



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

CITY OF LAKE GENEVA TOURISM COMMISSION

MONDAY, JUNE 12, 2023 - 4:00 PM

LAKE GENEVA CITY HALL; COUNCIL CHAMBERS (MAIN LEVEL)

Members:

Chairperson Brian Waspi, Linda Moritz, Troy Migut, Zakia Pirzada, Alderperson Fesenmaier and Alderperson Howell

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.- June 12, 2023 Tourism Commission

Jun 12, 2023, 4:00 – 5:00 PM (America/Chicago)

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

<https://meet.goto.com/295842765>

You can also dial in using your phone.

Access Code: 295-842-765

United States: [+1 \(224\) 501-3412](tel:+12245013412)

AGENDA

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

- a. Wisconsin Cheese Festival (APG Southern Wisconsin & Lake Geneva House of Music)
- 12. Addition of invoice deadline to page 1 of current grant application.
- 13. Use of different Tourism Commission Logo and other possible changes
- 14. Addition of link or QR code to the Riviera homepage
- 15. Initial discussion regarding Visit Lake Geneva with Tourism Commission (opener beginning July 1st)
- 16. Future Agenda Items (Next Meeting Date: Monday, July 10, 2023 at 4:00 p.m.)
- 17. **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, April 10, 2023
COUNCIL CHAMBERS, CITY HALL

Meeting was called to order by Chair Waspi at 4:01 p.m.

Roll Call

Present: Chair Brian Waspi, Vice Chair Zakia Pirzada, Ald. Fesenmaier, Alderman Hedlund, Mayor Klein (arrived 4:12), Stephanie Klett

Absent: Kevin Singh, Linda Moritz

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

None.

Approval of Tourism Commission minutes from March 13, 2023

Motion by Hedlund, second by Pirzada, to approve the minutes from March 13, 2023.

Unanimously carried.

Update from Tourism Entity – Visit Lake Geneva

Deanna Goodwin encouraged community participation in the upcoming Restaurant Week, April 22 through April 30, with a record-setting 30 businesses participating. First place charity will receive \$5000 and Second through Fifth place charities will receive \$1000 each. Fox6 News will be broadcasting the event during the week.

The recently-held Big Balloon Build at Covenant Harbor was a huge success.

<https://www.mirabelsmagazinecentral.com/digitaledition/index.html?id=d0875dce-7e02-41e0-8376-186e3f8be91c> (page 13+)

<https://www.bizbash.com/catering-design/event-design-decor/media-gallery/22807289/the-2023-big-balloon-build>

Visit Lake Geneva's website has surpassed one million views!

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

Alex, highlighted the huge increase in visitors to their new website

www.downtownlakegeneva.org including the addition of an Initiative page. Also on the increase is their social media presence on Facebook and Instagram. A new event in May is Spring Go, a scavenger hunt is 25 downtown businesses. Passport cards are available at the Library, Geneva Lake Museum, and the Visitor Center. Find a bloom of flowers in the business, have your card punched and enter to win prizes.

Other new projects include Adopt-a-Flower-Basket (spring), Murals in Motion (September), a Legislative Breakfast, and Hometown Heroes (planned for November). Recurring events include the annual Wine Walk in May and Oktoberfest (moved to Broad Street from Flat Iron Park).

Waspi and the Commissioners gave much praise to Alex for the detailed report.

Heather Jones, Independent Contractor for Tourism Commission, Meet at the Lake Promotional Activity (moved down on agenda)

Jones gave details from her Marketing Update including the website and social media. Hotels and Lodging saw an 81% increase in page views over last month. We are holding steady with bookings at the Riviera. Jones included the donated (labeled Comp on the chart) for Riviera use back to 2020. The full media campaign report was made available in this month's packet along with her 2022-2023 contract for the Commission and the Public.

Written financial update provided by City Comptroller

Balance Sheet [not available]

Total Assets - \$441,165.72

Restricted Fund Balance - \$1,129,469.22

Outstanding Grants and Contracts worksheet showed a total unpaid liability of \$548,580.37.

Waspi will ask the City comptroller to add the Event Date and Deadline for Invoices and also the Room tax timing information specifically from the Short-Term Rentals/Marketplace.

Tourism Promotional Grant Program and Requests

2023 DAS Fest

Commissioners reviewed the revised request and listened to added explanation from Tammy Dunn. The request submitted included billboards and bus ads, social media platforms, City of Lake Geneva hotel packages, and shuttle rides round trip to Elkhorn from City Hotels (see map). Motion by Pirzada, second by Fesenmaier, to grant \$11,500 for DAS Fest on August 4 through 6, 2023. Unanimously carried.

Riviera Ballroom Coordinator/Planner Open House event, Heather Jones

Heather Jones explained the date change due to Wrigley Drive construction work on the original date chosen. Grant was approved at the February 13 meeting. Motion by Hedlund, second by Pirzada, to grant \$2,200 for Planner Open House now being held on September 20, 2023 Unanimously carried.

Perseid Meteor Shower Cruises, GLAS Education

Adam McCullough, Geneva Lake Astrophysics and STEAM (GLAS) Education, pointed out details from the grant application for this year's star parties. The events are night cruises held from 9 to 11 p.m. and are likely to cause overnight stays. Both events sold out last year. Motion by Hedlund, second by Waspi, to grant the original amount of \$2,200 for Perseid Meteor Shower Cruises on August 9 and August 13, 2023. Unanimously carried.

Lake Geneva Meeting Planner Open House – Heather Jones

Future meeting agenda items and next meeting date –

- Grant Document – add event date or invoice deadline
- Better information regarding Marketplace room taxes – date received
- Discussions for Visit Lake Geneva contract open on July 1 for Dec. 31 expiration
- Tourism Commission Logo – different and separate from the City; as part of the logo, add a link or QR Code to the Riviera homepage

Monday, May 8, at 4:00 PM

Motion by Waspi, second by Hedlund, to adjourn at 5:14 p.m. Carried.

Respectfully submitted,
Alderman Fesenmaier, Secretary

Riviera Ballroom/MATL Update- Tourism Commission Meeting June 2023

Marketing Update

- Website Analytics Update: Past 30 Days:
 - Site Sessions: 1,638 (11% increase)
 - Site Sessions by traffic source
 1. Google (834)
 2. Direct (401)
 3. City of Lake Geneva (166)
 4. Visit Lake Geneva (86)
 5. Bing (53)
 - Active Inquiries: 42 (-3 from last month), 41 recorded for May 2022
 - Avg. Session Duration: 3min 13sec (-1min 7sec)
 - Site Bounce Rate: 51.5% (+6%)
- WeddingWire & TheKnot: May Stats
 - 89 Storefront Views, compared to 54 avg in our market/category
 - 12 leads (+6)
- Hotels & Lodging Analytics Update Past 30 days:
 - 65Page Views (38% decrease from last month)
 - Avg. time spent on page: 3min 42sec (+2sec)

**Reports generated on June 6th*

Sales Update

	2018	2019	2020	2021	2022	2023	2024
Weddings	45	28	9	54	55	51	24
Social	4	1	0	1	5	4	1
Corporate	4	2	1	1	2	2	
Non-Profit	7	10	0	3	1	5	2
Event Total	60	41	10	60	62	62	27
Cancellation Total	0	0	40	11		3	
Rescheduled	0	0	20	4		1	
Comp			5	2	5	6	

- Sales by Year April 2023:
 - 2023 Events- Past 30 days: Booked 1 non-profit event & 1 wedding with 2 contracts out (1 social & 1 wedding), all likely to book.
 - 2024 Events- 6 contracts returned this month (5 weddings & 1 non-profit) with 1 contract out.
 - Last Year- Reported on May 5, 2022; 61 events booked for 2022 and 19 events booked for 2023.
- Sales by Year May 2023:
 - 2023 Events- Past 30 days: Booked 1 social event & 1 wedding with one contract out, likely to book.
 - 2024 Events- 3 contracts returned this month (2 weddings & 1 non-profit) with 1 contract out.
 - Last Year- Reported on June 8, 2022; 61 events booked for 2022 and 20 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	\$274,160.91

CATERING REVENUE

\$29,159.74	\$14,688.76	\$4,337.68	\$32,970.09	\$46,691.72	\$27,324.40
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Lake Geneva Tourism Commission
JUNE 12, 2023
VISIT Lake Geneva Update

Upcoming Partner Meetings & Events

- VLG Monthly Partner Meeting – June 20, 8-9am at The Cove
- Multi-Chamber Business After Hours – June 22, 5-7pm at Geneva Stage

Public Events 2023

- Restaurant Week Recap - Charity Check winners announced in May – 1st Place (\$5,000) The Time is Now to Help | Runners Up (\$1,000 each) Kisses From Keegan, Dementia Friendly Community Initiative, Geneva Lake Women's Association | Never Say Never Playland | Yerkes Future Foundation
- Lake Geneva Concerts in the Park (June 29-August 10) – Entertainment lineup on VisitLakeGeneva.com
- Lake Geneva Electric Christmas Parade (December 2)

Earned Media Highlights – May 2023

- [15 Most Beautiful Lakes in America](#) | World Atlas
- [Set Your Sights on Lake Geneva](#) | GM Today
- [Wisconsin's Lake Geneva Once a Grand Resort for the Rich, Now a Laid-Back Venue for Vacationers](#) | Gazette Extra, Hastings Tribune, The New Brunswick News, and MSN
- [10 Charming Towns That You Wouldn't Expect to Find in Wisconsin](#) | The Travel
- [In Focus: Lake Geneva Expects Big Summer](#) | Spectrum News TV
- [The Dungeons & Dragons Game Was Invented in Lake Geneva, Wisconsin. Why No Statue in the Town Square?](#) | Hastings Tribune and The New Brunswick News

Marketing Metrics – May 2023

Website – VisitLakeGeneva.com

- Visitor Sessions – 117,903 | +28.1% (YTD 601,869)
- Pageviews – 308,849 | +31.5% (YTD 1,512,913)
- Users – 91,077 (YTD 465,810)
- Online Guide Visits – 6,414 (YTD 23,836)
- Top Cities
 1. Chicago 17.6%
 2. (not set) 6.7%
 3. Milwaukee 4.5%
 4. Lake Geneva 1.4%
 5. Dallas 1.0%
 6. Madison 0.9%

7. Denver 0.8%
8. Ashburn 0.8%
9. Minneapolis 0.6%
10. Rockford 0.6%

- Top Pages
 1. Things to Do
 2. Home
 3. Events
 4. Things to Do | Shore Path
 5. Stay | Hotels & Resorts
 6. Things to Do | Family Fun
 7. Explore | Visitors Guide Order
 8. Things to Do | Beaches
 9. Things to Do | Tours & Sightseeing
 10. Things to Do | Shopping
- Visitor Demographics
 - 60% Female | 40% Male
 - Age Group
 1. 35-44 – 21.3%
 2. 45-54 – 18.4%
 3. 55-64 – 18.1%
 4. 25-34 – 17.3%
 5. 65+ - 13.1%
 6. 18-24 – 11.9%

Social Media

- Facebook – 63,357 Followers (+1,153) | 731,703 Post Reach
- Instagram – 11,172 Followers (+330) | 33,626 Post Reach
- Twitter – 3,468 Followers (+21) | 2,575 Impressions
- LinkedIn – 1,1723 Followers (+159) | 88,720 Impressions

Email Subscribers

- Subscribers – 52,439 (+165)
- Open Rate – 31.6%

Visitor Center Activity – MAY 2023

- Walk-ins – 1,586 (YTD 4,942)
- Phone Calls – 258 (YTD 1,168)
- Emails – 1,092 (YTD 4,749)
- Visitors Guides Fulfilled – 1,068 (YTD 4,680)

Hotel Activity – APRIL 2023

- Occupancy – 37.7% (-15.3%) | YTD 39.8% (-2.9%)
- ADR - \$152.01 (+3.4%) | YTD \$162.01 (+5.0%)
- RevPar - \$57.63 (-12.4%) | YTD \$64.83 (+2.0%)

Meetings & Events RFP Activity – MAY 2023

RFP#	Total Room Nights	Meeting Type	Properties Sourced
1208	80	Social	The Ridge, Bella Vista , Geneva Inn, Grand Geneva, Maxwell Mansion , Lake Lawn Resort, Harbor Shores , The Cove , The Abbey Resort
1209	0	Social	The Bottle Shop , Studio Winery , Hill Valley Cheese , Lake Geneva Cruise Line , The Candle Mercantile , Oakfire
1210	90	Corporate	The Abbey Resort, Geneva National, The Ridge
1211	430	Association	The Abbey Resort, Grand Geneva
1212	486	Association	Grand Geneva
1213	270	Corporate	The Abbey Resort Grand Geneva
1214	250	Corporate	The Abbey Resort, Grand Geneva, Lake Lawn Resort, Geneva National, The Ridge

- RFPs Distributed – 7 (YTD 63)
- Total RFP Room Nights – 1,606 (YTD 26,126)
- Total RFP Attendees – 815 (YTD 12,625)

Economic Impact of Tourism Report 2022 Data Released May 6, 2023

- **Walworth County**
 - Direct Visitor Spending - \$675 Million* (+\$80.7 Million | +13.6%)
 - State & Local Tax Revenue - \$70.9 Million* (+7.5%)
 - Employment - 7,057 (+ 3.1%)
 - Labor Income - \$258.9 Million* (+15.9%)
 - Rank #6 in Visitor Spending
- **Lake Geneva Region**
 - Direct Visitor Spending - \$503 Million* (+\$52 Million | +11.5%)
 - 75% of County Total
 - State & Local Tax Revenue - \$50 Million* (+6.5%)
 - Employment - 4,117 (+2.1%)
 - Labor Income - \$138.4 Million* (+16.2%)
 - If not for the economic impact of tourism in the Lake Geneva region, Walworth County households would pay \$945 more in taxes each year to maintain the current level of government services.

(*) Record number



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

Executive Director's Report

May Recap

Website & Social:

Website traffic increase by 39% with most interactions in shopping and lodging in site sessions after Wine Walk Page.

Social engagement has increased organically in Instagram and doubled in Facebook with some paid promotion reach. Moving forward building a calendar of social media themes for scheduling.

Added the Springo Bingo promotion May 1 to website and social media with a boosted ad from Facebook.

Creating a list for a general consumer email for marketing and are at 797 emails so far.

Social Posting Topics:

- i. Business Highlights for shopping, dining, and lodging
- ii. Wine Walk
- iii. New businesses in town
- iv. Outdoor Rec
- v. Reels with lake and food

Website												
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Visitor Sessions		(526)	(937)	(1043)	(1269)							
Mobile	-	347	707	677	952							
Desktop	-	174	214	338	284							
Tablet	-	5	16	28	33							
Pageviews												
	-	1,011	1,433	1,490	1,909							

2023 Other												
Users	-	526	937	840	1064							
New Visitors	-	440	755	801	997							
Avg Time on site	-	3m26s	4m29s	3m50s	4m03s							
Social												
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Facebook												
Followers	7,092	7,283	7,495	7,582	7,731							
MoM Change	48	191	212	87	149							
Reach	11,412	25,727	31,218	15,455	31,089							
Post Engagement	1,993	1,950	3,900	2,980	10,465							
Instagram												
Followers	2,589	2,613	2,636	2,665	2,694							
MoM Change	39	24	23	29	29							
Reach	3,200	2,720	3,079	1,967	4,142							
Engagement	3,100	1,100	1,985	1,057	2,247							

Events:

- i. Wine Walk – Event took place May 21st. 479 attendees. 500 paid tickets. 32 stops participated. Survey feedback from guest experiences and business feedback were positive. In recap meeting show revenue earned with a profit of \$8,500.
- ii. Oktoberfest - Sponsorship materials are finished; booking of entertainment is near complete, meeting with city, police, fire, public works, and parking have been held and application for event will be submitted in June. Vendor sign ups will launch as well as sponsorship solicitation. Rotary has confirmed use of nonprofit status to partner with liquor licensing
- iii. Murals in Motion – Met with Geneva Towers and are presenting a mural proposal for their garage wall to be approved painting. Next steps is scheduling a meeting with city on how to proceed in permits and special event considerations.

Beautification:

- i. Flowers - Treasure Hut Florist has been paid for Spring Plantings. Flowers were installed Memorial Day weekend. Launched Adopt a Flower Basket Program for \$250 dollar sponsorship. Listed on website and in newsletter.
- ii. Banners – Discussion of new branding banners with public works as well as veteran project banners
- iii. Lighting – Code discussion verifies that lights can only remain on the trees, Brunk Pavilion, and bridge for 90 days. Removal to take place within next 60 days. Following that BID has the option to replace the lights for another 90 days. Also need new UV protection extension cords and protectors for installation.

Business Communications & Marketing:

- i. Created a newsletter list for a general consumer email. Also met with APG for targeted marketing costs per event with subscriber email listings. Quote to be delivered by June meeting.
- ii. 6 (43 ytd) business site visits for analysis of business sales and traffic flow; Visited the 25 participating businesses of Springo to drop off supplies. Met with businesses participating in wine walk and did post event check ins. Meeting set to introduce the BID to the Geneva Stage this month. Met new management at Baker House as staff had full turnover.
- iii. Main Street Update: First Marketing conference will take place in Marshfield June 14th. Alethea and I will be in attendance. July will be Main Street Orientation in Madison.
- iv. Summer Marketing Initiative – Summer Bucket List socials; giveaways for storytelling of experiences to be published online. Maxwell Street Days planning to start, also press release and marketing for murals to take place in June.

CITY OF LAKE GENEVA
BALANCE SHEET
MAY 31, 2023

FUND 47 - TOURISM

ASSETS

47-00-00-1111	FUND CASH	274,609.41	
	TOTAL ASSETS		274,609.41

LIABILITIES AND EQUITY

FUND EQUITY

47-00-00-34800	RESTRICTED FUND BALANCE	525,302.27	
	REVENUES OVER EXPENDITURES - YTD	(250,692.86)	
	TOTAL FUND EQUITY		274,609.41
	TOTAL LIABILITIES & EQUITY		274,609.41

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance	
47-00-00-11111 FUND CASH						
		04/30/2023 (04/23) Balance	.00 *	.00 *	416,172.33	
CA-CDA	7	CDA Fund Allocation - Created: 05/04/23 4:48 PM		37,500.00-		
CA-CDA	26	CDA Fund Allocation - Created: 05/18/23 4:04 PM		19,889.80-		
CA-CDA	38	CDA Fund Allocation - Created: 05/26/23 11:45 A		5,399.45-		
CA-JE	3	JE Fund Allocation - Created: 05/03/23 11:31 AM	37,500.00			
CA-JE	13	JE Fund Allocation - Created: 06/09/23 8:10 AM		116,273.67-		
		05/31/2023 (05/23) Period Totals and Balance	37,500.00 *	179,062.92- *	274,609.41	
47-00-00-13920 ACCTS RECEIVABLE						
		04/30/2023 (04/23) Balance	.00 *	.00 *	.00	
		05/31/2023 (05/23) Period Totals and Balance	.00 *	.00 *	.00	
47-00-00-21100 ACCOUNTS PAYABLE						
		04/30/2023 (04/23) Balance	.00 *	.00 *	37,500.00-	
AP	137	Summary Transactions from AP System		19,769.82-		
AP	661	Summary Transactions from AP System		119.98-		
AP	833	Summary Transactions from AP System		5,399.45-		
CDA	82423	LAKE GENEVA CONVENTION	37,500.00			
CDA	82536	DOUGLAS FOOD STORES INC.	19,769.82			
CDA	82619	CHARTER COMMUNICATIONS	119.98			
CDA	82638	JONES, HEATHER	5,332.00			
CDA	82645	US CELLULAR	67.45			
		05/31/2023 (05/23) Period Totals and Balance	62,789.25 *	25,289.25- *	.00	
47-00-00-21900 ACCRUED EXPENSES						
		04/30/2023 (04/23) Balance	.00 *	.00 *	.00	
		05/31/2023 (05/23) Period Totals and Balance	.00 *	.00 *	.00	
47-00-00-34800 RESTRICTED FUND BALANCE						
		04/30/2023 (04/23) Balance	.00 *	.00 *	525,302.27-	
		05/31/2023 (05/23) Period Totals and Balance	.00 *	.00 *	525,302.27-	
47-00-00-41210 ROOM TAX						
		04/30/2023 (04/23) Balance	.00 *	.00 *	.00	
JE	2	TOURISM ROOM TAX-1ST QUARTER		37,500.00-		
JE	22	TRANSFER ROOM TAX-MAY 2023		42,526.33-		
		05/31/2023 (05/23) Period Totals and Balance	.00 *	80,026.33- *	80,026.33-	
YTD Encumbrance	.00	YTD Actual	80,026.33- Total	80,026.33- YTD Budget	1,100,000.00- Unearned	1,019,973.67
47-00-00-46100 TOURISM MISC REVENUE						
		04/30/2023 (04/23) Balance	.00 *	.00 *	.00	
		05/31/2023 (05/23) 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						
		04/30/2023 (04/23) Balance	.00 *	.00 *	7,153.00-	
		05/31/2023 (05/23) Period Totals and Balance	.00 *	.00 *	7,153.00-	
YTD Encumbrance	.00	YTD Actual	7,153.00- Total	7,153.00- YTD Budget	1,000.00- Unearned	6,153.00-

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-49100 APPL. PRIOR YR APPROPRIATIONS					
		04/30/2023 (04/23) Balance	.00 *	.00 *	.00
		05/31/2023 (05/23) 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					
		04/30/2023 (04/23) Balance	.00 *	.00 *	.00
		05/31/2023 (05/23) 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					
		04/30/2023 (04/23) Balance	.00 *	.00 *	75,000.00
		05/31/2023 (05/23) Period Totals and Balance	.00 *	.00 *	75,000.00
YTD Encumbrance	.00	YTD Actual 75,000.00 Total	75,000.00	YTD Budget 540,000.00 Unexpended	465,000.00
47-00-00-57210 EVENTS COORDINATOR					
		04/30/2023 (04/23) Balance	.00 *	.00 *	10,664.00
AP	810 JONES, HEATHER		2,666.00		
	**Desc: RIVIERA EVENTS COORDINATOR-JUN				
		05/31/2023 (05/23) Period Totals and Balance	2,666.00 *	.00 *	13,330.00
YTD Encumbrance	.00	YTD Actual 13,330.00 Total	13,330.00	YTD Budget 32,650.00 Unexpended	19,320.00
47-00-00-57212 EVENTS COORDINATOR-RIVIERA					
		04/30/2023 (04/23) Balance	.00 *	.00 *	10,664.00
AP	811 JONES, HEATHER		2,666.00		
	**Desc: RIVIERA EVENTS COORDINATOR-JUN				
		05/31/2023 (05/23) Period Totals and Balance	2,666.00 *	.00 *	13,330.00
YTD Encumbrance	.00	YTD Actual 13,330.00 Total	13,330.00	YTD Budget 32,650.00 Unexpended	19,320.00
47-00-11-15900 DUE TO/FROM GENERAL FUND					
		04/30/2023 (04/23) Balance	.00 *	.00 *	.00
		05/31/2023 (05/23) Period Totals and Balance	.00 *	.00 *	.00
47-00-40-15900 DUE TO/FROM LAKEFRONT FUND					
		04/30/2023 (04/23) Balance	.00 *	.00 *	.00
		05/31/2023 (05/23) Period Totals and Balance	.00 *	.00 *	.00
47-70-00-57150 PROMOTIONAL GRANT					
		04/30/2023 (04/23) Balance	.00 *	.00 *	46,639.76
AP	121 DOUGLAS FOOD STORES INC.		19,769.82		
	**Desc: KITCHEN GRANT-RIVIERA				
		05/31/2023 (05/23) Period Totals and Balance	19,769.82 *	.00 *	66,409.58
YTD Encumbrance	.00	YTD Actual 66,409.58 Total	66,409.58	YTD Budget 150,000.00 Unexpended	83,590.42

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-70-00-57155 TOURISM MUNICIPAL DEVELOPMENT					
		04/30/2023 (04/23) Balance	.00 *	.00 *	10,815.18
AP	636	CHARTER COMMUNICATIONS	119.98		
		**Desc: INTERNET SVC-MAY			
AP	761	US CELLULAR	67.45		
		**Desc: RIVIERA CELL-HEATHER-APR			
		05/31/2023 (05/23) Period Totals and Balance	187.43 *	.00 *	11,002.61
YTD Encumbrance	.00	YTD Actual	11,002.61	Total	11,002.61
		YTD Budget	50,000.00	Unexpended	38,997.39
47-70-00-59400 TRANSFER TO CAPITAL PROJECTS					
		04/30/2023 (04/23) Balance	.00 *	.00 *	.00
		05/31/2023 (05/23) 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					
		04/30/2023 (04/23) Balance	.00 *	.00 *	.00
		05/31/2023 (05/23) 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					
		04/30/2023 (04/23) Balance	.00 *	.00 *	.00
JE	23	TRANSFER FUNDS FOR BOND PYMNT	158,800.00		
		05/31/2023 (05/23) Period Totals and Balance	158,800.00 *	.00 *	158,800.00
YTD Encumbrance	.00	YTD Actual	158,800.00	Total	158,800.00
		YTD Budget	167,375.00	Unexpended	8,575.00
Number of transactions: 21 Number of accounts: 20			Debit	Credit	Proof
Grand Totals:			284,378.50	284,378.50-	.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	80,026.33	80,026.33	1,100,000.00	1,019,973.67	7.28
47-00-00-46100	TOURISM MISC REVENUE	.00	.00	.00	.00	.00
47-00-00-48110	INTEREST INCOME	.00	7,153.00	1,000.00	6,153.00-	715.30
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:		80,026.33	87,179.33	1,101,000.00	1,013,820.67	7.92
47-00-00-57100	HOTEL/MOTEL ASSN-CHAM OF COM	.00	75,000.00	540,000.00	465,000.00	13.89
47-00-00-57210	EVENTS COORDINATOR	2,666.00	13,330.00	32,650.00	19,320.00	40.83
47-00-00-57212	EVENTS COORDINATOR-RIVIERA	2,666.00	13,330.00	32,650.00	19,320.00	40.83
47-70-00-57150	PROMOTIONAL GRANT	19,769.82	66,409.58	150,000.00	83,590.42	44.27
47-70-00-57155	TOURISM MUNICIPAL DEVELOPMENT	187.43	11,002.61	50,000.00	38,997.39	22.01
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	158,800.00	158,800.00	167,375.00	8,575.00	94.88
TOURISM Expenditure Total:		184,089.25	337,872.19	972,675.00	634,802.81	34.74
Net Total TOURISM:		104,062.92-	250,692.86-	128,325.00	379,017.86	195.36-
Net Grand Totals:		104,062.92-	250,692.86-	128,325.00	379,017.86	195.36-

**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	77,487.03	146,570.32	224,057.35
April	73,954.48	-	73,954.48
May			-
June			-
July			-
August			-
September			-
October			-
November			-
December	-	-	-
	<u>280,537.18</u>	<u>146,570.32</u>	<u>427,107.50</u>

2023

	Room Tax Regular	Room Tax Marketplace	Net Totals
January	50,649.40	-	50,649.40
February	69,510.46	-	69,510.46
March	71,887.05	152,450.05	224,337.10
April	60,406.37	-	60,406.37
May			-
June			-
July			-
August			-
September			-
October			-
November			-
December			-
	<u>252,453.28</u>	<u>152,450.05</u>	<u>404,903.33</u>

Variance (22,204.17)

Note: Marketplace Providers now pay on a quarterly basis

2022/2023 Tourism Grant Commitments

2022 Meetings	Events	Amount committed	Vendor	Date of Event	Paid to Date	Remaining Balance	Total Running Balance
September	Riviera Marketing Effort (Jan-Apr 2023)	5,800.00		Jan-Apr 2023		\$ 5,800.00	
	Abominable Snow Race	10,000.00	ASR Events, LLC	January 28, 2023	10,000.00	\$ -	
	Riviera Prep Kitchen Equipment	90,026.62	Douglas Food Stores, Inc. Pd 1/5/23	2023 Update	9,714.44	\$ 58,211.64	
			Douglas Food Stores, Inc. Pd. 1/11/23	2023 Update	2,330.72		
			Douglas Food Stores, Inc. Pd 3/17/23	2023 Update	19,769.82		
November	Women's Weekend	12,500.00	Geneva Lake Women's Association	April 28-30, 2023	-	\$ 12,500.00	
	Bridal Expo	15,000.00	Celebration Management-Pd 3/8/23	January 21, 2023	15,000.00	\$ -	
	Downtown Ice Sculpture Tour (VISIT)	10,800.00	Visit Lake Geneva Pd 1/31/23	Winterfest February 2023	9,594.60	\$ 1,205.40	
December	Bacon Fest	10,000.00	Wisconn Valley Media Group	May 12-14, 2023	-	\$ 10,000.00	
	Big Balloon Build	10,000.00	Inspiration Ministries	March 19-26, 2023	-	\$ 10,000.00	
					66,409.58	\$ 97,717.04	164,126.62

2023-Meetings

150,000.00

January	MEETING CANCELLED						
February	Jazz Fest	10,000.00	Wisconn Valley Media Group	May 19-20, 2023	-	\$ 10,000.00	140,000.00
	Taco Fest	10,000.00	Wisconn Valley Media Group	September 8-10, 2023	-	\$ 10,000.00	130,000.00
	Art in the Park	15,253.00	Geneva Lake Art Foundation	August 12-13, 2023	-	\$ 15,253.00	114,747.00
March	Venetian Fest	45,000.00	Jaycees	August 16-20, 2023	-	\$ 45,000.00	69,747.00
	Lake Geneva Meeting Planner	2,200.00		September 20, 2023	-	\$ 2,200.00	67,547.00
April	DAS Fest	11,500.00	United Way Walworth County (Event held in Elkhorn)	August 4-6, 2023	-	\$ 11,500.00	58,247.00
	Perseid Meteor Shower cruises (GLAS)	2,200.00	GLAS (Aug 9 - 13, 2023)	August 9-13, 2023	-	\$ 2,200.00	56,047.00

Approved 2023 Budget	Committed 2023 Grants	Available
\$ 150,000.00	\$ 260,279.62	(110,279.62)

Current Cash May 2023	\$ 274,609.41
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City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

Revised September, 2021

Date Submitted: 12/5/2022
Organization: Inspiration Minsitries
Contact Person: Kimberly Voller
Phone Number: 815.354.2619
Street Address: PO Box 948
City, State, Zip: Walworth, WI 53184
Email Address: kvoller@inspirationministries.org
Name of Event: Big Balloon Build - Lake Geneva
Date(s) of Event: March 19 - March 26
Location of Event: Covenant Harbor - Lake Geneva
Type of Event: Community Event

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

Estimated Number of Attendees: 5000+

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

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

Covenant Harbor 1724 W Main Street, Lake Geneva

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

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

Estimated Number of Overnight Stays: 200 +

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

Annual Event (Yes/No): Not currently, however there is potential for that to happen.

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: \$10000

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

Event Overview

Big Balloon Build – Lake Geneva

Inspiration Ministries and Inspired are incredibly excited to be partnering with Sara Meyer, owner of Wisconsin Balloon Décor, on the Big Balloon Build – Lake Geneva that is sure to blow up this spring. Sara and 75 balloon artists from around the world will transform the Covenant Harbor Activity Center into a magical, fully immersive experience designed with over 100,000 bio-degradable balloons. This event is happening for just the THIRD TIME ever in the U.S. with anticipated participants of over 5000.

At the beginning of the week, Sara and 75 of her closest friends will work together to create a magical outdoor theme 'Inspired by the Great Outdoors' to be viewed by the public starting on Thursday, March 23, 2023. Many activities have been planned over the four days for the public to experience this amazing event.

THURSDAY – March 23rd

- Ribbon Cutting with Visit Lake Geneva
- Tours for residential facilities & other nonprofit organizations that focus on people with disabilities
- Exclusive VIP Night for Sponsors and Balloon Artists
 - Includes a dessert reception
 - Includes a small presentation

Sponsors and Balloon Artists will enjoy an evening of having the first look of the Big Balloon Build – 'Inspired by the Great Outdoors'. There will be a short presentation and an opportunity to thank our sponsors and the balloon artists for making this incredible opportunity come to fruition.

FRIDAY – March 24th

- School Visits (Including Home School Groups)
- In-Tents Laughter with awarding winning comedian Kerri Pomaroli
 - Includes an appetizer and dessert reception

Join award-winning comedian Kerri Pomaroli from California for a night of merriment as part of The Big Balloon Build at Covenant Harbor. Tickets include the show, a dessert reception and, best of all, early access to this totally immersive magical balloon experience.

SATURDAY/SUNDAY – March 25th and 26th

- **The Ultimate Balloon Experience** (8 am – 1 pm)
 - Includes breakfast and a visit with the Easter Bunny

Get your day popping with a buffet breakfast at Covenant Harbor's Lodge. Then, get blown away as you walk through the larger-than-life build that will bring The Great Outdoors to life with more than 100,000 balloons. After you catch your breath, join our nature-loving Easter Bunny in his burrow for one final uplifting experience.

- **The Big Balloon Build package** (Sat: 1- 8 pm; Sun: 1 -5 pm)
 - Tickets include entrance into the Big Balloon Build, and bringing donations for the food drive (filling the Kune RV with food donations)

Participants will get to experience the Big Balloon Build in the afternoon on March 25th or 26th, 2023. Participants also have the chance to help fill an RV with food that will go back to people in need in our local communities.

- **The Balloon Popping Party** (Sun: 6 pm)

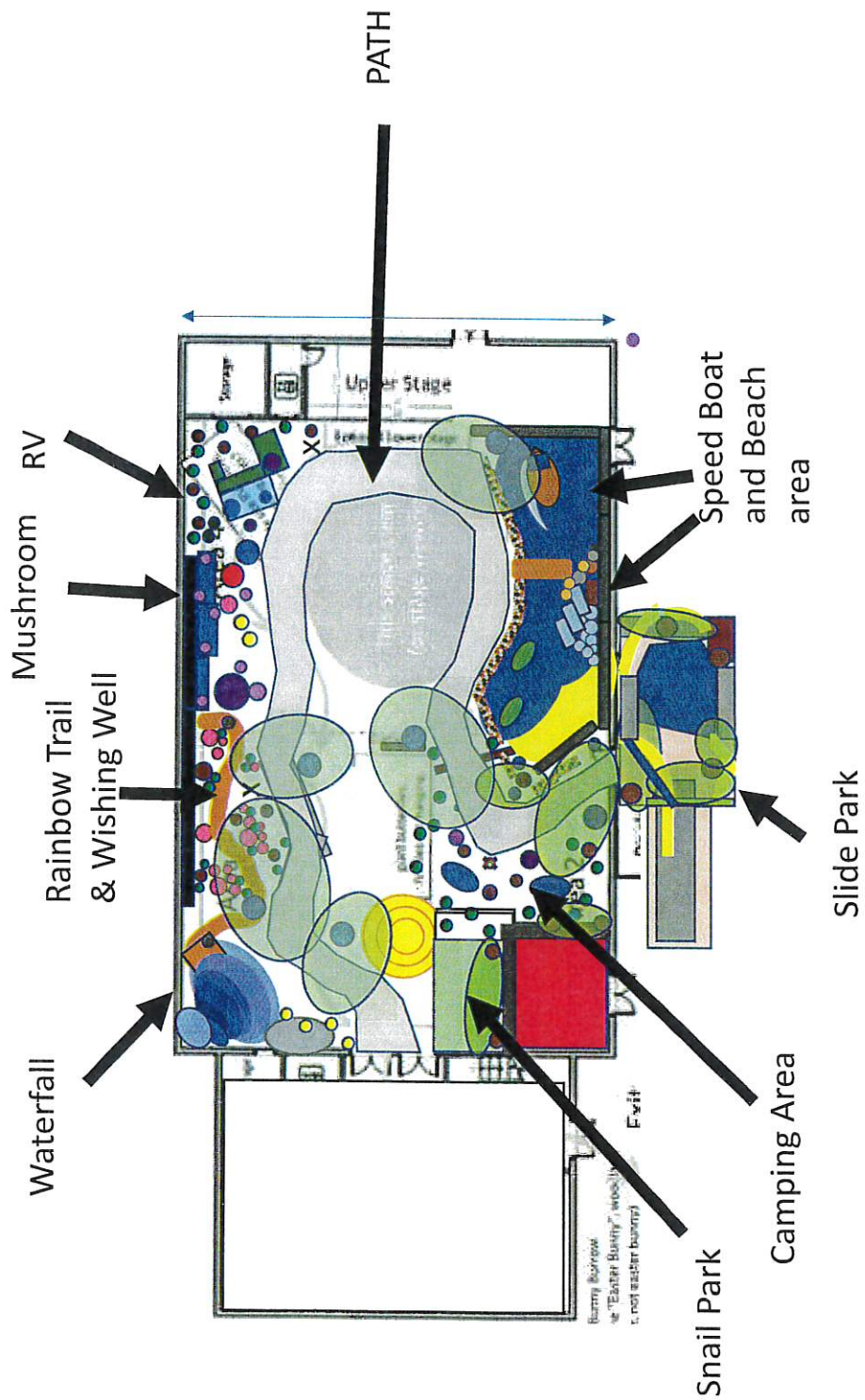
After the final person walks through the incredible display, an exclusive crew gets to deflate the 100,000 or so balloons in Covenant Harbor's Activity Center.

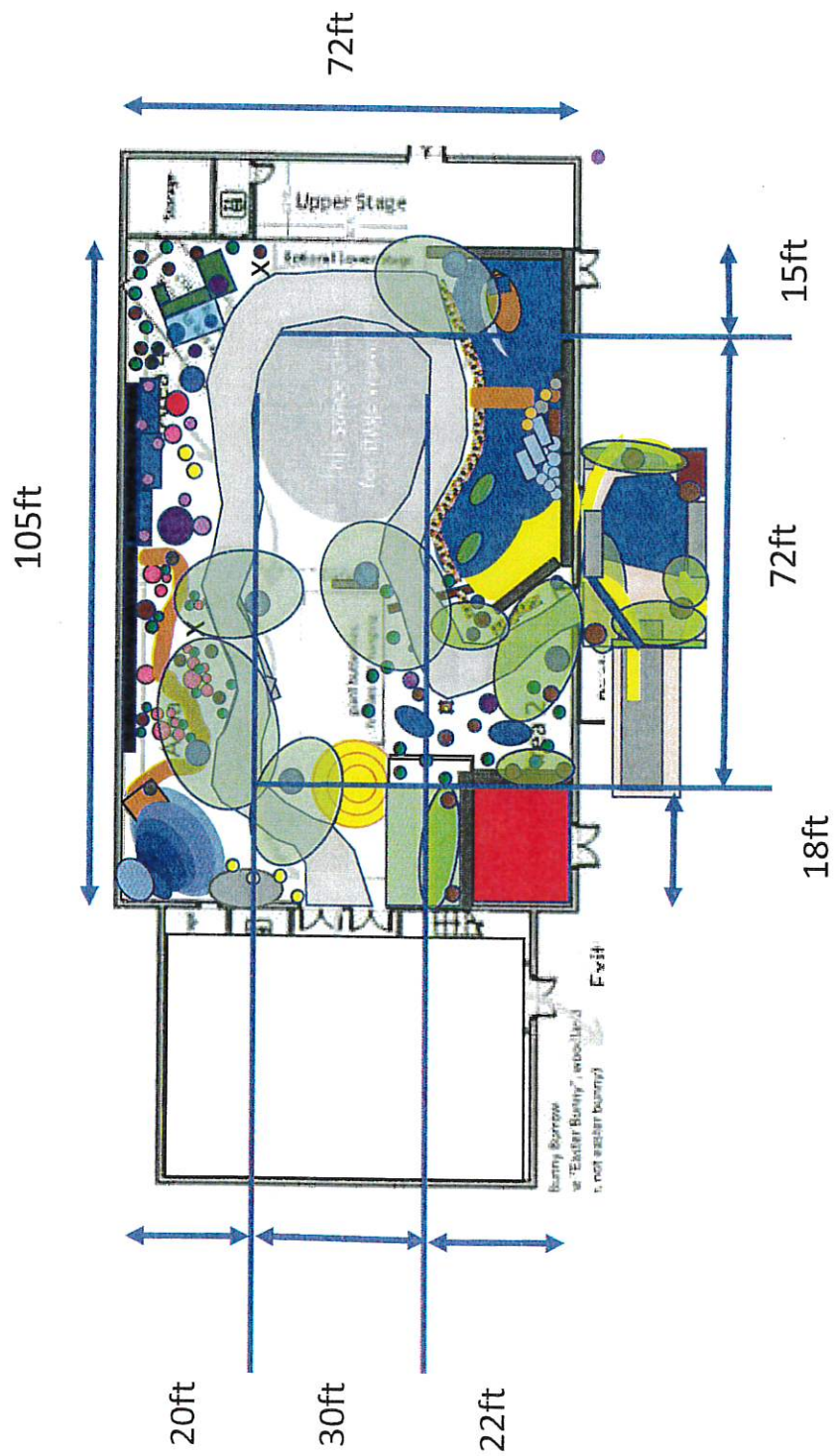
Contact Person:

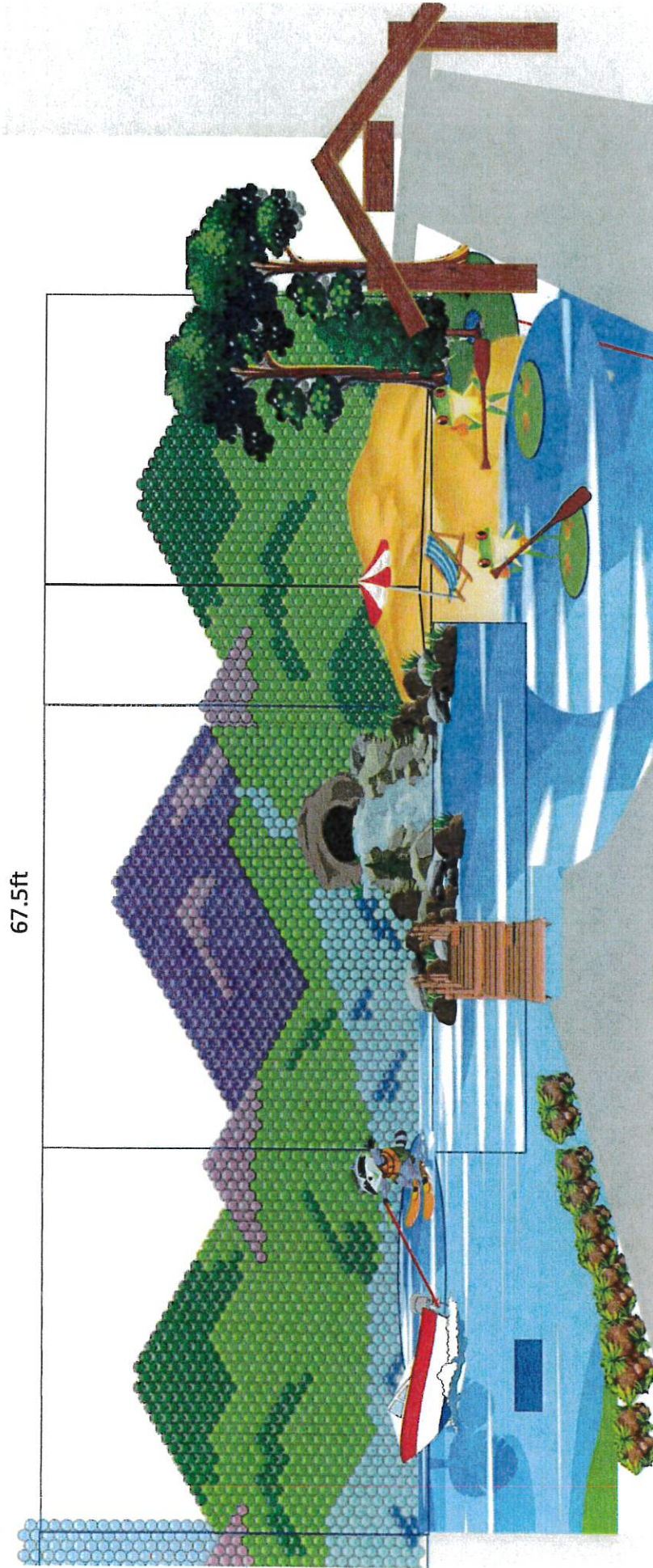
Kimberly Voller • Development Coordinator

PO Box 948 • N2270 State Road 67 • Walworth, Wisconsin 53184

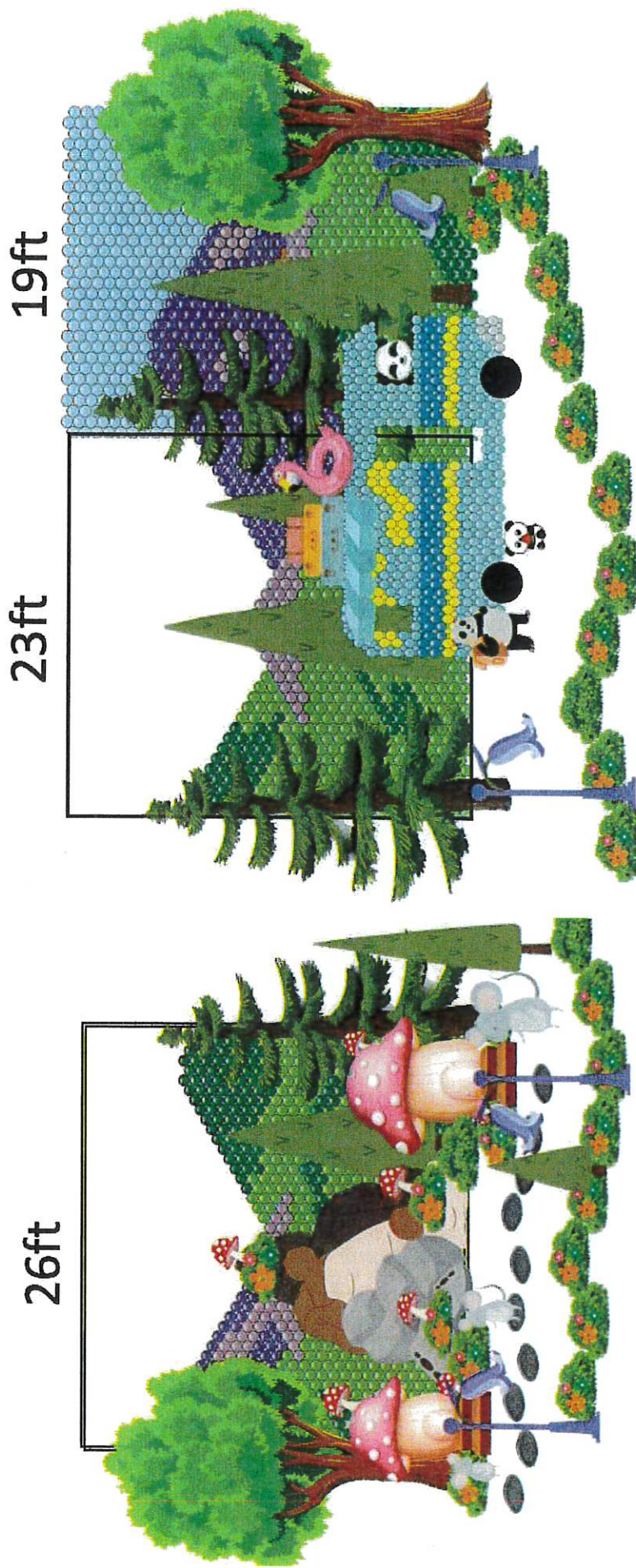
P (262) 222.5093 | C (815) 354.2619 | kvoller@inspirationministries.org







Speed Boat and Beach area

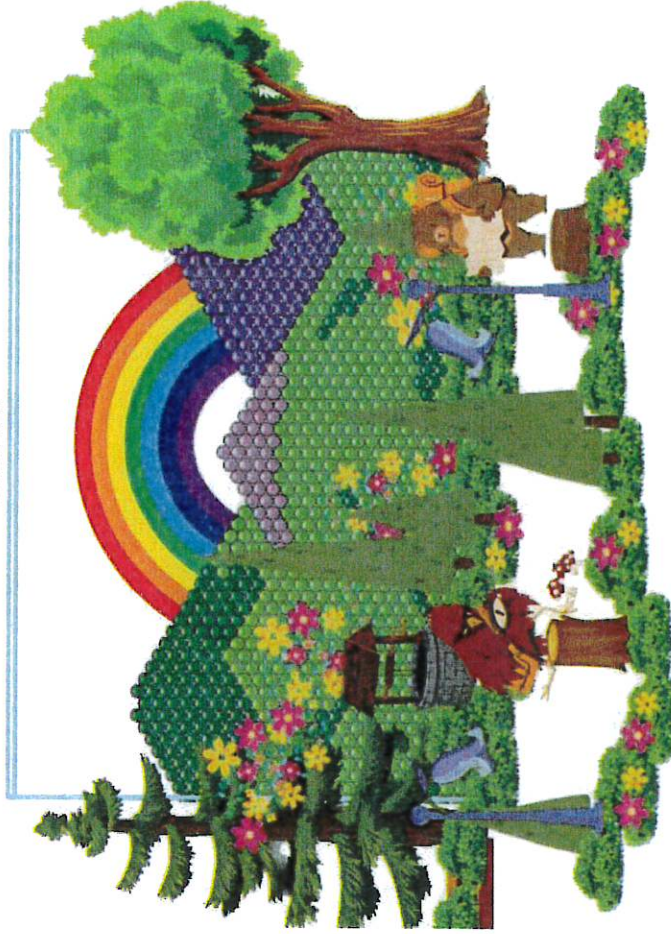


Mushroom & RV Panda Area

24ft



33ft



Waterfall, Rainbow Hiking & wishing Well

Inspiration Ministries/Inspired

Big Balloon Build - Lake Geneva 2023

Contact: Kimberly Voller

815.354.2619

kvoller@inspirationministries.org

Marketing Budget

	Estimated Income/Expenses	Final Income/Expenses
Income		
Sponsors	\$ 50,500.00	\$ 42,500.00
Ticket Sales		
Comedy Night (Friday)	\$ 15,000.00	\$ 9,410.00
School (Friday)	\$ 2,500.00	\$ -
Ticket Sales	\$ 64,000.00	\$ 59,611.00
Miscellaneous Income	\$ 1,000.00	\$ 2,678.26
	\$ 133,000.00	\$ 114,199.26
Expenses		
Catering (Thurs/Fri)	\$ 4,550.00	\$ 2,602.80
Kerri Pomaroli	\$ 5,300.00	\$ 4,985.82
Marketing	\$ 12,000.00	\$ 7,115.00
Transportation (Thurs - Sun)	\$ 18,000.00	\$ 10,325.00
t-shirts (volunteers)	\$ 2,000.00	\$ 1,478.00
Swag for Balloon Artists	\$ 800.00	\$ 492.00
Journey Church Cleaners	\$ 400.00	\$ 420.00
Journey Church Production Crew	\$ 300.00	\$ 350.00
Covenant Harbor Breakfast	\$ 18,000.00	\$ 17,580.00
Camp Store Items	\$ 600.00	\$ 585.00
Misc. Expenses		\$ 79.97
	\$ 61,950.00	\$ 46,013.59

* Marketing Plan

	Estimates	Final
Lake 96.1 FM (media package)	\$ 1,000.00	\$ -
K-Love (media package)	\$ 2,000.00	\$ -
Ardent Digital Media - Ryan James	\$ 3,000.00	\$ -
Copies & Prints Plus	\$ 750.00	\$ 315.00
Wisconn Valley Media Group	\$ 2,500.00	\$ 5,025.00
Visit Lake Geneva	\$ 750.00	\$ 650.00
Flair Studios	\$ -	\$ 400.00
Travel Wisconsin (media package)	\$ 2,000.00	\$ -
	\$ 12,000.00	\$ 6,390.00

City of Lake Geneva Tourism Commission Reimbursement Form

Revised September, 2021

Name: Kimberly Voller
 Organization Name: Inspiration Ministries/Inspired
 Payment made Payable to: Inspiration Ministries
 Remittance Address: PO Box 948 Walworth, WI 53184
 Contact Phone #: 815.354.2619 Email: kvoller@inspirationministries.org

- 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
1/19/23	33540	Copies & Prints Plus	BBB Posters	\$315 -	2/6/23
1/25/23	2634	Flair Studio	BBB Social Media Ads	\$300 -	2/13/23
2/2/23	2644	Flair Studios	Banners & Ads	\$100 -	2/20/23
3/31/23	040123	Racine Journal Times	Displays Billboards	\$2025.00	4/16/23
4/1/23	041123	Racine Journal Times	Displays Billboards	\$3006 -	4/24/23
4/28/23	5853	Visit Lake Geneva	Feb/March Ads	\$650 -	5/8/2023
					\$6390 -



Big Balloon Build Statistics

- 75 Balloon Professionals arrived from all over the world, Scotland, England, Wales, Canada and Hawaii (just to name a few)
- 2,538 Man Hours
- 120,000 balloons
- Over 2000 pounds of food was delivered to two local food banks in Walworth County.
- Over 3500 people went through the build over the 4 days that it was opened to the public.
- 94 volunteers and 50 Covenant Harbor staff worked over the 4 days of events.
- What took 3.5 days to build took 3.5 hours to deconstruct.
- We received 2 precious letters written to the Easter Bunny.
- Mother Nature challenged us...sunshine, rain, sleet, thundersnow, SNOW...10 inches of snow!, and ice.
- \$120k was raised through sponsorships and ticket sales.

Big Balloon Build Media Reach (provided by The Big Balloon Build)

- On the Thursday (3/23/2023)... the BBB had over 1 Million DIGITAL from FB & IG alone.
KUNES RV (the main sponsor) said they've never had so many impressions on their social media before.
- 107 distinct media hits including TV, radio and newspaper articles
- 1182 different posts, videos, blogs from all Builders and partners
- 22,584,787 (2.5M) impressions across social media and media worldwide
- 6,636 seconds on air
- 872 newspaper and blog inches
- Total Advertising Value Equivalent of \$520,444

Paid Media Reach (Wisconn Valley Media Group)

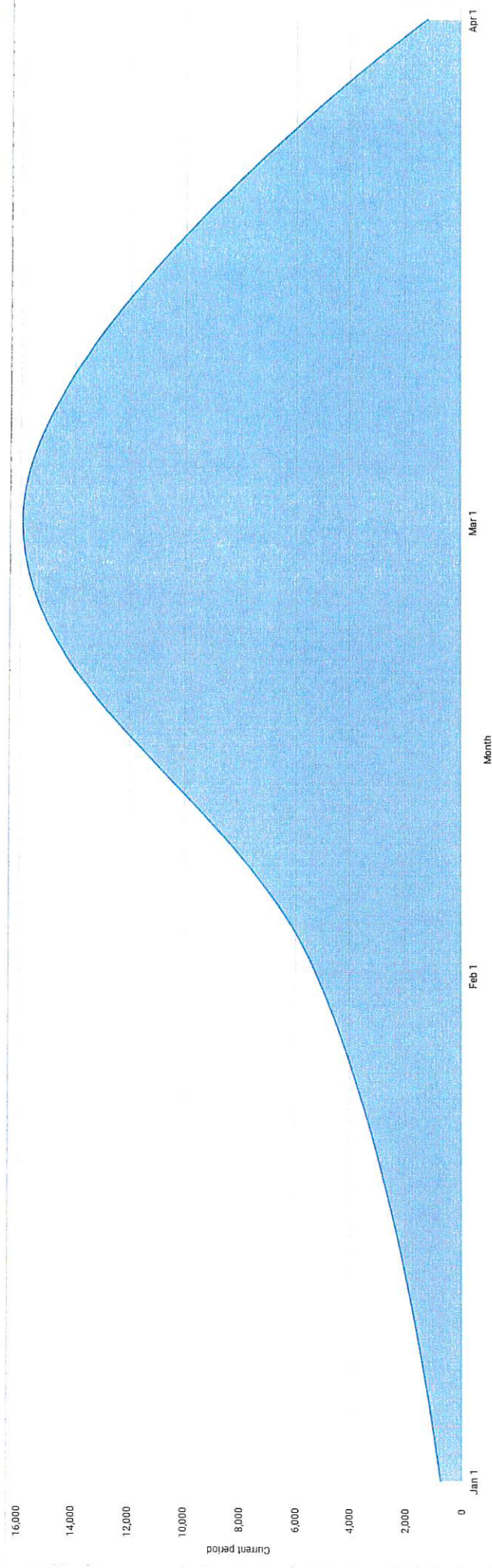
- Targeted Display—75,945 Impressions, 131 clicks
- Pre-Roll—30,283 Impressions, 500 clicks, 16,456 Completions
- Social Ads—144,386 Impressions, 1,685 clicks

Overnight Stays (determined by tickets sales)

- 682 Ticket Transactions (each transactions includes 1 or more ticket sales)
 - 1788 tickets purchased
- 150 Ticket Transactions were not local sales
 - Total 373 tickets
 - Arizona
 - California
 - Washington DC
 - Illinois (2 hours or more)
 - Indiana
 - Iowa
 - Kansas
 - Maine
 - Michigan
 - Ohio
 - Wisconsin (2 hours or more)
- Approximately 22% overnight stays

Traffic over Time (comp line)

Time period is in the last 90 days Compare to is None Group by is Month Select a measure is Site sessions Exclude bots is Yes



Generated by Looker on 4/11/24, 2023 at 10:22 PM UTC

Purchase Requisition

Date: 1/19/2023

Vendor

Copies, Prints Plus

Qty	Item	Quantity	Unit Price	Total
1	Posters	300	\$ 1.05	\$ 315.00
				\$ -
				\$ -
				\$ -

Estimated Shipping: \$ 315.00

Purpose / Profit Center

2023 BBB

Requested by:

Kimberly Voller

Approved by:

Notes:

Big Balloon Build
4015.5-22

5210 Contracted Services
5214 Contracted Services - Agency
5280 Dues & Subscriptions
5300 Registration Fees
5340 Professional Development
5370 Fuel
5700 Materials & Supplies
5701 Activity Material and Supply
5725 Cleaning Supplies
5790 Repairs & Maintenance
5850 Misc. Expense



262-248-2545

906 S Wells Street
Lake Geneva, WI 53147
orders@copiesandprintsplus.com

Invoice

Date	Invoice #
1/19/2023	335420

Bill To
Inspiration Ministries PO Box 948 N2270 State Road 67 Walworth, WI 53184

P.O. Number	Job Name
Inspirational Ministries	Kimberly Voller

Quantity	Item Code	Description	Price Each	Amount
300	11x17	Single Sided 150 Qty Kerri Pmarolli Poster 150 Qty Big Balloon Poster Ordered by Kimberly Voller for Inspirational Ministries	1.05	315.00

Thank you for your business.

Subtotal	\$315.00
Sales Tax (5.5%)	\$0.00
Total	\$315.00

17319

Invoice #	Date	Description	Account	Balance Due	Amount Paid
335420	01/19/2023	Posters	Big Balloon Build	0.00	315.00
Date: 02/06/2023	Paid To: Copies & Prints	Check #: 017319			\$315.00
	Paid By: Inspiration Ministries				

Inspirational Ministries

Kimberly Voller

Quantity	Item Code	Description	Price Each	Amount
300	11x17	Single Sided 150 Qty Kerri Pmarolli Poster 150 Qty Big Balloon Poster Ordered by Kimberly Voller for Inspirational Ministries Date <u>1-23-23</u> Initial _____ Account # <u>4015.5-22</u> Account # _____	1.05	315.00
Thank you for your business.			Subtotal	\$315.00
			Sales Tax (5.5%)	\$0.00
			Total	\$315.00

☒ ENTERED

IN-TENTS LAUGHTER

with Kerri Pomarolli

MARCH 24, 2023

Covenant Harbor, Lake Geneva



Join us for an unforgettable night of laughs and inspiration for a great cause. Kerry Pomarolli, who won Comedian of the Year in 2022 from *The Red Letter Faith and Film Awards*, has worked with renowned comics including Jay Leno, Jim Carey and Jerry Lewis. She's been featured on *The Tonight Show* 29 times and has appeared on nearly every major network. She is a featured act at LA's Hottest Comedy Clubs. Fans from 18 to 80 will relate to Kerri's unique brand of comedy.



Scan the QR code to purchase tickets and read about event details!



FRIDAY - MARCH 24TH

- At Covenant Harbor inside the Big Balloon Build
- Doors open at 7:00 PM
- Kerri takes stage at 8:00 PM



kerripom.com

PARTNERS



HOST



CHARITY



VENUE SPONSOR



SIGNATURE SPONSOR

big balloon LAKE GENEVA build®

Inspired by the Great Outdoors

MARCH 24 – 26, 2023

Covenant Harbor, Lake Geneva

You're invited to be part of one of the most unique immersive experiences ever created.

Sara Meyer, owner of Wisconsin Balloon Décor, is hosting The Big Balloon Build on the beautiful Covenant Harbor campus. This one-of-a-kind, sure to sell out event will be happening in the U.S. for just the third time ever.



FRIDAY – MARCH 24TH

- School Visits
- In-Tents Laughter with award-winning comedian Kerri Pomarolli; 7 pm

SATURDAY/SUNDAY – MARCH 25TH & 26TH

- The Ultimate Balloon Experience (8 am – 1 pm)
Includes buffet breakfast and visit with the Easter Bunny
- General Admission (Sat: 2-8 pm; Sun: 2-5 pm)

Scan the QR code
to purchase tickets
and read about
event details!



PARTNERS



HOST



CHARITY



VENUE SPONSOR



SIGNATURE SPONSOR

Date: 1/24/2023

Vendor

Flair Studio

Qty	Item	Color	Unit Price	Total
1	BBB Ad, Poster, Coffee Label, T-shirt design, Social Media Pieces (6), Kerri Pom Poster		\$	300.00
1	Journey Church Kerri Pom pieces: Social Media Pieces (3), Poster		\$	200.00

Estimated Shipping: \$
\$ 500.00

Purpose / Profit Center

2023 BBB 4015 5-22

Requested by:

Kimberly Voller

Approved by:

Notes:

1/24/2022
approved
via email

5210	Contracted Services
5214	Contracted Services-Agency
5250	Dues & Subscriptions
5300	Registration Fees
5500	Professional Development
5570	Fuel
5700	Materials & Supplies
5701	Activity Material and Supply
5725	Cleaning Supplies
5790	Repairs & Maintenance
5850	Misc. Expense

DUE 02/23/2023

\$500.00

Review and pay

Powered by QuickBooks

Dear Erik Barber,

Here's your invoice! Thank you for the opportunity to partner together. I appreciate your business.

All the best!
Julie Barber
Flair Studio LLC

Bill to

Erik Barber
Inspiration Ministries
P.O. Box 948
Walworth, WI 53184

Terms

Net 30

Design

\$300.00

BBB Ad, Poster, Coffee Label, T-shirt design, Social Media Pieces (6), Kerri Pom Poster

1 X \$300.00

Design

\$200.00

Journey Church Kerri Pom pieces: Social Media Pieces (3), Poster

1 X \$200.00

Balance due \$500.00

Review and pay

Flair Studio LLC

7397 Dartmoor Court Kalamazoo, MI 49009 US

julie@flairstudio.net

If you receive an email that seems fraudulent, please check with the business owner before paying.



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Invoice #	Date	Description	Account	Balance Due	Amount Paid
2634	01/25/2023	Journey Church Posters	Big Balloon Build	0.00	500.00
Date: 02/13/2023	Paid To: Flair Studio	Check #: 017337			\$500.00
	Paid By: Inspiration Ministries				

Here's your invoice! Thank you for the opportunity to partner together. I appreciate your business.

All the best!
Julie Barber
Flair Studio LLC

Date 1-24-23
Initial _____
Account # 4015.5-22
Account # _____

Bill to

Erik Barber
Inspiration Ministries
P.O. Box 948
Walworth, WI 53184

Approval
Attached

☒ ENTERED

Terms

Net 30

Design

\$300.00

BBB Ad, Poster, Coffee Label, T-shirt design, Social Media Pieces (6), Kerri Pom Poster

Instagram



Inspired by the Great Outdoors

MARCH 24-26, 2023
Covenant Harbor, Lake Geneva



Get immersed in this
one-of-a-kind experience
created with more than
100,000 balloons! This event will
be happening in the U.S. for just the
third time and will sell out quickly.

Scan the
QR code to
purchase
tickets and
read about
event details!



PARTNERS



HOST



CHARITY



VENUE SPONSOR



SIGNATURE SPONSOR

TWITTER



MARCH 24-26, 2023
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Get immersed in this
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event details!

PARTNERS



HOST

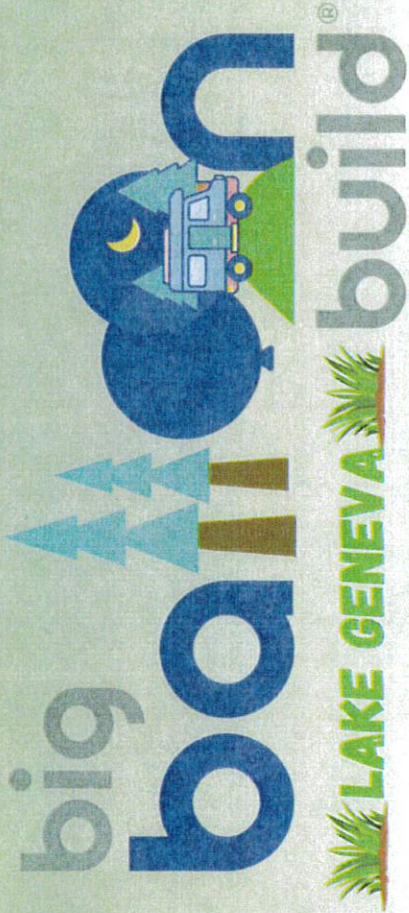
CHARITY

VENUE SPONSOR

SIGNATURE SPONSOR



Facebook



Inspired by the Great Outdoors

MARCH 24-26, 2023

Covenant Harbor, Lake Geneva

PARTNERS



Inspiration
MINISTRIES



CHARITY



COVENANT HARBOR



VENUE SPONSOR



SIGNATURE SPONSOR



HOST

Get immersed in this one-of-a-kind experience created with more than 100,000 balloons! This event will be happening in the U.S. for just the third time and will sell out quickly.



Scan the QR code to purchase tickets and read about event details!

Purchase Requisition

Date: 2/10/2022

Vendor

Fair Studio

Qty	Item	Quantity	Unit Price	Total
1	Digital Banners and Ads	1	\$ 100.00	\$ 100.00
				\$ -
				\$ -
				\$ -
Estimated Shipping:				\$ 100.00

Purpose / Profit Center

2023 BBB

Requested by:

Kimberly Voller

Approved by:

Notes:

Big Balloon Build
4015.5-22

5210	Contracted Services
5214	Contracted Services - Agency
5280	Dues & Subscriptions
5300	Registration Fees
5540	Professional Development
5570	Fuel
5700	Materials & Supplies
5701	Activity Material and Supply
5725	Cleaning Supplies
5790	Repairs & Maintenance
5850	Misc. Expense

COPY

Cindy Schelk

From: Flair Studio LLC <quickbooks@notification.intuit.com>
Sent: Tuesday, January 31, 2023 9:43 AM
To: Merik Fell; Annette Evers; Cindy Schelk
Subject: Invoice 2644 from Flair Studio LLC

INVOICE 2644 DETAILS



Flair Studio LLC

Inv: 2/0/23

DUE 03/02/2023

\$150.00

Review and pay

Powered by QuickBooks

Dear Erik Barber,

Here's your invoice! Thank you for the opportunity to partner together. I appreciate your business.

All the best!
Julie Barber
Flair Studio LLC

Bill to

Erik Barber
Inspiration Ministries
P.O. Box 948
Walworth, WI 53184

17350

Invoice #	Date	Description	Account	Balance Due	Amount Paid
2644	02/02/2023	Inspired menus	Contracted Services	0.00	50.00
2644	02/02/2023	Banners and Ads	Big Balloon Build	0.00	100.00
Date: 02/20/2023	Paid To: Flair Studio	Check #: 017350			\$150.00
	Paid By: Inspiration Ministries				

INVC 2/2/23

DUE 03/02/2023

☒ ENTERED
\$150.00

Review and pay

Powered by QuickBooks

Dear Erik Barber,

Here's your invoice! Thank you for the opportunity to partner together. I appreciate your business.

All the best!
Julie Barber
Flair Studio LLC

Bill to

Erik Barber
Inspiration Ministries
P.O. Box 948
Walworth, WI 53184

COPY

Purchase Requisition

Date: 3/31/2023

Vendor

Wisconn Valley

Qty	Item	Unit Price	Total
1	Targeted Display		\$ 1,025.00
1	Digital Billboard		\$ 500.00
1	Preroll - Big Balloon Build		\$ 500.00
			\$ -
			\$ -
Estimated Shipping:			\$ 2,025.00

Purpose / Profit Center

2023 BBB 4015 5-22

Authorized by:

Wisconn Valley Media Group
Lee Advertising
PO Box 4690
Carol Stream, IL 60197-4690

Approval
attach via email

17458

Invoice #	Date	Description	Account	Balance Due	Amount Paid
040123	03/31/2023	Displays, billboards	Big Balloon Build	0.00	2,025.00
Date: 04/10/2023		Paid To: Racine Journal Times	Check #: 017458	\$2,025.00	
		Paid By: Inspiration Ministries			

☒ ENTERED
BZ

Lee Enterprises no longer accepts credit card payments sent via e-mail. Emails containing credit card numbers will be blocked. Please use the coupon below to send credit card payment to our lockbox in the envelope provided.

CURR NET AMT DUE	30 DAYS	60 DAYS	90 DAYS	OVER 120 DAYS	TOTAL AMOUNT DUE
2,025.00	0.00	0.00	0.00	0.00	2,025.00

1.5% Monthly finance charges (18% APR) added to accts over 60 days. We may impose a 3.5% surcharge on credit cards, which is never greater than our cost of acceptance. Questions? Email advertiserbilling@lee.net with full acct #.

Wisconsin Valley Media Group
Lee Advertising
PO Box 4690
Carol Stream IL 60197-4690

COPY**Purchase Requisition**

Date: 4/6/2023

Vendor

Wisconn Valley

Qty	Item	Unit Price	Total
1	Targeted Display		\$ 2,000.00
1	Digital Billboard		\$ 500.00
1	Preroll - Big Balloon Build		\$ 500.00
			\$ -
			\$ -
Estimated Shipping:			\$ 3,000.00

Purpose / Profit Center

2023 BBB 4015:5:22

Authorized by:

Wisconn Valley Media Group
Lee Advertising
PO Box 4690
Carol Stream, IL 60197-4690

WISCONN VALLEY

MEDIA GROUP

JOURNAL TIMES | LG REGIONAL NEWS | KENOSHA NEWS

ACCOUNT NUMBER	PAGE NO.
130-60060285	1 of 1
BILLING PERIOD	TERMS OF PAYMENT
02/27/2023 -- 03/26/2023	Net 15
CUSTOMER NAME	CUSTOMER NUMBER
INSPIRATION MINISTRIES	130-60060285

[illegible]

CURR NET AMT DUE	30 DAYS	60 DAYS	90 DAYS	OVER 120-DAYS	TOTAL AMOUNT DUE
3,000.00	2,025.00	0.00	0.00	0.00	5,025.00

1.5% Monthly finance charges (18% APR) added to accts over 60 days. We may impose a 3.5% surcharge on credit cards, which is never greater than our cost of acceptance. Questions? Email advertiserbilling@lee.net with full acct #.

Wisconsin Valley Media Group
Lee Advertising
PO Box 4690
Carol Stream IL 60197-4690

**Wisconn Valley Media Group
Lee Advertising
PO Box 4690
Carol Stream IL 60197-4690**

Return this portion with your payment

☐ Check # _____
 ☐ Credit Card

☐ 
☐ 
☐ 
☐ 

Acct #:

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Exp. Date:

--	--

--	--

Name on credit card _____

Signature _____

Please make checks payable to: **Racine Journal Times**

Account #	130-60060285
Billing Date	03/26/2023
Amount Due	5,025.00
Amount Enclosed	\$



004065

INSPIRATION MINISTRIES
BOB ZIEGLER
PO BOX 948
WALWORTH WI 53184

RACINE JOURNAL TIMES
LEE ADVERTISING
PO BOX 4690
CAROL STREAM IL 60197-4690



13060060285300502500003000000020250000000000000000000000326232015

Invoice #	Date	Description	Account	Balance Due	Amount Paid
041123	04/01/2023	Displays BBB	Big Balloon Build	0.00	3,000.00
Date: 04/24/2023	Paid To: Racine Journal Times	Check/ #: 017492			\$3,000.00
	Paid By: Inspiration Ministries				

☒ ENTERED

AC - 4-21-23

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CURR NET AMT DUE	30 DAYS	60 DAYS	90 DAYS	OVER 120 DAYS	TOTAL AMOUNT DUE
3,000.00	2,025.00	0.00	0.00	0.00	5,025.00

1.5% Monthly finance charges (18% APR) added to accts over 60 days. We may impose a 3.5% surcharge on credit cards, which is never greater than our cost of acceptance. Questions? Email advertiserbilling@lee.net with full acct #.

Wisconn Valley Media Group
Lee Advertising
PO Box 4690
Carol Stream IL 60197-4690

CAMPAIGN PERFORMANCE

FOR

Inspiration Ministries

DRIVEN BY DATA • FUELED BY PASSION

February 15- March 15, 2023



CAMPAIGN OVERVIEW

1. Targeted Display
2. Preroll
3. Social

TARGETED DISPLAY

74,945
IMPRESSIONS

131
CLICKS

AVERAGE CTR FOR
DISPLAY IS 0.06%

0.17%
CTR



PRE-ROLL

30,283
IMPRESSIONS

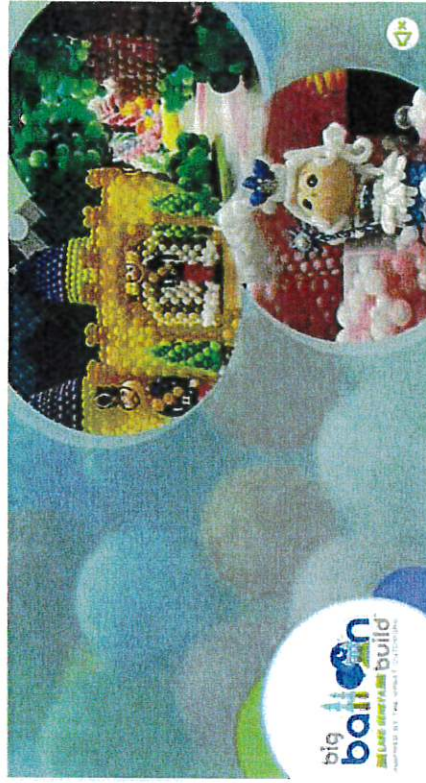
500
CLICKS

16,456
COMPLETIONS
54.34% COMPLETION RATE

1.65%
CTR

Average completion
rate for pre-roll is 45%

Average CTR for pre-
roll is 0.68%



SOCIAL ADS

144,386
IMPRESSIONS

1,685
CLICKS

National
Average CTR
for Social Ads
is 0.90%

1.17%
CTR

18

POST REACTIONS

3

POST SHARES



Wisconsin Balloon Decor
Sponsored •

You're invited to be part of one of the most unique immersive experiences ever created, Lake Geneva's Big Balloon Build



big balloon build
inspired by the Great Outdoors
LAKE GENEVA build
MARCH 24-25, 2023
Covered Harbor, Lake Geneva

PARTNERS





IN-TENTS LAUGHTER
with Kerri Pomarolli
MARCH 24, 2023
Covered Harbor, Lake Geneva
8 PM SHOWTIME
Doors open at 7pm

Comedy Show March
24
Purchase tickets now

Big Balloon Build
Purchase Tickets Now

Learn more

25

Like Comment Share

THANK YOU

Should you have any questions, please reach out!

John Mickey
Multimedia Account Executive
jmickey@lakegenevanews.net



COPY

Purchase Requisition

Date: 5/1/2023

Vendor

Visit Lake Geneva

Qty	Item	Unit Price	Total
1	FEBRUARY - EXCLUSIVE FACEBOOK AD	\$150.00	\$ 150.00
1	MARCH - EXCLUSIVE FACEBOOK AD	150	\$ 150.00
1	EXCLUSIVE EMAIL - MARCH 8TH	350	\$ 350.00
			\$ -
			\$ -
Estimated Shipping:			\$ 650.00

Purpose / Profit Center

4015 5-22

Authorized by:

Send Payment to:

Visit Lake Geneva

527 Center Street

Lake Geneva, WI 53147-2004



527 CENTER STREET
LAKE GENEVA, WI 53147-2004
+1 2622481349

BILL TO

Inspiration Ministries-The Big
Balloon Build
P.O. Box 948
Walworth, WI 53184

COPY

INVOICE 5853

DATE 04/28/2023 TERMS Net 30

DUE DATE 05/28/2023

DESCRIPTION	AMOUNT
Exclusive Facebook Ad February 2023 Big Balloon Build	150.00
Exclusive Facebook Ad March 2023 Big Balloon Build	150.00
Exclusive Email March 8, 2023	350.00
SUBTOTAL	650.00
TAX	0.00
TOTAL	650.00
TOTAL DUE	\$650.00

17524

Invoice #	Date	Description	Account	Balance Due	Amount Paid
5853	04/28/2023	Feb - March Facebook ads	Big Balloon Build	0.00	650.00
Date: 05/08/2023	Paid To: Visit Lake Geneva	Check #: 017524			\$650.00
	Paid By: Inspiration Ministries				

INSPIRATION MINISTRIES

Exclusive Facebook Ad February 2023 Big Balloon Build

Exclusive Facebook Ad March 2023 Big Balloon Build

Exclusive Email March 8, 2023

150.00

150.00

350.00

SUBTOTAL

650.00

TAX

0.00

TOTAL

650.00

TOTAL DUE

\$650.00

4015.5-22
R-L 5-8-23



ENTERED

Visit Lake Geneva Co-op Marketing Results The Big Balloon Build 2023

Exclusive Facebook Post

Post Date:	February 21, 2023
Boost Dates:	February 21-28, 2023
Type:	Boosted Post
Post Reach:	24,253
Boost Reach:	13,713
Total Reach:	37,966
Post Engagement:	2,773
Boost Engagement:	1,089
Total Engagement:	3,862
Post Clicks:	2,505
Boost Clicks:	121
Total Clicks:	2,626



Exclusive Facebook Post

Post Date:	March 3, 2023
Boost Dates:	March 3-19, 2023
Type:	Boosted Post
Post Reach:	15,087
Boost Reach:	11,652
Total Reach:	26,739
Post Engagement:	728
Boost Engagement:	9,122
Total Engagement:	9,850
Post Clicks:	606
Boost Clicks:	19
Total Clicks:	625
Total Thru Video Plays:	3,264



Exclusive Email - March 8, 2023

Email Link:	https://mailchi.mp/visitlakegeneva/big-balloon-build-popping-up-in-lake-geneva
Subject Line:	Big Balloon Build Popping Up in Lake Geneva
Delivery Date/Time:	Wed, Mar 8, 2023 4:00 pm
Total Recipients:	52,567
Recipients Who Opened:	16,985 (32.4%)
Total Opens:	23,910
Recipients Who Clicked:	698 (1.3%)
Total URL Clicks:	1,108
Total Video Clicks:	586

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:_____

CITY OF LAKE GENEVA

TOURISM COMMISSION



TOURISM PROMOTION GRANT

INFORMATIONAL GUIDE

Revised September, 2021

I. INTRODUCTION:

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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: _____

Deadline for receipt submittal to the City (45 days after event ending): _____

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 (also list all social media outlets associated with this event)
- 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: _____