Around Lake Geneva (February/March)

Marketing Metrics – DECEMBER 2022

- **Website – VisitLakeGeneva.com**
 - Visitor Sessions: 84,899 (+16.0%) | YTD 1,348,548 (+26.6%)
 - Pageviews: 192,917 | YTD 3,239,112
 - Users: 69,038 | YTD 1,023,240
 - Online Guide Visits: 2,607 | YTD 64,509

- Top Cities:

1. Chicago (19.2%)	6. Madison (0.9%)
2. (not set) (8.2%)	7. Denver (0.6%)
3. Milwaukee (4.3%)	8. Dallas (0.6%)
4. Lake Geneva (1.6%)	9. Kenosha (0.5%)
5. Ashburn (1.3%)	10. Burlington (0.5%)
- Top Pages:

1. Home	6. Things to Do Ice Castles
2. Winterfest	7. Events World's Tallest Glass Tree
3. Things to Do	8. Stay Hotels & Resorts
4. Events	9. Events Electric Christmas Parade
5. Things to Do Winter Activities	10. Blog Top 10 Winter Things to Do
- 59% Female | 41% Male
- Age Group:

1. 35-44 – 24.9%	4. 55-64 – 14.5%
2. 25-34 – 19.8%	5. 18-24 – 11.4%
3. 45-54 – 19.0%	6. 65+ – 10.3%
- **Social Media**
 - Facebook – 59,002 Followers (+313)
 - Instagram – 9,922 Followers (+78)
 - Twitter – 3,453 Followers (+3)
 - LinkedIn - 924 Followers (+20)
- **Email Subscribers** – 52,510 (-101)

Visitor Center Activity – DECEMBER 2022

- Walk-ins – 368 (YTD 18,106)
- Phone Calls – 184 (YTD 3,235)
- Emails – 441 (YTD 11,533)
- Visitor Guides Fulfilled – 428 (YTD 11,387)

Hotel Activity (Lake Geneva Region) – NOVEMBER 2022

- Occupancy = 45.4% (+17.6%) | (YTD +4.7%)
- ADR = \$138.20 (-0.9%)
- RevPar = \$62.73 (+16.6%)
- Demand = 30,078 (+17.9%)

Meetings & Events Activity

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

RFP Report – DECEMBER 2022

2022 RFP#	Total Room Nights	Meeting Type	Properties Sourced
1141	565	Corporate	Grand Geneva
1142	110	Corporate	Abbey Resort, Grand Geneva
1143	98	Corporate	Milwaukee area
1144	245	Sports	Abbey Resort, Grand Geneva, Timber Ridge
1145	305	Sports	Abbey Resort, Grand Geneva
1146	48	Corporate	Abbey Resort, Grand Geneva
1147	1720	Corporate	Grand Geneva
1148	512	Government	Grand Geneva
1149	20	Social	Lake Lawn, Ridge, Abbey, The Cove , Harbor Shores , Geneva Inn, Bella Vista

Outstanding (open) Tourism Grants Awarded



2022	Organization	Amount	Notes	Outstanding balance unpaid
January	VISIT Lake Geneva Contract	\$ 150,000.00	Does not include any "overages"	\$ 75,000.00
March				
	Lake Geneva Summer Stars Parties (GLAS)	\$ 6,675.00		\$ 6,675.00
August	Riviera Marketing Effort	\$ 5,800.00		\$ 5,800.00
	Honky Tonk Fest	\$ 15,000.00		\$ 15,000.00
	Oktoberfest	\$ 10,000.00		\$ 10,000.00
	Riviera Prep Kitchen Equipment	\$ 90,026.62		\$ 90,026.62
	Abominable Snow Race	\$ 10,000.00		\$ 10,000.00
October	Interest Payment for Riviera (City of LG)	\$167,375.00		\$ 167,375.00
November	Women's Weekend	\$ 12,500.00		\$ 12,500.00
	Bridal Expo	\$ 15,000.00		\$ 15,000.00
	Downtown Ice Sculpture Tour (VISIT)	\$ 10,800.00		\$ 10,800.00
December	Bacon Fest	\$ 10,000.00		\$ 10,000.00
	Big Balloon Build	\$ 10,000.00		\$ 10,000.00
Riviera Intern	Tourism Comm; \$125.75 per month			\$ 125.75
	OUTSTANDING BALANCE (UNPAID):			\$ 438,302.37

City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

Revised September, 2021

Date Submitted: 12/28/22
Organization: Wisconn Valley Media Group
Contact Person: Kelly Wells
Phone Number: (262)656-6209
Street Address: 315 Broad St.
City, State, Zip: Lake Geneva, WI 53147
Email Address: KWells@wisconnvalleymediagroup.com
Name of Event: 2nd Annual Lake Geneva Jazz Fest
Date(s) of Event: May 19-20, 2023
Location of Event: Lake Geneva House of Music Festival Grounds
Type of Event: Music & Food Festival

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

Estimated Number of Attendees: 2,000

Have you Applied Before? Yes or No; Explain: Yes, we applied and were awarded a \$10,000 grant for the 2022 event.

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

N3241 County Trunk H - Lake Geneva, WI 53147

What other governmental bodies have been approached for support and what amount has been received? None at this time.

Has the City of Lake Geneva Common Council approved this event taking place? (All proposed events must be approved **prior** to applying for a tourism grant). Yes / No N/A

Estimated Number of Overnight Stays: 12%-15% (240+)
Taco Fest 2022 generated approximately 600 stays (12%-15%)

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

Annual Event (Yes/No): Yes, 2nd Annual

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

Grant Amount Requested: \$10,000

Provide as attachment the following:

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

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

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

LAKE GENEVA
JAZZ
FEST
2023



2nd Annual Lake Geneva Jazz Fest
Friday, May 19 - Saturday, May 20, 2023
Lake Geneva House of Music Festival Grounds



Wisconn Valley Media Group will once again join forces with The Lake Geneva House of Music for the
2nd Annual Lake Geneva Jazz Fest

Lake Geneva Jazz Festival: A celebration of the food, culture and music of one of America's most original and beloved art forms. Two stages will be showcasing great local, regional and national talent, alongside vendors offering a variety of tasty, ethnic delicacies, one-of-a-kind arts and crafts and family fun activities!

Following the continued success of Lake Geneva Taco Fest held at the Lake Geneva House of Music Festival Grounds in September of 2021 and 2022 (as well as a growing event schedule at The Lake Geneva House of Music throughout the summer), we expect this event to also grow to be an economic driver to the City of Lake Geneva during an area of downtime between Mother's Day Weekend and Memorial Day.

With the event labeled as **Lake Geneva Jazz Fest**, attendees are sure to connect the positive vibes of the City of Lake Geneva with the Lake Geneva House of Music and will surely make plans to enjoy both the festival as well as the downtown hotels and amenities during their visit.

- The official event website, LGJazzFest.com, has a tab dedicated to hotels/motels and overnight accommodations located only in the City of Lake Geneva.
- All of the marketing and event communication emphasizes Lake Geneva as the home of Jazz Fest!
- All marketing materials will include the City of Lake Geneva Tourism Commission logo, even further connecting the event to the city.

2022 Event Recap:

Dates: Friday, May 20th 5PM-11PM, Saturday, May 21st 11AM-11PM, Sunday, May 22nd 11AM-3PM

Event Featured

- An authentic southern style crawfish boil as well as additional area food vendors.
- Bounce house(s)/kids activities.
- An amazing line-up of local and national jazz artists including:
 - Badger High School Jazz Band (local)
 - Kal Bergendahl Project (local)
 - Zydefunk (national)
 - Charlie Wooten (national)

Statistics

Based on pre-sale tickets, on-site tickets, and complimentary entries, we estimate 1,000 (including complimentary tickets) people attended Jazz Fest in 2022.

- **Weather was a huge, unfortunate, factor for attendance. It rained Friday evening (opening night of the festival), and for about 80% of the day on Saturday.**
- It can take approximately 3 years for a festival to fully gain momentum, we are happy with the year one turnout considering the weather, as Sunday's clear skies brought in a good crowd, and will look for better luck with weather for 2023.
- Event directors on-site spoke to several attendees from both the Milwaukee and Chicagoland areas who came to town to enjoy the event.

- Based on event attendance and prior event data (Bacon Fest, Taco Fest), we anticipate approximately 12%-15% of attendees will stay overnight.

Dedicated Webpage Stats and Traffic (February 1-May 30, 2022)

- 8,796 total users of LGJazzFest.com
- 5,637 users from outside the state of Wisconsin (3,743 from Illinois)
 - 1,503 from Chicago
 - 1,067 from Milwaukee
- 11,977 pageviews in May 2022 alone

See additional targeted advertising statistics attached.

2023 Event Overview:

Dates: Friday, May 19, 2023 and Saturday, May 20th, 2023

- Food vendors and trucks providing authentic southern style foods and more
- Top-notch Jazz themed musical acts and performances - including local artists.
- Local non-food vendors and area shops will have the opportunity to participate as vendors on-site during the event.

2023 Marketing Plan & Budget

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

Strategies may include:

Targeted Display

You Tube Advertising

Social Media

Amazon OTT

Email Marketing

Out of Home Digital Advertising (billboards)

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

Total Requested: \$10,000

Added Value Marketing:

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

- High-impact advertisements on the websites for The Lake Geneva Regional News, Kenosha News, and Journal Times in Racine. These three sites are the most read local websites in their respective county and are the top three local sites in a tri-county area.
- Print ads in all three publications as well as The Lake Geneva Resorter.
- Additional print ads in our Out and About special feature published every Thursday in Kenosha and Racine.
- Preview articles on our websites and across our three publication's Facebook platforms which have more than 100,000 combined followers.
- Email notifications to our internal list of more than 50,000 email subscribers.
- Promotion across Wisconn Valley Media Group's collection of websites and social platforms including: WisconnValleyEvents.com, Facebook, TikTok, Instagram, and LinkedIn.
- Press coverage at the event, which will include articles and photo galleries.
- Official event website with current updates as well as listings and links to Lake Geneva hotels: LGJazzFest.com

Sample Marketing Materials

**These are marketing samples used for 2022's event, specific details subject to change based on sponsorships, vendors, and entertainment schedules.*

Print Ad Campaign



**LAKE GENEVA
JAZZ
FEST**
2022

BASH ON THE BAYOU

A three day day celebration of the authentic sounds and tasty fare of New Orleans, complete with some Mardi Gras flair for the whole family!

May 13-15, 2022

LAKE GENEVA HOUSE OF MUSIC

LAKE GENEVA  **Lake Geneva REGIONAL NEWS**

Visit LakeGenevaJazzFest.com for more info



**LAKE GENEVA
JAZZ
FEST**
2022

BASH ON THE BAYOU

A three day day celebration of the authentic sounds and tasty fare of New Orleans, complete with some Mardi Gras flair for the whole family!

May 13-15, 2022

**LAKE GENEVA
HOUSE OF MUSIC**

 **LAKE GENEVA** **Lake Geneva REGIONAL NEWS**

Visit LakeGenevaJazzFest.com for more info

Digital Ad Campaign



LAKE GENEVA JAZZ FEST 2022

BASH ON THE BAYOU

A three day celebration of the authentic sounds and tasty fare of New Orleans, complete with some Mardi Gras flair for the whole family!

May 13-15, 2022

LAKE GENEVA LAKE GENEVA HOUSE OF MUSIC

Lake Geneva REGIONAL NEWS

[CLICK HERE FOR MORE INFO](#)



CAMPAIGN PERFORMANCE

FOR

Lake Geneva Jazz Fest

DRIVEN BY DATA • FUELED BY PASSION

From Apr 01, 2022 to May 22, 2022

TARGETED DISPLAY

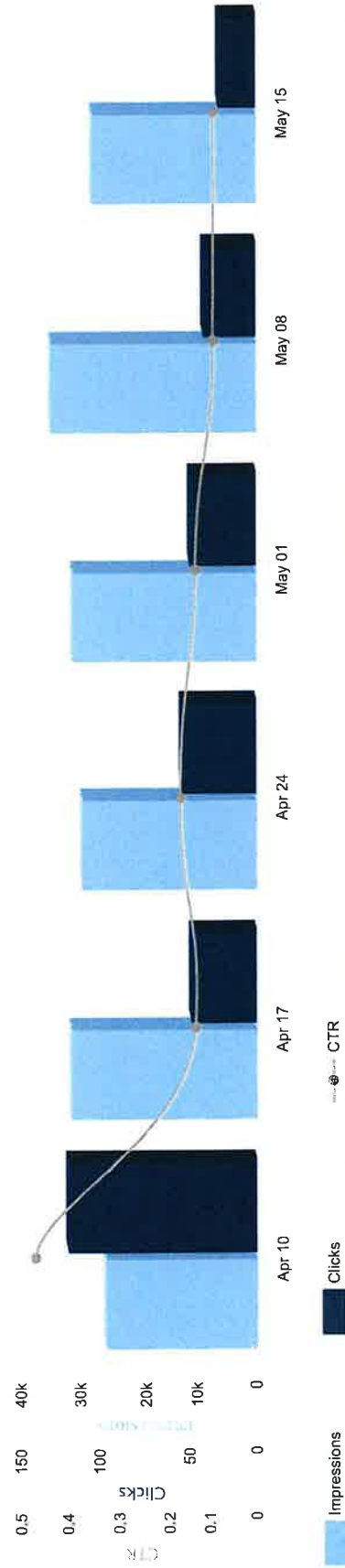
181,643
IMPRESSIONS

307
CLICKS

0.17%
CTR

83.51%
VIDEO/AUDIO
COMPLETION RATE

Performance Trend



SOCIAL ADS

681,649
IMPRESSIONS

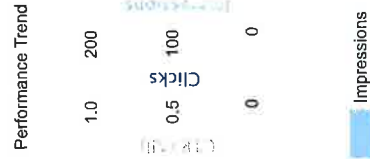
3,484
CLICKS

0.51%
CTR (ALL)

14
CONVERSIONS

154
POST REACTIONS

43
POST SHARES



Conversion Breakdown

of Actions

Conversion Name

Contact

Location Search

1

13

Lake Geneva Jazz Fest

Lake Geneva's Jazz Fest is coming May 20-22 and will feature a crawfish boil and plenty of live music.



LGAJZFEST.COM

Lake Geneva's Jazz Fest
Bash on the Bayou

Learn more

TARGETED
EMAIL

34,930 QUANTITY	792 CLICKS	2.27% CLICK %	5,903 OPENS	16.90% OPEN %
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Performance by Top 5 Campaigns						
ID	Campaign Subject Line	Campaign Date	Broadcast Quantity	Clicks	Click To Open %	Open %
1573030	RAC - Lake Geneva Jazz Fest - RAC60070077	May 16, 2022 	Lake Geneva Jazz Fest May 20 to	4,930	110	11.31%
1573011	RAC - Lake Geneva Jazz Fest - RAC60070077	May 02, 2022 	Jazz Fest coming to Lake Geneva	30,000	682	13.83%

GOOGLE UNIVERSAL ANALYTICS

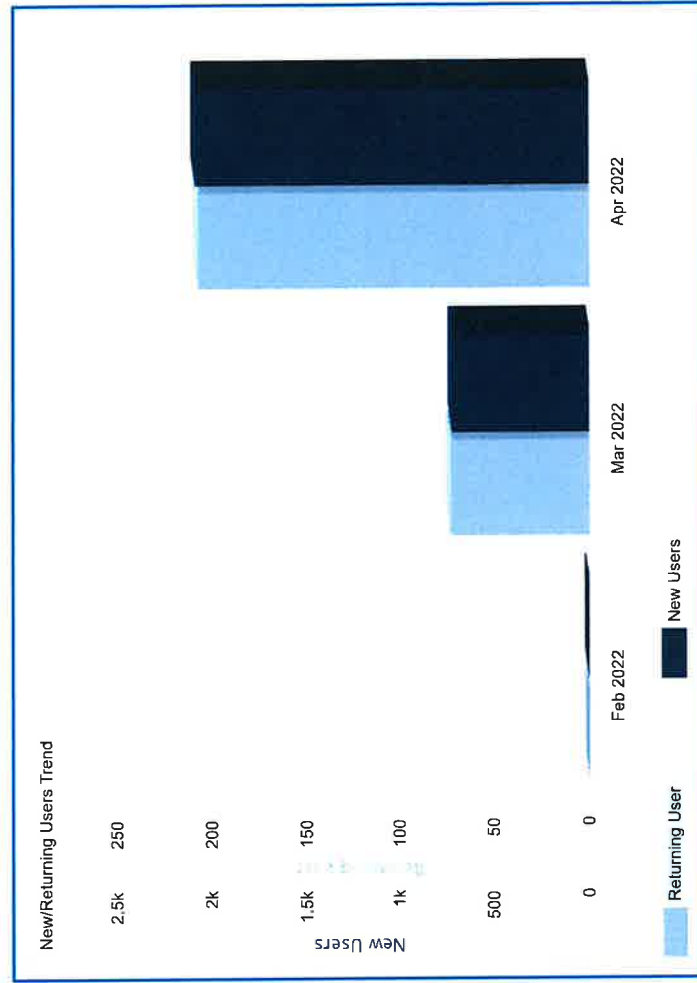
7,380
USERS

6,508
NEW USERS

872
RETURNING USER

8,142
SESSIONS

79.93%
% NEW SESSIONS



City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

Revised September, 2021

Date Submitted: 12/28/22
Organization: Wisconn Valley Media Group
Contact Person: Kelly Wells
Phone Number: (262)656-6209
Street Address: 315 Broad St.
City, State, Zip: Lake Geneva, WI 53147
Email Address: KWells@wisconnvalleymediagroup.com
Name of Event: 3rd Annual Lake Geneva Taco Fest
Date(s) of Event: September 8-10, 2023
Location of Event: Lake Geneva House of Music Festival Grounds
Type of Event: Music & Food Festival

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

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

Have you Applied Before? Yes or No; Explain: Yes, we applied and were awarded a \$10,000 grant for both the 2021 and 2022 events.

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

N3241 County Trunk H - Lake Geneva, WI 53147

What other governmental bodies have been approached for support and what amount has been received? None at this time.

Has the City of Lake Geneva Common Council approved this event taking place? (All proposed events must be approved **prior** to applying for a tourism grant). Yes / No N/A

Estimated Number of Overnight Stays: 650-700

Taco Fest 2022 generated approximately 600 stays (12%-15%)

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

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

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

Grant Amount Requested: \$10,000

Provide as attachment the following:

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

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

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



3rd Annual Lake Geneva Taco Fest
Friday, September 8 - Sunday, September 10, 2023
Lake Geneva House of Music Festival Grounds

Wisconn Valley Media Group is once again teaming up with The Lake Geneva House of Music for the 3rd Annual Taco Fest to be held September 8-10, 2023.

2022 Event Recap:

The 2nd Annual Lake Geneva Taco Fest was scheduled for Friday, September 9th-Sunday, September 11th, 2022 at The Lake Geneva House of Music Festival Grounds

- 17 food vendors were present including several from Lake Geneva
- 13 non-food vendors
- National musical acts RICO, a Tribute to Santana and The Latin Explosion with tributes to Ricky Martin, Marc Anthony, Shakira, Selena, and more.

2022 Notable Statistics (see attached details):

Attendees:

Based on pre-sale tickets, on-site tickets, and complimentary entries, our reports indicate that just under 5,000 people attended Taco Fest in 2022.

*Attendance numbers are based on Friday, September 9th and Saturday, September 10th traffic. Unfortunately, due to extremely heavy rain on Sunday, September 11th, the event was canceled. If this wasn't the case, we estimate that total attendance could have reached 7,500 for the full weekend.

Notable Statistics:

- 63.3% of attendees traveled more than 30 miles to attend the event.
- 27.15% of attendees traveled more than 50 miles to attend the event.

Overnight Stays:

Based on the distance traveled report, 1,200 guests traveled more than 50 miles to the event which we estimate generated approximately 600 overnight stays.

2023 Event Overview:

Dates: Friday, September 8, Saturday, September 9, Sunday, September 10, 2023

Event Features

- Food trucks and food vendors providing taco-inspired dishes (and more).
- Kids and family activities.
- Musical acts and authentic Mexican & Latin performances.
- Local non-food vendors and area shops will have the opportunity to participate as vendors on-site during the event.
 - Vendor fees will be charged.
- Family friendly eating contests.
- Awards and prize money for Best Taco and more.

2023 Marketing Plan & Budget

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

Strategies may include:

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

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

Total Requested: \$10,000

Added Value Marketing:

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

- High-impact advertisements on the websites for The Lake Geneva Regional News, Kenosha News, and Journal Times in Racine. These three sites are the most read local websites in their respective county and are the top three local sites in a tri-county area.
- Print ads in all three publications as well as The Lake Geneva Resorter.
- Additional print ads in our Out and About special feature published every Thursday in Kenosha and Racine.
- Preview articles on our websites and across our three publication's Facebook platforms which have more than 100,000 combined followers.
- Email notifications to our internal list of more than 50,000 email subscribers.
- Promotion across Wisconn Valley Media Group's collection of websites and social platforms including: WisconnValleyEvents.com, Facebook, TikTok, Instagram, and LinkedIn.
- Press coverage at the event, which will include articles and photo galleries.
- Official event website with current updates as well as listings and links to Lake Geneva hotels: LGTacoFest.com

Sample Marketing Materials

**These are only art samples from 2022's event, specific details subject to change based on sponsorships, vendors, and entertainment schedules.*

Digital Ad Campaign



TACO FEST
LAKE GENEVA 2022
Food, Music, Family and Fun

**Friday, September 9 –
Sunday, September 11**

**THREE DAYS OF FOOD,
MUSIC AND FUN!**

**Friday – 5PM-10PM
Saturday 11AM-10PM
Sunday 11AM-5PM**



**Lake Geneva
House of Music**
N3241 County Road H
Lake Geneva

Click [HERE](https://lgtacofest.com) to get your tickets at lgtacofest.com



**Lake Geneva
REGIONAL NEWS** **LAKE GENEVA**

2nd Annual



TACO FEST
LAKE GENEVA 2022
Food, Music, Family and Fun

**Friday,
September
9 – Sunday,
September 11**

THREE DAYS OF FOOD, MUSIC, AND FUN!

Friday: 5PM-10PM, Saturday,
11AM-10PM, Sunday, 11AM-5PM

**Lake Geneva
House of Music**
N3241 County Road H Lake Geneva
[Learn more or get your tickets now at lgtacofest.com!](https://lgtacofest.com)



**Lake Geneva
REGIONAL NEWS** **LAKE GENEVA** **WISCONN VALLEY
MEDIA GROUP**

Digital Ad Campaign



FRIDAY, SEPTEMBER 9 - SUNDAY, SEPTEMBER 11

THREE DAYS OF FOOD, MUSIC, AND FUN!

Friday, 5PM-10PM | Saturday, 11AM-10PM
Sunday, 11AM-5PM
Lake Geneva House of Music
N3241 County Road H, Lake Geneva
Learn more or
get your tickets now at lgtacofest.com!

LEARN MORE



FRIDAY, SEPTEMBER 9 - SUNDAY, SEPTEMBER 11

THREE DAYS OF FOOD, MUSIC, AND FUN!

Friday, 5PM-10PM | Saturday, 11AM-10PM | Sunday, 11AM-5PM

LEARN MORE



FRIDAY, SEPTEMBER 9 - SUNDAY, SEPTEMBER 11

THREE DAYS OF FOOD, MUSIC, AND FUN!

Friday, 5PM-10PM | Saturday, 11AM-10PM | Sunday, 11AM-5PM
Lake Geneva House of Music - N3241 County Road H, Lake Geneva
Learn more or get your tickets now at lgtacofest.com!

LEARN MORE

Trade Area Coverage by Distance ?



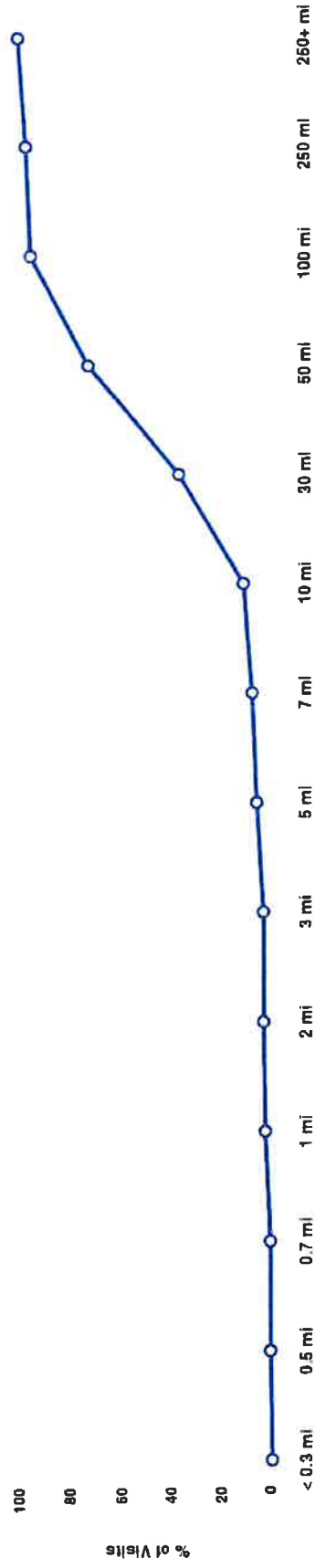
View: Cumulative

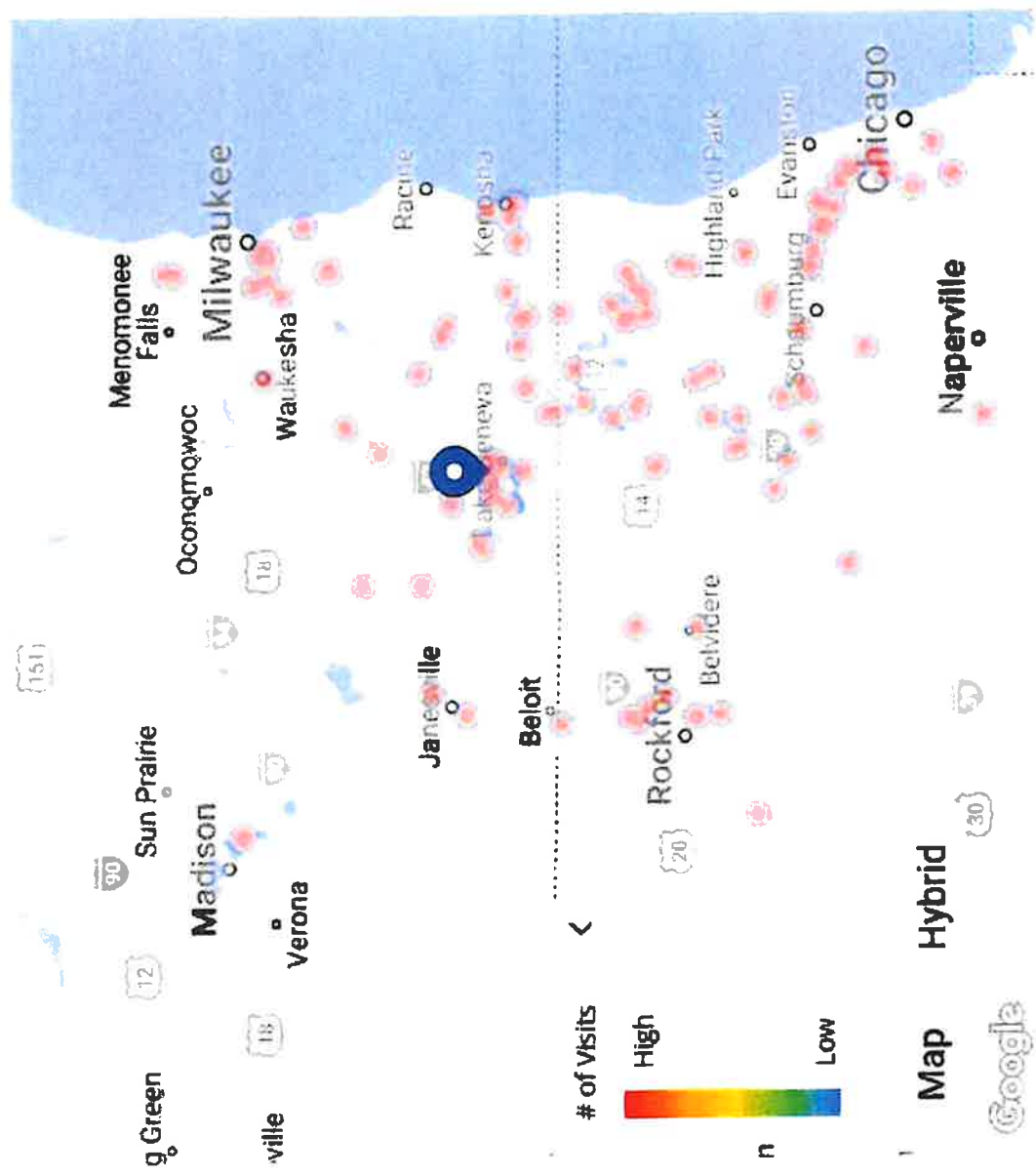
Min. Visits: 1

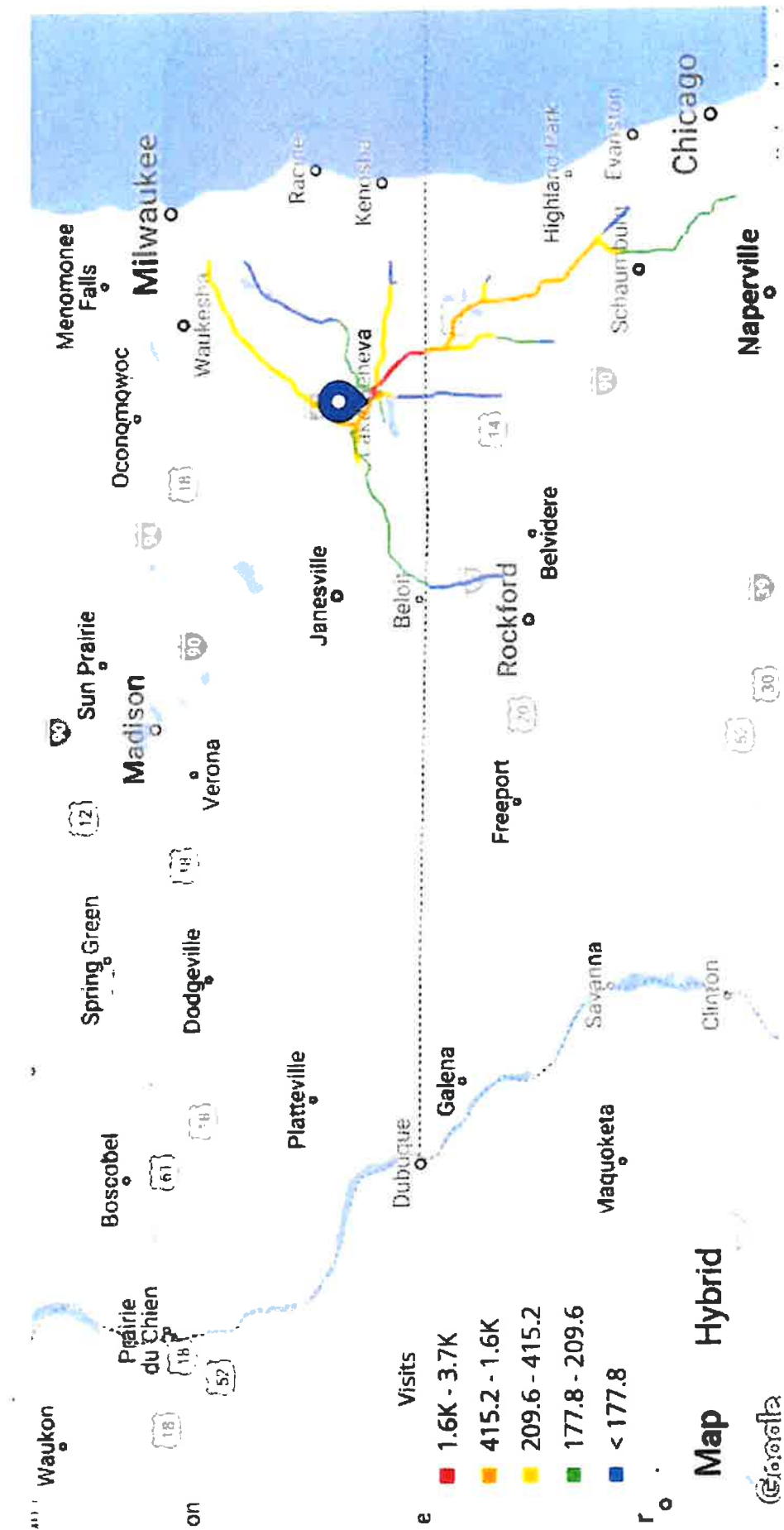
By: Home Location

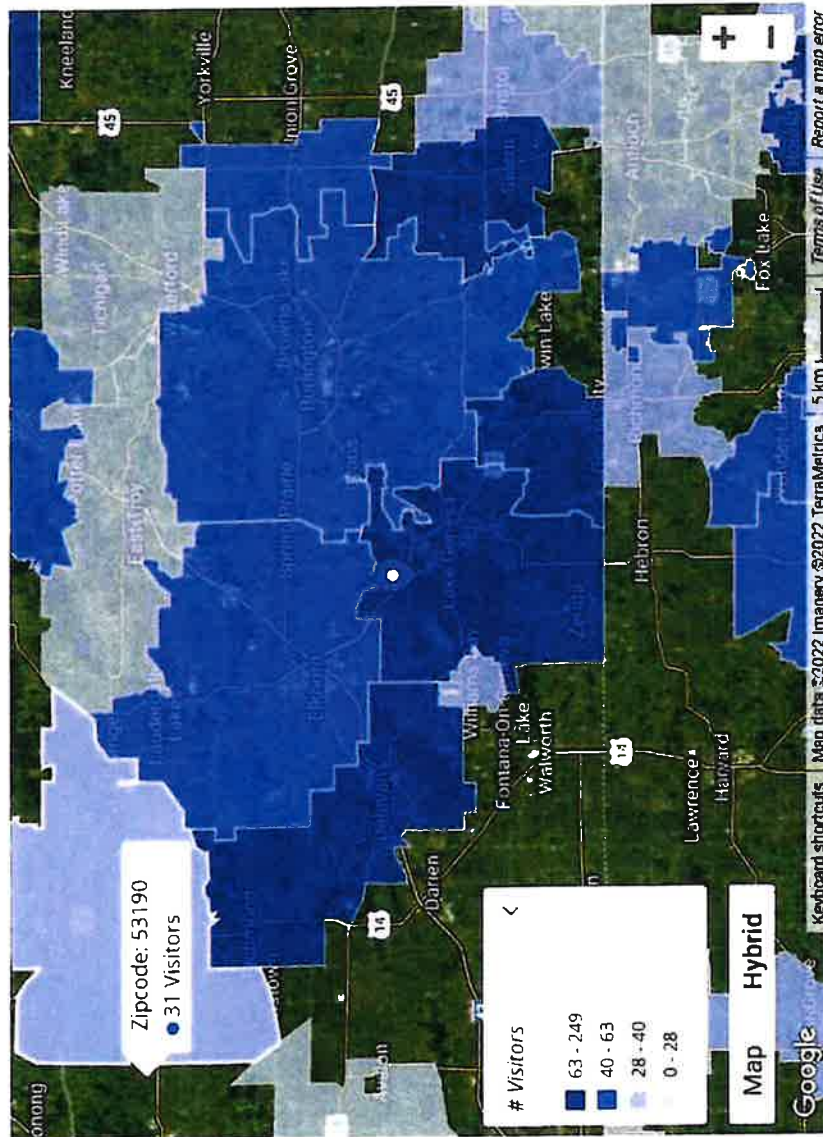
Metric: % of Visits

Venues:









Zipcode / City	Visitors (% of Total)	YOY (% Change)
53147 Lake Geneva, WI, USA	249 (5.3%)	
60018 Des Plaines, IL, USA	167 (3.5%)	
60073 Round Lake, IL, USA	116 (2.5%)	
53132 Franklin, WI, USA	112 (2.4%)	
60638 Chicago, IL, USA	109 (2.3%)	
60068 Park Ridge, IL, USA	105 (2.2%)	
60630 Chicago, IL, USA	102 (2.2%)	
53128 Genoa City, WI, USA	102 (2.2%)	
60411 Chicago Heights, IL, USA	101 (2.1%)	
60030	100 (2.1%)	

Visitor Journey

Property:

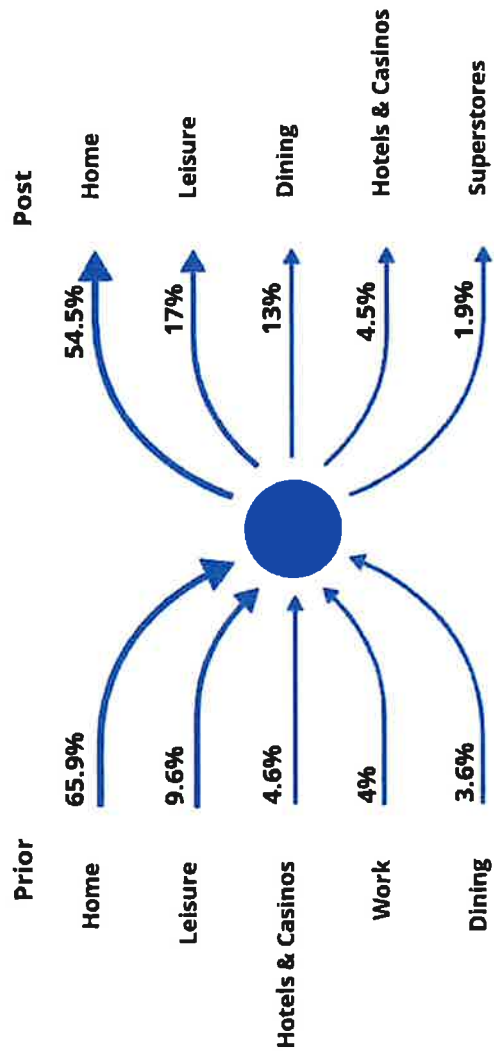
Lake Geneva House of Music / ...

Show by:

Location

Category

Category Group



Lake Geneva House of Music

N3241 County Road H, Lake Geneva, WI 53147-2778

Sep 09 - Sep 11, 2022

Add Filter

☆

Export

Metrics

Property:

Lake Geneva House of Music /...

Visits

4.9K

Visit Frequency

1.05

Visits / sq ft

N/A

Avg. Dwell Time

111 min

Visitors

4.7K

Panel Visits

161