



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

CITY OF LAKE GENEVA TOURISM COMMISSION
MONDAY, FEBRUARY 13, 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.- February 13, 2023 Tourism Commission

Feb 13, 2023, 4:00 – 5:00 PM (America/Chicago)

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

<https://meet.goto.com/279512997>

You can also dial in using your phone.

Access Code: 279-512-997

United States: [+1 \(312\) 757-3121](tel:+13127573121)

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

c. Art in the Park 2023

d. Lake Geneva Meeting Planner Open House

10. Future Agenda Items (Next Meeting Date: Monday, March 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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Riviera Ballroom/MATL Update- Tourism Commission Meeting February 2023

Marketing Update

- Website Analytics Update: Past 30 Days:
 - Site Sessions: 2,404 (10% increase); 92% increase in January 2023
 - Site Sessions by traffic source
 1. Google (939)
 2. Direct (628)
 3. Facebook (226)
 4. Social Media Ads (178)
 5. Visit Lake Geneva (79)
 - Active Inquiries: 99 (+41 from last month), 58 recorded for January 2023
 - Avg. Session Duration: 3min 40 sec (+10 sec)
 - Site Bounce Rate: 62.4% (-14%)
 - 94% of visitors to the website were new visitors

- WeddingWire & TheKnot: January Stats
 - 175 Storefront Views, compared to 123 avg in our market/category
 - 21 leads (+10)

- Hotels & Lodging Analytics Update Past 30 days:
 - 54 Page Views (22% increase from January)
 - Avg. time spent on page: 2m 35s (+10s)

**Reports generated on February 2nd*

- ***Social media campaign started 12/15/22, seeing a large increase in website traffic and leads. Ad campaign runs thru March.***
- ***Lake Geneva Bridal Show hosted at The Riviera on 1/21/22. Booked one wedding and have holds for two more, great exposure!***

Sales Update

	2018	2019	2020	2021	2022	2023	2024
Weddings	45	28	9	54	55	48	13
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	56	13
Cancellation Total	0	0	40	11		2	
Rescheduled	0	0	20	4			

- Sales by Year:
 - 2023 Events- Past 30 days: Booked 3 additional weddings with 3 contracts out (2 weddings, 1 social), likely to book. One 2023 cancellation (paid in full).
 - 2024 Events- 3 contracts returned this month with one additional contract out, likely to book.
 - Last Year- Reported on February 10th, 2022; 61 events booked for 2022 and 13 events booked for 2023.

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)	○ Twitter – 3,453 Followers (+3)
○ Instagram – 9,922 Followers (+78)	○ 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



**Lake Geneva Tourism Commission
FEBRUARY 13, 2023
VISIT Lake Geneva Update**

Upcoming Partner Meetings & Events

- VLG Partner Exclusive Business After Hours: Miss America Homecoming Tour – February 16, 5-7pm at The Riviera Ballroom (RSVP required)
- VLG Monthly Partner Meeting – February 21 at 8am at Celebration on Wells

Public Events

- Lake Geneva Restaurant Week (April 22-30)
- Lake Geneva Concerts in the Park (Thursdays, June 29-August 10)

Earned Media Highlights – JANUARY 2022

- [Lake Geneva's Winterfest Is a Wonderland of Striking Snow Sculptures](#) | Milwaukee Magazine (Print + Web)
- [U.S. Snow Sculpting Competition headlines Lake Geneva Winterfest Feb. 1-5](#) | OnMilwaukee.com (Web)
- [The 411 on Lake Geneva Winterfest](#) | Experience Wisconsin (Web)
- [On the Map: Lake Geneva Wisconsin, Winterfest, Ice Castles, more!](#) | WGN720 (Radio)
- [The At The Lake Guide To Lake Geneva's Winterfest 2023](#) | At the Lake Magazine (Web)
- [Four Destinations for Nostalgic Travel](#) | Pride Journeys (Web)
- [Lake Geneva: Winterfest](#) | Madison Mom (Web)
- [Lake Geneva Winterfest 2023](#) | Milwaukee Mom (Web)
- [Snow sculpting competitions in Rockford and Rockton, Illinois and Lake Geneva](#) | Beloit Daily News (Web)
- [Family Road Trip Guide: Lake Geneva, Wisconsin](#) | Metro Parent (Web)
- [Midwest Winter Festivals Worth the Trip](#) | Chicago Parent (Web)
- [From sledding hills and Ice Castles to Disney on Ice, here are things to do with your kids this winter](#) | Milwaukee Journal Sentinel (Web)
- [BEST Weekend Getaways From Chicago in 2023 \(From a Local\)](#) | The Savvy Globetrotter (Web)
- [A Family-Friendly Winter Wonderland](#) | Good Grit (Web)

Winterfest Media Highlights (Feb. 1-5)

- TMJ4 Milwaukee (x3)
- Fox 6 Milwaukee
- Spectrum 1
- WKOW Madison
- NBC5 Chicago
- The Weather Channel

Media in the Works

- Travel Wisconsin FAM Tour – Winter Events & Activities – 4 journalists visited Feb. 2-4
- Chicago Foodie Sisters Blog – Winter Dining Around Lake Geneva (February/March)

Marketing Metrics – JANUARY 2022

- **Website – VisitLakeGeneva.com**

- Visitor Sessions: 135,185
- Pageviews: 342,970
- Users: 107,065
- Online Guide Visits: 5,089
- Top Cities:
 1. Chicago (19.1%)
 2. (not set) (6.2%)
 3. Milwaukee (5.1%)
 4. Madison (1.4%)
 5. Lake Geneva (1.2%)
 6. Ashburn (0.8%)
 7. Kenosha (0.8%)
 8. Rockford 0.6%
 9. Denver (0.6%)
 10. Janesville (0.6%)
- Top Pages:
 1. Winterfest
 2. Events
 3. Things to Do
 4. Things to Do | Winter Activities
 5. Home
 6. Winterfest | Teams
 7. Meetings
 8. Things to Do | Ice Castles
 9. Winterfest | Schedule
 10. Stay | Hotels & Resorts
- 61% Female | 39% Male
- Age Group:
 1. 35-44 –26.0%
 2. 45-54 – 21.3%
 3. 25-34 – 18.1%
 4. 55-64 –15.8%
 5. 65+ – 10.1%
 6. 18-24 – 8.8%

- **Social Media**

- Facebook – 59,910 Followers (+908)
- Instagram – 10,210 Followers (+288)
- Twitter – 3,458 Followers (+5)
- LinkedIn - 940 Followers (+16)

- **Email Subscribers – 52,397 (-151) | Open Rate 33.5%**

VisitorCenter Activity – JANUARY 2023

- Walk-ins –
- Phone Calls –
- Emails –
- Visitor Guides Fulfilled

Hotel Activity (Lake Geneva Region) – DECEMBER 2022

- Occupancy = 43.4% (+12.6%) | (YTD +5.3%)
- ADR = \$166.71 (+4.1%) | YTD +6.4%
- RevPar = \$72.41 (+17.2%) | (YTD +11.9%)
- Demand = 29,355 (+11.4%) | (YTD +5.3%)

Meetings & Events Activity – JANUARY 2023

- Recent meetings and group industry shows:
 - Connect Midwest (Peoria, IL) – 180 planners; 40 1-on-1 appointments; Midwest focus.
- Upcoming meetings and group industry shows:
 - Circle Wisconsin – Motorcoach Market (March)
 - Lake Geneva Meeting Planner Open House – May 10 (tentative) – The Riviera
- RFP Activity Report – JANUARY 2023

RFP#	Total Room Nights	Type	Properties Sourced
1150	1292	Corporate	Grand Geneva
1151	320	Corporate	Lake Lawn, Grand Geneva, Abbey
1152	580	Corporate	Grand Geneva
1153	210	Corporate	Grand Geneva
1154	75	Association	Grand Geneva
1156	90	Corporate	Abbey, Lake Lawn, Grand Geneva
1157	90	Corporate	Abbey Lake Lawn, Grand Geneva
1158	90	Corporate	Abbey, Lake Lawn, Grand Geneva
1159	90	Corporate	Abbey, Lake Lawn, Grand Geneva
1160	99	Corporate	Grand Geneva, Abbey Resort
1161	100	Social	Geneva National, Ridge, Abbey, Grand Geneva
1162	185	Social	Abbey, Geneva National, Ridge, Grand Geneva
1163	148	Corporate	Geneva National, The Ridge, Grand Geneva
1164	1493	Corporate	Grand Geneva
1165	60	Social	Harbor Shores, The Cove, Bella Vista, Grand Geneva, The Ridge, Lake Lawn, Abbey, Maxwell Mansion
1166	300	Government	Grand Geneva, Lake Lawn, Abbey Resort
1167	252	Religious	The Ridge, Grand Geneva, Lake Lawn, Abbey Resort

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

OUTSTANDING (OPEN) TOURISM GRANTS AWARDED



Sept	Riviera Marketing Effort (Jan-Apr 2023)	\$ 5,800.00		\$ 5,800.00
	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
	Riviera Events Coordinator Contract	\$ 64,000.00		\$ 46,672.00
December	Bacon Fest	\$ 10,000.00		\$ 10,000.00
	Big Balloon Build	\$ 10,000.00		\$ 10,000.00
2023				
January	MEETING CANCELLED			
	VISIT Lake Geneva Contract	\$ 150,000.00	Does not include any overages	\$ 112,500.00
February				
Riviera Intern	Tourism Comm; \$125.75 per month			\$ 125.75
OUTSTANDING BALANCE (UNPAID):				\$ 490,799.37

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

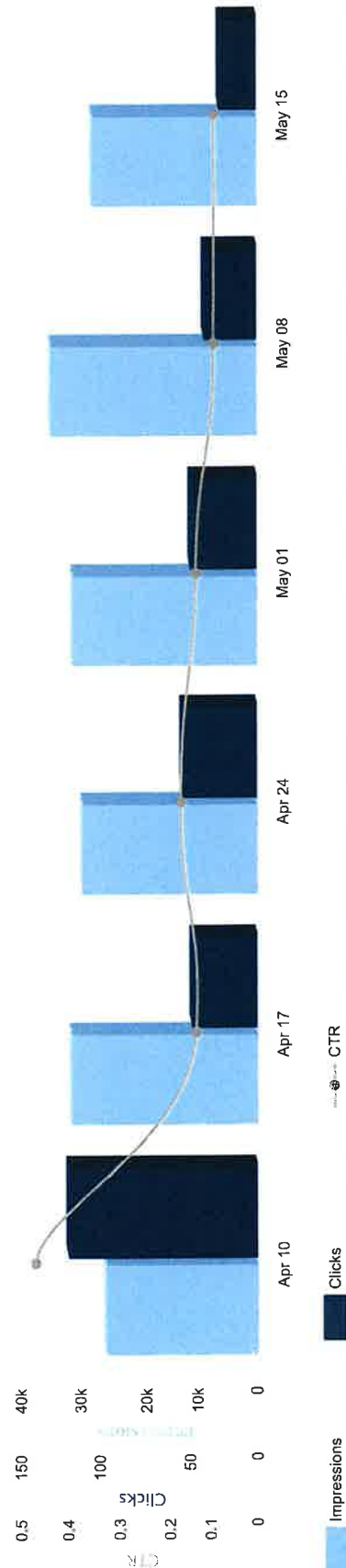
181,643
IMPRESSIONS

307
CLICKS

0.17%
CTR

83.51%
VIDEO/AUDIO
COMPLETION RATE

Performance Trend



SOCIAL ADS

681,649
IMPRESSIONS

3,484
CLICKS

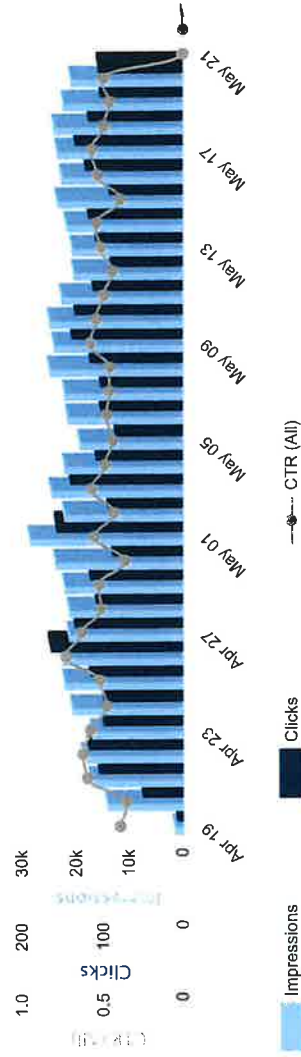
0.51%
CTR (ALL)

14
CONVERSIONS

154
POST REACTIONS

43
POST SHARES

Performance Trend



Conversion Breakdown

Conversion Name

Contact

Location Search

1

13



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



Lake Geneva's Jazz Fest

Bash on the Bayou

Learn more

TARGETTED
EMAIL

34,930 QUANTITY	792 CLICKS	2.27% CLICK %	5,903 OPENS	16.90% OPEN %
--------------------	---------------	------------------	----------------	------------------

Performance by Top 5 Campaigns							
ID		Date	Campaign	Campaign Subject Line	Broadcast Quantity	Click To Click %	Open %
1573030	RAC - Lake Geneva Jazz Fest - RAC60070077	May 16, 2022	 22	Lake Geneva Jazz Fest May 20 to		4,930	11.31%
1573011	RAC - Lake Geneva Jazz Fest - RAC60070077	May 02, 2022	 7	Jazz Fest coming to Lake Geneva		30,000	13.83%

GOOGLE UNIVERSAL ANALYTICS

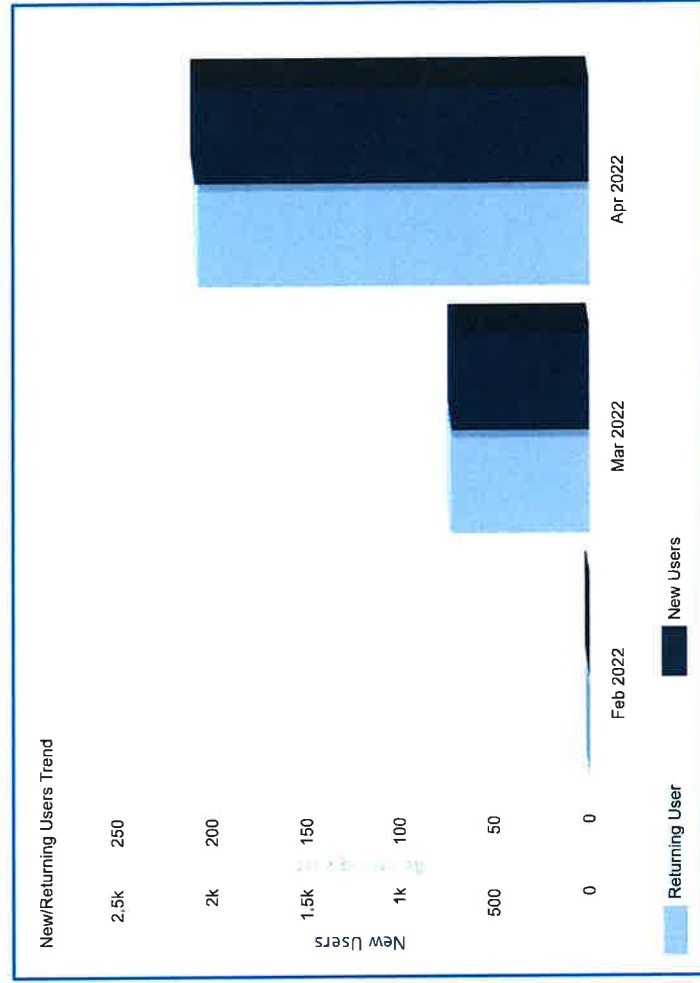
7,380
USERS

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



**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



**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 ?



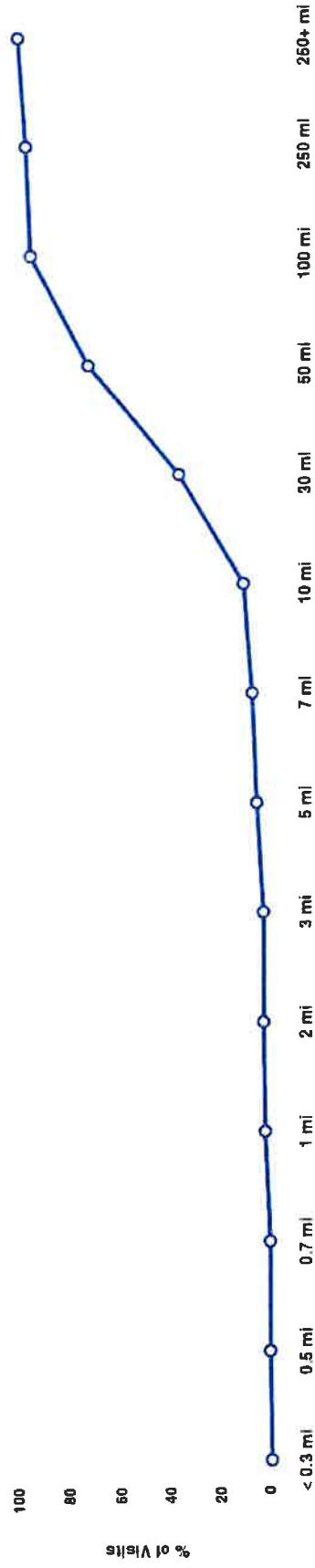
View: Cumulative

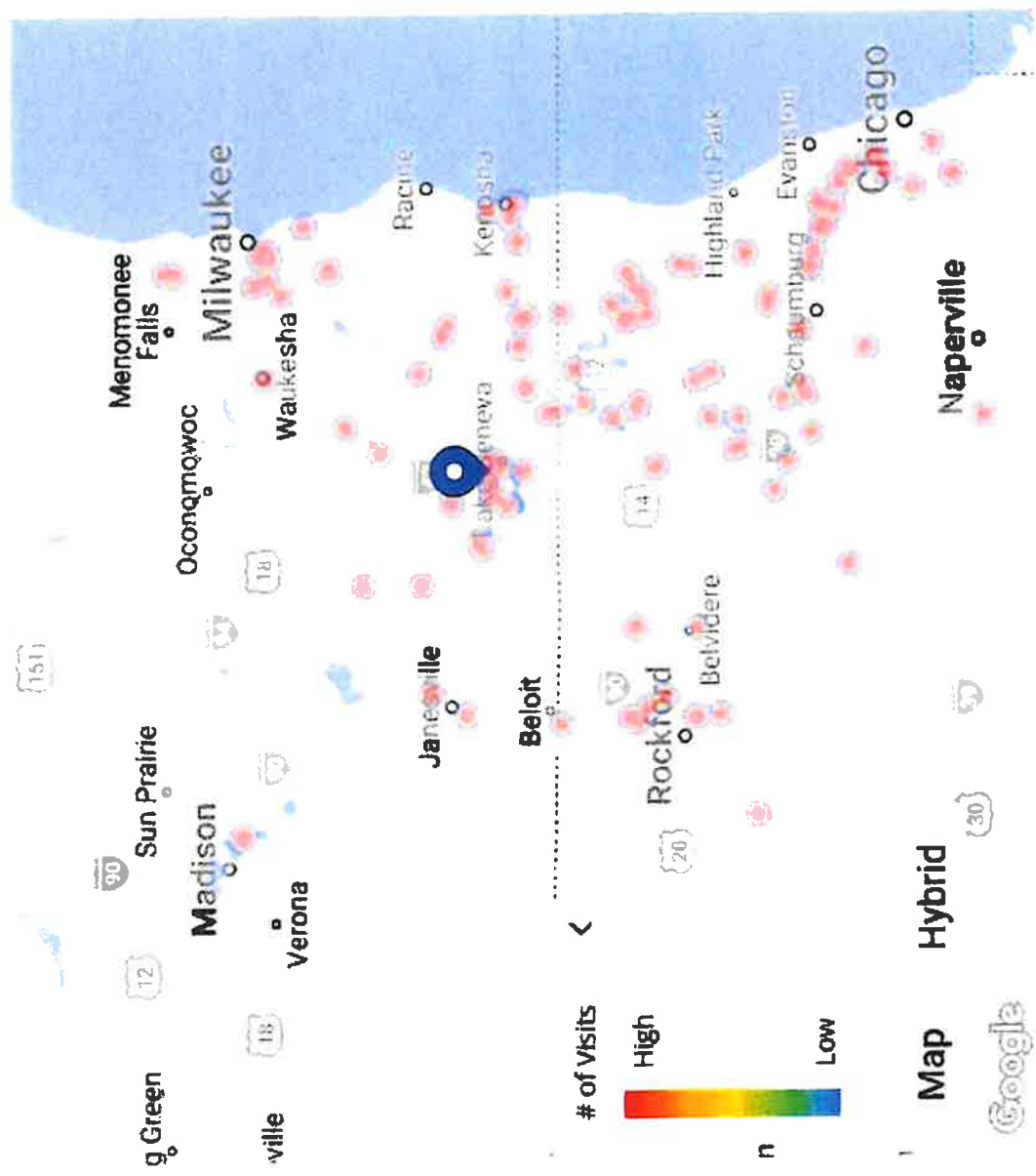
Min. Visits: 1

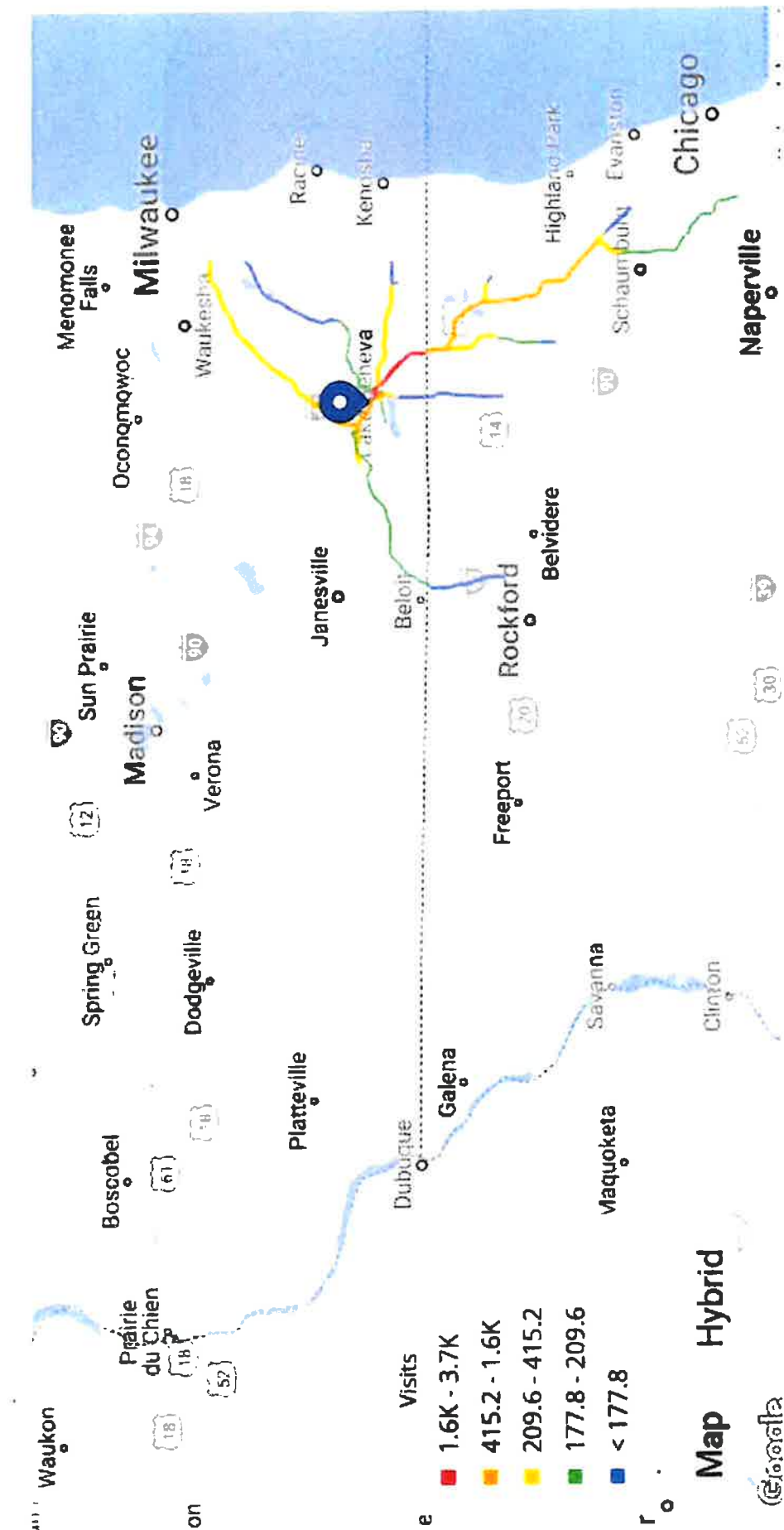
By: Home Location

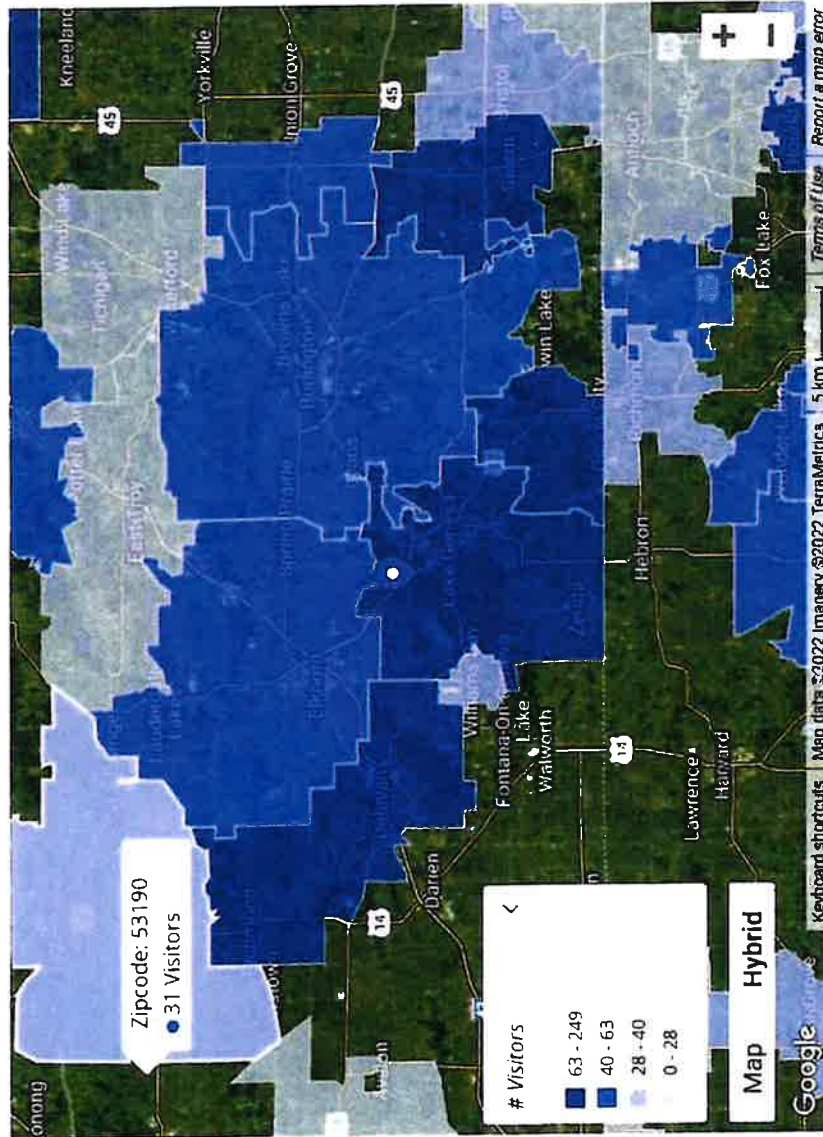
Metric: % of Visits

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:

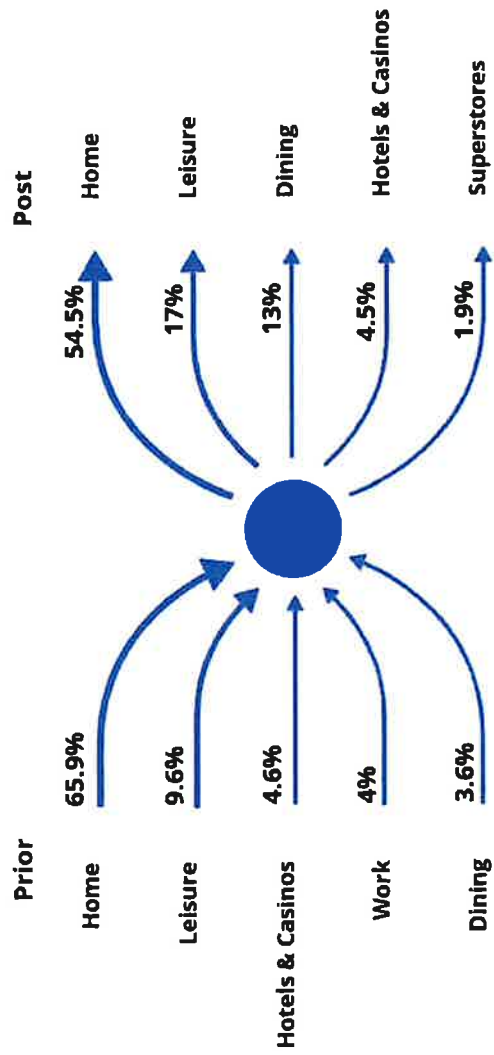
Lake Geneva House of Music / ...

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

City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

Revised September, 2021

Date Submitted: January 23, 2023

Organization: Geneva Lake Arts Foundation, Inc.

Contact Person: Julie Sarton

Phone Number: 262-949-7651

Street Address: 223 Broad St

City, State, Zip: Lake Geneva, Wi 53147

Email Address: jsarton@wi.rr.com

Name of Event: Art in the Park

Date(s) of Event: August 12-13, 2023

Location of Event: Flat Iron Park, Lake Geneva

Type of Event: 2 day Art Fair/Festival

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

Estimated Number of Attendees: 5000

Have you Applied Before? Yes or No; Explain: yes, 2020, 2021, 2022

Received our Grant each year

Where is this event physically located? (street address and governmental jurisdiction):
Flat Iron Par, City of Lake Geneva, Wi

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

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 Yes

Estimated Number of Overnight Stays: Exhibitors 75; Visitors 1000
(1/2 exhibitors + family, 20% of 5000 attendees)

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

Annual Event (Yes/No): Yes, will be our 43rd year

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: \$15,253 As well as an additional \$7,400.00 to pay
for public parking

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

ART IN THE PARK

A 2-DAY ART FAIR SPONSORED BY GENEVA LAKE ARTS FOUNDATION, INC.

EVENT OVERVIEW

Art in the Park is an annual 2-day art fair in Flat Iron Park in its 43rd successful year, and is the main fundraiser for Geneva Lake Arts Foundation, a 501c3 non-profit community/regional arts organization. Funds raised from Art in the Park support GLAF's goals of encouraging individual artistic growth and fostering community awareness and appreciation of the fine arts through exhibits, monthly programs, classes, lectures, a gallery presence, and a continuation of this well-attended public art fair. GLAF also sponsors an annual high school art exhibit with awards, and coordinates interactive enrichment programs as an outreach to area assisted living facilities and nursing homes.

Art in the Park features work from 75-80 artists from around the US in all mediums, many who return year after year. There is a wide range of professional art for purchase, from paintings to fiber art, from photography to hand-made jewelry, from pottery to sculpture, and more. Art in the Park has long been a favorite event not only for artists, but for visitors, partly due to the beautiful surroundings and waters of Lake Geneva. Although we benefit from the attendance of many weekend tourists already in town looking for fun things to do, we work hard to promote our event through wide-spread advertising to draw new art patrons each year to the fair. We estimate conservatively that 5,000-6,000 people attend the event over two days; the event is so well-received that many visitors return each year, and part of our promotional efforts also reach out to that repeat audience as a reminder to recapture their attendance for another year.

The exponential benefits to our organization from this successful event are simple: the money raised is crucial to our annual budget and allows us to continue to exist while fulfilling our mission to our artists and to the community. The exponential benefits to the city are rich: drawing more tourists to Lake Geneva who also shop at our businesses, eat at our restaurants, stay at our hotels, and help our town thrive as a recreational destination. With 75-80 out-of-town artists participating, half arriving Friday and half arriving Saturday morning, many need overnight accommodations for them and their families; we provide them information on Lake Geneva hotels ahead of time. With the large number of visitors that come to attend the fair, we estimate conservatively that at least 20% seek local overnight accommodations. The generous Tourism Grant that the City has awarded us the last few years has allowed us to promote our event by reaching farther out to prospective attendees in all of southern Wisconsin and northern Illinois and to surrounding states, resulting in an increased visitor volume. We continue efforts this year to cover an even wider area with both print and digital advertising. Without the Grant we would not be able to promote our event to its potential success; less promotion equals less visitors and results in fewer artists willing to participate. We deeply appreciate and value the opportunities that the Tourism Grant has made possible

for us, and ask for your support again in 2023 so we can continue to sponsor one of Lake Geneva's premier annual events.

EVENT BUDGET

Our proposed budget for 2023 Art in the Park totals \$15,253, and a summary is attached. As the Council has requested, we have replaced some of the local/regional advertising venues with those targeting the Milwaukee area, the Madison area, among others, and are spotlighting the northern Illinois areas from Chicago up to the state line. We are also proposing a bigger digital/on-line presence; this is less expensive than print advertising, and in today's world reaches more people in a bigger area. We do also want to continue to maintain a presence in some local publications that have a longer life: resort magazines, visitor's guides, resort sections of local papers. Many visitors pick these up when they are in town, and then return for our event. We also feel that reaching out to the local population can result in them bringing in out-of-town guests for this anticipated annual fair.

MARKETING PLAN

PRINT: We will place full-color ¼ and 1/2 page ads (see attached color mock-up) in the following:

- 1) At the Lake Magazine summer edition, ½ page ad available for 3 months, distributed to all resorts, high-traffic areas, restaurants, retail shops. This attractive magazine is picked up and kept by many visitors, and frequently used for return visits.
- 2) Lake Geneva Area Visitor's Guide (Nei Turner publication) annual booklet, ½ page ad, delivered to Walworth, Waukesha, Rock, Racine, Kenosha, Rock Counties, with 30,000 copies distributed to hotels, restaurants, shops, and visitor information sites.
- 3) Madison Magazine, ½ page ad in the special summer July edition, reaching wide circulation in Dane County. They have offered us a non-profit discounted price of \$900 instead of \$1985 published price.
- 4) Milwaukee Magazine, ½ page ad in the June Summer Guide issue, reaching wide area of southeastern Wisconsin. They have discounted our price by \$100, and are including a Summer Events eblast free of charge (a \$500 value).
- 5) Daily Herald Media Group, a combination of print ads and digital presence over several week's time. This group covers northern and western Chicago suburbs and areas up to the state line, our biggest tourist target.
- 6) The Beacon, ¼ p ad in their July 21 through August 4 edition, reaching Walworth County area.
- 7) Spirit Magazine, ½ p ad in their Chain O'Lakes Illinois/Kenosha County July monthly edition (instead of Walworth County edition). Publication is for a month.
- 8) Lake Geneva Regional News, now owned by Wisconsin Valley Media Group, including Lake Geneva Regional News, Kenosha News, and the Journal Times. There are many options, both print and digital, to choose from. We do feel a one-time

presence in the Regional News a week prior to Art in the Park not only brings in locals but out-of-towners also.

RADIO:

- 1) Lake 961 WLKG-FM, 50 radio spots over a month period prior to the event. Reaches average of 65,000 listeners per week, in an area from Beloit to Racine, Janesville to Antioch, Woodstock to Whitewater, and everywhere in between.

DIGITAL:

- 1) On Milwaukee, 100% digital, largest lifestyle and entertainment website in Southeastern Wisconsin. We are working on a package with them for ads on Twitter (95,800 audience), Facebook (80,800 audience), Instagram (61,100 audience), as well as a customer driven target audience which can be customized for us.
- 2) Daily Herald, digital email blasts that are included with print ad price, targeting northern Illinois market.
- 3) Lake Geneva Visitor Guide, sponsored by the Chamber of Commerce. We have a free listing in their Events page (with photo), and will pay for a customized email blast to 53,000 of their subscribers the last week of July, consisting of photos and unlimited copy.
- 4) Janesville Gazette, email blast to 15 different websites (100,000 impressions) from Lodi and Watertown, WI, down to Rockford, IL, covering Rock Green, Dane, Columbia, Dodge, Jefferson, and Walworth Counties. One week before the event.

OTHER PRINT:

- 1) 1500 color rack cards (see attached digital image) to be distributed to area businesses, hotels, restaurants, grocery stores, and other high traffic areas.
- 2) 1500 4 x 6" color post cards (see attached digital image) to be mailed, distributed to businesses and other that can't display larger rack cards, and given to all visitors to our local art gallery.
- 3) Trifold color brochure for all visitors at the event.
- 4) Currently we have 6 older street banners. We would like to replace at least 3 of these this year with more colorful, eye-catching images.

We thank you for your continued support and consideration for our annual Art in the Park.

Respectfully submitted,

Julie Sarton (Treasurer) and all members of Geneva Lake Arts Foundation.

PROPOSED 2023
AITP AD BUDGET

AMOUNT	NAME	FOR GRANT	DESCRIPTION
	PRINT		
1175	At the Lake Magazine (Nei Turner)		1/2 p. color ad
900	Madison State Journal Mag		1/2 p. color ad
2150	Milwaukee Magazine		1/2 p. color ad
3000	Daily Herald Media Group (II)		Digital & print ads
225	The Beacon		1/4 p. color ad/Southern Lakes News
383	Spirit		1/2 p. color ad/Southern Lakes News
645	Lake Geneva Area Visitor's Guide (Nei Turner)		1/2 p. color ad
1000	Lake Geneva Regional News		ads and article
	RADIO		
775	Lake 961-WLKG-FM		50 local radio spots (\$15 @)
	DIGITAL		
2000	On Milwaukee		numerous display ads/Facebook, Insta, etc
0	Daily Herald		Included in above cost
350	Lake Geneva Visitor Guide (Chamber)		Email blast to 53,000 subscribers
850	Janesville Gazette		Email blast to 100,000 targeted people
	PRINTING		
1200	A+ Graphics & Advance Printing		Postcards, rack cards, brochures, fliers
600	A+ Graphics & Advance Printing		Replace 3 of 6 street banners
15253	TOTAL REQUEST FOR GRANT		

Lake Geneva Tourism Commission

February 8, 2023

Dear Mr. Chairman,

Summary:

This is a request to amend our Art in the Park grant application, submitted on January 23, to include reimbursement for parking fees in the amount of \$7,400. This brings the grant request from the original submission of \$15,253 to \$22,753.

Background:

Artist parking is essential to the safe and efficient operation of the event and exhibitors really appreciate parking close to where they set-up and restock their booths.

Since 2019 the City of Lake Geneva has waived parking fees for this event. At the February 6th Finance Committee meeting, we were instructed to seek funding from the Tourism Commission for this expense.

The budget for our event was set assuming that the fees would be waived again this year. The call for artists has already gone out and we have about 1/3 of the applications and fees already in hand.

Thank you for your kind consideration of this request.

Sincerely,

Jeff Russart

Art in the Park Director

GENEVA LAKE ARTS FOUNDATION, INC.
presents

43RD
ANNUAL



ART IN THE PARK

AUGUST 12 & 13, 2023

SAT 10-5

SUN 10-4

Fine Art & Craft Fair on the Shores of Geneva Lake

FLAT IRON PARK
200 Wrigley Dr.
Lake Geneva, WI



FREE ADMISSION

Over 80 Juried Artists

Free Shuttle every 20 min. from Home Depot lot
(Edwards Blvd. & Hwy. 50 to Downtown Lake Geneva)

• Silent Auction • Kids Art Area • Food & Beverages



Visit Our Gallery Downtown!

Gallery 223
223 Broad St.
Lake Geneva, WI



Geneva Lake Arts Foundation, Inc.
presents

*On the beautiful
lakeshore of
Geneva Lake, in
Flat Iron Park
Lake Geneva, WI*

*Save the Date
for the*
**43rd
Annual**

ART IN THE PARK
FINE ART & CRAFT FAIR

August 12 & 13, 2023

SAT 10 - 5

SUN 10 - 4

Visit Our Gallery!



Gallery 223
223 Broad St.
Lake Geneva, WI

Free Admission • Free Shuttle • Silent Auction
Kids Art Area • Food & Beverages

genevalakeartsfoundation.org

Visit Lake Geneva!



Page 52 of 57

43rd Annual Juried Fine Art & Craft Fair



AUG. 12 & 13, 2023
Saturday 10 - 5
Sunday 10 - 4

*~ Located in Flat Iron Park
on the beautiful lakefront
in Lake Geneva, WI ~*

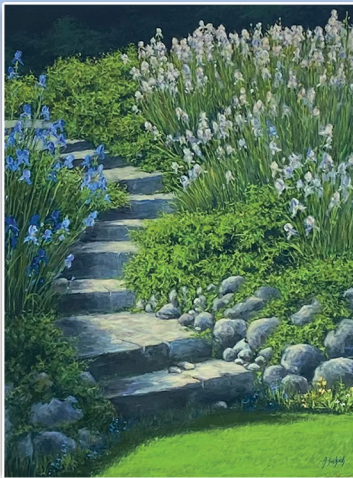


presented by

**GENEVA
LAKE
ARTS
FOUNDATION INC**

Visit our Gallery Downtown!

**Gallery 223
223 Broad St. • Lake Geneva, WI**



Best of Show 2022, Anthony Soskich

- Over 80 Artists
- Free Admission
- Free Shuttle
- Silent Auction
- Kids Art Area
- Food & Beverages

**More about GLAF &
Art in the Park**



genevalakeartsfoundation.org

From: jsarton@wi.rr.com
To: [City Administrator](#)
Subject: Promotional Tourism Grant
Date: Monday, January 23, 2023 3:20:28 PM
Attachments: [Scan.pdf](#)
[23.01.20-AITP-rackcard-fr4x9.pdf](#)
[2023.01.17 AITP-Save The Date.pdf](#)
[2023.01.17-AtTheLake-halfpage-ad.pdf](#)

To the Tourism Council,
Attached is the Tourism Grant Application for Geneva Lake Arts Foundation's 2023 Art in the Park. You will find an overview, marketing plan, budget, and mock-ups of ad material. The Rack Card and Save the Date Postcard are hard-printed for distribution, and the At the Lake ad with the painting on it is our main ad that will be used in all magazines, newspapers, and on all digital platforms.

Several of us will attend the 2/13 4:00 PM meeting to review these materials with you. Please confirm receipt of this packet. Thank you.

Regards,
Julie Sarton
Treasurer
Geneva Lake Arts Foundation, Inc.
262-949-7651

Amended application includes a request for an additional \$7,400 to pay for use of public parking

City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

Revised September, 2021

Date Submitted: 1/25/23

Organization: The Riviera Ballroom

Contact Person: Heather Jones

Phone Number: 262-344-8246

Street Address: 812 Wrigley Drive

City, State, Zip: Lake Geneva, WI 53147

Email Address: lakegenevariveira@gmail.com

Name of Event: Lake Geneva Meeting Planner Open House 2023

Date(s) of Event: 5/10/23

Location of Event: The Riviera Ballroom

Type of Event: Open House

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

Estimated Number of Attendees: 100

Have you Applied Before? Yes or No; Explain: No

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

The Riviera Ballroom

What other governmental bodies have been approached for support and what amount has been received? _____

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 No

Estimated Number of Overnight Stays: TBD

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

Annual Event (Yes/No): Potentially

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.

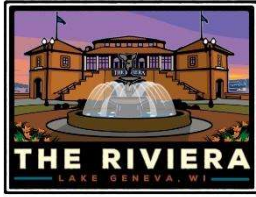
Grant Amount Requested: \$2,200

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



Riviera Ballroom – Lake Geneva Meeting Planner Open House 2023

The Riviera Ballroom, Visit Lake Geneva & Lake Geneva Cruiseline are looking to partner to to showcase Lake Geneva and our hotel partners and venues in order to bring midweek business to the area. We will invite corporate and association business from the Midwest concentrating on Wisconsin and Illinois.

Funds requested- \$2,200:

Riviera Ballroom Rental Fee: \$1,425
Mock meeting set linens & décor: \$500
Promotional/print items: \$275

Post-Event Grant Payout:

Event hours and rental fee to be paid out by 6/1/23.

Marketing

Estimating \$275 for materials such as; rack cards, folders and expo table setup items.