



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

CITY OF LAKE GENEVA TOURISM COMMISSION

MONDAY, JULY 10, 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; Ex-Officio Members: Mayor Charlene Klein, Comptroller Laura Pisarcik, and VISIT Lake Geneva President Stephanie Klett

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.- July 10, 2023 Tourism Commission

Jul 10, 2023, 4:00 – 5:00 PM (America/Chicago)

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

<https://meet.goto.com/618681733>

You can also dial in using your phone.

Access Code: 618-681-733

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

AGENDA

1. Chairman, Waspi call the meeting to order
2. Roll Call
3. Comments from the public limited to 5 minutes, limited to items on this agenda
4. Approval of the June 12, 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. No requests received by deadline

- 10.** Discussion/Action regarding proposed Tourism Commission Logo (VISIT Lake Geneva; continued from June 2023 meeting)
- 11.** Discussion/Action regarding possible addition of link or QR code to all marketing materials including print and social media (Continued from June 2023 meeting)
- 12.** Discussion/Update regarding VISIT Lake Geneva contract with Tourism Commission (Continued from June 2023 meeting)
- 13.** Future Agenda Items (Next Meeting: August 14, 2023 at 4:00 p.m.)
- 14. 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, June 12, 2023
COUNCIL CHAMBERS, CITY HALL

Meeting was called to order by Chair Waspi at 4:03 p.m.

Roll Call

Present: Chair Brian Waspi, Vice Chair Zakia Pirzada, Ald. Fesenmaier, Alderman Howell, Troy Migut, Stephanie Klett (Ex-Off), Mayor Klein (Ex-Off),

Absent: Linda Moritz

Also Present: City Admin. Dave Nord, Comptroller Pisarsik

Election of Tourism Commission Officers

Nominations opened by Chair.

Motion by Waspi, second by Howell, to nominate Fesenmaier as Secretary. No other nominations made. By unanimous consent, Fesenmaier elected as Secretary.

Motion by Fesenmaier, second by Migut, to nominate Pirzada as Vice Chair. No other nominations made. By unanimous consent, Pirzada elected as Vice Chair.

Motion by Fesenmaier, second by Howell, to nominate Waspi as Chair. No other nominations made. By unanimous consent, Waspi elected as Chair.

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

None.

Approval of Tourism Commission minutes from April 10, 2023

Motion by Waspi, second by Pirzada, to approve the minutes from April 10, 2023. No May meeting held due to lack of mayoral committee appointments. Unanimously carried.

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

Jones reported that Event Sales Totals continue to hover at 60+ for the past several years. New to the chart is a Comp category to show how often the Riviera fee is waived. Jones is focusing now on booking weekday events to fill in the schedule. Revenue continues to increase in all categories.

Update from Tourism Entity – Visit Lake Geneva

Deanna Goodwin gave highlights from her superb monthly report. Restaurant Week winners were announced. Concerts in the Park start up again on June 29 and run through August 10. Schedule of entertainment can be found online.

Mark your calendar: Lighted Christmas Parade is December 2, 2023.

Notable year-to-date numbers from the Visit website: visitor sessions are over 600,000 and page views over 1.5 million. Included in the monthly packet is abbreviated data from the Economic Impact of Tourism Report 2022 (released May 6, 2023).

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

Alex gave information regarding upcoming events sponsored by the BID including a Summer Bucket List Guide, a November Wine Walk, Oktoberfest (which will shift location to downtown on Broad Street rather than Flat Iron Park), and Murals in Motion. Their social media numbers continue to show increases, and they will be launching the BID brand on TikTok soon. Waspi complimented Binanti for the thorough reports submitted routinely now.

Written financial update provided by City Comptroller

Balance Sheet [not available]

Total Assets - \$274,069.41

Restricted Fund Balance - \$525,302.27

Comptroller Pisarsik reminded the Commissioners that profit from the Riveria leases is deposited in the Lakefront Fund not the General Fund as mentioned by a previous speaker. The Commission needs to be aware of the total and timing of the grants awarded which at this point is close to \$57,000. The new chart presented by the comptroller should assist in that effort.

Tourism Promotional Grant Program and Requests

Big Balloon Build (submission of revised grant application)

There was some confusion about the grant application being revised. The applicant was asked by the Commission to change a non-city hotel listed as an exclusive partner on their promotional materials to a sponsor instead. The City Administrator will verify this change on the applicant's website and all materials used to market the event before approving reimbursement.

Wisconsin Cheese Festival – APG Southern Wisconsin (Rob Ireland) and Lake Geneva House of Music

This is a new event at the House of Music location. Waspi asked them to include TacoFest data in the application. The actual budget projections were not included in the packet. Discussion ensued regarding awarding partial funding with request to return next month. Howell asked questions about how much money was left in the budget for grants. Motion by Howell, second by Waspi, to grant \$15,000 for the Wisconsin Cheese Festival September 22 to September 24, 2023. Motion carried 4 to 1, with Alderman Fesenmaier voting No.

Addition of invoice deadline to page 1 of current grant application

The revision was included on the application in the packet. Motion by Waspi, second by Pirzada, to approve the addition of the invoice deadline to page 1 of the grant application. Unanimously carried.

Use of different Tourism Commission Logo and other possible changes

This topic was brought up in other meetings because of the confusion with City budget versus Room Taxes which actually fund the grants. Commissioners felt an updated logo might clarify the different monies being used. Klett volunteered Visit staff to create a revised Tourism Commission logo and to submit for the August meeting.

Addition of link or QR code to the Riviera homepage

This was discussed at previous meetings to add a link or QR Code to all promotional and marketing materials by grant recipients. The link or Code would allow readers to go DIRECTLY to the city hotels page of the Riviera website. There was concern by Stephanie Jones that she would not be able to track users entering the website that way. Motion by Pirzada, second by Fesenmaier, to add a link or QR Code to all marketing materials including print and social media. Motion by Howell, Waspi, to continue to the July meeting for further discussion and review. Unanimously carried.

Initial discussion regarding Visit Lake Geneva with Tourism Commission (contract opens July 1, 2023)

Waspi noted that the Visit contract is actually a pay-for-performance agreement, and we should be using percentages for contract amounts. Motion by Howell, second by Migut, that the Chair begin negotiations with Visit including City Staff. Unanimously carried.

Future meeting agenda items and next meeting date –

- Tourism Logo – August meeting
- Link or QR Code on promotional materials
- Contract negotiations update with Visit

Monday, July 10, at 4:00 PM

Motion by Waspi, second by Hedlund, to adjourn at 5:47 p.m. Carried.

Respectfully submitted,
Alderman Fesenmaier, Secretary

Riviera Ballroom/MATL Update- Tourism Commission Meeting July 2023

Marketing Update

- Website Analytics Update: Past 30 Days:
 - Site Sessions: 3,278 (108% increase)
 - Site Sessions by traffic source
 1. Google (1,200)
 2. Direct (671)
 3. Social Media Ad (381)
 4. City of Lake Geneva (287)
 5. Facebook (230)
 - Active Inquiries: 88 (+46 from last month), 73 recorded for June 2022
 - Avg. Session Duration: 3min 52sec (+ 45sec)
 - Site Bounce Rate: 66.5% (+15%)
- WeddingWire & TheKnot: June Stats
 - 81 Storefront Views, compared to 72avg in our market/category
 - 11 leads (-1 from last month)
- Hotels & Lodging Analytics Update Past 30 days:
 - 175 Page Views (110 view increase from last month)
 - Avg. time spent on page: 3min 35sec (-7sec)

**Reports generated on July 6th*

Sales Update

	2018	2019	2020	2021	2022	2023	2024
Weddings	45	28	9	54	55	52	28
Social	4	1	0	1	5	4	2
Corporate	4	2	1	1	2	2	
Non-Profit	7	10	0	3	1	5	2
Event Total	60	41	10	60	62	63	32
Cancellation Total	0	0	40	11		3	
Rescheduled	0	0	20	4		1	
Comp			5	2	5	6	

- Sales by Year June 2023:
 - 2023 Events- Past 30 days: Booked 1 wedding & one contract out, likely to book.
 - 2024 Events- 5 contracts returned this month (4 weddings & 1 social) with 5 contracts out.
 - Last Year- Reported on July 7th, 2022; 60 events booked for 2022 and 27 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	\$280,605.61

CATERING REVENUE

\$29,159.74	\$14,688.76	\$4,337.68	\$32,970.09	\$46,691.72	\$12,556.29
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Lake Geneva Tourism Commission JULY 10, 2023 VISIT Lake Geneva Update

Upcoming Partner Meetings & Events

- VLG Monthly Partner Meeting – July 15, 8-9am at Horticultural Hall

Public Events 2023-2024

- Lake Geneva Concerts in the Park (June 29-August 10) – Entertainment lineup on VisitLakeGeneva.com
- Lake Geneva Electric Christmas Parade (December 2)
- Winterfest (January 31-February 5)

Earned Media Highlights - JUNE 2023

Shinnston News & Harrison County Journal | [Milking a Good Time Out of Lake Geneva](#)
Wisconsin Life | [Lake Geneva tradition leaps along with mailboat jumpers](#)
Marquita's Travels - The Traveling Twin Mama | [25 Best Things to Do in Lake Geneva, Wisconsin in the Summer](#)
NPR | [Teen mail carriers in southern Wisconsin compete to deliver mail to lakefront homes](#)
2 Travel Dads | [Best Things to Do in Lake Geneva, Wisconsin in the Summertime \(and some fall picks!\)](#)
Scranton Times-Tribune | [Wisconsin's Lake Geneva once a grand resort for the rich, now a laid-back venue for vacationers](#)
WYFF Channel 4 (Greenville, SC) | [Teens try out for mailboat jumper jobs. It's exactly what it sounds like](#)
ABC12 Milwaukee | [Teens try out for mailboat jumper jobs. It's exactly what it sounds like](#)
Wisconsin State Journal | [Plan a Lakeside Summer Adventure](#)
TMJ4 Milwaukee | [Tryouts held Tuesday for Lake Geneva mail jumpers](#)
Spectrum News | [Lake Geneva tradition continues as mail jumpers try not to miss the boat](#)
St. Louis Post-Dispatch | [Wisconsin's Lake Geneva once a grand resort for the rich, now a laid-back venue for vacationers](#)
WGN Radio | [Mars Resort in Lake Geneva: Celebrating 100 years](#)
Trekaroo | [12 Great Things to Do in Lake Geneva, Wisconsin with Kids](#)
Beloit Daily News | [Tourism spending up in Rock County, Statewide](#)
World Atlas | [8 Ideal Destinations for a 3-Day Weekend in Wisconsin](#)

Marketing Metrics - JUNE 2023

Website - VisitLakeGeneva.com

- Visitor Sessions – 160,749 | +30.4% (YTD 762,618)
- Pageviews – 407,618 | +32.7 (YTD 1,920,531)
- Users – 120,749 (YTD 586,559)
- Online Guide Visits – 10,002 (YTD 116,774)

- Top Cities
 1. Chicago 16.7%
 2. (not set) 6.8%
 3. Milwaukee 3.8%
 4. Lake Geneva 1.3%
 5. Dallas 1.2%
 6. Minneapolis 0.9%
 7. Ashburn 0.9%
 8. Denver 0.8%
 9. Madison 0.7%
 10. Rockford 0.5%
- Top Pages
 1. Things to Do
 2. Home
 3. Events
 4. Stay | Hotels & Resorts
 5. Things to Do | Shore Path
 6. Things to Do | Family Fun
 7. Explore | Visitors Guide Order
 8. Stay
 9. Things to Do | Tours & Sightseeing
 10. Things to Do | Shopping
- Visitor Demographics
 - 61% Female | 39% Male
 - Age Group
 1. 35-44 – 22.8%
 2. 45-54 – 18.7%
 3. 55-64 – 17.8%
 4. 25-34 – 17.4%
 5. 65+ - 12.5%
 6. 18-24 – 11.0%

Social Media

- Facebook – 64,143 Followers (+786) | 794,942 Post Reach
- Instagram – 11,585 Followers (+413) | 35,452 Post Reach
- Twitter – 3,476 Followers (+8) | 1,985 Impressions
- LinkedIn – 1,249 Followers (+77) | 72,173 Impressions
- TikTok – 168 Followers | 28,843 (launched 6/13/23)

Email Subscribers

- Subscribers – 52,933 (+494)
- Open Rate – 33.8 %

Visitor Center Activity – JUNE 2023

- Walk-ins – 1,875 (YTD 6,817)
- Phone Calls – 317 (YTD 1,485)
- Emails – 1,570 (YTD 6,319)
- Visitors Guides Fulfilled – 1,547 (YTD 6,227)

Hotel Activity - MAY 2023

- Occupancy – 47.1% (-1.3%) | YTD 41.3% (-1.3%)
- ADR - \$170.31 (+5.7%) | YTD \$164.73 (+5.2%)
- RevPar - \$80.22 (+4.4%) | YTD \$68.00 (+2.6%)

Meetings & Events RFP Activity - JUNE 2023

RFP#	Total Room Nights	Meeting Type	Properties Sourced
1215	26	Corporate	Abbey Resort, Grand Geneva, Lake Lawn Resort, Geneva National, The Cove , Harbor Shores , Maxwell Mansion
1216	20	Corporate	Grand Geneva
1217	20	Corporate	Grand Geneva
1218	466	Corporate	Grand Geneva
1219	30	Corporate	Geneva National, The Ridge, Grand Geneva, The Cove , Geneva Inn, Timber Ridge
1220	24	Association	Abbey, Grand Geneva, Harbor Shores , Lake Lawn Resort, The Cove , Geneva Inn, Timber Ridge
1221	1281	Corporate	Grand Geneva
1222	52	Association	Grand Geneva
1223	36	Corporate	Baker House , Geneva National, Grand Geneva, Geneva Inn
1224	1028	Corporate	Grand Geneva
1225	712	Corporate	Abbey, Grand Geneva
1226	300	Corporate	Abbey, Geneva National, The Ridge, Grand Geneva, Lake Lawn Resort
1227	350	Corporate	Grand Geneva
1228	320	Corporate	Abbey, Grand Geneva
1229	477	Corporate	Grand Geneva
1230	135	Corporate	Abbey Geneva National, The Ridge, Grand Geneva
1231	513	Corporate	Abbey, Grand Geneva, Geneva National, Lake Lawn Resort
1232	4	Corporate	Harbor Shores , Geneva National, The Ridge, Bella Vista , Maxwell Mansion , Grand Geneva, Geneva Inn, The Cove

- RFPs Distributed – 18 (YTD 81)
- Total RFP Room Nights – 5,794 (YTD 31,920)
- Total RFP Attendees – 6,315 (YTD 18,940)

Other

- Donald Driver advertising campaign
- 2024 Lake Geneva Region Visitors Guide



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

Executive Director's Report

June Recap

Website & Social:

Website traffic sessions increase by 92% searching through google and by 88% through City of Lake Geneva site. Facebook and direct were both significantly decreased by 96% and 82% traffic reduction. Social was less active this month as the organization focused on beautification planning and logistics planning with events. Social media planning sessions have been taking place and BID attended a Main Street Workshop on storytelling for social media pertaining to business spotlights. Our first interview was done with the Lake Geneva School's superintendent Dr. Wilson leading to the most engaged post on Instagram for the month.

Followers are still increasing month over month and in July we are implementing.

Social Posting Topics:

- i. Business Highlights for shopping, dining, and lodging
- ii. Connections with locals
- 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)	(1265)						
Mobile	-	347	707	677	952	955						
Desktop	-	174	214	338	284	272						
Tablet	-	5	16	28	33	38						
Pageviews												

	-	1,011	1,433	1,490	1,909	1,983						
2023 Other												
Users	-	526	937	1034	1269	1265						
New Visitors	-	440	755	801	997	892						
Avg Time on site	-	3m26s	4m29s	3m50s	4m03s	3m07s						
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	7,817						
MoM Change	48	191	212	87	149	86						
Reach	11,412	25,727	31,218	15,455	31,089	18,311						
Post Engagement	1,993	1,950	3,900	2,980	10,465	6,184						
Instagram												
Followers	2,589	2,613	2,636	2,665	2,694	2,706						
MoM Change	39	24	23	29	29							
Reach	3,200	2,720	3,079	1,967	4,142	1,501						
Engagement	3,100	1,100	1,985	1,057	2,247	239						

Events:

- i. Maxwell Street Days – August 25-27th.
 - a. Purchased advertising time with Lake 96.1. Boosted social ads starting end of July. Planned paper advertisement with Lake Geneva Regional News.
 - b. Hiring buskers for street entertainment and getting promotional ideas from businesses now to print rack cards for advertising.
 - c. Social media giveaways will take place to shop for the weekend.

- ii. Oktoberfest – October 7 & 8th Broad and Geneva Streets
 - a. Sponsorship materials are finished; booking of entertainment is complete,
 - b. Met with city, police, fire, public works, and parking have been held and application for event is submitted. Going to FLR 7/5 and Council 7/10.
 - c. Vendor sign ups launched as well as sponsorship solicitation.
 - d. Rotary has confirmed use of nonprofit status to partner with liquor license application turned in.
 - e. Application for tourism grant will be turned in after Common Council approval for August's meeting
- iii. Murals in Motion – September 27 – October 1st
 - a. Four walls approved by building owners
 - b. Contracts with artists have been accepted
 - c. Sponsorship will begin solicitation July
 - d. Marketing plan will be purchased in August
 - e. Applying for JEM Grant for August
 - f. Coordinated participation from school district and The Geneva Lakes Art Foundation for supplemental art projects while murals are being painted. (storefront windows will be painted and an art sit in will take place along Main, Broad, and Center Streets

Beautification:

- i. Flowers – Planning of Fall plantings, also in discussion of increasing budget for 2024 for larger baskets
- ii. Banners – Designing banners and discussion of sponsorship for Veterans banners along with evergreen options.
- iii. Lighting – Planning holiday décor in July and August for downtown and Flat Iron Park

Business Communications & Marketing:

- i. 5 (48 ytd) business site visits for analysis of business sales and traffic flow; sent business emails in regards to planning Oktoberfest and Maxwell Street Days, met with 2 storefronts for ideas of future planter programs for storefront doorways.
- ii. Main Street Update: First Marketing conference took place in Marshfield June 14th. July 14 will be Main Street Orientation in Madison with some BID board members in attendance.
- iii. Looking at feasibility for a Friends of BID “pay to play model” so that we can have enough sponsorship for more flowers/holiday lights and marketing spotlights
- 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 July.

CITY OF LAKE GENEVA
BALANCE SHEET
JUNE 30, 2023

FUND 47 - TOURISM

<u>ASSETS</u>		
47-00-00-11111	FUND CASH	213,121.87
	TOTAL ASSETS	213,121.87
<u>LIABILITIES AND EQUITY</u>		
<u>FUND EQUITY</u>		
47-00-00-34800	RESTRICTED FUND BALANCE	525,302.27
	REVENUES OVER EXPENDITURES - YTD	(312,180.40)
	TOTAL FUND EQUITY	213,121.87
	TOTAL LIABILITIES & EQUITY	213,121.87

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-11111 FUND CASH					
		05/31/2023 (05/23) Balance	.00 *	.00 *	275,811.96
CA-CDA	29	CDA Fund Allocation - Created: 06/16/23 12:39 P		119.98-	
CA-CDA	39	CDA Fund Allocation - Created: 06/21/23 3:47 PM		62,502.19-	
CA-CDA	51	CDA Fund Allocation - Created: 06/29/23 3:21 PM		67.92-	
		06/30/2023 (06/23) Period Totals and Balance	.00 *	62,690.09- *	213,121.87
47-00-00-13920 ACCTS RECEIVABLE					
		05/31/2023 (05/23) Balance	.00 *	.00 *	.00
		06/30/2023 (06/23) Period Totals and Balance	.00 *	.00 *	.00
47-00-00-21100 ACCOUNTS PAYABLE					
		05/31/2023 (05/23) Balance	.00 *	.00 *	.00
AP	315	Summary Transactions from AP System		57,170.19-	
AP	408	Summary Transactions from AP System		119.98-	
AP	524	Summary Transactions from AP System		5,332.00-	
AP	736	Summary Transactions from AP System		67.92-	
CDA	82817	CHARTER COMMUNICATIONS	119.98		
CDA	82837	JONES, HEATHER	5,332.00		
CDA	82849	DOUGLAS FOOD STORES INC.	39,548.40		
CDA	82855	GENEVA LAKE WOMENS ASSOCIATION	11,231.79		
CDA	82861	INSPIRATION MINISTRIES	6,390.00		
CDA	82934	US CELLULAR	67.92		
		06/30/2023 (06/23) Period Totals and Balance	62,690.09 *	62,690.09- *	.00
47-00-00-21900 ACCRUED EXPENSES					
		05/31/2023 (05/23) Balance	.00 *	.00 *	.00
		06/30/2023 (06/23) Period Totals and Balance	.00 *	.00 *	.00
47-00-00-34800 RESTRICTED FUND BALANCE					
		05/31/2023 (05/23) Balance	.00 *	.00 *	525,302.27-
		06/30/2023 (06/23) Period Totals and Balance	.00 *	.00 *	525,302.27-
47-00-00-41210 ROOM TAX					
		05/31/2023 (05/23) Balance	.00 *	.00 *	80,026.33-
		06/30/2023 (06/23) Period Totals and Balance	.00 *	.00 *	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					
		05/31/2023 (05/23) Balance	.00 *	.00 *	.00
		06/30/2023 (06/23) 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					
		05/31/2023 (05/23) Balance	.00 *	.00 *	8,355.55-
		06/30/2023 (06/23) Period Totals and Balance	.00 *	.00 *	8,355.55-
YTD Encumbrance	.00	YTD Actual	8,355.55- Total	8,355.55- YTD Budget	1,000.00- Unearned
					7,355.55-

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-49100 APPL. PRIOR YR APPROPRIATIONS					
		05/31/2023 (05/23) Balance	.00 *	.00 *	.00
		06/30/2023 (06/23) 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					
		05/31/2023 (05/23) Balance	.00 *	.00 *	.00
		06/30/2023 (06/23) 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					
		05/31/2023 (05/23) Balance	.00 *	.00 *	75,000.00
		06/30/2023 (06/23) 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					
		05/31/2023 (05/23) Balance	.00 *	.00 *	13,330.00
AP	510	JONES, HEATHER	2,666.00		
		**Desc: RIVIERA EVENTS COORDINATOR-JUL			
		06/30/2023 (06/23) Period Totals and Balance	2,666.00 *	.00 *	15,996.00
YTD Encumbrance	.00	YTD Actual 15,996.00 Total	15,996.00	YTD Budget 32,650.00 Unexpended	16,654.00
47-00-00-57212 EVENTS COORDINATOR-RIVIERA					
		05/31/2023 (05/23) Balance	.00 *	.00 *	13,330.00
AP	509	JONES, HEATHER	2,666.00		
		**Desc: RIVIERA EVENTS COORDINATOR-JUL			
		06/30/2023 (06/23) Period Totals and Balance	2,666.00 *	.00 *	15,996.00
YTD Encumbrance	.00	YTD Actual 15,996.00 Total	15,996.00	YTD Budget 32,650.00 Unexpended	16,654.00
47-00-11-15900 DUE TO/FROM GENERAL FUND					
		05/31/2023 (05/23) Balance	.00 *	.00 *	.00
		06/30/2023 (06/23) Period Totals and Balance	.00 *	.00 *	.00
47-00-40-15900 DUE TO/FROM LAKEFRONT FUND					
		05/31/2023 (05/23) Balance	.00 *	.00 *	.00
		06/30/2023 (06/23) Period Totals and Balance	.00 *	.00 *	.00

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-70-00-57150 PROMOTIONAL GRANT					
		05/31/2023 (05/23) Balance	.00 *	.00 *	66,409.58
AP	298	DOUGLAS FOOD STORES INC.	16,077.78		
		**Desc: RIV KITCHEN EQUIPMENT-TOURISM GRANT			
AP	299	DOUGLAS FOOD STORES INC.	1,565.20		
		**Desc: RIV KITCHEN EQUIPMENT-TOURISM GRANT			
AP	300	DOUGLAS FOOD STORES INC.	382.10		
		**Desc: RIV KITCHEN EQUIPMENT-TOURISM GRANT			
AP	301	DOUGLAS FOOD STORES INC.	8,576.52		
		**Desc: RIV KITCHEN EQUIPMENT-TOURISM GRANT			
AP	302	DOUGLAS FOOD STORES INC.	12,946.80		
		**Desc: RIV KITCHEN EQUIPMENT-TOURISM GRANT			
AP	232	GENEVA LAKE WOMENS ASSOCIATION	11,231.79		
		**Desc: WOMEN'S WEEKEND REIMBURSEMENT			
AP	307	INSPIRATION MINISTRIES	6,390.00		
		**Desc: TOURISM GRANT REIM-BIG BALLOON BUILD			
		06/30/2023 (06/23) Period Totals and Balance	57,170.19 *	.00 *	123,579.77

YTD Encumbrance	.00	YTD Actual	123,579.77	Total	123,579.77	YTD Budget	150,000.00	Unexpended	26,420.23
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47-70-00-57155 TOURISM MUNICIPAL DEVELOPMENT

		05/31/2023 (05/23) Balance	.00 *	.00 *	11,002.61
AP	395	CHARTER COMMUNICATIONS	119.98		
		**Desc: INTERNET SVC JUN			
AP	620	US CELLULAR	67.92		
		**Desc: RIVIERA CELL-HEATHER-JUN			
		06/30/2023 (06/23) Period Totals and Balance	187.90 *	.00 *	11,190.51

YTD Encumbrance	.00	YTD Actual	11,190.51	Total	11,190.51	YTD Budget	50,000.00	Unexpended	38,809.49
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47-70-00-59400 TRANSFER TO CAPITAL PROJECTS

		05/31/2023 (05/23) Balance	.00 *	.00 *	.00
		06/30/2023 (06/23) Period Totals and Balance	.00 *	.00 *	.00

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

		05/31/2023 (05/23) Balance	.00 *	.00 *	.00
		06/30/2023 (06/23) Period Totals and Balance	.00 *	.00 *	.00

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

		05/31/2023 (05/23) Balance	.00 *	.00 *	158,800.00
		06/30/2023 (06/23) Period Totals and Balance	.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
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Number of transactions: 24	Number of accounts: 20
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	Debit	Credit	Proof
Grand Totals:	125,380.18	125,380.18-	.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	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	8,355.55	1,000.00	7,355.55-	835.56
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	88,381.88	1,101,000.00	1,012,618.12	8.03
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	15,996.00	32,650.00	16,654.00	48.99
47-00-00-57212	EVENTS COORDINATOR-RIVIERA	2,666.00	15,996.00	32,650.00	16,654.00	48.99
47-70-00-57150	PROMOTIONAL GRANT	57,170.19	123,579.77	150,000.00	26,420.23	82.39
47-70-00-57155	TOURISM MUNICIPAL DEVELOPMENT	187.90	11,190.51	50,000.00	38,809.49	22.38
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	158,800.00	167,375.00	8,575.00	94.88
TOURISM Expenditure Total:		62,690.09	400,562.28	972,675.00	572,112.72	41.18
Net Total TOURISM:		62,690.09-	312,180.40-	128,325.00	440,505.40	243.27-
Net Grand Totals:		62,690.09-	312,180.40-	128,325.00	440,505.40	243.27-

**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	114,045.78	-	114,045.78
June			-
July			-
August			-
September			-
October			-
November			-
December	-	-	-
	<u>394,582.96</u>	<u>146,570.32</u>	<u>541,153.28</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	64,752.81	-	64,752.81
May	98,777.01	-	98,777.01
June			-
July			-
August			-
September			-
October			-
November			-
December			-
	<u>355,576.73</u>	<u>152,450.05</u>	<u>508,026.78</u>

Variance (33,126.50)

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	\$ 18,663.24	
			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		
			Douglas Food Stores, Inc. Pd 6/21/23	2023 Update	39,548.40		
November	Women's Weekend	12,500.00	Geneva Lake Women's Association	April 28-30, 2023	11,231.79	\$ 1,268.21	
	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	6,390.00	\$ 3,610.00	
					123,579.77	\$ 40,546.85	164,126.62

2023-Meetings

January	MEETING CANCELLED						150,000.00
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
May	The Wisconsin Cheese Festival	15,000.00	APG Southern Wisconsin (Event held in Town of Geneva)	September 22-24, 2023		\$ 15,000.00	41,047.00

Approved 2023 Budget	Committed 2023 Grants	Available
\$ 150,000.00	\$ 275,279.62	(125,279.62)

Current Cash June 2023	\$ 213,121.87
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