



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

CITY OF LAKE GENEVA TOURISM COMMISSION
MONDAY, MARCH 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.- March 13, 2023 Tourism Commission

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

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

<https://meet.goto.com/814000941>

You can also dial in using your phone.

Access Code: 814-000-941

United States: [+1 \(872\) 240-3412](tel:+18722403412)

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 February 13, 2023 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- Resubmission of monetary amounts in the marketing plan
 - b. Taco Fest 2023- Resubmission of monetary amounts in the marketing plan
 - c. DAS Fest 2023

d. Venetian Fest 2023

10. Future Agenda Items

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, February 13, 2023
COUNCIL CHAMBERS, CITY HALL

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

Roll Call

Present: Chair Brian Waspi, Ald. Fesenmaier, Alderman Hedlund, Kevin Singh, Mayor Klein

Absent: Vice Chair Zakia Pirzada, Linda Moritz, Stephanie Klett

Comments from the Public limited to 5 minutes, limited to items on the agenda

Ryan Lasch, Lake Geneva Jaycees, speaking on Item 9c. Ryan questioned the appropriateness of using Tourism funds for event parking fees.

Ryan Stelzer, Lake Geneva Jaycees, also spoke on Item 9c questioning the use of Tourism taxes for parking. He explained that using a permit to waive fees and depending on the Tourism Commission didn't give groups like the Art Foundation nor the Jaycees assurance for future event funding.

Approval of Tourism Commission minutes from December 12, 2002

Motion by Hedlund, second by Singh, to approve the minutes from December 12, 2022.

Unanimously carried.

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

Jones presented the data from her January and February 2023 reports highlighting the 10% increase in website sessions, 99 active inquiries, and 94% of the website traffic were new visitors. The website numbers are likely due to the current marketing campaign which began in mid-December and runs through March. The January Bridal Show provided great exposure with 1 firm booking and 2 more possible at this time. Jones also pointed to the bookings and revenue: 2022 year ended with \$286,754.23 net revenue after tax.

Update from Tourism Entity – Visit Lake Geneva

Deanna Goodwin gave highlights from the January and February 2023 reports. She pointed to the huge success of this year's Winterfest noting that the Riviera building was open Saturday and Sunday this year with food and activities. Winterfest media was so successful one of their Facebook posts reached 180,000 views. Visit is holding an invitation-only Business After Hours event on February 16 with an exclusive Miss America Homecoming Tour.

The year-end data from the Visit website showed many records were broken – 59,000 Facebook, 10,000 Instagram followers, 18,000 walk ins at the Visitor Center in Flat Iron Park.

Update from Lake Geneva Business Improvement District (BID) – Alexandria Binanti

Alex, new Executive Director for the Business Improvement District, handed out paper copies of the BID Strategic Plan held January 26, 2023, which was open to the public. The 7-page document outlines goals, objectives, and measurements of success. She stressed that the BID will be focusing on quality over quantity in 2023 and will be unveiling a new website domain next month – downtownlakegeneva.org .

Written financial update provided by City Comptroller

Balance Sheet [not available]

Total Assets -

Restricted Fund Balance -

Outstanding Grants worksheet showed a total unpaid liability of \$490,799.37.

Currently, the money on hand for grants is \$30,000 until the next June payment. There is technically another \$100,000 available for grants due to timing of payments to Visit Lake Geneva and our Riviera contractor.

Tourism Promotional Grant Program and Requests

Jazz Fest – Kelly Wells, Wisconsin Valley Media

Kelly explained the event and last year's data. There was concern that the marketing budget did not assign specific amounts to the line items/activities. Waspi also presented a one-page document labeled Amplified Digital accepted by the City Administrator for last year's reimbursement that was very general and did not include specific invoices. These invoices need to be submitted for city "audits" listing amounts for each line item and noting the audiences/locations targeted. Motion by Waspi, second by Singh, to grant \$10,000 for Jazz Fest on May 19 and 20, 2023, including the resubmission of monetary amounts in the marketing plan. Unanimously carried.

Taco Fest – Kelly Wells, Wisconsin Valley Media

Kelly explained the 3-day event. The same concerns were repeated from the discussion above. Motion by Waspi, second by Hedlund, to grant \$10,000 for Taco Fest September 8-10, 2023, including the resubmission of monetary amounts in the marketing plan. Unanimously carried.

Art in the Park 2023 –

Julie Sarton, Treasurer of the Geneva Lakes Art Foundation, and Jeff Russart, Art in the Park event director, presented the details of this annual event. They had submitted a revised request for an additional \$7400 for parking due to a 4-1 vote at the February 7 Finance Committee meeting not to waive parking fees. Chair Waspi clearly stated he believes grant money for parking fees is not in alignment with State Statute and cannot be paid with a marketing grant from the Tourism Commission.

Motion by Hedlund, second by Waspi, to grant the original amount of \$15,253 for Art in the Park on August 12 and 13, 2023. Unanimously carried.

Lake Geneva Meeting Planner Open House – Heather Jones

Heather Jones explained what an advantage holding and sponsoring this event at the Riviera brings for future bookings and revenue for the City. Motion by Hedlund, second by Singh, to grant \$2,200 for the Lake Geneva Meeting Planner Open House on May 10, 2023. Unanimously carried.

Future meeting agenda items and next meeting date –

- Include in packet Heather Jones' 2022-2023 contract (clean copy) – agenda item only, no action needed.
- BID events and mission
- Include in packet Jazz Fest and Taco Fest resubmission of marketing plans with monetary amounts specified for a complete application – list on the agenda, no action needed

Monday, March 13 at 4:00 PM

Motion by Hedlund, second by Waspi, to adjourn at 5:25 p.m. Carried.

Respectfully submitted,
Alderman Fesenmaier, Secretary

Riviera Ballroom/MATL Update- Tourism Commission Meeting March 2023

Marketing Update

- Website Analytics Update: Past 30 Days:
 - Site Sessions: 2,090 (17% decrease)
 - Site Sessions by traffic source
 1. Google (747)
 2. Direct (464)
 3. Social Media Ads (239)
 4. Facebook (177)
 5. Visit Lake Geneva (101)
 - Active Inquiries: 63 (-36 from last month), 60 recorded for February 2022
 - Avg. Session Duration: 3min 38 sec (-2 sec)
 - Site Bounce Rate: 66.9% (+8%)
- WeddingWire & TheKnot: February Stats
 - 112 Storefront Views, compared to 74 avg in our market/category
 - 12 leads (-9)
- Hotels & Lodging Analytics Update Past 30 days:
 - 27 Page Views (50% decrease from last month)
 - Avg. time spent on page: 1m 35s (-60s)

**Reports generated on March 6th*
- ***Social media campaign started 12/15/22, seeing a large increase in website traffic and leads. Ad campaign runs thru March 15th.***
- ***Meeting planner open house, looking to reschedule for September to ensure Wrigley Drive construction is completed***

Sales Update

	2018	2019	2020	2021	2022	2023	2024
Weddings	45	28	9	54	55	50	15
Social	4	1	0	1	5	3	
Corporate	4	2	1	1	2	1	
Non-Profit	7	10	0	3	1	4	
Event Total	60	41	10	60	62	58	15
Cancellation Total	0	0	40	11		2	
Rescheduled	0	0	20	4		1	

- Sales by Year:
 - 2023 Events- Past 30 days: Booked 2 additional weddings with 1 contract out (social), likely to book. One 2023 reschedule to 2024 (non-profit group)
 - 2024 Events- 2 contracts returned this month with two additional contracts out, likely to book.
 - Last Year- Reported on March 6th, 2022; 61 events booked for 2022 and 15 events booked for 2023.

ACTUAL RIVIERA BALLROOM REVENUE BY YEAR

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

2018	2019	2020	2021	2022	2023 YTD
\$146,139.23	\$99,792.62	\$29,095.71	\$162,926.92	<i>\$286,754.23</i>	<i>TBD</i>

CATERING REVENUE

\$29,159.74	\$14,688.76	\$4,337.68	\$32,970.09	<i>\$46,691.72</i>	<i>TBD</i>
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**Lake Geneva Tourism Commission
MARCH 13, 2023
VISIT Lake Geneva Update**

Upcoming Partner Meetings & Events

- VLG Monthly Partner Meeting – March 21 at 8am at The Geneva Inn

Public Events 2023

- Lake Geneva Restaurant Week (April 22-30)
- Concerts in the Park (Thursdays, June 29-August 10)
- Lake Geneva Electric Christmas Parade (December 2)

Earned Media Highlights – FEBRUARY 2022

- [Enjoy a Wisconsin Winter in Lake Geneva](#) | NW Indiana Times (Print + Web)
- [Winners of snow sculpture contest showcase creations at Anchorage](#) | Yahoo News (Web)
- [Travel Wisconsin: Cocktail Lounges](#) | 620 WTMJ (Radio + Web)
- [The 9 Best Things To Do In Lake Geneva In Winter](#) | Territory Supply (Web)
- [Nostalgic Destinations with Retro Accommodations](#) | Wherever Family (Web)
- [Cold Enough to Carve](#) | Life's 3x5s Podcast (Web)
- [Our Picks: Best Waterfront Hotels in America](#) | Fifty Grand (Web)
- [Here she is, Wisconsin's new Miss America](#) | Wisconsin Newspaper Assoc. (Web)
- [National snow sculpting champions defend title in Lake Geneva](#) | Wisconsin Public Radio (Radio + Web)
- [U.S. National Snow Sculpting Championships return to Lake Geneva](#) | Spectrum 1 News (TV + Web)
- [National Snow Sculpting Championship in Lake Geneva, WI \(Part 1\)](#) | The Weather Channel (TV + Web)
- [National Snow Sculpting Championship in Lake Geneva, WI \(Part 2\)](#) | The Weather Channel (TV + Web)
- [Winterfest returns to Lake Geneva, as ice castles make delayed return](#) | TMJ 4 Milwaukee (TV)
- [28th annual Winterfest in Lake Geneva](#) | Fox 6 - Real Milwaukee (TV + Web)
- [Explore Ice Castles in Lake Geneva](#) | Fox 6 – Real Milwaukee (TV + Web)
- [11 Things to Do in Milwaukee This Weekend](#) | Milwaukee Magazine (Web)
- [Celebrate winter in Wisconsin at these snowy festivals](#) | Racine Journal Times (Web)
- [Lake Geneva Ice Castles open Saturday; Winterfest begins today](#) | CBS58 (TV + Web)
- [U.S. Snow Sculpting Championship kicks off in Lake Geneva](#) | WKOW TV (Madison) (TV + 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 Media FAM Tour – Hosted 6 journalists Feb. 2-4; articles pending.
- Fox6 Milwaukee – Restaurant Week Live Remote (April 26)

Marketing Metrics – FEBRUARY 2022

• Website – VisitLakeGeneva.com

- Visitor Sessions: 171,568 (+5.6%)
- Pageviews: 410,542 (+2.3%)
- Users: 129,361
- Online Guide Visits: 3,475
- Top Cities:
 1. Chicago (19.3%)
 2. (not set) (6.4%)
 3. Milwaukee (5.4%)
 4. Madison (1.3%)
 5. Lake Geneva (1.1%)
 6. Denver (1.0%)
 7. Ashburn (0.7%)
 8. Kenosha (0.7%)
 9. Janesville (0.6%)
 10. Rockford (0.6%)
- Top Pages:
 1. Winterfest
 2. Events
 3. Winterfest | Program
 4. Home
 5. Things to Do
 6. Winterfest | Teams
 7. Things to Do | Winter Activities
 8. Winterfest | Parking/Shuttle
 9. Winterfest | Ice Sculpture Walk
 10. Winterfest | 2023 Winners
- 63% Female | 37% Male
- Age Group:
 1. 35-44 – 26.1%
 2. 45-54 – 20.0%
 3. 25-34 – 18.3%
 4. 55-64 – 15.9%
 5. 18-24 – 10.0%
 6. 65+ – 9.8%

• Social Media

- Facebook – 61,303 Followers (+1,393)
- Instagram – 10,443 Followers (+233)
- Twitter – 3,466 Followers (+8)
- LinkedIn - 959 Followers (+19)

• Email Subscribers – 52,509 (+112) | Open Rate 34%

VisitorCenter Activity

JANUARY + FEBRUARY 2023

- Walk-ins – 277 | 2,116
- Phone Calls – 261 | 283
- Emails – 1,141 | 848
- Visitor Guides Fulfilled 1,124 | 844

Hotel Activity (Lake Geneva Region) – JANUARY 2022

- Occupancy = 35.5% (+13.0%)
- ADR = \$166.43 (+6.1%)
- RevPar = \$59.03 (+19.9%)
- Demand = 23,970 (+11.5%)

Meetings & Events Activity – FEBRUARY 2023

- Upcoming meetings and group industry shows:
 - Circle Wisconsin – Motorcoach Market (March)
 - Lake Geneva Meeting Planner Open House – September – The Riviera
- RFP Activity Report – FEBRUARY 2023

RFP #	Total Room Nights	Type	Properties Sourced
1168	541	Association	Grand Geneva
1169	46	Corporate	Grand Geneva
1170	2261	Corporate	Grand Geneva
1171	940	Corporate	Abbey, Grand Geneva
1172	140	Association	Abbey, Bella Vista Suites , Comfort Suites , Fairfield , Geneva National/The Ridge, Grand Geneva, Harbor Shores , Lake Lawn, The Cove , The Geneva Inn, Timber Ridge
1175	30	Social	Geneva National/The Ridge, Grand Geneva, Timber Ridge
1176	150	Corporate	Geneva National/The Ridge, Timber Ridge
1177	195	Corporate	Grand Geneva
1181	1640	Corporate	Grand Geneva
1182	300	Government	Grand Geneva
1183	120	Corporate	Lake Lawn, Geneva National/The Ridge, The Cove , Grand Geneva, The Abbey, Harbor Shores , Geneva Inn, Bella Vista



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Marketing Report

February Recap:

Website:

- i. Brand Refresh from “Streets of Lake Geneva” to “Downtown Lake Geneva org”
 - Site visits increased 30% with unique visitors increase to 26%
 - Most popular search is google; followed by facebook; then direct
- ii. Added new listings to business directory & added logos/photos
 - Dining was most searched for page
 - Contact Us page had 61.2% more engagement from Feb last year
- iii. Added Wine Walk Details
 - Highest searched page was events/wine-walk with 312 unique views
- iv. Slight Homepage tweaks for cleaner buttons and links, simpler to scroll graphics
 - 60% view us on mobile
 - 39% desktop
 - 1% tablet

Social Media:

- i. WE LOVE DOWNTOWN organic social campaign for Valentine’s Planning
- ii. Business Highlights for shopping, dining, and lodging
- iii. Winterfest reshares from VISIT Lake Geneva
- iv. Spring break teasers

Business Communications & Marketing:

- i. Created a newsletter for businesses; 3 sent in last 30 days. Avg open rate is 57.3% and 12.6% clickthru
- ii. Business Site visits for analysis on off season promotional needs and collaborative marketing ideas; designing a scavenger hunt passport for spring must visits in Lake Geneva
- iii. Annual Marketing Plan is undergoing final draft and will be available for examination next month

Events:

- i. Wine Walk - Permit has been submitted; attached is event overview and plan
- ii. Oktoberfest - Sponsorship materials are being finished; booking of entertainment is beginning, meeting with city, police, fire, public works, and parking have been held and application for event will be submitted in March.
- iii. Murals in Motion – Artists have been selected from Local, National, and International destinations. Created contracts with intended building owners, establishing budget, sponsorship creation, and held discussion about logistics planning.

Website													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
Visitor Sessions													
Mobile	-	347											
Desktop	-	174											
Tablet	-	5											
Pageviews													
	-	1,011											
2023 Other													
Users	-	526											
New Visitors	-	440											
Avg Time on site	-	3m26s											
Social													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
Facebook													
Followers	7,092	7,283											
MoM Change	48	191											
Reach	11,412	25,727											
Post Engagement	1,993	1,950											
Instagram													
Followers	2,589	2,613											
MoM Change	39	24											
Reach	30,200	2,720											
Engagement	3,100	1,100											



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Annual Downtown Lake Geneva Wine Walk Event Plan

Date: Sunday May 21, 2023

Time: Event runs from Noon until 4PM

Check In: Saturday 4-6PM @ The Bottle Shop

Sunday 10AM-12PM @ The Bottle Shop

Intended Guests: Approximately 500 (400 general admission, 100 designated driver)

Event Overview:

This annual event is designed to bring in visitors to the downtown business improvement district to enjoy local shopping while sampling wine and enjoying small bites. The goal is to raise funds for the organization for local initiatives including future art installations downtown, assist in community projects such as the Never Say Never Inc. playground development, and ultimately promote participating businesses for the opportunity of increased day-of and future sales through strategic marketing.

Tickets are sold in advance for those 21 and over at \$45.00 per person; non alcohol consumption tickets are also being sold for \$20.00 which will include craft sodas and snacks in lieu of wine. Wine is poured inside a retail location with a licensed bartender in the amount of one ounce samples. Only one pour per location is allowed; a passport and lanyard(punchcard) designate attendees and punch off stops along the route to ensure 1 time sample. No alcohol can leave the presence of the building. Each attendee receives a passport and map of locations with rules and policies for the event at time of check in at our host location, The Bottle Shop. The BID has 26 participating locations; 20 are non-liquor licensed holders so will be applying for the Temporary Retailer's Licenses. BID are designing promotional materials listing multiple starting locations to spread out the crowd disbursement throughout the district. With a 4 hour event, we anticipate guests stopping at 50% of locations based on walking/tasting/shopping time allowance.

A portion of the proceeds are donated to the Never Say Never Inc. to go towards their local project initiatives.

Wine Stop Participating Locations:

1. Twelfth & Brown - 729 Main Street
2. Tres Belle Boutique - 233 Broad Street
3. Bloomingbyrds - 755 W Main Street
4. Sterling Works – 227 Broad Street
5. Geneva Lakes Jewelry & Gem Appraisers LLC - 728 Main Street
6. Edie Boutique - 737 W Main Street
7. The Bottle Shop – 617 W Main Street
8. Lake Geneva Harley-Davidson – 704 W Main Street
9. The Candle Mercantile – 870 W Main Street
10. ClearWater Outdoor – 744 W Main Street
11. Magpie’s Den & Pen – 642 W Main Street
12. Overland Sheepskin Co. – 752 W Main Street
13. Pink Moon Bay – 717 W Main Street
14. SoHo Boutique – 875 W Main Street
15. O2 Lounge – 647 W Main Street Suite 100
16. Geneva Lake Arts Foundation, Gallery 223 – 223 Broad Street
17. Lake Life Market – 607 W. Main Street
18. Cornerstone Shop & Gallery – 214 Broad Street
19. LeCookery – 812 W Main Street
20. Haberdapper – 253 Broad Street
21. The Hive – 255 Main Street, Lower
22. JAYNE – 771 W Main Street
23. A Touch of Bling – 930 W Main Street
24. Lake Geneva School of Cooking – 727 Geneva Street
25. Delaney Street Mercantile – 905 W Main Street
26. Hannah's by the Lake - 772 Main Street, Suite 103

Participating Locations for Temporary Retailer’s License (Up to 20):

- | | |
|--|--|
| 1. Twelfth & Brown | 11. SoHo Boutique |
| 2. Tres Belle Boutique | 12. Geneva Lake Arts Foundation, Gallery 223 |
| 3. Bloomingbyrds | 13. Delaney Street Mercantile |
| 4. Sterling Works | 14. Cornerstone Shop & Gallery |
| 5. Geneva Lakes Jewelry & Gem Appraisers LLC | 15. LeCookery |
| 6. Edie Boutique | 16. Haberdapper |
| 7. Lake Geneva Harley-Davidson | 17. The Hive |
| 8. ClearWater Outdoor | 18. JAYNE |
| 9. Overland Sheepskin Co. | 19. A Touch of Bling |
| 10. Pink Moon Bay | 20. Hannah’s by the Lake |

Month/Year

2018	Organization
January	None
February	None
March	Riviera for the Midwest CVB Conf. WCCVB
April	Ice Castles Lodging By The Lake Horticulture Hall Lake Geneva Attractions Love Lake Geneva Campaign
May	Geneva Theater
June	None
July	Winter Fest Banners Arctic Frog Marathon 1/2 Womens' Marathon
August	No Meeting
September	Queen Bee (no group identified)
October	Santa Clause (no group identified)
November	None
December	None

Total for 2018

2019	Organization
January	Avian Committee
February	No Meeting
March	Streets of Lake Geneva Lake Geneva Attractions Sons of American Legion Guided Shore Path Tour
April	GLAS (Star Parties) Lodging By The Lake
May	GLAS (Star Parties) Copsey / Riviera marketing contract Event Trailer (LG Fire Dept.)
June	None
July	Kruzin Tuks
August	None
September	BID; Tourism Promotion (for 2020) Bridal Fair At Riviera (for 2020) BID; Oktoberfest
October	Queen Bee (Magical Musings) Riviera Building
November	Copsey / Riviera marketing contract Women's weekend
November	LG Museum (D&D Exhibit)
December	VISIT Lake Geneva Winterfest (2020)

2020	Organization
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January	None
February	Lacrosse America Youth Baconfest
March	GLAA "Arts in the Parks"
April -June	No meetings
July	GLAS (Star Parties)
August	None
September	None
October	Lake Geneva Regional News Jaycees Pub & Grub Crawl VISIT Lake Geneva Winterfest (2020) Winter Bridal Expo
November:	Walworth County Visitors Bureau Copsey / Riviera marketing contract Downtown Ice Sculpture Tour (VISIT)
December	BID; Holidays on the streets of LG
2021	Organization
February	Arts in the Park Ice Bar (Baker House) Pub & Grub Crawl (Jaycees) Off-Peak Riviera Promotion (Copsey) Phlowfest (website development)
March	Lacross America 2021 Wisc. Hotel & Lodging Assoc. Trade Show Riviera Related Women's Weekend
April	Spring Break Family Special Star Parties Oktoberfest (BID)
May	D.A.R.E. Training Conference
June	Taco Fest
July & August	None
September	City of Lake Geneva ; Live Stream Cam Abominable Snow Race
October	
November	Copsey / Riviera marketing contract Lake Geneva Bridal Expo Veterans Pak Fencing (YCMA) Veteran's Park Ball Diamond Rehab (YMCA) Holiday Festivities (BID) Women's weekend 2022 (LGWA) Ice Sculpture Tour (VISIT Lake Geneva)
December	None
2022	Organization
January	VISIT Lake Geneva Contract

	Winter Wedding Photoshoot (Riv. Events) Jazz Fest 2022 (Wisconn Valley Media) Taco Fest 2022 (Wisconn Valley Media) Pub & Grub Crawl (Jaycees)
February	Shamrock Shuffle (BID)
March	Baconfest (Wisconsin Valley Media) Arts in the Park (Geneva Lake Art Foundation) Lake Geneva Summer Stars Parties (GLAS)
April	Riviera Ballroom venue staffing (City of Lake Geneva)
May	None
June	VenetianFest (Lake Geneva Jaycees)
July	No meeting
Sept	Riviera Marketing Effort (Jan-Apr 2023)

Riviera Prep Kitchen Equipment
Abominable Snow Race

October	Interest Payment for Riviera (City of LG)
November	Women's Weekend Bridal Expo Downtown Ice Sculpture Tour (VISIT) Riviera Events Coordinator Contract
December	Bacon Fest Big Balloon Build

2023

January	MEETING CANCELLED VISIT Lake Geneva Contract
February	Jazz Fest Taco Fest Art in the Park Lake Geneva Meeting Planner Open House
March	

Riviera Internet *Tourism Comm; \$125.75 per month*

OUTSTANDING BALANCE (UNPAID):

Amount	Notes
\$ -	
\$ -	
\$ 450.00	
\$ 600.00	
\$ 25,000.00	
\$ 38,000.00	1st of three year commitment
-	\$1000 (not expended)
\$ 3,900.00	
\$ 2,949.00	
\$ 1,000.00	
\$ -	
\$ 462.00	
\$ 2,100.00	
\$ 2,100.00	
\$ -	
\$ 550.00	
\$ 3,000.00	
\$ -	
\$ -	
\$ 80,111.00	
Amount	Notes
\$ 1,107.35	\$392.65 returned / unused
\$ -	
\$ 350.00	
\$ 4,000.00	
\$ -	\$3,425.00 Grant returned (fireworks)
\$ 3,000.00	\$750 unused / returned
\$ -	\$3, 848.00 Replaced with new amount in May, 2019
\$ 38,000.00	2nd year of three year commitment
\$ 4,386.00	*Revised number from April 2019 meeting
\$ 15,308.00	*Contract expires in October, 2019
\$ 13,000.00	Withdrawn per Chief Peters 9-4-2020
\$ -	
\$ -	\$5,000 awarded, but stalled at FLR committee
-	
\$0	See Sept 9, 2019 minutes for list of covered items; grant cancelled
\$10,000	
\$7,500	
\$3,700	\$2,836.07 used / \$863.93 returned
\$75,136	
\$64,000	(\$5,332/month) 11-1-2019 - 10-31-2020
\$9,000	Cancelled
\$10,000	
\$35,300	
Amount	Notes

	\$8,000.00	Cancelled	
	\$10,000.00		
\$	10,000.00	actual \$6448.07	
\$	-		
\$	3,475.00	\$1992.80 used	
\$	4,500.00	\$4,500	
\$	9,300.00	\$8,874.70 spent	
\$	10,950.00	amount awarded \$5438.18	
\$	10,000.00		
\$	90,773.00	\$45386.50 (paid to WCVB)	
\$	64,000.00	(\$5,332/month) 11-1-2020 - 10-31-2021	
\$	10,950.00		
\$	13,068.00		
Amount		Notes	
\$	8,000.00	\$7,116.51 Spent	
\$	2,000.00		
\$	10,000.00		
\$	4,692.00	Actual amount \$1,872	
\$	10,000.00	\$6,400 spent	
\$	8,000.00	\$2468.36 spent	
\$	2,400.00		
\$	68,000.00		
\$	10,000.00	\$8,761 spent	
\$	3,000.00		0
\$	4,700.00	\$3513.28 spent	
\$	12,000.00		
\$	1,500.00		
\$	10,000.00	\$10,000 spent	
\$	8,955.00	8455 paid out - \$500 remaining	
\$	7,000.00	3933.74	
\$	64,000.00	(\$5,332/month) 11-1-2021 - 10-31-2022	
\$	15,000.00		
\$	7,200.00		
\$	225,000.00		
\$	14,200.00	Actual \$ 6,992.24	
\$	27,850.00	marketing & Riviera rental; Actual \$11,520.95	
\$	10,950.00	Actual; \$9.056.43	
Amount		Notes	
\$	150,000.00	Does not include any "overages"	

\$	1,500.00	Event cancelled
\$	10,000.00	
\$	10,000.00	
\$	15,000.00	Actual \$12,811.47
\$	3,000.00	
\$	10,000.00	
\$	11,964.00	7390.44 spent
\$	6,675.00	
\$	10,000.00	Transition Traning of new Coordinator
\$	40,000.00	3 parts to grant (see June minutes for detail)

\$	5,800.00
----	----------

\$	90,026.62
\$	10,000.00

\$167,375,000

\$	12,500.00
\$	15,000.00
\$	10,800.00
\$	64,000.00

\$	10,000.00
\$	10,000.00

\$	150,000.00	Does not include any overages
\$	10,000.00	
\$	10,000.00	
\$	15,253.00	
\$	2,200.00	

Outstanding balance unpaid

Outstanding balance unpaid

\$ -

\$ -

\$ -

\$ -

\$ -

\$ -

\$ -

\$ -

Outstanding balance unpaid Event Grade:

Outstanding balance unpaid	Event Grade:
----------------------------	--------------

2400 never submitted

1500 never submitted

(YTD)

Outstanding balance unpaid

\$ 5,800.00

\$ 90,026.62

\$ 10,000.00

\$ 167,375.00

\$ 12,500.00

\$ 15,000.00

\$ 10,800.00

\$ 46,672.00

\$ 10,000.00

\$ 10,000.00

\$ 112,500.00

\$ 10,000.00

\$ 10,000.00

\$ 15,253.00

\$ 2,200.00

\$ 125.75

\$ 528,252.37

**CITY OF LAKE GENEVA
ROOM TAX COMPARISONS
2021 AND 2022**

2021

	Room Tax Regular	Room Tax Marketplace	Totals
January	32,043.91	21,313.92	53,357.83
February	40,900.03	22,311.55	63,211.58
March	41,658.26	27,250.21	68,908.47
April	43,529.84	32,512.99	76,042.83
May	70,384.66	26,784.82	97,169.48
June	178,948.57	48,421.88	227,370.45
July	280,512.35	58,090.23	338,602.58
August	230,140.20	57,428.27	287,568.47
September	158,209.98	41,546.12	199,756.10
October	111,590.43	-	111,590.43
November	63,724.04	-	63,724.04
December	63,874.50	132,215.68	196,090.18
	<u>1,315,516.77</u>	<u>467,875.67</u>	<u>1,783,392.44</u>

2022

	Room Tax Regular	Room Tax Marketplace	Net Totals
January	54,550.20	-	54,550.20
February	74,435.95	-	74,435.95
March	77,487.03	146,570.03	224,057.06
April	73,954.48	-	73,954.48
May	107,378.05	-	107,378.05
June	187,349.38	196,339.25	383,688.63
July	297,076.24	-	297,076.24
August	253,159.66	1,540.39	254,700.05
September	162,845.67	204,625.28	367,470.95
October	77,143.23	-	77,143.23
November	50,853.52	-	50,853.52
December	47,710.79	110,584.31	158,295.10
	<u>1,463,944.20</u>	<u>659,659.26</u>	<u>2,123,603.46</u>

Variance 340,211.02

Note: Marketplace Providers now pay on a quarterly basis

**CITY OF LAKE GENEVA
ROOM TAX COMPARISONS
2022 AND 2023**

2022

	Room Tax Regular	Room Tax Marketplace	Totals
January	54,550.20	-	54,550.20
February	-	-	-
March			-
April			-
May			-
June			-
July			-
August			-
September			-
October			-
November			-
December	63,874.50	132,215.68	196,090.18
	<u>118,424.70</u>	<u>132,215.68</u>	<u>250,640.38</u>

2023

	Room Tax Regular	Room Tax Marketplace	Net Totals
January	33,066.95	3,149.77	36,216.72
February			-
March			-
April			-
May			-
June			-
July			-
August			-
September			-
October			-
November			-
December			-
	<u>33,066.95</u>	<u>3,149.77</u>	<u>36,216.72</u>

CITY OF LAKE GENEVABALANCE SHEET
FEBRUARY 28, 2023**FUND 47 - TOURISM**ASSETS

47-00-00-11111	FUND CASH	1,075,922.66	
	TOTAL ASSETS		1,075,922.66

LIABILITIES AND EQUITYLIABILITIES

47-00-00-21100	ACCOUNTS PAYABLE	69.73	
	TOTAL LIABILITIES		69.73

FUND EQUITY

47-00-00-34800	RESTRICTED FUND BALANCE	1,129,469.22	
	REVENUES OVER EXPENDITURES - YTD	(53,616.29)	
	TOTAL FUND EQUITY		1,075,852.93
	TOTAL LIABILITIES & EQUITY		1,075,922.66

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-11111 FUND CASH					
		01/31/2023 (01/23) Balance	.00 *	.00 *	1,126,694.45
CA	11	Cash Allocation - Created: 03/06/23 12:48 PM	1,963.31		
CA-CDA	16	CDA Fund Allocation - Created: 02/10/23 10:19 A		37,568.68-	
CA-CDA	25	CDA Fund Allocation - Created: 02/17/23 1:22 PM		119.98-	
CA-CDA	36	CDA Fund Allocation - Created: 02/24/23 11:29 A		15,046.44-	
		02/28/2023 (02/23) Period Totals and Balance	1,963.31 *	52,735.10- *	1,075,922.66
47-00-00-13920 ACCTS RECEIVABLE					
		01/31/2023 (01/23) Balance	.00 *	.00 *	.00
		02/28/2023 (02/23) Period Totals and Balance	.00 *	.00 *	.00
47-00-00-21100 ACCOUNTS PAYABLE					
		01/31/2023 (01/23) Balance	.00 *	.00 *	37,500.00-
AP	195	Summary Transactions from AP System		9,783.12-	
AP	467	Summary Transactions from AP System		119.98-	
AP	568	Summary Transactions from AP System		5,332.00-	
AP	718	Summary Transactions from AP System		69.73-	
CDA	81630	LAKE GENEVA CONVENTION	37,500.00		
CDA	81671	US CELLULAR	68.68		
CDA	81736	CHARTER COMMUNICATIONS	119.98		
CDA	81805	DOUGLAS FOOD STORES, INC.	9,714.44		
CDA	81853	JONES, HEATHER	5,332.00		
		02/28/2023 (02/23) Period Totals and Balance	52,735.10 *	15,304.83- *	69.73-
47-00-00-21900 ACCRUED EXPENSES					
		01/31/2023 (01/23) Balance	.00 *	.00 *	.00
		02/28/2023 (02/23) Period Totals and Balance	.00 *	.00 *	.00
47-00-00-34800 RESTRICTED FUND BALANCE					
		01/31/2023 (01/23) Balance	.00 *	.00 *	1,129,469.22-
		02/28/2023 (02/23) Period Totals and Balance	.00 *	.00 *	1,129,469.22-
47-00-00-41210 ROOM TAX					
		01/31/2023 (01/23) Balance	.00 *	.00 *	.00
		02/28/2023 (02/23) Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual	.00	Total	.00
YTD Budget	1,100,000.00-	Unearned	1,100,000.00		
47-00-00-46100 TOURISM MISC REVENUE					
		01/31/2023 (01/23) Balance	.00 *	.00 *	.00
		02/28/2023 (02/23) Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual	.00	Total	.00
YTD Budget	.00	Unearned	.00		
47-00-00-48110 INTEREST INCOME					
		01/31/2023 (01/23) Balance	.00 *	.00 *	2,677.21-
JE	17	REC FEB LGIP ACTIVITY		1,963.31-	
		02/28/2023 (02/23) Period Totals and Balance	.00 *	1,963.31- *	4,640.52-
YTD Encumbrance	.00	YTD Actual	4,640.52-	Total	4,640.52-
YTD Budget	1,000.00-	Unearned	3,640.52-		

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-49100 APPL. PRIOR YR APPROPRIATIONS					
		01/31/2023 (01/23) Balance	.00 *	.00 *	.00
		02/28/2023 (02/23) Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual .00 Total	.00	YTD Budget .00 Unearned	.00
47-00-00-49350 TRANSFER FROM GENERAL FUND					
		01/31/2023 (01/23) Balance	.00 *	.00 *	.00
		02/28/2023 (02/23) Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual .00 Total	.00	YTD Budget .00 Unearned	.00
47-00-00-57100 HOTEL/MOTEL ASSN-CHAM OF COMM					
		01/31/2023 (01/23) Balance	.00 *	.00 *	37,500.00
		02/28/2023 (02/23) Period Totals and Balance	.00 *	.00 *	37,500.00
YTD Encumbrance	.00	YTD Actual 37,500.00 Total	37,500.00	YTD Budget 540,000.00 Unexpended	502,500.00
47-00-00-57210 EVENTS COORDINATOR					
		01/31/2023 (01/23) Balance	.00 *	.00 *	2,666.00
AP	555 JONES, HEATHER		2,666.00		
	**Desc: RIVIERA EVENTS COORDINATOR-MAR				
		02/28/2023 (02/23) Period Totals and Balance	2,666.00 *	.00 *	5,332.00
YTD Encumbrance	.00	YTD Actual 5,332.00 Total	5,332.00	YTD Budget 32,650.00 Unexpended	27,318.00
47-00-00-57212 EVENTS COORDINATOR-RIVIERA					
		01/31/2023 (01/23) Balance	.00 *	.00 *	2,666.00
AP	554 JONES, HEATHER		2,666.00		
	**Desc: RIVIERA EVENTS COORDINATOR-MAR				
		02/28/2023 (02/23) Period Totals and Balance	2,666.00 *	.00 *	5,332.00
YTD Encumbrance	.00	YTD Actual 5,332.00 Total	5,332.00	YTD Budget 32,650.00 Unexpended	27,318.00
47-00-11-15900 DUE TO/FROM GENERAL FUND					
		01/31/2023 (01/23) Balance	.00 *	.00 *	.00
		02/28/2023 (02/23) Period Totals and Balance	.00 *	.00 *	.00
47-00-40-15900 DUE TO/FROM LAKEFRONT FUND					
		01/31/2023 (01/23) Balance	.00 *	.00 *	.00
		02/28/2023 (02/23) Period Totals and Balance	.00 *	.00 *	.00
47-70-00-57150 PROMOTIONAL GRANT					
		01/31/2023 (01/23) Balance	.00 *	.00 *	.00
AP	187 DOUGLAS FOOD STORES, INC.		9,714.44		
	**Desc: KITCHEN GRANT-RIVIERA				
		02/28/2023 (02/23) Period Totals and Balance	9,714.44 *	.00 *	9,714.44
YTD Encumbrance	.00	YTD Actual 9,714.44 Total	9,714.44	YTD Budget 150,000.00 Unexpended	140,285.56

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-70-00-57155 TOURISM MUNICIPAL DEVELOPMENT					
		01/31/2023 (01/23) Balance	.00 *	.00 *	119.98
AP	156	US CELLULAR	68.68		
		**Desc: RIVIERA CELL-HEATHER-JAN			
AP	450	CHARTER COMMUNICATIONS	119.98		
		**Desc: INTERNET SVC-FEB			
AP	631	US CELLULAR	69.73		
		**Desc: RIVIERA CELL-HEATHER-FEB			
		02/28/2023 (02/23) Period Totals and Balance	258.39 *	.00 *	378.37

YTD Encumbrance	.00	YTD Actual	378.37	Total	378.37	YTD Budget	50,000.00	Unexpended	49,621.63
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47-70-00-59400 TRANSFER TO CAPITAL PROJECTS

01/31/2023 (01/23) Balance	.00 *	.00 *	.00
02/28/2023 (02/23) Period Totals and Balance	.00 *	.00 *	.00

YTD Encumbrance	.00	YTD Actual	.00	Total	.00	YTD Budget	.00	Unexpended	.00
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47-70-00-59500 TRANSFER TO LAKEFRONT FUND

01/31/2023 (01/23) Balance	.00 *	.00 *	.00
02/28/2023 (02/23) Period Totals and Balance	.00 *	.00 *	.00

YTD Encumbrance	.00	YTD Actual	.00	Total	.00	YTD Budget	.00	Unexpended	.00
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47-70-00-59600 TRANSFER TO DEBT SERVICE FUND

01/31/2023 (01/23) Balance	.00 *	.00 *	.00
02/28/2023 (02/23) Period Totals and Balance	.00 *	.00 *	.00

YTD Encumbrance	.00	YTD Actual	.00	Total	.00	YTD Budget	167,375.00	Unexpended	167,375.00
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Number of transactions: 20 Number of accounts: 20

	Debit	Credit	Proof
Grand Totals:	70,003.24	70,003.24-	.00

Report Criteria:

Actual amounts

All accounts

Account.Account number = "47000011111"-47700059600"

Account Number	Account Title	2023-23 Period Actual	2023-23 Current year Actual	Current year Budget	Variance Current year	% of Budget
TOURISM						
TOURISM						
47-00-00-41210	ROOM TAX	.00	.00	1,100,000.00	1,100,000.00	.00
47-00-00-46100	TOURISM MISC REVENUE	.00	.00	.00	.00	.00
47-00-00-48110	INTEREST INCOME	1,963.31	4,640.52	1,000.00	3,640.52-	464.05
47-00-00-49100	APPL. PRIOR YR APPROPRIATIONS	.00	.00	.00	.00	.00
47-00-00-49350	TRANSFER FROM GENERAL FUND	.00	.00	.00	.00	.00
Total TOURISM:		1,963.31	4,640.52	1,101,000.00	1,096,359.48	.42
47-00-00-57100	HOTEL/MOTEL ASSN-CHAM OF COM	.00	37,500.00	540,000.00	502,500.00	6.94
47-00-00-57210	EVENTS COORDINATOR	2,666.00	5,332.00	32,650.00	27,318.00	16.33
47-00-00-57212	EVENTS COORDINATOR-RIVIERA	2,666.00	5,332.00	32,650.00	27,318.00	16.33
47-70-00-57150	PROMOTIONAL GRANT	9,714.44	9,714.44	150,000.00	140,285.56	6.48
47-70-00-57155	TOURISM MUNICIPAL DEVELOPMENT	258.39	378.37	50,000.00	49,621.63	.76
47-70-00-59400	TRANSFER TO CAPITAL PROJECTS	.00	.00	.00	.00	.00
47-70-00-59500	TRANSFER TO LAKEFRONT FUND	.00	.00	.00	.00	.00
47-70-00-59600	TRANSFER TO DEBT SERVICE FUND	.00	.00	167,375.00	167,375.00	.00
TOURISM Expenditure Total:		15,304.83	58,256.81	972,675.00	914,418.19	5.99
Net Total TOURISM:		13,341.52-	53,616.29-	128,325.00	181,941.29	41.78-
Net Grand Totals:		13,341.52-	53,616.29-	128,325.00	181,941.29	41.78-



2023 Lake Geneva Jazz Fest Marketing Plan & Budget (Updated as of 3/8/2023)

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

Advertising will include:

- Stand-alone event website that will include ticket purchasing link, hotel guide, event schedule, and more
- Targeted social and social remarketing
- Dedicated Jazz Fest Facebook page
- Social media postings on Lake Geneva Regional News & Resorter, Kenosha News, and Journal Times Facebook pages
- Targeted display and website remarketing
- EBlast Marketing
 - Targeted Emails

Tactic	Impressions	Cost	Additional Information
Addressable Targeted Display	400,000	\$2,000	Based on propensity to travel, event attendees, jazz music, food event, and other event attendees
YouTube Advertising		\$1,500	Based on propensity to travel, event attendees, jazz music, food event, and other event attendees
Social Media		\$3,000	Social Media
Email Marketing	50,000	\$1,000	Emails to people with Chicago DMA
OTT		\$2,000	Streaming TV Ads
Boosted FB Posting		\$500	Local Boost
	Total	\$10,000	
			*All tactics will be targeted to the Chicago DMA.

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.
- Print ads in all three publications, plus the Resorter, which reach 28,000+ subscribers
- Additional print ads in our Penysaver Advantage mailed to over 120,000 homes in Racine, Kenosha, and Lake County, IL.
- Preview articles on our websites and across our three Facebook platforms which have more than 100,000 combined followers.
- Email notifications to our internal list of more than 50,000 email subscribers
- Press coverage at the event which will include articles and photo albums



2023 Lake Geneva Taco Fest Marketing Plan & Budget (Updated as of 3/8/2023)

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

Advertising will include:

- Stand-alone event website that will include ticket purchasing link, hotel guide, event schedule, and more
- Targeted social and social remarketing
- Dedicated Taco Fest Facebook page
- Social media postings on Lake Geneva Regional News & Resorter, Kenosha News, and Journal Times Facebook pages
- Targeted display and website remarketing
- EBlast Marketing
 - Targeted Emails

Tactic	Impressions	Cost	Additional Information
Addressable Targeted Display	400,000	\$2,000	Based on propensity to travel, event attendees, tacos, food event, and other event attendees
YouTube Advertising		\$1,500	Based on propensity to travel, event attendees, music, food event, and other event attendees
Social Media		\$3,000	Social Media
Email Marketing	50,000	\$1,000	Emails to people with Chicago DMA
OTT		\$2,000	Streaming TV Ads
Boosted FB Posting		\$500	Local Boost
	Total	\$10,000	
			*All tactics will be targeted to the Chicago DMA.

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.
- Print ads in all three publications, plus the Resorter, which reach 28,000+ subscribers
- Additional print ads in our Penysaver Advantage mailed to over 120,000 homes in Racine, Kenosha, and Lake County, IL.
- Preview articles on our websites and across our three Facebook platforms which have more than 100,000 combined followers.
- Email notifications to our internal list of more than 50,000 email subscribers
- Press coverage at the event which will include articles and photo albums



February 8, 2023

Dear Members of the Tourism Commission,

DAS Fest USA launched in August 2021 as a 3-day cultural festival on the 99-acre Walworth County Fairgrounds. It is the signature fundraising event for the United Way of Walworth County. In German, DAS means "The", and this is one of THE best German festivals of the summer. Held for 3 days in August, DAS Fest USA features 8+ bands, 3 stages, Dachshund and Corgi races, a carnival, and an abundance of activities, shops, and entertainment for all ages.

Walworth County and the state of Wisconsin have a history rich in German ethnicity. This family friendly DAS Fest USA experience honors that history with authentic German food and beverage, bands, dance groups, German import merchants and more. The weekend is filled with additional highlights such as stein hoisting competitions, wooden shoe carving demonstrations, bingo, face painting and children's craft making. The Fest is free to attend.

Our goal is to inspire travel, boost our local business economy, strengthen our nonprofit organizations, put heads-in-beds, and promote camaraderie, which we like to refer to as "Gemütlichkeit".

2023 DAS Fest USA Schedule
Friday, August 4th 3:00 pm – 10:00 pm
Saturday, August 5th 11:00 am – 10:00 pm
Sunday, August 6th 11:00 am – 6:30 pm

The United Way of Walworth County is requesting \$60,000 to drive overnight stays and local commerce in our area during DAS Fest USA. Attached please find our request. We would appreciate the opportunity to present to you and look forward to hearing when we can meet with you. Thank you for your consideration.

Mit freundlichen Grüßen (Best Regards),

Tammy Dunn, CEO
(262) 749-0033

Katherine Gaulke, DAS Fest USA Committee
(262) 949 - 2971

United Way of Walworth County
PO Box 202, Lake Geneva, WI 53147
dasfestusa.com
unitedwaywalworth.org

City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

Revised September, 2021

Date Submitted: February 8, 2023

Organization: United Way of Walworth County

Contact Person: Tammy Dunn

Phone Number: 262-749-0033

Street Address: PO Box 202

City, State, Zip: Lake Geneva, WI 53147

Email Address: tammy@unitedwaywalworth.org

Name of Event: DAS Fest USA

Date(s) of Event: Aug 4 - 6, 2023

Location of Event: Walworth County Fairgrounds

Type of Event: Cultural Festival

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

Estimated Number of Attendees: 45,000

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

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

Walworth County Fairgrounds, 411 E. Court St. Elkhorn, WI 53121

What other governmental bodies have been approached for support and what amount has been received? Delavan and Elkhorn Tourism Commissions; just submitted no awards yet

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 Not taking place in Lake

Estimated Number of Overnight Stays: 10,000 in Walworth County

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

Annual Event (Yes/No): Yes

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: \$60,000

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



Summary

The United Way of Walworth County, a 501(c)(3) nonprofit organization, is requesting \$60,000 to increase overnight stays and local commerce in our community during DAS Fest USA. DAS Fest USA is the largest fundraiser for the United Way of Walworth County, impacting over 45 local nonprofits.

DAS Fest USA 2023 Dates/Hours – Walworth County Fairgrounds

Friday, August 4th 3:00 pm – 10:00 pm

Saturday, August 5th 11:00 am – 10:00 pm

Sunday, August 6th 11:00 am – 6:30 pm

DAS Fest USA Details

DAS Fest USA launched in August 2021 as a 3-day cultural festival on the 99-acre Walworth County Fairgrounds. In German, DAS means "The", and this one of THE best German festivals of the summer. Held for 3 days in August, DAS Fest USA features 8+ bands, 3 stages, Dachshund and Corgi races, a carnival, and an abundance of activities, shops, and entertainment for all ages.

Walworth County and the state of Wisconsin have a history rich in German ethnicity. This family friendly experience honors that history with authentic German restaurants and beverages, bands, dance groups, German import merchants and more.

The weekend is filled with additional highlights such as stein hoisting competitions, wooden shoe carving demonstrations, bingo, face painting and children's craft making. The fest is free to attend. Our goal is to inspire travel, boost our local business economy, strengthen our nonprofit organizations, put heads-in-beds, and promote camaraderie, which we like to refer to as "Gemütlichkeit".

DAS Fest USA is the signature fundraising event for the United Way of Walworth County. Proceeds stay in Walworth County, funding the work of United Way of Walworth County and

directly supporting 45+ nonprofit agencies in the community. In our first two years, we have given over \$91,000 to 501(c)(3) organizations in Walworth County.

DAS Fest USA draws people from far and wide: vendors from as far away Georgia, Pennsylvania, and Michigan; bands from Florida, Ohio, Minnesota, Nebraska and Texas; and guests from the greater Midwest and across the country including some international visitors. We have received several requests from bands in Europe to come and play at DAS Fest USA.

Our 2023 goal is to attract at least 45,000 people to the fest from the Midwest and beyond by targeting not only locals, but vacationers, and German interest group travelers.

Here's where DAS Fest USA stands out. This isn't just another Oktoberfest celebrating Bavarian culture. DAS Fest USA celebrates an entire German culture and German-American history, while introducing visitors to a small taste of other cultures thereby promoting unity. While there are other German celebrations, our goal is to attract and inspire a younger generation. DAS Fest USA is a hip, sexy, ethnic festival, for all ages, truly putting our county on the map!

Videos from DAS Fest USA:

1. TMJ 4 <https://www.tmj4.com/shows/the-morning-blend/2nd-annual-das-fest-usa>
2. Alex Meixner - <https://www.youtube.com/watch?v=XPnz1U9yHAI>
3. Geneva Shore Report - https://www.youtube.com/watch?v=N7_ZN4x4SoE
4. Kenosha News - <https://www.youtube.com/watch?v=fXEcSRvvrS0>
5. Albinus Band - <https://www.youtube.com/watch?v=zxY0j875cuk>

DAS Fest USA Goals

Increase attendance. 45,000 attendees in 2023, increasing to 55,000 in 2024.

2022

Attendance **38,000**

Visitor Spending **\$1,876,900**

Sponsors **40**

Stages **3**

German Clubs **6**

Participating Hotels **3**

2021

Attendance **42,000**

Visitor Spending **\$2,216,000**

Sponsors **20**

Stages **3**

German Clubs **6**

Participating Hotels **2**

More hotel stays and packages. With activities spread out over 3 days, we are promoting our Fest as a weekend activity, encouraging at least 2 overnight stays. Ultimately, we want guests to extend their stays and enjoy all that Walworth County has to offer for more than just a weekend.

Improve economic development in Walworth County. As guests, vendors, and bands are coming from all over and for several days, they buy products and services beyond our Fest. This increases local hotel, restaurant, gas station, other retail and leisure venue revenues. DAS Fest is the featured event that introduces new guests to our beautiful community with all its offerings. This additional volume will spur economic growth opportunities such as new hotel construction.

Increase nonprofit giveback and awareness. DAS Fest USA is United Way of Walworth County's major fundraising event, ensuring we can meet the financial needs of 45+ nonprofits who count on our funding. DAS Fest is an opportunity for more of our supported agencies to share their mission with a broader audience. For example, Join the Movement to Stop Human Trafficking runs and benefits from the Bingo Halle at DAS Fest. Seeds of Hope provides decorations for the grounds, providing meaningful work for their participants and exposure to the community. Dementia Friendly Community Initiative provides free rides to guests to promote their programs, including Cycling Without Age. There are limitless possibilities.

Expanded footprint. We hope to utilize the entire grounds, increasing entertainment stages from 3 to 6 by year 2030.

Projected Local Impact

With your help, we'll see an increase in overnight attendees, thus having a greater positive financial impact on our community:

1. Local attendees 10,000
2. Non-local day trip attendees 25,00
3. Non-local overnight attendees 10,000

According to Travel Wisconsin, visitor spending is calculated by multiplying the number of overnight visitors by \$160 and day trippers by \$71 and adding these two figures together. Based on this metric, the economic impact for Walworth County would be:

1. Overnight visitors \$1,600,000
2. Day trippers \$1,775,000
3. Total \$3,375,000

Marketing Plan

Primary target audience: people who currently attend festivals, specifically cultural or Oktoberfest, and enjoy food, beverage, outdoors, and dancing experiences. The majority are aged from 25-50 years, 40% men, 60% women, from Southern Wisconsin, Northern Illinois, and the Midwest. Expressly, Milwaukee, Madison, Janesville, Beloit, Rockford, McHenry, and

Chicago's North Shore, North and Northwest Suburbs. And Minnesota, Iowa, Illinois, Indiana, Ohio, and Michigan.

Secondary target audience: people who enjoy travel and are festival enthusiasts, specifically young families seeking German experiences, family vacations, and reunions. DAS Fest USA will utilize the latest technology appealing to a younger audience.

Types of media: website, social, online, geofencing, rack cards and other promotional items, bus advertising, billboards, television, radio, magazines, direct mail.

Additional promotional opportunities: DAS Fest USA team members will also travel to other festivals and events throughout the year to attract attendees and vendors. DAS Fest USA vendors are willing to hand out rack cards at events across the United States leading up to our fest, raising overnight stays.

UWWC / DAS Fest USA online presence:

1. <https://dasfestusa.com>
2. <https://www.facebook.com/DASFestUSA>
3. <https://www.instagram.com/dasfestusa/>
4. <https://unitedwaywalworth.org>
5. <https://www.facebook.com/unitedwaywalco/>

Tracking/Reporting

We track and report home address statistics using a broad cross-section of sources:

Reports from media buys

- License plate data from parking areas
- ZIP code listings from audience surveys
- Data collected from raffle drawing entry forms
- Statistics collected by hotels offering DAS Fest package stays
- Trolley rider details

Among other information, it will be helpful in tracking where attendees are coming from.

Our extensive post-fest reporting will also include information to include but not limited to:

- Hotel information, who we partnered with
- Number of bling packages given out to overnight visitors
- Number of trolley users
- Welcome Center raffle data
- Final media synopsis including paid invoices
- Estimated visitor spending

Testimonials

Joanne Carlson

Just want to pass along our thanks for sponsoring Das Fest and for scheduling Alpensterne. We are huge fans and always try to make any performances within about 300 miles or so of Apple Valley Mn. ...My husband and I definitely hope you will hold this event next year (and book Alpensterne). It was great to have actual German beer, we liked the fact that the venue was on grass and everyone was in such a great and festive mood. Thanks again for sponsoring this event.

Lori Davidson

It was an amazing event for our crew of 7 from age 3 to 70!!! We can't wait for next year!

Thomas Kaler

My first year at DAS Fest and it was so much fun! Such friendly people up there in Wisconsin! Awesome job with all the events and activities. I will be back!

Grant request budget: \$60,000

We are requesting the following advertising and promotional dollars totaling \$60,000 to drive overnight guests. Your logo and those of partner hotels will be included in DAS Fest marketing materials. This request is for the entire 2023 calendar year so that we can promote DAS Fest USA 2023 and continue marketing efforts during the Oktoberfest and Christmas market seasons for DAS Fest USA 2024.

- 1. Billboards and Bus Ads \$4,000**
Work with Lamar to place billboards throughout the Chicago metro area and cities hosting large German festivals. Place bus advertising in the Milwaukee and Chicago metro areas. Billboard and bus ads will point to destination (see attached example).
- 2. Social Platforms \$10,000**
Facebook, Instagram, online ads, and geofencing
- 3. Magazine Ads \$3,000**
Milwaukee Magazine, Chicago Parent, Midwest Living, Northwest Quarterly and the like, pointing to destinations (see attached example)
- 4. Rack Cards and other Promotional Items \$2,500**
Rack cards, coasters and other promotional items distributed at major events and transportation venues, tourist destinations, Chambers of Commerce, Visitors Bureaus, and the like
- 5. Travel to other festivals and events \$4,000**
We'll attend other festivals to promote DAS Fest USA such as St. Louis Oktoberfest, Tulsa Oktoberfest, Wurst Fest, Cleveland Oktoberfest, and Wisconsin festivals such as Cedarburg Strawberry Festival, Warrens Cranberry Festival and La Crosse Oktoberfest.

6. **Direct Mail \$2,000**
Purchase a list of German clubs in midwestern communities and universities and send out a mailing.
7. **Radio Ads \$6,000**
Place ads on stations in Milwaukee, Chicago, Madison and Rockford/Beloit areas (iHeart, BIG Radio), as well German stations, and locally with Lake 96.1 to encourage visitor returns.
8. **Television Ads? \$6,000**
Place commercials and purchase interviews on stations such as TMJ 4 / Morning Blend, Fox 6 / Wake Up with Brian Kramp, CBS 58, WISN, Milwaukee PBS.
9. **Hotel Accommodations (55 nights for out of state entertainment) \$14,000**
Major entertainment including the Alex Meixner Band from Texas (Grammy-nominated, International Polka Hall of Fame inductee), Alpensterne from Minnesota, the Original Live Glockenspiel, and the Red Hot Chilli Pipers from Scotland who have over 400,000 Facebook fans! Pictures of bands at local hotels and resorts will be posted and promoted on social media.
10. **Hotel Packages \$2,500**
Work with hotels to offer German-themed packages to drive room tax revenue. DAS Fest USA will create a “bling package” for overnight guests to pick up at the festival.
11. **Trolley \$6,000**
Promoted with hotel packages (see attached proposed route). This was the number one request from overnight guests in 2021 and 2022.

United Way of Walworth County Information

United Way of Walworth County (UWWC) focuses on good health, quality education, and financial stability for all. UWWC awards over \$250,000 annually to 45+ nonprofit agencies in Walworth County. We build a great community and advance the common good by bringing people together to help others. By pooling our resources and working together, we pave the way for real, tangible change in health, education and financial stability. There's power in numbers, which means we accomplish much more when we come together as a whole. Our way — the United Way — is more powerful than any one entity or individual alone. By partnering with us, you're a part of something bigger, fulfilling the lives of others.

Every dollar raised at DAS Fest USA stays right here in Walworth County, making a difference and fostering a thriving community. Many of the beneficiaries of UWWC funding and our partner agency services are in the hotel, tourism, and retail industry. UWWC has 2 full-time staff and over 100+ volunteers that help with DAS Fest USA. Additionally, DAS Fest 2023 will

again provide fundraising opportunities for Geneva Lake Women's Association (Spirit Team), Join the Movement to Stop Human Trafficking (Bingo), School District Booster Clubs (Parking), Rotary (Run/Walk), Volunteer Teams Charity Contest, and new initiatives including discussion for Boys & Girls Club of Walworth County to host a soccer tournament attracting more guests to the area.

Tammy Dunn, CEO of the United Way of Walworth County, whose mother was born and raised in Germany, grew up dancing with D'Oberlanders Milwaukee Schuhplattler group. She is connected to several German and ethnic organizations and brings specific knowledge from her years at German Fest Milwaukee, having served on that Board of Directors and as Vice President of Advertising and Promotion.

Mindy Amodeo joined UWWC in the fall of 2022 as Development Director. Mindy will focus on building relationships with sponsors and volunteers to ensure DAS Fest USA thrives in Walworth County for years to come.

United Way of Walworth County Partner Agencies:



- AGAPE House
- Aurora Health at Home
- Bethel House of Whitewater
- Big Brothers Big Sisters of South Central WI
- Bloom360 Learning Community

- Boys & Girls Club of Walworth County
- Catholic Charities
- Circle of Friends
- Community Action and Twin Oaks Shelter for the Homeless
- Community Coordinated Child Care (4-C)
- Delavan Food Pantry - The 14th Apostle Harold Johnson and Delavan Human Concerns
- Dementia Friendly Community Initiative, Inc.
- East Troy Family and Community Resource Center
- Elkhorn Area School District Resiliency Coalition
- Elkhorn Food Pantry
- Fontana Parent Teacher Student Organization
- Geneva Lake Conservancy
- Geneva Lakes Family YMCA
- Girl Scouts of Wisconsin - Badgerland
- GLAS Education - Geneva Lake Astrophysics and STEAM
- Habitat for Humanity
- Helping Hands of St. Peter's
- Hope Now, Inc.
- IMPACT 211
- Inspiration Ministries / Inspired Coffee
- Join the Movement to Stop Human Trafficking
- Kettle Moraine Land Trust
- Lake Geneva Food Pantry
- Lake Geneva United Methodist Church
- Mt. Zion Food Pantry & House for Men
- myTeam Triumph
- New Beginnings APFV
- New Day Women's Clinic
- Open Arms Free Clinic
- Safe Families for Children
- Seeds of Hope
- Side by Side
- SMILES Special Methods in Learning Equine Skills
- Spirit of Hope Homeless Shelter
- The Salvation Army
- The Time is Now to Help
- Tree House Child and Family Center
- TRIAD of Walworth County
VIP Services
- Walworth Children's Foundation
- Walworth County Drug and Alcohol Coalition WALCO DAC
- Walworth County Food and Diaper Bank
- Walworth County Housing Authority
- Walworth County Literacy Council

United Way of Walworth County Board of Directors:

In addition to the DAS Fest USA Committee meetings, the UWWC Board of Directors meets monthly and is actively involved in the oversight of DAS Fest USA operations. The Board will be monitoring the grant funding and ensuring deliverables in the grant are achieved.

UWWC Board:

1. Morgan Landi, Board President, Mercy Health Corporation
2. Elisabeth Partyka, Vice President
3. Tabitha Schrock, Secretary, Grand Geneva Resort & Spa
4. Kelli Smith, Treasurer, Versiti
5. Gregg Rice, Past President, First National Bank and Trust
6. Ward Phillips, Board Member, Partner Agency Chair, Leece & Phillips Law Offices
7. Brian Broga, Board Member, Pentair
8. Doris Cangelosi, Board Member, Noble Insurance
9. Gina Dingman, Board Member, Realty Executives Integrity
10. Katherine Gaulke, Board Member, Town of Delavan
11. Lisa Churchill, Board Member
12. Sunny Minx, Board Member
13. Senta Holmes, EASE Community Resiliency Outreach Coordinator

DAS Fest USA Committee:

1. Tammy Dunn, Director
2. Elisabeth and Ken Partyka, and Brian Broga, Beverage Co-Chairs
3. Mathias Tushaus, Vendor Chair
4. Mindy Amodeo, Volunteer Chair
5. Morgan Landi and Mindy Amodeo, Sponsor Co-Chairs
6. Jen Grimme and Kristi Rurey, Ad & Promo Co-Chairs
7. Katherine and Jason Gaulke, and Kyle Hundt Stage Managers
8. Gregg Rice and Lisa Churchill, Finance Co-Chairs
9. Sunny Minx and Gina Dingman, Signs & Décor Co-Chairs
10. Senta Holmes, Welcome Center Manager
11. Renee Sproul and Mallory Tremble, Merchandise Co-Chairs
12. Laurie Hallmark, Geneva Lake Women's Association, Spirit Team
13. John Henderson and Heidi Lloyd, DAS 5K Run
14. Dawn Fiedler, Join the Movement to Stop Human Trafficking, Bingo
15. Kim Chilicki, German Community Liaison
16. Doris Cangelosi and Chris Sorensen, Dachshund/Corgi Races Co-Chairs

Contact



Tammy Dunn

CEO

tammy@unitedwaywalworth.org

262-749-0033

PO Box 202
Lake Geneva, WI 53147

A billboard advertisement for the DAS Fest USA German Festival. The billboard is mounted on a black pole and features a photograph of a smiling woman in traditional German attire holding a young child. The text on the billboard includes the festival name "DAS FEST USA" with a German flag motif, the subtitle "German Festival", the dates "August 4-6, 2023", and the location "Walworth County Fairgrounds". A circular callout in the top right corner says "Stay in Lake Geneva!". A map of Wisconsin with a red location pin is also present.

DAS FEST USA
• German Festival •
August 4-6, 2023
Walworth County Fairgrounds

Stay in Lake Geneva!

Billboard Ads



Billboards & Bus Ads

DAS FEST ^{USA}

• G E R M A N F E S T I V A L •

August 4-6, 2023 - Walworth County Fairgrounds

FREE
ADMISSION

DASFestUSA.com



United Way of
Walworth County



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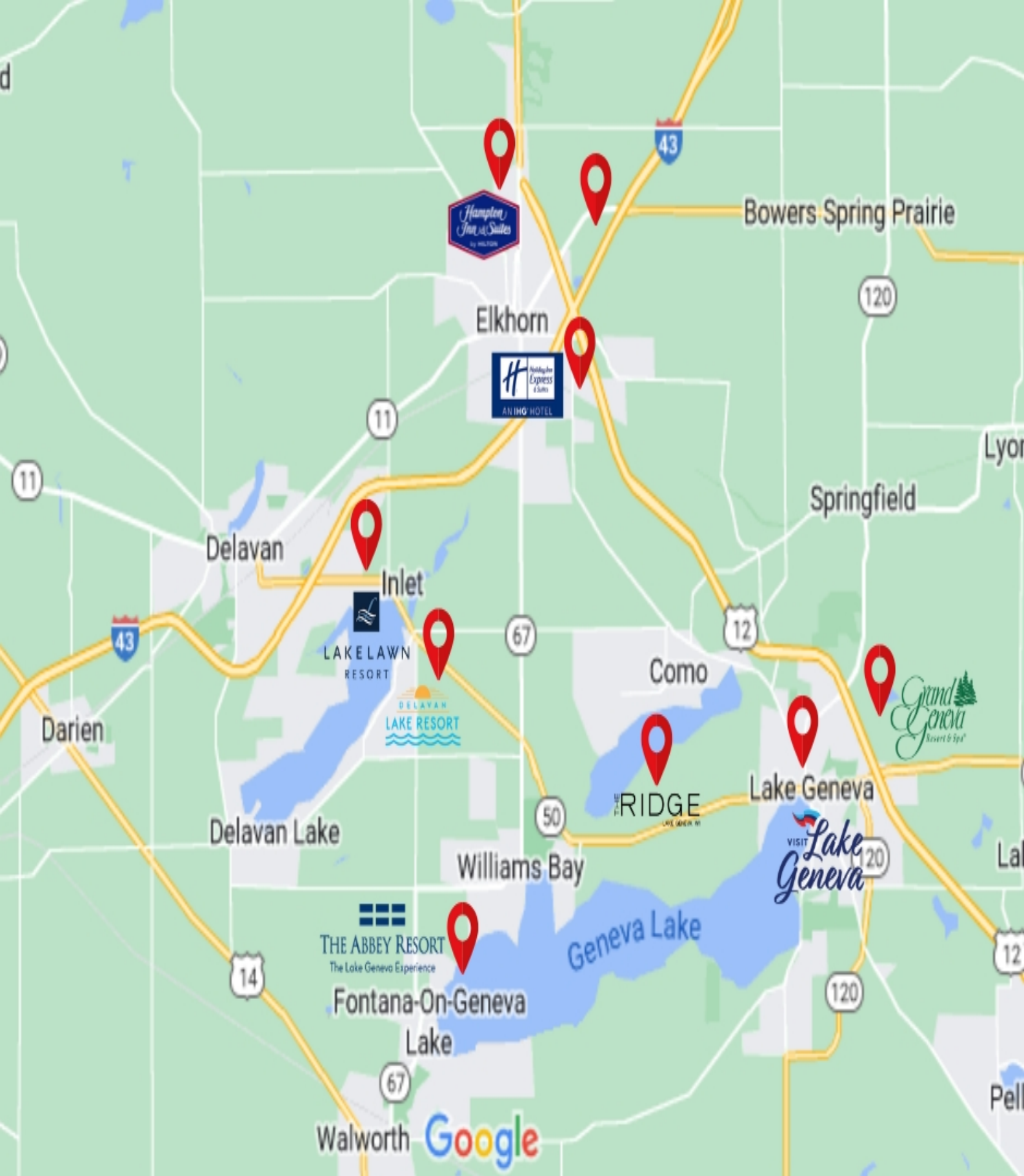


Ride the **FREE**
Shuttle to
DAS Fest USA!

Stay & Play in Lake Geneva, WI!

VisitLakeGeneva.com





Grand Geneva Resort & Spa
 Downtown Lake Geneva
 The Ridge Hotel
 The Abbey Resort



Delavan Lake Resort
 Lake Lawn Resort
 Holiday Inn Express & Suites
 Hampton Inn



**LAKE GENEVA
JAYCEES**

Lake Geneva Jaycees

P.O. Box 411 ~ Lake Geneva, WI 53147

Email: info@lakegenevajaycees.com

<http://www.lakegenevajaycees.org>

March 6th, 2023

To: Lake Geneva Tourism Commision
From: Ryan Lasch, Chairman - Venetian Fest

RE: 61th Annual Venetian Festival

Dear Tourism Board

The Lake Geneva Jaycees are entering their 61st year as a club and with that brings our 61st year of Venetian Fest. We are requesting this grant to help make this year's festivities bigger than ever which means driving more traffic into town and the hotels. The proposed budget includes funds for targeted social media marketing, radio ad spends to attract visitors from outside our local area, and funds to help with the fireworks show.

We now have the opportunity to continue to make Venetian Fest and Lake Geneva the host for the largest fireworks show of the year on the lake. With it being our 61st anniversary, we would like to market to locals and visitors alike that we are increasing the fireworks show for them. With your help we can make that happen.

We know the purpose of the tourism commission is to put "heads in beds", and so we are focusing our advertising on outlying communities to drive visitors from farther away and hopefully stay overnight. Our radio and social media ad spend will target communities more than an hour away with extra emphasis on Sunday night. We are working with local hotels to provide discounts and incentives for Sunday night to keep visitors in town to close out the festival with the Water Ski Show, Lighted Boat Parade, and Fireworks show.

Attached is a proposed budget for the tourism commission, and a budget from Cutwing Marketing for our social media marketing. I will be working with the same radio stations as last year for our radio advertising.

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

Sincerely

Ryan Lasch
Venetian Chairman
262-749-6332
lgjcpresident18@gmail.com

CITY OF LAKE GENEVA TOURISM COMMISSION



TOURISM PROMOTION GRANT INFORMATIONAL GUIDE

Revised September, 2021

I. INTRODUCTION:

In 2017, the City of Lake Geneva Common Council passed Ordinance 17-03, creating and amending Chapter 70, Sec. 70-55, establishing a Tourism Commission to be responsible for the coordination of tourism promotion and tourism development within the City and for ensuring that all room tax dollars are spent on tourism promotion and development as defined in Wisconsin State Statute 66.0615. As part of the duties, this Commission has established the Tourism Promotion Grant Program to fulfill its obligation to support marketing projects, including advertising media buys, creation of printed or electronic promotional tourist materials, or efforts to recruit conventions, sporting events, or motor coach groups.

The Grants are intended to be provided to applicants that can clearly show their event is reasonably likely to generate paid overnight stays by transient tourists at more than one establishment on which a room tax is imposed, that are owned by different persons and located within the City of Lake Geneva. The Commission intent is to focus on those applicants that can demonstrate that likeliness primarily seven days a week during non-peak periods and Sunday to Thursday nights during peak periods (Peak periods being Memorial Day through Labor Day, non-peak Labor Day through Memorial Day).

II. ELIGIBLE APPLICANTS:

Eligible applicants for the Grant are businesses, non-profits, civic groups, downtown promotional entities, and tourism promotion entities who can convey to the Commissions' consensus that their event is reasonably likely to generate paid overnight stays by transient tourists within the City. Applicants must demonstrate that their event or promotion opportunity has fulfilled the State Statute requirements for the grant expenditures. Tourism Commission members shall not be eligible to participate in the program.

Applicants must also state:

- Where is this event physically located?
- 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 by the Council prior to applying for a tourism grant).

Administration of the Grant Fund will be reviewed by the Tourism Commission with final approval given by a simple majority of those voting. The City Administrator shall be responsible for the day-to-day administration of the Grant Program after Commission approval.

III. APPLICATION PROCEDURES:

Applications are due and shall be submitted one week prior to the Tourism Commission meeting. See City of Lake Geneva website calendar for Tourism Commission meeting dates.

Businesses that are interested in applying for Grant Funds can download the application from the City of Lake Geneva website, and submit to the Lake Geneva City Administrator and designee via email at cityadmin@cityoflakegeneva.com or mail to the Lake Geneva City Hall, 626 Geneva Street, Lake Geneva WI 53147. Applications along with applicable materials are to be marked as "Promotional Tourism Grant."

Following submittal of an application to the Commission, the Commission will examine the application, approve or deny the application and level of financial support to be granted. As part of the application, the commission requires the City of Lake Geneva logo placed on marketing event/initiative materials including printer materials, banners, websites and all out social media outlets used.

Once the Commission has completed its review of the application, the applicant may be informed of any deficiencies and be requested to amend the application, if necessary. Upon receipt of the completed application, it will be presented to the Commission for consideration.

As part of the grant approval, the Commission may require room block rental contracts with City of Lake Geneva hotels (for applicable events) one week prior.

IV. APPROVAL PROCEDURES:

Ten-minute presentations with grant applicants and the Tourism Commission may take place after a grant request has been submitted. Be prepared to explain how you calculated your estimate for overnight room stays. The City/Tourism Commission reserves the right to reject all applications or to accept any application which will best serve the interests of the City of Lake Geneva and the Tourism Commission.

V. EVENT EXPENSE REIMBURSEMENT PROCEDURES:

Businesses and organizations that have been approved for Grant Funds should indicate the final event/initiative date and will be given 45 days from that date to submit their receipts and examples of any marketing materials, using the attached form. Approved expenses after the event should be emailed to the City of Lake Geneva electronically at cityadmin@cityoflakegeneva.com. The City of Lake Geneva will follow their internal policies in regards to reimbursement and documentation needed for reimbursement up to the approved amount. Any disputes arising from submission will be reviewed for State law compliance by the Lake Geneva City Attorney and the Lake Geneva City Administrator.

City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

Revised September, 2021

Date Submitted: 3/6/2023
Organization: Lake Geneva Jaycees
Contact Person: Ryan Lasch
Phone Number: 262-749-6332
Street Address: W2792 Krueger Rd.
City, State, Zip: Lake Geneva, WI 53147
Email Address: lgjcpresident18@gmail.com
Name of Event: Venetian Fest
Date(s) of Event: August 16-20th
Location of Event: Flat Iron Park, Seminary Park, Library Park
Type of Event: Festival

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

Estimated Number of Attendees: 20,000

Have you Applied Before? Yes or No; Explain: Yes, Last year when we had our 60th Annual

Where is this event physically located? (street address and governmental jurisdiction):
Flat Iron Park, Seminary Park, and Library Park

What other governmental bodies have been approached for support and what amount has been received? City of Lake Geneva has provided 10k for fireworks as part of the annual budget.

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: With this grant we are hoping to increase
overnight stays on off peak nights such as Wed, Thurs, and Sunday.

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

Annual Event (Yes/No): Yes

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: \$45,000

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

Important points for your grant presentation at Tourism Commission:

Revised September, 2021

- Please verify permitting requirements with the City of Lake Geneva *Tourism Grant Applications will not be considered until any required permits or approvals by the City Council are obtained.
- Please be prepared to address the items outlined on page four of this packet when presenting to the Tourism Commission.
- If you are going to bring printed materials to the meeting as part of your presentation; bring seven (7) copies, so all members of the Tourism Commission and the meeting recorder will have copies.
- Presentations should not last more than ten (10) minutes. Additional time is reserved for members of the Tourism Commission to ask questions of the applicant.
- If you intend to present any digital materials to the Commission, you must provide those to the City Administrator one week prior to the meeting.

Important points before submitting your invoices to the Tourism Commission for reimbursement:

Revised September, 2021

- All reimbursable expenses must be listed on the attached Reimbursement Form and submitted to the City Administrator at one time
- All reimbursable expenses must be submitted to the City no later than forty-five (45) consecutive days after the event; not business days
- All expenses to be reimbursed must have an actual receipt included
- All reimbursable receipts must be marked "paid" by the vendor
- You must use the Tourism Commission Reimbursement Form provide. The form must correlate exactly with the individual receipts that are attached.
- Reimbursement forms need to include the Grant Evaluation Form before grant funds will be released.

Under no circumstances will the Tourism Commission reimburse invoices submitted which exceed the amount approved.

City of Lake Geneva Tourism Commission Reimbursement Form

Revised September, 2021

Name: _____

Organization Name: _____

Payment made Payable to: _____

Remittance Address: _____

Contact Phone #: _____ Email: _____

- Please use the table below to list invoices for reimbursement; remember to attach copies of paid invoices for verification. **Reimbursement forms need to include the Grant Evaluation Form before grant funds will be released.**

Invoice Date	Invoice #	Vendor Name	Purchase Description	Purchase Amount	Date Paid

City of Lake Geneva Tourism Commission

Grant Evaluation Form

Revised September, 2021

The City of Lake Geneva Tourism Commission provided funds for your organization's promotional efforts. As required by our guidelines, in return for our investment, you must provide an evaluation of the results of this promotional effort within forty-five (45) days of its completion. This shall be remitted along with marketing materials and paid receipts before grant dollars will be authorized and distributed. Please note that evaluations will be reviewed when consideration of future grants are requested by your organization. Forward all of the required information to:

cityadmin@cityoflakegeneva.com

or mail to

City of Lake Geneva

626 Geneva Street

Lake Geneva, WI 53147

1. Provide a final media synopsis that includes the following information
 - a. Number of customer responses generated from type of media utilized
 - b. What media did you use in your use in your campaign?
 - c. What were your target markets?
2. In your grant application you listed estimated number of attendees. What were your actual results?
3. In your grant application you listed estimated number of overnight stays. Please estimate approximate number of City of Lake Geneva hotel room nights booked and how that estimate was attained.
4. Provide an income and expense statement to include actual paid receipts. Any items that are grouped together in a category (i.e. contributions cash or in-kind trade) must be detailed on a separate sheet.
5. Please include any additional information you would consider pertinent in summarizing your promotion/event.

Name: _____ Date: _____

Name of Organization: _____

Email: _____ Phone: _____

**Lake Geneva Jaycees
Venetian Fest 2023 Budget Request**

	Item	2023 Budget
Social Media		
	Social Management	\$1,600
	Ad Spend	\$2,650
	VLG Marketing	\$750
	Subtotal	\$5,000
Fireworks		
	Tourism	\$30,000
	Subtotal	\$30,000
Radio		
	iHeart Radio	\$4,000
	102.9 the HOG	\$3,000
	Star 105.5	\$3,000
	Subtotal	\$10,000
	Grant Request	\$45,000



SCOPE OF SERVICES

CLIENT: Lake Geneva Jaycees

Social Media Management and Advertising

Social media management and advertising campaign for the 61st Venetian Fest. Campaign to launch June 2023 and run through the event with an end date of August 20th. Target geographic regions for social ad spend include radius around Milwaukee, Madison, North and South Chicago, Rockford, and Barrington to promote overnight stays from visitors traveling a long distance. Additional promotion will be planned around the Sunday night Fireworks event that promotes overnight stays.

Deliverables - Tier 1

- Concept - Planning for 1-2 organic posts and stories per week from 6/1-7/15 and 3-4 organic posts and stories per week from 7/15-8/20.
- Design - Post design, copywriting, graphic design, and stock imagery if needed.
- Posting - Scheduling of posts on Facebook account.
- Ad Campaigns - Development and scheduling of 4 ad campaigns on Facebook to run for 2 weeks at a time along with boosted posts.
- Reporting - Monthly reporting on post and advertisement performance.

Budget Breakdown - Tier 1

Management fee.....	\$1200
Advertising spend.....	\$1300
Total spend.....	\$2500

Deliverables - Tier 2

Everything noted in Tier 1 plus:

- VISIT LG marketing options - social media ad, event page feature, and targeted email blast
- Additional ad spend for Facebook ad campaigns to expand reach
- Snapchat advertisements

Budget Breakdown - Tier 2

Additional management fee.....	\$400
VISIT LG marketing spend.....	\$750
Additional advertising spend.....	\$1350
Total additional spend.....	\$2500

Accepted by

Name

Signature

Date