



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

CITY OF LAKE GENEVA TOURISM COMMISSION
MONDAY, APRIL 10, 2023 - 4:00 PM
LAKE GENEVA CITY HALL; COUNCIL CHAMBERS (MAIN LEVEL)

Members:

Chairperson Brian Waspi, Linda Moritz, Kevin Singh, Zakia Pirzada, Alderperson Fesenmaier and Alderperson Hedlund

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. April 10, 2023 Tourism Commission
Apr 10, 2023, 4:00 – 5:00 PM (America/Chicago)

Please join my meeting from your computer, tablet or smartphone.
<https://meet.goto.com/636190925>

You can also dial in using your phone.
Access Code: 636-190-925
United States: [+1 \(224\) 501-3412](tel:+12245013412)

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 March 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. 2023 DAS Fest (continued from the March 13, 2023 Tourism Commission meeting)
 - b. Riviera Ballroom Coordinator Open House (Moved to September 20, 2023- Heather

Jones)

c. Perseid Meteor Shower Cruises (GLAS Education)

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, March 13, 2023
COUNCIL CHAMBERS, CITY HALL

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

Roll Call

Present: Vice Chair Zakia Pirzada, Alderman Fesenmaier, Alderman Hedlund, Kevin Singh

Absent: Chair Brian Waspi, Linda Moritz, Stephanie Klett. Mayor Klein

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

None

Approval of Tourism Commission minutes from February 13, 2023.

Motion by Hedlund, second by Singh, to approve the minutes from February 13, 2023.

Unanimously carried.

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

Jones presented the data from her March 2023 report. She is working with the city administrator to revise the date of the Meeting Planner Open House due to the Wrigley Drive construction. She will submit a revised grant with the new dates to be approved. Jones was asked to include in next month's Sales Update a new line for Donations as far back as 2018, if possible.

Update from Tourism Entity – Visit Lake Geneva

Deanna Goodwin was absent. Written report was included in the packet.

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

Alex, Executive Director for the Business Improvement District, explained the detailed information in the packet including the BID's new logos, photos, and website:

www.downtownlakegeneva.org. There is a new dining page along with a separate lodging page on the website. They have a new newsletter sent to 78% of the BID businesses with a 57% open rate. The Wine Walk in May 2023 will be heavily marketing overnight stays and will include a brochure that works as passport to participating businesses. Alex created a whole new marketing report along with a chart detailing marketing metrics and data. Commissioners complimented her on the more robust written report.

Written financial update provided by City Comptroller

Balance Sheet – dated February 28, 2023

Total Assets - \$1,075,922.66

Restricted Fund Balance - \$1,129,469.22

Tourism Promotional Grant Program and Requests**Jazz Fest – Kelly Wells, Wisconsin Valley Media**

Updated marketing plan was re-submitted to reflect specific vendors and amounts as requested in February by the Commission.

Taco Fest – Kelly Wells, Wisconsin Valley Media

Updated marketing plan was re-submitted to reflect specific vendors and amounts as requested in February by the Commission.

DAS Fest 2023 –

Tammy Dunn explained the event at the Walworth County Fairgrounds and the change in their funding support. The concern was how each requested amount/project would impact hotel stays in the city proper. Commissioners felt the information needed to be revised to show which specific marketing projects still needed to be funded with a detailed budget. Dunn will also bring back information regarding funding approved from other tourism entities.

Motion by Fesenmaier, second by Pirzada, to continue to April meeting. Unanimously carried.

Venetian Fest 2023 –

Ryan Lasch explained the application and the increased request.

Motion by Pirzada, second by Hedlund, to grant the amount of \$45,000 for Venetian Festival on August 16 through 20, 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.
- Meeting Planner Open House – Stephanie Jones – will submit an amendment to the previous grant for a new date
- DAS Fest grant

Monday, April 10 at 4:00 PM

Motion by Hedlund, second by Singh, to adjourn at 4:53 p.m. Carried.

Respectfully submitted,
Alderman Fesenmaier, Secretary

Riviera Ballroom/MATL Update- Tourism Commission Meeting April 2023

Marketing Update

- Website Analytics Update: Past 30 Days:
 - Site Sessions: 1,720 (21% decrease)
 - Site Sessions by traffic source
 1. Google (757)
 2. Direct (767)
 3. Facebook (93)
 4. Visit Lake Geneva (65)
 5. Social Media Ads (58)
 - Active Inquiries: 66 (+3 from last month), 52 recorded for March 2022
 - Avg. Session Duration: 3min 38 sec (no change)
 - Site Bounce Rate: 57% (-9.9%)
- WeddingWire & TheKnot: March Stats
 - 91 Storefront Views, compared to 57 avg in our market/category
 - 10 leads (-2)
- Hotels & Lodging Analytics Update Past 30 days:
 - 157 Page Views (81% increase from last month)
 - Avg. time spent on page: 3m 40s (+2m 5s)

**Reports generated on April 3rd*
- *Social media campaign started 12/15/22-3/15/23, please see attached reports from 3 month social media ad campaign.*
- *Meeting planner open house reschedule for September 20th to avoid Wrigley Drive construction is completed (originally planned May 10th)*

Sales Update

	2018	2019	2020	2021	2022	2023	2024
Weddings	45	28	9	54	55	49	17
Social	4	1	0	1	5	3	
Corporate	4	2	1	1	2	2	
Non-Profit	7	10	0	3	1	4	1
Event Total	60	41	10	60	62	59	18
Cancellation Total	0	0	40	11		3	
Rescheduled	0	0	20	4		1	
Comp			5	2	5	6	

- Sales by Year:
 - 2023 Events- Past 30 days: Booked 1 corporate event with 3 contracts out (1 social & 2 weddings), all likely to book. One cancellation for May 2023, paid in full.
 - 2024 Events- 3 contracts (2 weddings & 1 non-profit) returned this month with 5 additional contracts out (weddings), all likely to book.
 - Last Year- Reported on April 7, 2022; 61 events booked for 2022 and 17 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	\$286,754.23	\$229,231.79

CATERING REVENUE

\$29,159.74	\$14,688.76	\$4,337.68	\$32,970.09	\$46,691.72	\$2,151.50
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NEI TURNER MEDIA GROUP

MONTHLY REPORT

THE RIVIERA BALLROOM - PROGRAMMATIC

SALES MANAGER

Barb Montagano

NUMBER OF IMPRESSIONS:

100K

REPORTING PERIOD

12/14 - 03/14

OVERVIEW



Impressions
300,096

Site Retargeting is at 0.07% CTR with 21 conversions

Geo-Fencing is at 0.07% CTR

Luxe List is at 0.05% CTR with 1 conversion



Clicks
196

Publisher Site Retargeting is at 0.09% CTR with 3 conversions

Search and Keyword Targeting is at 0.06% CTR with 15 conversions



CTR
0.07%

Mostly Mobile Users (85.35%)



Conversions
40

Top Geo-Fences are White Dress Bridal Boutique, Mercantile Hall, Grand Geneva Resort & Spa, and Vwidon Bridal

CURRENT ADS RUNNING:

LAKE GENEVA

Riviera Ballroom Weddings
Lake Geneva's Premier
Wedding Venue

[Book Now](#)

LAKE GENEVA

Riviera Ballroom Weddings
Lake Geneva's Premier
Wedding Venue

[Book Now](#)

LAKE GENEVA

Riviera Ballroom Weddings
Lake Geneva's Premier
Wedding Venue

[Book Now](#)

LAKE GENEVA

Riviera Ballroom Weddings
Lake Geneva's Premier
Wedding Venue

[Book Now](#)

*CTR means Click-Through Rate - The National Average is 0.08% CTR

NEI TURNER MEDIA GROUP

MONTHLY REPORT

THE RIVIERA BALLROOM - PAID SOCIAL

SALES MANAGER

PACKAGE LEVEL:

REPORTING PERIOD

Barb Montagano

Awareness - 14-18k impressions 12/15 - 03/14

OVERVIEW



Impressions
62,941

Audience Network is at 1,450 Impressions, 44 clicks, 500 Reach, and a Click-Through-Rate of 3.03%



Total click...
926

Facebook is at 60,737 Impressions, 864 clicks, 20,574 Reach, and a Click-Through-Rate of 1.06%



CTR (all)
1.47%

Instagram is at 750 Impressions, 18 clicks, 492 Reach and a Click-Through Rate of 1.47%

Mostly Female Users (80.65%)



Reach
21,390

The age breakdown is mostly 55-64 (30%), 45-54 (25%), 25-34 (21%), 34-44 (20%), and 18-24 (4%)

Mostly Mobile Application (1.13% CTR)

CURRENT ADS RUNNING:



Newly renovated Riviera Ballroom.
Gorgeous crystal chandelier



A true Lake Geneva wedding experience
Beautiful ceremonies



A most desirable location.
Exquisite catering & recommended vendors



Open and Bright.
Great windows & vaulted ceilings



Impeccable views.
Lakeside Weddings & incredible views

*CTR means Click-Through Rate - The National Average is 0.08% CTR

Independent Contractor Agreement

Lake Geneva Cooperative Convention Center Special Events Coordinator

This Agreement ("Agreement") is made and entered into this **1st day of November, 2022** by and between **Heather Jones**, ("Contractor") and the **Lake Geneva Tourism Commission**, a Commission of the City of Lake Geneva, a municipal corporation.

WITNESSETH:

WHEREAS, the Lake Geneva Tourism Commission wishes to retain the services of Contractor to perform technical and administrative services related to special event coordination to increase overnight stays in the City of Lake Geneva, Wisconsin, and

WHEREAS, Contractor wishes to work as an Independent Contractor to work and consult with the LGTC as a special event coordinator with the goal of coordinating group sales to increase overnight stays in the City of Lake Geneva, Wisconsin,

NOW THEREFORE in consideration of the sum of Ten and no/100 (\$10.00) Dollars, the mutual covenants contained herein and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged hereto, the parties agree as follows:

1. **Term.** Lake Geneva Tourism Commission hereby retains Contractor for an initial term commencing **November 1, 2022**, and ending **October 31, 2023** ("Initial Term"). Upon conclusion of the Initial Term, this Agreement may be renewed for additional one-year terms ("Additional Term(s)") by mutual agreement between the parties.
2. **Engagement of Services.** Contractor will provide Lake Geneva Tourism Commission with technical and administrative services related to special event coordination and will participate in the formulation of the Lake Geneva Tourism Commission's goals, objectives, plans, programs, policies and budget. The Contractor will adhere to the following goals in performing services for the Lake Geneva Tourism Commission:
 - Update Lake Geneva Tourism Commission regularly by attending Tourism Commission meetings, and other assigned group, trade show, and conferences as needed.
 - Market, show and book events at the Riviera Ballroom on behalf of the City of Lake Geneva in order to promote tourism and increase room stays in the City of Lake Geneva.
 - After obtaining authorization from the Lake Geneva Tourism Commission, retain outside services where and when appropriate to assist and support tourism initiatives, marketing, brochures, social media, public relations and website development/maintenance.
 - Manages group and trade show planning and member/vendor relations.

- Due to working in government planning, this person shall be required to follow laws and policies while remaining sensitive to open meeting laws and ethics violations.
3. **Compensation.** Lake Geneva Tourism Commission shall pay Contractor \$64,000.00 per year which shall be paid monthly in installments of \$5,332.00 on the 1st of each month. It is anticipated that Contractor will perform services for Lake Geneva Tourism Commission for approximately 40 hours per week. The Contractor will invoice the Lake Geneva Tourism Commission (with a copy to the Comptroller for the City of Lake Geneva) each month for her services.
 4. **Expense Reimbursement.** As an independent contractor, it is assumed that the Contractor will supply the instrumentalities, tools, and place of work for her services, however, in the event extraordinary expenses are incurred by Contractor and she wants reimbursement for said expenses, the Lake Geneva Tourism Commission must preapprove those expenses prior to their expenditure.
 5. **Independent Contractor Relationship.** It is explicitly understood and agreed that Contractor's relationship with the Lake Geneva Tourism Commission will be that of an independent contractor, and nothing in this Agreement is intended to, or should be construed to, create a partnership, agency, joint venture, or employment relationship. Contractor will not be entitled to any benefits that Lake Geneva Tourism Commission or the City of Lake Geneva may make available to its employees, including but not limited to group health insurance, life insurance, disability insurance, profit-sharing, retirement benefits, paid vacation, holidays or sick leave, or workers' compensation insurance. No part of Contractor's compensation will be subject to withholding by Lake Geneva Tourism Commission for the payment of any social security, Medicare, federal, state or any other employee payroll taxes. The Lake Geneva Tourism Commission will regularly report amounts paid to Contractor by filing a Form 1099-MISC with the Internal Revenue Service as required by law. Contractor may perform the services required by this Agreement at any place or location and at such times as Contractor shall determine. Contractor agrees to provide all tools and instrumentalities, if any, required to perform the services under this Agreement.
 6. **Nondisclosure and Confidentiality.** The Lake Geneva Tourism Commission and Contractor acknowledge and confirm that Contractor may by virtue of Contractor's relationship with the Lake Geneva Tourism Commission obtain access to sensitive, confidential, restricted and proprietary information of the Lake Geneva Tourism Commission and Lake Geneva Tourism Commission's clients, including, without limitation, financial records and client's records and files. Contractor agrees that any such confidential information of which Contractor acquires knowledge in the course of Contractor's performance of her services hereunder shall be used solely in connection with such services and shall not be used in any other manner whatsoever. Contractor agrees that they will not, without the prior written consent of the Lake Geneva Tourism Commission, disclose, divulge or publish to others any confidential information of which they have acquired knowledge in the course of their

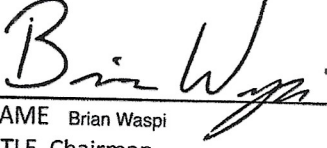
services hereunder. Contractor further acknowledges and confirms that such confidential information is the exclusive property of the Lake Geneva Tourism Commission, and under no circumstances whatsoever shall Contractor have the right to any of such information subsequent to the termination of this agreement. Upon request of the Lake Geneva Tourism Commission, Contractor shall deliver to the Lake Geneva Tourism Commission any and all such confidential information, including all copies of such information prepared or produced in connection therewith, pertaining to the Lake Geneva Tourism Commission's business or Contractor's services for the Lake Geneva Tourism Commission, whether made or compiled by Contractor or furnished to Contractor in connection with such services to the Lake Geneva Tourism Commission.

7. **Ownership of Property.** Contractor acknowledges and agrees that all documents produced by Contractor, including but not limited to memoranda, research notes, correspondence, emails, and reports in the course of his work for Lake Geneva Tourism Commission, shall be the property of Lake Geneva Tourism Commission, and Contractor shall retain no ownership, interest, or rights therein. Upon termination of this agreement, irrespective of the time, manner or cause of said termination, Contractor will surrender to the Lake Geneva Tourism Commission all such records, and all other professional, or financial information regarding the Lake Geneva Tourism Commission's business.
8. **Governing Law.** This Agreement shall be governed in all respects by the laws of the United States of America and by the laws of the State of Wisconsin. Each of the parties irrevocably consents to the exclusive personal jurisdiction of the federal and state courts located in Wisconsin, as applicable, for any matter arising out of or relating to this Agreement, except that in actions seeking to enforce any order or any judgment of such federal or state courts located in Wisconsin, such personal jurisdiction shall be nonexclusive.
9. **Severability.** If any provision of this Agreement is held by a court of law to be illegal, invalid or unenforceable, (a) that provision shall be deemed amended to achieve as nearly as possible the same economic effect as the original provision, and (b) the legality, validity, and enforceability of the remaining provisions of this Agreement shall not be affected or impaired thereby.
10. **Injunctive Relief for Breach.** Contractor agrees that his obligations under this Agreement are of a unique character that gives them particular value; Contractor's breach of any of such obligations will result in irreparable and continuing damage to the Lake Geneva Tourism Commission, for which there will be no adequate remedy at law; and, in the event of such breach, the Lake Geneva Tourism Commission will be entitled to injunctive relief and/or a decree for specific performance, and such other and further relief as may be proper (including monetary and punitive damages if appropriate).
11. **Termination of Agreement.** In October of each year, LGTC shall assess Contractor's performance related to duties and responsibilities performed under this Agreement. Upon conclusion of the assessment, LGTC and Contractor will determine whether to continue the Agreement for an Additional Term. The Lake Geneva Tourism Commission may take action to increase the base

compensation, bonus or any other elements of compensation for any subsequent year of this Agreement. In addition, thereto, the Lake Geneva Tourism Commission and Contractor shall be entitled to terminate this agreement for cause or without cause after providing 10 days' written notice to the other party.

12. All other agreements between the parties whether written or oral, are superseded by this agreement. All previous agreements between the parties whether written or oral are hereby terminated, determined to be null and void, and of no further effect.

IN WITNESS WHEREOF, the parties to this Agreement have signed below with the Effective Date as set forth above.

Contractor	Lake Geneva Tourism Commission
	
NAME <u>Heather Jones</u>	NAME <u>Brian Waspi</u> TITLE <u>Chairman</u>



Lake Geneva Tourism Commission
April 10, 2023
VISIT Lake Geneva Update

Upcoming Partner Meetings & Events

- VLG Monthly Partner Meeting – April 18, 8am at Harbor Shores on Lake Geneva
- Multi-Chamber Business After Hours – April 26, 5-7pm at East Troy Electric Railroad

Public Events 2023

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

Earned Media Highlights – March 2023

- [Wisconsin Balloon Décor: Special Event Coming to Lake Geneva](#) | Fox 6 Milwaukee
- [Dungeons & Dragons' Convention Honoring Game's Creator Coming to Lake Geneva](#) | ABC 12 Milwaukee
- [How Hill Valley Dairy's Cheese Bar Is Building Community in Wisconsin](#) | The Cheese Professor
- [The 7 Most Picturesque Small Towns in Wisconsin](#) | World Atlas
- [Big Balloon Build: Lake Geneva Popping Up in Wisconsin](#) | Out & About Wisconsin Magazine

Media in the Works

- Fox6 Milwaukee – Restaurant Week Live Remote (April 26); four Lake Geneva restaurants featured

Marketing Metrics

• **Website – VisitLakeGeneva.com – MARCH 2023**

- Visitor Sessions: 84,281 (+41%) | YTD 391,621
- Pageviews: 213,012 (+28%) | YTD 966,524
- Users: 67,734 | YTD 304,160
- Online Guide Visits: 3,703 | YTD 12,267
- Top Cities:

1. Chicago (15.8%)	6. Madison (0.9%)
2. (not set) (6.1%)	7. Minneapolis (0.9%)
3. Milwaukee (3.7%)	8. Denver (0.8%)
4. Lake Geneva (1.7%)	9. Dallas (0.5%)
5. Ashburn (1.1%)	10. New York (0.5%)

- Top Pages:
 1. Things to Do
 2. Home
 3. Events
 4. Stay | Hotels & Resorts
 5. Things to Do | Family Fun
 6. Things to Do | Shopping
 7. Stay
 8. Things to Do | Tours & Sightseeing
 9. Things to Do | Shore Path
 10. Explore | Visitors Guide Request
- 62% Female | 38% Male
- Age Groups:
 1. 35-44 – 21.5%
 2. 25-34 – 18.6%
 3. 45-54 – 18.4%
 4. 55-64 – 17.6%
 5. 18-24 – 12.3%
 6. 65+ – 11.6%

- **Social Media – MARCH 2023**

- Facebook - 61,592 Followers (+289) | 496,704 Post Reach
- Instagram - 10,548 Followers (+105) | 39,460 Post Reach
- Twitter - 3,458 Followers (-8) | 253 Impressions
- LinkedIn - 968 Followers (+9) | 63,960 Impressions

- **Email Subscribers – MARCH 2023**

- 52,239 Subscribers
- Open Rate 33.2%
- Click Rate 1.3%

Visitor Center Activity – FEBRUARY 2023*

() March data not yet available at time of report submission*

- Walk-ins – 2,116 (YTD 2,393)
- Phone Calls – 283 (YTD 544)
- Emails – 848 (YTD 1,989)
- Visitor Guides Fulfilled – 844 (YTD 1,968)

Hotel Activity (Lake Geneva Region) – FEBRUARY 2023

- 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 – March 2023

- Circle Wisconsin (Motorcoach Market) – March – 45 one-on-one appointments with group tour operators/planners. 10-12 planning day trips in 2023; 2-3 prospective overnight groups.
- VISIT Lake Geneva staff represented attended the Wisconsin Governor's Conference on Tourism March 12-14 and announced Lake Geneva as the host of the 2024 conference.

- RFP Activity – MARCH 2023

RFP#	Total Room Nights	Type	Properties Sourced
1184	150	Social	Lake Lawn, The Ridge, The Cove , Harbor Shores , Abbey, Grand Geneva
1185	38	Corporate	Abbey, Grand Geneva, The Ridge, The Cove , Harbor Shores , Bella Vista , Geneva Inn, Maxwell Mansion
1186	96	Corporate	Abbey, Grand Geneva, Lake Lawn
1187	820	Corporate	Grand Geneva
1188	166	Education	Abbey, Grand Geneva, Lake Lawn
1189	1065	Corporate	Grand Geneva
1190	30	Corporate	Alpine Valley, Baker House , Bella Vista , Comfort Suites , Fairfield , Grand Geneva, Harbor Shores , Lazy Cloud Inn, The Cove
1191	30	Corporate	Abbey, Geneva National/Ridge, Grand Geneva, The Cove , Geneva Inn
1192	607	Corporate	Grand Geneva
1193	120	Religious	Covenant Harbor
1194	50	Corporate	Lake Lawn, The Abbey, Harbor Shores , Grand Geneva, The Cove



PO BOX 910, Lake Geneva WI 53147 | 262.220.8916 | www.downtownlakegeneva.org

Director's Report

March Recap

Website:

- i. Brand Refresh from "Streets of Lake Geneva" to "Downtown Lake Geneva org"
 - Site visits increased 84% with unique visitors increase to 99% in last 90 days; over 40% increase this month in visitors.
 - Most popular search is facebook (+568); followed by google (-1%); then direct (+158%)
- ii. Added new listings to business directory & added logos/photos; added Initiatives Page
 - Wine Walk, then Shopping was most searched for pages
 - Contact page had 61.2% increased engagement from last year
 - Homepage had 34.7% increased site engagement from last year
- iii. Wine Walk Details
 - Highest searched page was events/wine-walk with 486 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:

Steady increase in traffic. Followers increasing by about 500 on facebook and Instagram combined, all organic traffic. Reach has increased by nearly 67% in the last 90 days.

- i. Vote for new logo campaign
- ii. Business Highlights for shopping, dining, and lodging
- iii. Spring break planning
- iv. Indoor adventures -
- v. Wine Walk event and ticket shares

Website												
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Visitor Sessions												
Mobile	-	347	707									
Desktop	-	174	214									
Tablet	-	5	16									
Pageviews												
	-	1,011	1,433									
2023 Other												
Users	-	526	937									
New Visitors	-	440	755									
Avg Time on site	-	3m26s	4m29s									
Social												
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Facebook												
Followers	7,092	7,283	7,495									
MoM Change	48	191	212									
Reach	11,412	25,727	31,218									
Post Engagement	1,993	1,950	3,900									
Instagram												
Followers	2,589	2,613	2,636									
MoM Change	39	24	23									
Reach	3,200	2,720	3,079									
Engagement	3,100	1,100	1,985									

Business Communications & Marketing:

- i. Created a newsletter for businesses; 4 sent in last 30 days. Avg open rate is 59.3% and 12.6% clickthru;
- ii. 19 (26 ytd) 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. 3 potential new businesses met with and forwarded bid details, real estate needs.
- iv. Annual Marketing Plan is undergoing final quotes

Events:

- i. Wine Walk - Permit has been submitted; FLR is April 5, Common Council is April 10 for approval. Never Say Never Playland is our partnering nonprofit organization for the event. Have met bi-weekly with committee and have designed posters, user passports, marketing graphics, and purchased materials. Beth is purchasing wine. Confirmed 30 locations. 50% tickets are sold with 8 weeks left of ticket sales.
- 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. Designed new logo, obtaining quotes for sound.
- iii. Murals in Motion – Artists have been selected from Local, National, and International destinations. Modified art with Neil's piece. Confirmed legalities with neighboring properties for wall adjacent to Starbucks. In works of creating contracts with intended building owners, establishing budget, sponsorship creation, and held discussion about logistics planning. Applied for \$10,000 grant from Gage Marine for Murals.
- iv. Legislative Breakfast – Met with Heather at Riveria and discussed booking a date. Talked with City for procedure of having the fees waived. Will have to approach Common Council for partnership for fee waiver. Capacity for breakfast would be up to 200. Discussing catering with a couple local businesses, and donations of centerpieces.

Beautification:

- i. Flowers - Treasure Hut Florist has been paid for Spring Plantings. Assessed flower planters to see if there needed to be any fixed parts; but nothing seems to be needed at this time. Launched Adopt a Flower Basket Program for \$250 dollar sponsorship. Listed on website and in newsletter.
- ii. Banners – Talked with public works for dimensions and amount of banners for Veterans Day program. Just made contact with VFW to start the process of leads for the program. Will design and get costs in April

CITY OF LAKE GENEVA

BALANCE SHEET

MARCH 31, 2023

FUND 47 - TOURISMASSETS

47-00-00-11111	FUND CASH	441,165.72	
	TOTAL ASSETS		441,165.72

LIABILITIES AND EQUITYLIABILITIES

47-00-00-21100	ACCOUNTS PAYABLE	10,060.00	
	TOTAL LIABILITIES		10,060.00

FUND EQUITY

47-00-00-34800	RESTRICTED FUND BALANCE	1,129,469.22	
	REVENUES OVER EXPENDITURES - YTD	(698,363.50)	
	TOTAL FUND EQUITY		431,105.72
	TOTAL LIABILITIES & EQUITY		441,165.72

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-11111 FUND CASH					
		02/28/2023 (02/23) Balance	.00 *	.00 *	1,075,922.66
CA-CDA	5	CDA Fund Allocation - Created: 03/03/23 3:15 PM		69.73-	
CA-CDA	15	CDA Fund Allocation - Created: 03/10/23 10:51 A		604,166.95-	
CA-CDA	24	CDA Fund Allocation - Created: 03/20/23 8:57 AM		119.98-	
CA-CDA	35	CDA Fund Allocation - Created: 03/23/23 4:54 PM		25,000.00-	
CA-CDA	51	CDA Fund Allocation - Created: 03/30/23 4:28 PM		5,400.28-	
		03/31/2023 (03/23) Period Totals and Balance	.00 *	634,756.94- *	441,165.72
47-00-00-13920 ACCTS RECEIVABLE					
		02/28/2023 (02/23) Balance	.00 *	.00 *	.00
		03/31/2023 (03/23) Period Totals and Balance	.00 *	.00 *	.00
47-00-00-21100 ACCOUNTS PAYABLE					
		02/28/2023 (02/23) Balance	.00 *	.00 *	69.73-
AP	287	Summary Transactions from AP System		619,166.95-	
AP	506	Summary Transactions from AP System		10,119.98-	
AP	674	Summary Transactions from AP System		10,060.00-	
AP	944	Summary Transactions from AP System		5,400.28-	
CDA	81872	US CELLULAR	69.73		
CDA	81926	LAKE GENEVA CONVENTION	604,166.95		
CDA	81978	CHARTER COMMUNICATIONS	119.98		
CDA	82040	ASR EVENTS LLC	10,000.00		
CDA	82049	CELEBRATIONS MANAGEMENT LLC	15,000.00		
CDA	82121	JONES, HEATHER	5,332.00		
CDA	82132	US CELLULAR	68.28		
		03/31/2023 (03/23) Period Totals and Balance	634,756.94 *	644,747.21- *	10,060.00-
47-00-00-21900 ACCRUED EXPENSES					
		02/28/2023 (02/23) Balance	.00 *	.00 *	.00
		03/31/2023 (03/23) Period Totals and Balance	.00 *	.00 *	.00
47-00-00-34800 RESTRICTED FUND BALANCE					
		02/28/2023 (02/23) Balance	.00 *	.00 *	1,129,469.22-
		03/31/2023 (03/23) Period Totals and Balance	.00 *	.00 *	1,129,469.22-
47-00-00-41210 ROOM TAX					
		02/28/2023 (02/23) Balance	.00 *	.00 *	.00
		03/31/2023 (03/23) 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					
		02/28/2023 (02/23) Balance	.00 *	.00 *	.00
		03/31/2023 (03/23) 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					
		02/28/2023 (02/23) Balance	.00 *	.00 *	4,640.52-
		03/31/2023 (03/23) Period Totals and Balance	.00 *	.00 *	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					
		02/28/2023 (02/23) Balance	.00 *	.00 *	.00
		03/31/2023 (03/23) 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					
		02/28/2023 (02/23) Balance	.00 *	.00 *	.00
		03/31/2023 (03/23) 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					
		02/28/2023 (02/23) Balance	.00 *	.00 *	37,500.00
AP	201 LAKE GENEVA CONVENTION		604,166.95		
	**Desc: FINAL PAYMENT 2022				
		03/31/2023 (03/23) Period Totals and Balance	604,166.95 *	.00 *	641,666.95
YTD Encumbrance	.00	YTD Actual 641,666.95 Total	641,666.95	YTD Budget 540,000.00 Unexpended	101,666.95-
47-00-00-57210 EVENTS COORDINATOR					
		02/28/2023 (02/23) Balance	.00 *	.00 *	5,332.00
AP	916 JONES, HEATHER		2,666.00		
	**Desc: RIVIERA EVENTS COORDINATOR-APR				
		03/31/2023 (03/23) Period Totals and Balance	2,666.00 *	.00 *	7,998.00
YTD Encumbrance	.00	YTD Actual 7,998.00 Total	7,998.00	YTD Budget 32,650.00 Unexpended	24,652.00
47-00-00-57212 EVENTS COORDINATOR-RIVIERA					
		02/28/2023 (02/23) Balance	.00 *	.00 *	5,332.00
AP	917 JONES, HEATHER		2,666.00		
	**Desc: RIVIERA EVENTS COORDINATOR-APR				
		03/31/2023 (03/23) Period Totals and Balance	2,666.00 *	.00 *	7,998.00
YTD Encumbrance	.00	YTD Actual 7,998.00 Total	7,998.00	YTD Budget 32,650.00 Unexpended	24,652.00
47-00-11-15900 DUE TO/FROM GENERAL FUND					
		02/28/2023 (02/23) Balance	.00 *	.00 *	.00
		03/31/2023 (03/23) Period Totals and Balance	.00 *	.00 *	.00
47-00-40-15900 DUE TO/FROM LAKEFRONT FUND					
		02/28/2023 (02/23) Balance	.00 *	.00 *	.00
		03/31/2023 (03/23) Period Totals and Balance	.00 *	.00 *	.00
47-70-00-57150 PROMOTIONAL GRANT					
		02/28/2023 (02/23) Balance	.00 *	.00 *	9,714.44
AP	271 CELEBRATIONS MANAGEMENT LLC		15,000.00		
	**Desc: 2023 BRIDAL SHOW				
AP	491 ASR EVENTS LLC		10,000.00		
	**Desc: TOURISM GRANT-2022				
		03/31/2023 (03/23) Period Totals and Balance	25,000.00 *	.00 *	34,714.44
YTD Encumbrance	.00	YTD Actual 34,714.44 Total	34,714.44	YTD Budget 150,000.00 Unexpended	115,285.56

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-70-00-57155 TOURISM MUNICIPAL DEVELOPMENT					
		02/28/2023 (02/23) Balance	.00 *	.00 *	378.37
AP	590	NEI-TURNER MEDIA	10,060.00		
		**Desc: DESTINATION WEDDINGS-FINAL PAYMENT			
AP	858	US CELLULAR	68.28		
		**Desc: RIVIERA CELL-HEATHER-MAR			
AP	486	CHARTER COMMUNICATIONS	119.98		
		**Desc: INTERNET SVC MAR			
		03/31/2023 (03/23) Period Totals and Balance	10,248.26 *	.00 *	10,626.63
YTD Encumbrance	.00	YTD Actual	10,626.63	Total	10,626.63
		YTD Budget	50,000.00	Unexpended	39,373.37
47-70-00-59400 TRANSFER TO CAPITAL PROJECTS					
		02/28/2023 (02/23) Balance	.00 *	.00 *	.00
		03/31/2023 (03/23) Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual	.00	Total	.00
		YTD Budget	.00	Unexpended	.00
47-70-00-59500 TRANSFER TO LAKEFRONT FUND					
		02/28/2023 (02/23) Balance	.00 *	.00 *	.00
		03/31/2023 (03/23) Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual	.00	Total	.00
		YTD Budget	.00	Unexpended	.00
47-70-00-59600 TRANSFER TO DEBT SERVICE FUND					
		02/28/2023 (02/23) Balance	.00 *	.00 *	.00
		03/31/2023 (03/23) Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual	.00	Total	.00
		YTD Budget	167,375.00	Unexpended	167,375.00
Number of transactions: 24 Number of accounts: 20			Debit	Credit	Proof
Grand Totals:			1,279,504.15	1,279,504.15-	.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	.00	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:		.00	4,640.52	1,101,000.00	1,096,359.48	.42
47-00-00-57100	HOTEL/MOTEL ASSN-CHAM OF COM	604,166.95	641,666.95	540,000.00	101,666.95-	118.83
47-00-00-57210	EVENTS COORDINATOR	2,666.00	7,998.00	32,650.00	24,652.00	24.50
47-00-00-57212	EVENTS COORDINATOR-RIVIERA	2,666.00	7,998.00	32,650.00	24,652.00	24.50
47-70-00-57150	PROMOTIONAL GRANT	25,000.00	34,714.44	150,000.00	115,285.56	23.14
47-70-00-57155	TOURISM MUNICIPAL DEVELOPMENT	10,248.26	10,626.63	50,000.00	39,373.37	21.25
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:		644,747.21	703,004.02	972,675.00	269,670.98	72.28
Net Total TOURISM:		644,747.21-	698,363.50-	128,325.00	826,688.50	544.21-
Net Grand Totals:		644,747.21-	698,363.50-	128,325.00	826,688.50	544.21-

OUTSTANDING (OPEN) TOURISM GRANTS AWARDED

[illegible]

**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	74,545.47	-	74,545.47
March			-
April			-
May			-
June			-
July			-
August			-
September			-
October			-
November			-
December	-	-	-
	<u>129,095.67</u>	<u>-</u>	<u>129,095.67</u>

2023

	Room Tax Regular	Room Tax Marketplace	Net Totals
January	49,679.52	3,149.77	52,829.29
February	57,526.98	-	57,526.98
March			-
April			-
May			-
June			-
July			-
August			-
September			-
October			-
November			-
December			-
	<u>107,206.50</u>	<u>3,149.77</u>	<u>110,356.27</u>

Variance (18,739.40)

Note: Marketplace Providers now pay on a quarterly basis

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: _____

Organization: _____

Contact Person: _____

Phone Number: _____

Street Address: _____

City, State, Zip: _____

Email Address: _____

Name of Event: _____

Date(s) of Event: _____

Location of Event: _____

Type of Event: _____

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

Estimated Number of Attendees: _____

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

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

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 _____

Estimated Number of Overnight Stays: _____

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

Annual Event (Yes/No): _____

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: _____

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.**

<u>Invoice Date</u>	<u>Invoice #</u>	<u>Vendor Name</u>	<u>Purchase Description</u>	<u>Purchase Amount</u>	<u>Date Paid</u>

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:_____



Summary

The United Way of Walworth County, a 501(c)(3) nonprofit organization, is requesting \$11,500 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 for Lake Geneva Tourism Commission: \$11,500

We are requesting the following advertising and promotional dollars totaling \$11,500 to drive overnight guests specifically to Lake Geneva. Your logo and those of partner hotels will be included in DAS Fest marketing materials.

- **Billboards and Bus Ads \$3,500**
Work with Lamar to place billboards in Northern Illinois and Western Wisconsin. Work with Vector Media to place bus advertising in the Milwaukee and Chicago metro areas. Ads will promote overnight visits. Stay in Lake Geneva and ride the shuttle to DAS Fest USA!
- **Social Platforms \$2,500**
Facebook and Instagram ads targeting people in the Midwest who like festivals and traveling. Focus on Lake Geneva as a year-round destination for events and getaways. Come back and stay in Lake Geneva for one of the best Oktoberfest Street festivals in the state! Currently we have 9,500 Facebook fans. The Red Hot Chilli Pipers from Scotland have 400,000 Facebook fans. We will tag them in DAS Fest/Lake Geneva posts. We will also bring them to Lake Geneva on Friday, August 4th for a photo op.
- **Hotel Packages \$500**
Work with lodging properties in the City of Lake Geneva 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. Properties will be listed on our website with links to their sites and promoted on social media.
- **Shuttle \$5,000**
See proposed route. This was the number one request from overnight guests in 2021

and 2022. The shuttle will make designated stops as agreed upon with the Tourism Commission. The shuttle route will be heavily promoted on bus and billboard ads, the DAS Fest USA website, and social media. Banners on the shuttle and at the DAS Fest shuttle stop will advertise the City of Lake Geneva to all festival attendees, promoting future overnight stays.

- **Additional exposure included with above package N/C**

Optional promotional materials placed at the festival including but not limited to a banner featuring City of Lake Geneva events.

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
14. Kyle Hundt, Equus Workforce Solutions

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



Dear Lake Geneva Tourism Commission,

Thank you for allowing us to present DAS Fest USA to you for consideration in March. We have revised our application as discussed to the following request:

Grant request budget: \$11,500

We are requesting the following advertising and promotional dollars to drive overnight guests to Lake Geneva.

- **Billboards and Bus Ads \$3,500**

Work with Lamar to place billboards in Northern Illinois and Western Wisconsin. Work with Vector Media to place bus advertising in the Milwaukee and Chicago metro areas. Ads will promote overnight visits. Stay in Lake Geneva and ride the shuttle to DAS Fest USA!

- **Social Platforms \$2,500**

Facebook and Instagram ads targeting people in the Midwest who like festivals and traveling. Focus on Lake Geneva as a year-round destination for events and getaways. Come back and stay in Lake Geneva for one of the best Oktoberfest Street festivals in the state! Currently we have 9,500 Facebook fans. The Red Hot Chilli Pipers from Scotland have 400,000 Facebook fans. We will tag them in DAS Fest/Lake Geneva posts. We will also bring them to Lake Geneva on Friday, August 4th for a photo op.

- **Hotel Packages \$500**

Work with lodging properties in the City of Lake Geneva 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. Properties will be listed on our website with links to their sites and promoted on social media.

- **Shuttle \$5,000**

See proposed route. This was the number one request from overnight guests in 2021 and 2022. The shuttle will make designated stops as agreed upon with the Tourism Commission. The shuttle route will be heavily promoted on bus and billboard ads, the DAS Fest USA website, and social media. Banners on the shuttle and at the DAS Fest shuttle stop will advertise the City of Lake Geneva to all festival attendees, promoting future overnight stays.

- **Additional exposure included with above package N/C**

Optional promotional materials placed at the festival including but not limited to a banner featuring City of Lake Geneva events.

We can be available at the April 10th meeting to answer any further questions.

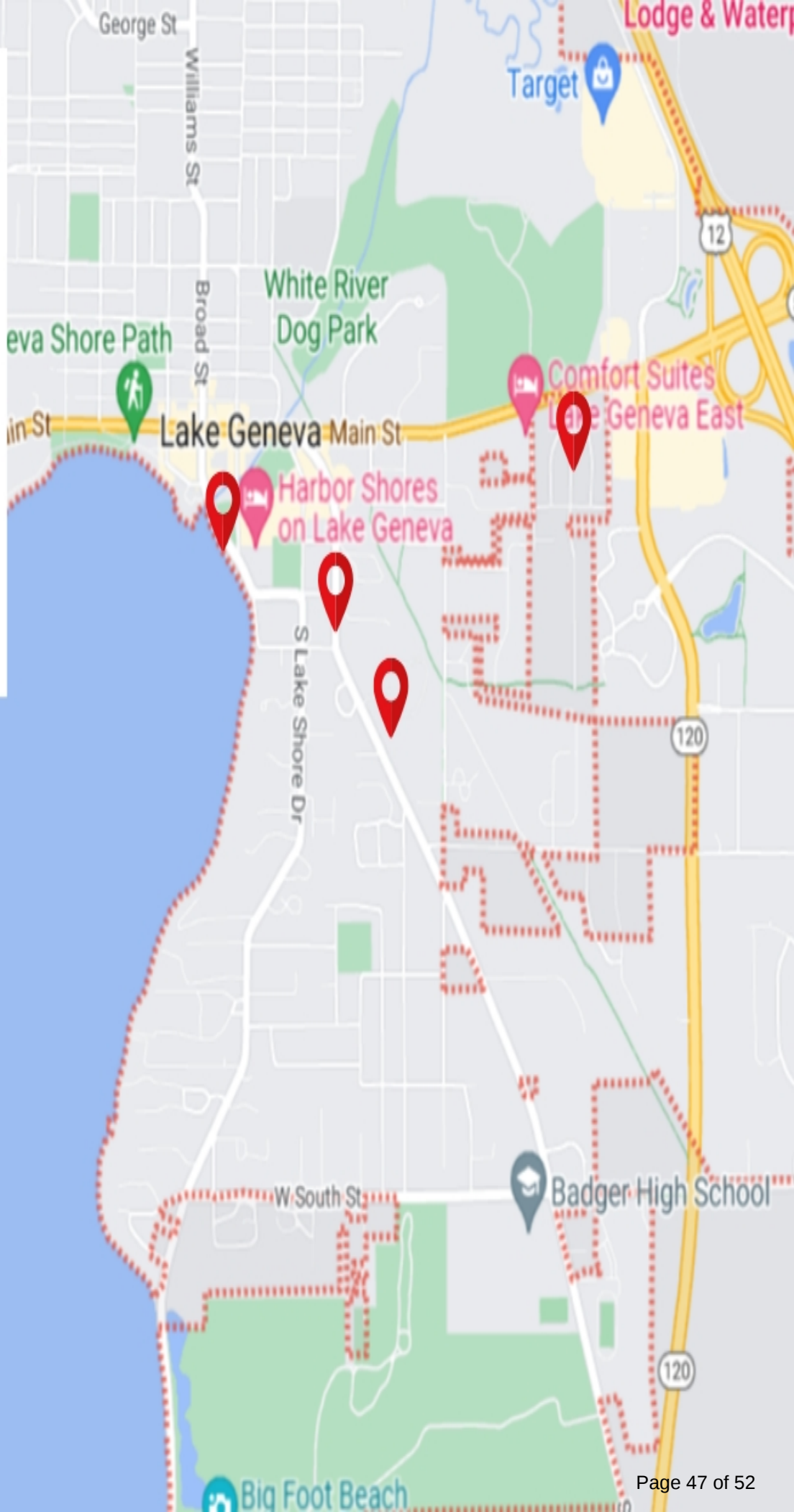
Respectfully,

Tammy Dunn & Katherine Gaulke



LAKEFRONT SHUTTLE

Lake Geneva Lodge
Wells Street
Maxwell Mansion
Bella Vista Suites, Harbor
Shores, The Cove, Mill Creek
and any additional stops
requested by the Tourism
Commission



City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

Revised September, 2021

Date Submitted: 4/3/23

Organization: GLAS Education

Contact Person: Adam McCulloch

Phone Number: (920) 723 7376

Street Address: W5659-1 WI 67

City, State, Zip: Walworth, WI 53184

Email Address: adam@glaseducation.org

Name of Event: Perseid Meteor Shower Cruises

Date(s) of Event: August 9th and 13th

Location of Event: On Geneva Lake, departing from the Riviera Docks

Type of Event: Public Outreach and Education

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

Estimated Number of Attendees: 250

Have you Applied Before? Yes or No; Explain: Yes, this is our 5th application
for funding support to host our star parties in Lake Geneva since 2019

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

812 Wrigley Dr, Lake Geneva, WI 53147 Departing from Riviera Docks

What other governmental bodies have been approached for support and what amount has been received? N/A

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: **With an average group size of around 2.5 for the last cruises, we estimate about 100 overnights generated.**

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

Annual Event (Yes/No): **Not officially**

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: **\$2200**

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



Perseid Meteor Shower Cruises by GLAS 2023

- 1) Event Overview/Description - Professional astronomy educators from GLAS Education will host a series of two star party cruises departing from the Riviera Pier in Lake Geneva. In these events, GLAS staff and volunteers will engage individuals in viewing the sky, planets, constellations, and meteors, as well as presenting educational activities. Our events feature a partnership with the Lake Geneva Cruise Line to bring night sky viewing onto Geneva Lake. All events will feature accessibility in STEM and Dark Skies Education. Both evenings will include an interactive station highlighting the impact of light pollution on human health, safety, and the environment.

*Cruises may be canceled due to severe weather conditions.

These events are themed and center around the Perseid Meteor Shower. A yearly occurrence where Earth's atmosphere is bombarded by the debris from Comet Swift-Tuttle!

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

	Per Event	Total
Online Ticketing	\$125	\$250
Material	\$225	\$450
Marketing	\$675	\$1350
ASL Interpreter	\$150	\$300
Total:		\$2200

- 3) The marketing plan for the evening events will focus on leveraging local resources to promote the events in a way that encourages visitors to plan their stays to include either an extra overnight or a small separate trip to Lake Geneva. Local hotels will be encouraged to promote Star Parties on their media outlets as well as in-house with printed materials to draw on existing traffic. Online social media like Facebook boosting

will be leveraged to its fullest potential by targeting families from the Chicago area along with other nearby cities where a trip would most likely encourage an overnight stay.

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

4) Any other helpful info

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

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

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

Meteor Shower Cruise

What?
Join Lake Geneva Cruise Line
and GLAS Education on a lovely
summer Starlight Evening Cruise
for the Perseid Meteor Shower!

When?
August 9 & 10, 9-10:30 pm

Where?
Riviera Docks
812 Wrigley Dr., Lake Geneva, WI
53147



Sample of marketing style for the event, details are not accurate.