



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

CITY OF LAKE GENEVA TOURISM COMMISSION
MONDAY, AUGUST 14, 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.- August 14, 2023 Tourism Commission
Aug 14, 2023, 4:00 – 5:00 PM (America/Chicago)

Please join my meeting from Google Chrome on your computer.
<https://meet.goto.com/454500557>

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 July 10, 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. The Balloon Adventure (Santa Cause Inc.)
 - b. 2024 Tavern League of Wisconsin Spring Conference (Walworth Co. Tavern League)
 - c. Oktoberfest (Lake Geneva Business Improvement District)

10. Proposed Tourism Commission Logo (*VISIT Lake Geneva; continued from July 2023 meeting*)
11. Addition of link or QR code to all marketing materials including print and social media
(*Continued from July 2023 meeting*)
12. Discussion – Update regarding Visit Lake Geneva contract with Tourism Commission (*Continued from July 2023 meeting*)
13. Future Agenda Items (Next Meeting Date: Monday, September 11, 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, July 10, 2023
COUNCIL CHAMBERS, CITY HALL

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

Roll Call

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

Absent: Linda Moritz, Vice Chair Zakia Pirzada

Also Present: Comptroller Pisarsik

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

None.

Approval of Tourism Commission minutes from June 12, 2023

Motion by Waspi, second by Migut, to approve the minutes from June 12, 2023. Unanimously carried.

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

Jones reported that site sessions from the Riviera website saw a huge increase across all categories most likely due to the Summer (June) Marketing Campaign. Riviera bookings for 2023 have exceeded last year's total at this point. There are still no wi-fi issues reported due to concern from the Riviera fountain livestream camera. Jones will check on invoices from the Winter (January through April) 2023 Marketing Campaign that would have been funded from a September 2022 grant (still outstanding).

Update from Tourism Entity – Visit Lake Geneva

Deanna Goodwin gave highlights from the monthly report including numerous ribbon cuttings and the Donald Driver tourism commercial filmed last Friday on the Mail Boat. Press releases were sent to the Green Bay Packers and ESPN for their use. Concerts in the (Flat Iron) Park continue until August 10. The Visit website metrics show a substantial increase again for June with Chicago as the Top City and Things to Do/Lake Shore Path topping the chart. The new TikTok account has 168 follower since mid-June. The 2024 Regional Visitors Guide is currently under production.

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

Alex gave information regarding website metrics and upcoming events – Maxwell Street Days and Oktoberfest. Murals in Motion will begin September 27 through October 1. There will be a monthly BID newsletter sent to members beginning in August. Alex is investigating the potential for becoming an accredited Main Street Community.

Written financial update provided by City Comptroller

Balance Sheet from June 30, 2023

Total Assets - \$213,121.87

Restricted Fund Balance - \$525,302.27

Comptroller Pisarsik reminded the Commissioners that room taxes are down compared to 2022.

Tourism Promotional Grant Program and Requests

None

Tourism Commission Logo and other possible changes

Visit Lake Geneva will bring a few options for a logo.

Addition of link or QR code to the Riviera homepage

Discussion continued regarding the requirement of a QR Code or direct link to the Riviera homepage for the City Hotels to be used on Grant Award marketing materials. How do we measure the return investment? The event itself is marketing for future stays. It is crucial that the event analysis be included in subsequent grant applications by groups, so the Commission can weigh the value of past performance. Commission Pirzada was not able to attend and was most qualified to speak about the idea. By consensus, the item is continued to August.

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

No update. Continued to August meeting.

Future meeting agenda items and next meeting date –

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

Monday, August 14, at 4:00 PM

Motion by Waspi, second by Migut, to adjourn at 5:07 p.m. Carried.

Respectfully submitted,
Alderman Fesenmaier, Secretary

Riviera Ballroom/MATL Update- Tourism Commission Meeting August 2023

Marketing Update

- Website Analytics Update: Past 30 Days:
 - Site Sessions: 2,965 (11% decrease, 108% increase last month)
 - Site Sessions by traffic source
 1. Google (1,269)
 2. Direct (604)
 3. Facebook (331)
 4. City of Lake Geneva (299)
 5. Social Media Ad (113)
 - Active Inquiries: 87 (-1 from last month), 77 recorded for July 2022
 - Avg. Session Duration: 3min 25sec (- 27sec)
 - Site Bounce Rate: 61.6% (-7%)
- WeddingWire & TheKnot: July Stats
 - 124 Storefront Views, compared to 72avg in our market/category
 - 15 leads (+4 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 August 3rd*

Social Media Ad Campaign runs through September 15th

Sales Update

	2018	2019	2020	2021	2022	2023	2024
Weddings	45	28	9	54	55	52	33
Social	4	1	0	1	5	4	3
Corporate	4	2	1	1	2	2	
Non-Profit	7	10	0	3	1	5	2
Event Total	60	41	10	60	62	63	37
Cancellation Total	0	0	40	11		3	1
Rescheduled	0	0	20	4		1	
Comp			5	2	5	6	

- Sales by Year June 2023:
 - 2023 Events- No changes
 - 2024 Events- 6 contracts returned this month (5 weddings & 1 social) with 3 contracts out.
 - Last Year- Reported on August 1, 2022; 60 events booked for 2022 and 32 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	\$292,992.51

CATERING REVENUE

\$29,159.74	\$14,688.76	\$4,337.68	\$32,970.09	\$46,691.72	\$19,665.36
-------------	-------------	------------	-------------	-------------	-------------



Lake Geneva Tourism Commission AUGUST 14, 2023 VISIT Lake Geneva Update

Upcoming Partner Meetings & Events

- VLG Monthly Partner Meeting – August 15, 8-9am at The Bottle Shop
- Multi-Chamber Business After Hours – August 23, 6-8pm at Pat's Brew N Que (Sharon, WI)

Public Events 2023

- Lake Geneva Concerts in the Park recap
- Lake Geneva Electric Christmas Parade (Saturday, December 2)

Earned Media Highlights – JULY 2023

- [Plan a Lakeside Summer Adventure](#) | The Telegraph (Macon, GA)
- [7 Adorable Small Towns In Wisconsin](#) | World Atlas
- [20 Top Things to Do in Wisconsin](#) | Midwest Living Magazine
- [Did You Know You Can Ski At A Former Playboy Club](#) | Unofficial Networks
- [How Wide Is Lake Geneva in Wisconsin?](#) | AZ Animals
- [Wisconsin's Lake Geneva, once a grand resort for the rich, offers laid-back charm](#) | Minneapolis Star Tribune
- [Gary Gygax Day coined in DnD creator's hometown](#) | Wargamer
- [Urban spelunking: Beer baron Seipp's Lake Geneva mansion](#) | OnMilwaukee
- [Oak Hill Cemetery Lake Geneva, Wisconsin - The final resting place of Gary Gygax: creator of Dungeons and Dragons](#) | Atlas Obscura
- [Watch Packers legend Donald Driver try mail jumping as part of a commercial shoot for Visit Lake Geneva](#) | MSN
- [Donald Driver tries mailboat jump](#) | APG Media of Wisconsin
- [Donald Driver tries delivering mail via boat in Lake Geneva](#) | NBC26 Green Bay
- [Packers Hall of Famer Donald Driver tries mail jumping on Lake Geneva and it provides plenty of laughs](#) | Milwaukee Journal Sentinel
- [Donald Driver tries out Lake Geneva Mail Boat delivery](#) | WISN 12 Milwaukee
- [Donald Driver tries Lake Geneva Mailboat jump](#) | Yahoo News
- [Weekend Getaways Near Milwaukee](#) | Midwest Living Magazine
- [Lake Geneva Mailboat, Donald Driver makes the jump](#) | Fox 6 Milwaukee
- [Donald Driver tries delivering mail via boat in Lake Geneva](#) | TMJ4 Milwaukee
- [Donald Driver tries Lake Geneva Mailboat jump](#) | Longview News-Journal (Texas)

Marketing Metrics – JULY 2023

Website – VisitLakeGeneva.com

- Visitor Sessions – 191,712 | +27.9% (YTD 954,330 | +11.2%)
- Pageviews – 585,263 | +59.4% (YTD 2,505,794 | +18.8%)
- Users – 145,738 (YTD 732,297)
- Online Guide Visits – 9,116 (YTD 42,954)
- **TOP CITIES**
 1. Chicago – 29,207 Unique Users
 2. (not set) – 10,135
 3. Milwaukee – 6,871
 4. Dallas – 2,794
 5. Lake Geneva – 2,572
 6. Minneapolis – 1,720
 7. Denver – 1,417
 8. Madison – 1,381
 9. Ashburn – 1,318
 10. Rockford – 891
- **TOP PAGES**
 1. Events – 80,781 Pageviews
 2. Things to Do – 49,279
 3. Home – 45,198
 4. Stay | Hotels & Resorts – 19,654
 5. Things to | Family Fun – 17,790
 6. Blog | Area Fireworks – 16,940
 7. Things to Do | Shopping – 16,314
 8. Food & Drink – 13,649
 9. Things to Do | Shore Path – 12,140
 10. Things to Do | Family Adventure – 11,856

Social Media

- Facebook – 65,157 Followers (+1,014) | 894,524 Post Reach
- Instagram – 11,978 Followers (+393) | 55,948 Post Reach
- Twitter – 3,489 Followers (+13) | 8,304 Impressions
- LinkedIn – 1,296 Followers (+47) | 38,631 Impressions
- TikTok* – 634 Followers (+466) | 263,779 Views

(*) Launched June 13

Email Subscribers

- Subscribers – 53,018 (+85)
- Open Rate – 35.1%

Visitor Center Activity

- Walk-ins – 2,300 (YTD 9,117)
- Phone Calls – 336 (YTD 1,821)
- Emails – 1,315 (YTD 7,634)
- Visitors Guides Fulfilled – 1,287 (YTD 7,514)

Hotel Activity – JUNE 2023

- Occupancy – 70.4% (+3.1%) | YTD 46.1% (-1.1%)
- ADR - \$223.94 (+12.6%) | YTD \$179.74 (+7.7%)
- RevPar - \$157.54 (+16.2%) | YTD \$82.88 (+6.5%)

Meetings & Events RFP Activity – JULY 2023

RFP#	Total Room Nights	Meeting Type	Properties Sourced
1233	60	Corporate	Lake Lawn, The Abbey
1234	300	Government	The Abbey, Grand Geneva
1235	300	Government	The Abbey, Grand Geneva
1236	300	Government	The Abbey, Grand Geneva
1237	32	Corporate	Alpine Valley, Comfort Suites , Lake Lawn
1238	1200	Corporate	The Abbey, Grand Geneva, Lake Lawn
1239	582	Corporate	N/A
1240	1630	Corporate	N/A
1241	1546	Corporate	Grand Geneva
1242	41	Corporate	N/A
1243	180	Corporate	Grand Geneva
1244	44	Corporate	Grand Geneva
1245	56	Fraternity	The Abbey, Baker House , Bella Vista , Fairfield , Geneva National, Grand Geneva, Harbor Shores , Holiday Inn, Lake Lawn, The Cove , Geneva Inn, Timber Ridge

- RFPs Distributed – 13 (YTD 94)
- Total RFP Room Nights – 3,333 (YTD 35,253)
- Total RFP Attendees – 6,271 (YTD 25,211)

MORE

- Donald Driver commercial shoot complete – commercial running in Wisconsin, Illinois and other Midwest markets within 300-mile radius (see [HERE](#)).
- 2023 Geiger Media Tour – September 5-8.
- Fall Media Kit and media outreach mid-August.
- 2024 Lake Geneva Region Visitors Guide in production; Early Bird ad rates through August 25.
- Visit Lake Geneva Impact Awards 2023 – nomination period open now through September 7. Submit nominations [HERE](#).



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

Executive Director's Report

July Recap

Website & Social:

Updated website with Oktoberfest and Maxwell Street Days pages. Data collection for new businesses to add to directory is taking place. Met with Badger High School to discuss marketing student collaboration with businesses and our organization for marketing planning. Created a 2023-2024 marketing plan to support event and business promotion expenses.

Website traffic decreased in July by 9%. Most visited pages were Oktoberfest and Maxwell Street Days under Events. The last page visited before leaving site is /Shop. Milwaukee market pageviews have increased by 31% this month.

Social media has increased visibility significantly. Post reach has increase 190% with engagement increasing by 179%. We gained over 320 net followers on Facebook and 1 minute videos posed a 200% increased interest.

Social Posting Topics:

- i. Placemaking: Interviews with a local
- ii. Summer Fun
- iii. New businesses in town
- iv. Maxwell Street Days
- v. Oktoberfest Planning

Website												
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Visitor Sessions		(526)	(937)	(1043)	(1269)	(1265)	(1013)					
Mobile	-	347	707	677	952	955	690					

Desktop	-	174	214	338	284	272	293					
Tablet	-	5	16	28	33	38	30					
Pageviews												
	-	1,011	1,433	1,490	1,909	1,983	1,804					
2023 Other												
Users	-	526	937	1034	1269	1265	1013					
New Visitors	-	440	755	801	997	892	906					
Avg Time on site	-	3m26s	4m29s	3m50s	4m03s	3m07s	3m44s					
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	8,130					
MoM Change	48	191	212	87	149	86	313					
Reach	11,412	25,727	31,218	15,455	31,089	18,311	55,078					
Post Engagement	1,993	1,950	3,900	2,980	10,465	6,184	14,701					
Instagram												
Followers	2,589	2,613	2,636	2,665	2,694	2,706	2,727					
MoM Change	39	24	23	29	29	12	21					
Reach	3,200	2,720	3,079	1,967	4,142	1,501	2,074					
Engagement	3,100	1,100	1,985	1,057	2,247	239	317					

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.
 - d. Website is launched with 35 participating businesses and secondary page dedicated to activities/music/outdoor dining.
- ii. Oktoberfest – October 7 & 8th Broad and Geneva Streets
 - a. Sponsorship materials are finished; booking of entertainment is complete,
 - b. Event Application Approved by FLR. Awaiting next Common Council Approval
 - 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 and approved.
 - e. Application for tourism grant will be turned in for the amount of \$9800 in August.
- iii. Murals in Motion – September 27 – October 1st – **Postponed until May 2024**
 - a. Due to developing logistic processes in conjunction with City planning as well as ordinance discussion, the BID has decided to postpone the event until Spring 2024
 - b. Travel WI JEM grant applied for by 8/1 for \$39,500.00 to go towards marketing of the mural program
 - c. Tourism Commission Grant to be applied in November for 2024
 - d. Created Event Proposal for grants and sponsorship solicitation outlining project scope and operation costs

Beautification:

- i. Flowers – Planning of Fall plantings, also in discussion of increasing budget for 2024 for more flowers on bridge, adaptation to holiday décor for inside pavilion
- ii. Lighting – Planning holiday décor in July and August for downtown and Flat Iron Park

Business Communications & Marketing:

- i. 29 (77 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 a pop up business vendor
- ii. Main Street Update: Main Street Orientation took place in July; officially announced as Connect Community with press release in local paper as well.
- iii. 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.
- iv. Co-Branded Community Placemaking Study: Met with Tourism Commission, VISIT Lake Geneva, and Economic Development Corp. to discuss a market study for business attraction and investment in Lake Geneva hosted by Tom Hartz and Bill Kahn

CITY OF LAKE GENEVA

BALANCE SHEET

JULY 31, 2023

FUND 47 - TOURISMASSETS

47-00-00-11111	FUND CASH	493,893.54	
	TOTAL ASSETS		493,893.54

LIABILITIES AND EQUITYLIABILITIES

47-00-00-21100	ACCOUNTS PAYABLE	41,255.97	
	TOTAL LIABILITIES		41,255.97

FUND EQUITY

47-00-00-34800	RESTRICTED FUND BALANCE	525,302.27	
	REVENUES OVER EXPENDITURES - YTD	(72,664.70)	
	TOTAL FUND EQUITY		452,637.57
	TOTAL LIABILITIES & EQUITY		493,893.54

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-11111 FUND CASH					
		06/30/2023 (06/23) Balance	.00 *	.00 *	272,336.47
CA-CDA	29	CDA Fund Allocation - Created: 07/20/23 3:37 PM		119.98-	
CA-CDA	41	CDA Fund Allocation - Created: 07/28/23 9:25 AM		5,398.96-	
CA-JE	4	JE Fund Allocation - Created: 07/17/23 3:40 PM	37,500.00		
CA-JE	15	JE Fund Allocation - Created: 08/07/23 12:38 PM	189,576.01		
		07/31/2023 (07/23) Period Totals and Balance	227,076.01 *	5,518.94- *	493,893.54
47-00-00-13920 ACCTS RECEIVABLE					
		06/30/2023 (06/23) Balance	.00 *	.00 *	.00
		07/31/2023 (07/23) Period Totals and Balance	.00 *	.00 *	.00
47-00-00-21100 ACCOUNTS PAYABLE					
		06/30/2023 (06/23) Balance	.00 *	.00 *	.00
AP	582	Summary Transactions from AP System		37,619.98-	
AP	758	Summary Transactions from AP System		9,154.93-	
CDA	83074	CHARTER COMMUNICATIONS	119.98		
CDA	83179	JONES, HEATHER	5,332.00		
CDA	83182	US CELLULAR	66.96		
		07/31/2023 (07/23) Period Totals and Balance	5,518.94 *	46,774.91- *	41,255.97-
47-00-00-21900 ACCRUED EXPENSES					
		06/30/2023 (06/23) Balance	.00 *	.00 *	.00
		07/31/2023 (07/23) Period Totals and Balance	.00 *	.00 *	.00
47-00-00-34800 RESTRICTED FUND BALANCE					
		06/30/2023 (06/23) Balance	.00 *	.00 *	525,302.27-
		07/31/2023 (07/23) Period Totals and Balance	.00 *	.00 *	525,302.27-
47-00-00-41210 ROOM TAX					
		06/30/2023 (06/23) Balance	.00 *	.00 *	138,316.33-
JE	7	TORURISM ROOM TAX-2ND QTR		37,500.00-	
JE	28	TRANSFER ROOM TAX TO TOURISM FUND-JU		115,641.37-	
JE	28	TRANSFER ROOM TAX TO TOURISM FUND-JU		73,934.64-	
		07/31/2023 (07/23) Period Totals and Balance	.00 *	227,076.01- *	365,392.34-
YTD Encumbrance	.00	YTD Actual	365,392.34- Total	365,392.34- YTD Budget	1,100,000.00- Unearned 734,607.66
47-00-00-46100 TOURISM MISC REVENUE					
		06/30/2023 (06/23) Balance	.00 *	.00 *	.00
		07/31/2023 (07/23) 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					
		06/30/2023 (06/23) Balance	.00 *	.00 *	9,280.15-
		07/31/2023 (07/23) Period Totals and Balance	.00 *	.00 *	9,280.15-
YTD Encumbrance	.00	YTD Actual	9,280.15- Total	9,280.15- YTD Budget	1,000.00- Unearned 8,280.15-

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-49100 APPL. PRIOR YR APPROPRIATIONS					
		06/30/2023 (06/23) Balance	.00 *	.00 *	.00
		07/31/2023 (07/23) 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					
		06/30/2023 (06/23) Balance	.00 *	.00 *	.00
		07/31/2023 (07/23) 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					
		06/30/2023 (06/23) Balance	.00 *	.00 *	75,000.00
AP	495	LAKE GENEVA CONVENTION	37,500.00		
		**Desc: 3RD QTR 2023 PAYMENT			
		07/31/2023 (07/23) Period Totals and Balance	37,500.00 *	.00 *	112,500.00
YTD Encumbrance	.00	YTD Actual 112,500.00 Total	112,500.00	YTD Budget 540,000.00 Unexpended	427,500.00
47-00-00-57210 EVENTS COORDINATOR					
		06/30/2023 (06/23) Balance	.00 *	.00 *	15,996.00
AP	731	JONES, HEATHER	2,666.00		
		**Desc: RIVIERA EVENTS COORDINATOR-AUG 2023			
		07/31/2023 (07/23) Period Totals and Balance	2,666.00 *	.00 *	18,662.00
YTD Encumbrance	.00	YTD Actual 18,662.00 Total	18,662.00	YTD Budget 32,650.00 Unexpended	13,988.00
47-00-00-57212 EVENTS COORDINATOR-RIVIERA					
		06/30/2023 (06/23) Balance	.00 *	.00 *	15,996.00
AP	732	JONES, HEATHER	2,666.00		
		**Desc: RIVIERA EVENTS COORDINATOR-AUG 2023			
		07/31/2023 (07/23) Period Totals and Balance	2,666.00 *	.00 *	18,662.00
YTD Encumbrance	.00	YTD Actual 18,662.00 Total	18,662.00	YTD Budget 32,650.00 Unexpended	13,988.00
47-00-11-15900 DUE TO/FROM GENERAL FUND					
		06/30/2023 (06/23) Balance	.00 *	.00 *	.00
		07/31/2023 (07/23) Period Totals and Balance	.00 *	.00 *	.00
47-00-40-15900 DUE TO/FROM LAKEFRONT FUND					
		06/30/2023 (06/23) Balance	.00 *	.00 *	.00
		07/31/2023 (07/23) Period Totals and Balance	.00 *	.00 *	.00
47-70-00-57150 PROMOTIONAL GRANT					
		06/30/2023 (06/23) Balance	.00 *	.00 *	123,579.77
AP	733	DOUGLAS FOOD STORES INC.	3,755.97		
		**Desc: RIV KITCHEN EQUIPMENT-TOURISM GRANT			
		07/31/2023 (07/23) Period Totals and Balance	3,755.97 *	.00 *	127,335.74
YTD Encumbrance	.00	YTD Actual 127,335.74 Total	127,335.74	YTD Budget 150,000.00 Unexpended	22,664.26

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-70-00-57155 TOURISM MUNICIPAL DEVELOPMENT					
		06/30/2023 (06/23) Balance	.00 *	.00 *	11,190.51
AP	558	CHARTER COMMUNICATIONS	119.98		
		**Desc: INTERNET SVC JUL			
AP	668	US CELLULAR	66.96		
		**Desc: RIVIERA CELL-HEATHER-JUL			
		07/31/2023 (07/23) Period Totals and Balance	186.94 *	.00 *	11,377.45
YTD Encumbrance	.00	YTD Actual	11,377.45	Total	11,377.45
		YTD Budget	50,000.00	Unexpended	38,622.55
47-70-00-59400 TRANSFER TO CAPITAL PROJECTS					
		06/30/2023 (06/23) Balance	.00 *	.00 *	.00
		07/31/2023 (07/23) 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					
		06/30/2023 (06/23) Balance	.00 *	.00 *	.00
		07/31/2023 (07/23) 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					
		06/30/2023 (06/23) Balance	.00 *	.00 *	158,800.00
		07/31/2023 (07/23) 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
Number of transactions: 18 Number of accounts: 20			Debit	Credit	Proof
Grand Totals:			279,369.86	279,369.86-	.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	227,076.01	365,392.34	1,100,000.00	697,107.66	36.63
47-00-00-46100	TOURISM MISC REVENUE	.00	.00	.00	.00	.00
47-00-00-48110	INTEREST INCOME	.00	9,280.15	1,000.00	8,280.15-	928.02
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:		227,076.01	374,672.49	1,101,000.00	688,827.51	37.44
47-00-00-57100	HOTEL/MOTEL ASSN-CHAM OF COM	37,500.00	112,500.00	540,000.00	427,500.00	20.83
47-00-00-57210	EVENTS COORDINATOR	2,666.00	18,662.00	32,650.00	13,988.00	57.16
47-00-00-57212	EVENTS COORDINATOR-RIVIERA	2,666.00	18,662.00	32,650.00	13,988.00	57.16
47-70-00-57150	PROMOTIONAL GRANT	3,755.97	127,335.74	150,000.00	22,664.26	84.89
47-70-00-57155	TOURISM MUNICIPAL DEVELOPMENT	186.94	11,377.45	50,000.00	38,622.55	22.75
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:		46,774.91	447,337.19	972,675.00	525,337.81	45.99
Net Total TOURISM:		180,301.10	72,664.70-	128,325.00	163,489.70	27.40-
Net Grand Totals:		180,301.10	72,664.70-	128,325.00	163,489.70	27.40-

**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	188,107.19	196,339.25	384,446.44
July			-
August			-
September			-
October			-
November			-
December	-	-	-
	<u>582,690.15</u>	<u>342,909.57</u>	<u>925,599.72</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	66,450.06	-	66,450.06
May	102,496.20	-	102,496.20
June	194,238.38	191,031.50	385,269.88
July			-
August			-
September			-
October			-
November			-
December			-
	<u>555,231.55</u>	<u>343,481.55</u>	<u>898,713.10</u>

Variance (26,886.62)

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 Prep Kitchen Equipment	90,026.62	Douglas Food Stores, Inc. Pd 1/5/23 Douglas Food Stores, Inc. Pd. 1/11/23 Douglas Food Stores, Inc. Pd 3/17/23 Douglas Food Stores, Inc. Pd 6/21/23 Douglas Food Stores, Inc. Pd 8/2/23	2023 Update 2023 Update 2023 Update 2023 Update 2023 Update	9,714.44 \$ 2,330.72 19,769.82 39,548.40 3,755.97	14,907.27	
November	Women's Weekend	12,500.00	Geneva Lake Women's Association	April 28-30, 2023	11,231.79 \$	1,268.21	
	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	
					127,335.74 \$	30,990.88	158,326.62

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
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
June	No request for Grants						
July	No request for Grants						

Approved 2023 Budget	Committed 2023 Grants	Available
\$ 150,000.00	\$ 269,479.62	(119,479.62)

Current Cash June 2023	\$ 493,893.54
------------------------	---------------

City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

Revised June 2023

Date Submitted: 8/7/2023

Organization: Santa Cause Inc. – (501 c3)

Contact Person: Kimberly Voller

Phone Number: 815.354.2619

Street Address: PO Box 519

City, State, Zip: Williams Bay, WI 53191

Email Address: kimberlyvoller@gmail.com

Name of Event: The Balloon Adventure (previously Big Balloon Build)

Date(s) of Event: April 10 – April 15 (possibly April 16th) 2024

Deadline for receipt submittal to the City (45 days after event ending): May 31, 2024

Location of Event: Gage Marine - Pier 290

Type of Event: Fully immersive Balloon Event

Estimated Number of Attendees: Targeting 23,500 attendees

Have you Applied Before? Yes or No; Explain: Yes, however it is a new event through Santa Cause. The Balloon Adventure is being modeled after the Big Balloon Build – Lake Geneva (March 2023).

Where is this event physically located?

The Balloon Adventure will be held in the Boat Barn at Pier 290.
1 Liechty Drive; Williams Bay, WI 53191

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: 5000

Our target audience for this marketing campaign includes two groups of individuals: the first group consists of over 20,000 people who attend the annual Santa Cruise at Pier 290 each year. The second group comprises the 3,500 attendees who participated in the Big Balloon Build event in March 2023. According to data obtained from ticket sales at the Big Balloon Build, approximately 22% of the

attendees chose to stay overnight during the event. This percentage amounts to an estimated 5,170 overnight stays.

We are extending the event to include Monday, encouraging attendees to consider staying overnight from Sunday into Monday.

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

Annual Event (Yes/No): YES

Note: In addition, if chosen, the applicant agrees to include the City of Lake Geneva logo on all marketing materials including print, banners, websites and social media and will be required to provide paid receipts, and an evaluation of the results of this promotional effort within 45 days of its completion, which is to include approximate number of room nights retained in City of Lake Geneva hotels. Grant

Amount Requested: \$75,000

Provide as attachment the following:

- 1) Event Overview/Description*
- 2) Event Budget (Include how grant funds will be used)*
- 3) Mock-up of all Marketing Material to include City of Lake Geneva Logo*
- 4) Marketing plan for the event*
- 5) How will this grant generate overnight stays within the City of Lake Geneva?*
- 6) How did you or your organization calculate the estimated number of overnight stays to be generated by your event?*
- 7) Any other helpful information*

**Please beware that the applicant is required to notify the City Administrator or Tourism Commission Chair prior to making changes to the event as proposed in this grant application in regard to event location, events planned, etc. Failure to provide notice and receive approval by the City Administrator or the Tourism Commission Chair may invalidate the grant approval.*

**Please send the completed application with required additional information, one week
prior to meeting, to cityadmin@cityoflakegeneva.gov**

Event Overview

The Balloon Adventure

Theme: Follow the Yellow Brick Road

Santa Cause is excited to announce its collaboration with Sara Meyer, the owner of Wisconsin Balloon Décor, to craft a one-of-a-kind, fully immersive event at Pier 290. Sara and her team of skilled professionals will work their magic to transform the boat barn at Pier 290 into an enchanting experience suitable for guests of all ages.

Inspired by the success of the Big Balloon Event hosted at Covenant Harbor in March 2023, the upcoming event, named "The Balloon Adventure," aims to captivate attendees by taking them on a memorable journey over the rainbow and into the magical Land of Oz.

Through a breathtaking display of balloon décor and creative artistry, The Balloon Adventure promises to mesmerize guests with its immersive and fantastical ambiance. The event will transport attendees to a world of wonder, allowing them to embrace the spirit of adventure. Whether young or old, The Balloon Adventure guarantees to ignite the imagination and delight the hearts of all its visitors.

WEDNESDAY, April 10, 2024

- Ribbon Cutting with Visit Lake Geneva
- Exclusive VIP Night for Sponsors & Charities
 - Includes a reception.

THURSDAY, April 11, 2024 – Sunday, April 14, 2024

- Open to the public

MONDAY, April 15, 2024

- School Groups
- Private Groups

Santa Cause Inc.

The Balloon Adventure

Contact: Kimberly Voller | 815.354.2619 | kimberlyvoller@gmail.com

Marketing Budget

	Estimated Income/Expenses
Income	
Sponsors	\$ 120,000.00
Ticket Sales	\$ 105,000.00
Total Estimated Income	\$ 225,000.00
Expenses	
Marketing/Promotion	\$ 75,000.00
Balloon Costs	\$ 25,000.00
Framework/Fabrication	\$ 15,000.00
Artists Stipend	\$ 40,000.00
Travel Expenses	\$ 10,000.00
Hotel	\$ 7,500.00
Food	\$ 5,000.00
Miscellaneous	\$ 10,000.00
Total Estimated Expenses	\$ 187,500.00
Marketing Budget	
Website Marketing	\$ 5,000.00
WGN (media package)	\$ 10,000.00
Ethan Middleton (Digital Media Promotions- Videos)	\$ 10,000.00
Flair Studios (Promotional Materials)	\$ 5,000.00
Copies & Prints Plus	\$ 2,500.00
Travel Wisconsin (media Package)	\$ 3,000.00
Visit Lake Geneva (Social Media posts/Emails promotions)	\$ 2,000.00
Media Packages to target Chicago	\$ 10,000.00
Media Packages to target Milwaukee	\$ 5,000.00
Media Packages to target Madison	\$ 5,000.00
Media Packages to target Rockford	\$ 5,000.00
Media Packages to target Michigan/Indiana/Iowa/Minnesota	\$ 12,500.00
Total Estimated Marketing Budget	\$ 75,000.00

****Media Packages**

The media packages will encompass a wide range of strategies for event marketing, incorporating digital elements such as video content, social media posts, radio advertisements, and commercials. Additionally, these packages will focus on promoting hotel deals situated within the city limits of Lake Geneva.

Marketing Plan Recap

The marketing plan for The Balloon Adventure is focused on attracting attendees from regions such as Illinois, Michigan, Indiana, Iowa, and Minnesota to participate in this unique experience suitable for all age groups. Leveraging data from Visit Lake Geneva, Gage Marine and the Big Balloon Build event, we aim to target previous visitors and expand our reach to other communities and states.

The primary objective is to entice families to visit Lake Geneva, where they can enjoy a delightful and immersive experience. By extending the event from its initial 3 days (Big Balloon Build) to 5 days, with the possibility of adding an extra day, we are creating an even more enticing prospect for potential visitors. During their stay, attendees will have the opportunity to explore and indulge in all the offerings the Lake Geneva area has in store, ensuring a memorable and enjoyable experience for everyone involved.

Our marketing strategy will be designed to draw families from diverse regions, enticing them to extend their stay in Lake Geneva and immerse themselves in an enchanting experience. This approach will involve combining digital components like engaging video content, social media posts, radio advertisements, and commercials. Additionally, our media packages will place special emphasis on hotels nestled within the city limits of Lake Geneva.

Marketing Materials Sampling

All materials will feature the Lake Geneva Tourism Commission Logo (see examples below) and will highlight the promotion of lodging in Lake Geneva, as well as showcasing our sponsors.





July 27, 2023

To: City of Lake Geneva Common Council
Attn: Tourism Commission
Re: Promotional Tourism Grant

Dear Members of the Tourism Commission:

Enclosed are 7 copies of the Walworth County Tavern League's application for a Tourism Grant, along with other supporting documents.

We look forward to hearing from you. We are available to present and answer questions at your next meeting, August 14th, or at any subsequent meeting.

Thank you in advance for your consideration.

Best,

Renee Peterson
WCTL President
630.650.6886



July 21, 2023

To: City of Lake Geneva Common Council
Attn: Tourism Commission
Re: Promotional Tourism Grant

Dear Council:

We, the Walworth County Tavern League (WCTL), are applying for the Promotional Tourism Grant.

Twice yearly, the Tavern League of Wisconsin (TLW) holds a Convention and Trade Show. Locations rotate around Wisconsin, and we are proud and excited to host the 2024 Spring Convention here in Lake Geneva. The convention will be held at the Grand Geneva April 7th through 11th, 2024.

This event draws approximately 1000 participants from across the state, including tavern and restaurant owners, vendors, politicians, and TLW leaders. In addition to the revenue attained by patronizing local restaurants, taverns, shops, and other entertainment venues, we estimate that over 800 hotel rooms will be booked over the course of the 4 day event. This is an estimation based on prior conferences numbers and the room blocks set in place. Others may stay one or two nights while local attendees do not need accommodations. Attendees will book rooms not only at Grand Geneva, but also Fairfield Inn, Comfort Inn, Harbor Shores, The Cove, Baker House, The Geneva Inn, and Bella Vista.

The funds will be used to provide transportation between the overflow hotels to Grand Geneva and to a multitude of local establishments throughout the event. We anticipate we will be hiring a fleet of shuttle buses from a variety of local services in addition to any associated with the hotels. The cost of each will average \$500 a day, and with 6-8 shuttles, it will likely total over \$14,000.

Thank you for your consideration and we look forward to making our presentation to the Tourism Commission.

Sincerely,

Renee Peterson, President
LaVonne Horgan, Vice President
Ray Garreau, Secretary/Treasurer
Brent Kendall, Sergeant at Arms
Dave Hills, Director/Past President
Laurie Brewer, Director

Cory Aune, Director
Robin Mooney, Director
Teresa Rhyner, Director
Joan Ward, Director
Julie Beardsley, Director

Attached: Background Information on TLW, Promotional Tourism Grant Application



Founded in 1935, the Tavern League of Wisconsin (TLW) is the largest trade association in the United States to exclusively represent the interest of licensed beverage retailers. The Wisconsin Tavern League Foundation, the 501c3 non-profit charitable arm of the organization, provides financial support for thousands of Wisconsin charities, as well as the Tavern League's SafeRide Program.

The Tavern League of Wisconsin exists to provide services to members that are not available to them as individuals and to use the collective strength of its membership to accomplish, as a group, goals that cannot be accomplished alone. The League provides its members with services such as legislative and governmental relations, legal information, educational services, and promotes the industry on behalf of its membership.

More than 161,000 jobs are generated by the alcohol industry in Wisconsin — an important, positive impact on the economy, with pre-pandemic figures close to \$3.2 billion in total annual wages paid, and taxes totaling more than \$2.6 billion.

In 2022, the Tavern League of Wisconsin was proud to contribute more than \$13.5 million to support nearly 10,000 charities across the state. Our members give back to their communities with generous fundraisers to benefit a wide variety of charities.

The TLW SafeRide Program has greatly expanded over the last 10 years and has helped contribute to a decline in alcohol-related fatalities. In 2022, the TLW SafeRide Program provided over 42,000 free rides home to patrons around the state.

Each spring and fall, the Tavern League of Wisconsin hosts a convention and trade show — an opportunity to connect with members from around the state and find solutions for their businesses.

The Tavern League of Wisconsin hosts an annual Legislative Day in Madison which is among the largest lobbying events in the state. It's an opportunity to hear updates on important issues facing the hospitality industry, and to lobby legislators on those important issues.

More information on the TLW can be found at www.tlw.org

City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

Revised September, 2021

Date Submitted: 7/21/2023

Organization: Tavern League of Wisconsin

Contact Person: Renée Peterson

Phone Number: 630-650-6886

Street Address: 11801 W. Silver Spring Dr, Suite 200

City, State, Zip: Milwaukee, WI 53225

Email Address: reneepeterson62@yahoo.com

Name of Event: 2024 Tavern League of Wisconsin Spring Conference

Date(s) of Event: April 7-11, 2024

Location of Event: Grand Geneva Resort

Type of Event: Conference & Trade Show

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

Estimated Number of Attendees: 1000

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

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

7036 Grand Geneva Way, Lake Geneva, WI, 53147

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: 823

4/7/23 = 54 Rooms, 4/8/23 = 253 Rooms, 4/9/23 = 253 Rooms, 4/10/23 = 253 Rooms, 4/11/23 = 5 Rooms.

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

Annual Event (Yes/No): Will NOT take place in Lake Geneva Annually

Note: In addition, if chosen, the applicant agrees to include the City of Lake Geneva logo on all marketing materials including print, banners, websites and social media and will be required to provide paid receipts, and an evaluation of the results of this promotional effort within 45 days of its completion, which is to include approximate number of room nights retained in City of Lake Geneva hotels.

Grant Amount Requested: \$10,000

Provide as attachment the following:

- 1) Event Overview/Description
- 2) Event Budget (Include how grant funds will be used)
- 3) Mock-up of all Marketing Material to include City of Lake Geneva Logo
- 4) Marketing plan for the event
- 5) How will this grant generate overnight stays within the City of Lake Geneva?
- 6) How did you or your organization calculate the estimated number of overnight stays to be generated by your event?
- 7) Any other helpful information

currently in design by TLW

*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

CITY OF LAKE GENEVA TOURISM COMMISSION



TOURISM PROMOTION GRANT INFORMATIONAL GUIDE

Revised June 2023

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.gov 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.gov. 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 June 2023

Date Submitted: 8/7/2023

Organization: Downtown Lake Geneva Business Improvement District

Contact Person: Alexandria Binanti

Phone Number: 262-716-9529

Street Address: PO Box 910

City, State, Zip: Lake Geneva, WI, 53179

Email Address: director@downtownlakegeneva.org

Name of Event: Lake Geneva's Annual Oktoberfest

Date(s) of Event: October 7 & 8th, 2023

Deadline for receipt submittal to the City (45 days after event ending): November 22, 2023

Location of Event: Broad and Geneva Streets

Type of Event: Cultural Festival

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

Estimated Number of Attendees: 9,500-12,000 depending on weather

Have you Applied Before? Yes or No; Explain: Yes, under previous directorship for Oktoberfest and projects such as banners and flower baskets

Where is this event physically located? (street address and governmental jurisdiction):
Block party style event hosted on Broad and Geneva Streets in the City of Lake Geneva

What other governmental bodies have been approached for support and what amount has been received? Worked with the city police, streets, and parking for operational assistance at in-kind value of \$6,000

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 Passed FLR

Estimated Number of Overnight Stays: 137 - based on vendor request for lodging and previous year attendance from metrics supported by APG stats

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

Annual Event (Yes/No): Yes

Note: In addition, if chosen, the applicant agrees to include the City of Lake Geneva logo on all marketing materials including print, banners, websites and social media and will be required to provide paid receipts, and an evaluation of the results of this promotional effort within 45 days of its completion, which is to include approximate number of room nights retained in City of Lake Geneva hotels.

Grant Amount Requested: \$11,350.00

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.gov

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.gov

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: _____



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

Annual Lake Geneva Oktoberfest Event Plan

Date: Friday October 6, 2023 for set up. Event Dates Saturday October 7th & 8th 2023

Time: Set up Friday at 6-8PM; Event Hours Saturday 10am-10pm, Event Hours Sunday 10am-9pm

Location: Broad Street from Main and Geneva Streets with Partial closure of Geneva Street

Intended Attendees: Approximately 9500 from past event analysis (referencing 2017/18 on Broad Street). Heads and Beds estimate at 137 based vendor needs and estimate of previous year occupancy metrics and APG formula conversion.

Event Overview:

This annual community event is designed to celebrate the area's German history as well as drive foot traffic to the downtown business improvement district. The goal is to host a community centered event with local entertainment, family fun opportunities, unique local vendors for crafts and food, and to serve Wisconsin made beers including Lake Geneva's own brewery. All marketing is directed towards our business's participation, our local traditions, and promoting the area as a year-round destination.

This is a free event to attend; there will be a designated beer tent with service for both Saturday and Sunday. The liquor license is being co-sponsored by the Lake Geneva Rotary and we have contracted Topsy Turvy Brewery for staffing and maintenance of the beer garden with purchasing of product from CJW. We anticipate 8-10 food vendors including the Rotary.

All health and fire safety considerations have been made and discussed at previous City and Fire meetings. Additionally, we anticipate approximately 20 crafters which include face painters, pony rides, and children's activity stations. A full vendor list will be supplied prior to the event; vendor applications are open until August 28th.

Based on council precedence and past event approval, we are requesting that parking fees be waived as this is a non-profit cohosted community event for the City of Lake Geneva and this event operates as a fiscal loss traditionally.

Set Up/Security/Tear Down:

Included in the map are locations for porta-potties, dumpsters, and barricade placements. After speaking with Public Works, we have ensured rental of additional 3 point reflective traffic barricades.

Set up of street closures will begin Friday am and BID necessary rentals and vendors will be allowed to begin setting up their designated areas from 6-8pm. All vendors are aware that there is no staking in of 10x10 or 10x20 pop up tents, that sandbags or other weight options are required. Some city light pole use for electricity is requested for our stage lighting but vendors are guaranteeing a generator for any electrical needs.

At the beer ticket tents there will also be first aid stations and security personnel to check ID's, wristband those of legal age to consume alcohol, and sell beer tokens. We supply third party contractors to handle event security during peak hours and to ensure alcohol consumption remains in the designated areas fenced off with barricades. Police and Public Works have constructed the plan for additional barricades for secure street closure. The family area will also have "soft barricades" with some fencing and hay bales to optimize sightlines for families while enjoying the activities. There will be three bouncy houses and free pumpkins to decorate and take home with families. Face painting, pony rides, and story hours will be featured as well.

Loading and unloading of musician equipment will be done on Broad Street behind the stage, and a turn around is provided to get all personnel in and out of the area in case of emergency.

Tear down will begin Sunday evening after the event ends at 9pm. All vendors and rentals will have to be removed by 10:30PM. Clean up crews will be hired throughout the event, but this staff will do a final sweep through the area following tear down. Garbage will be disposed of from garbage cans to the dumpster and the dumpster will be picked up Monday morning. Porta-potties will be picked up Sunday evening. Large beer tent will be picked up by 6am Monday morning.

Tourism Commission Marketing:

Oktoberfest

October 7-8th 2023

This annual event takes place over Columbus Day weekend which anticipates 30,000 people in attendance over the two days. Featuring an artisan market with crafters, boutique items, and food stalls as well as a craft beer garden and live entertainment with a family fun area and engaging activities, this event celebrates the community and it's German Heritage. Activating unique spaces to drive Fall traffic is the BID goal and this event acts as a fundraiser for holiday lighting and décor while promoting the downtown district and local businesses.

Marketing Budget: \$14,700

- Marketing Agency APG: \$8,000.00 - Display 200,000 Impressions/Month \$1,800; Pre Roll 75,000 Impressions/Month \$1,500; SEM 1,630 - 2,000 Clicks/Month \$950; Pre-event Promotional Video 30-second spots. OTT and Additional Services listed in their marketing plan.
- VISIT Lake Geneva - \$850 – \$350 Exclusive Emails for 60,000 targeted households; \$150 boosted facebook ad, \$350 VISIT Lake Geneva event web banner ad
- Lake Geneva Regional News - \$1350 – Display with 150,000 Impressions Month; \$370 two print ads quarter page

- Radio Spotlights - \$2500 – 30 second spots, interview on the air, on the air highlights Saturday/Sunday featured sponsor, MC from owner, complimentary boosted facebook ads
- Boosted Facebook/Instagram budget from BID - \$250
- Signage and downtown stop passports – Estimate \$750 working with Copies Plus
- Graphic Design Services for ads - \$1000 Jessica A Salgado Services

Operations Budget:

Oktoberfest 2023				
BUDGET				
SPONSOR	Budgeted	Actual	Receipt Date	Notes
Harbor Shores, Treasure Cove,		\$500		
Band Sponsors		\$3,000		
Hoisting Sponsor		\$1,500		
In Kind				(\$5,000)
TOTAL SPONSORS	\$6,500	\$5,000		
SALES	Budgeted	Actual	Receipt Date	Notes
Food	\$ 2,500.00	\$3,200		
Retail	\$ 2,500.00	\$4,200		
Soda and Cider Sales	\$ 3,000.00			
Kid's Zone Passes (5 per wristband)	\$ 7,500.00			
Beer Sales (steins too)	\$ 10,000.00			
TOTAL INCOME (SPONSORS + TICKETS)	\$32,000			
EXPENSES	Budgeted	Actual	Payment Detail	NOTES
Event Budget (\$40,000 from BID Assessment)				
Music	\$9,000			
Eddy Kobesko The Accordion Guy (Saturday kick off at 11)		\$250		
Steve Meisner Band (Saturday 2-4)		\$1,600		
Matt Meyer & The Smooth Riders (Saturday 5-8)		\$1,500		
Badger Band (Sunday 11-12:30)		\$1,000		
Kenosha DIE Musikanten (Sunday 1-3)		\$600		
Rock Central & Big Al (4-8)		\$1,500		Sponsored by TR & Anthony

Stage/Lighting/Skirting	\$5,000	\$5,000		
Permits & City Costs	\$1,500			
Rentals	\$8,000			
Tents				
Garbage Dumpsters				
Portapotties		\$840		
Barricades		\$400		
MARKETING:	\$15,000			
Print: Posters and Rack Cards		\$300		
Bar Crawl Passports		\$950		
Radio		\$2,500		Yellow indicates Grant Fund Usage
VISIT Lake Geneva		\$850		
APG Agency		\$8,000		
Graphic Design		\$1,000		
In House		\$500		
Family Zone	\$5,000			
Bouncy Houses		\$2,800		
Pony Rides				
Face Painting		\$1,600		
Pumpkins				
ADDITIONAL MATERIALS				
TOTAL EXPENSE	\$43,500	\$31,090		
	BUDGETED	ACTUAL		
NET REVENUE				



**DOWNTOWN LAKE GENEVA'S
ANNUAL OKTOBERFEST**

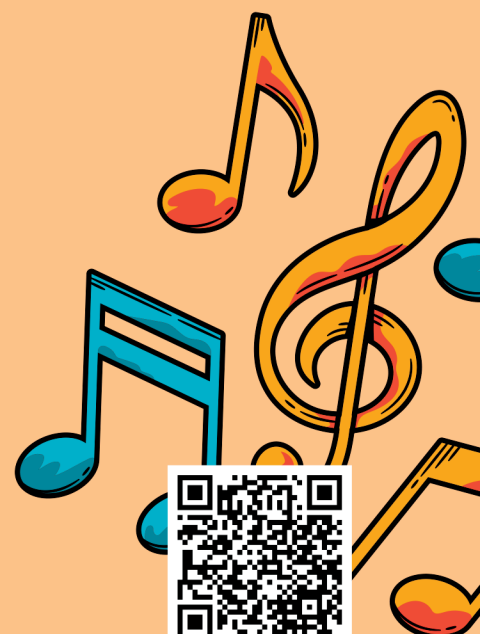
OCTOBER 7-8, 2023 11AM - 8PM DAILY

**200 BLOCK OF BROAD STREET,
DOWNTOWN LAKE GENEVA**

**MATT MEYER & THE SMOOTH RIDERS |
ROCK CENTRAL & BIG AL WETZEL BAND**

**STEVE MEISNER BAND | BADGER H.S. JAZZ
BAND | DIE KENOSHA MUSIKANTEN**

**KIDS ACTIVITIES, PIE RACE, VENDORS, DOG
RACES, STEIN HOISTING COMPETITION, LIVE
MUSIC, BEER TENT, DELICIOUS FOOD, & MORE**



DowntownLakeGeneva.org/Oktoberfest



WLKG-FM RADIO
500 INTERCHANGE N, STE 100
LAKE GENEVA, WI 53147
262-249-9600

* **INVOICE NO. 071123** *

July 11, 2023

Downtown Lake Geneva
PO Box 910
Lake Geneva, WI 53147

DATE	DESCRIPTION	AMOUNT	TOTAL
07/11/23	Contract for advertising with Lake 961 WLKG-FM 3pm Weekend Weather Sponsorship – includes bank of 90 commercials, also 60 Oktoberfest specific commercials, Interview and FB post – schedule TBD		\$2500.00

TOTAL AMOUNT DUE: \$2500.00



2023 CO-OP MARKETING PROGRAM

Contents

- ① | Website Advertising
- ② | Social Media
- ③ | Email Marketing
- ④ | 2023 Insertion Order

The VISIT Lake Geneva cooperative marketing program is provided exclusively to current member Partners. An Insertion Order form is required to reserve space. Material deadlines are noted for each co-op opportunity. Advertising will be invoiced upon publication or deployment.



CO-OP CONTACT INFORMATION

VISIT Lake Geneva

Deanna Goodwin

Vice President of Marketing

deanna@visitlakegeneva.com

(262) 812-0021

1

Website Advertising

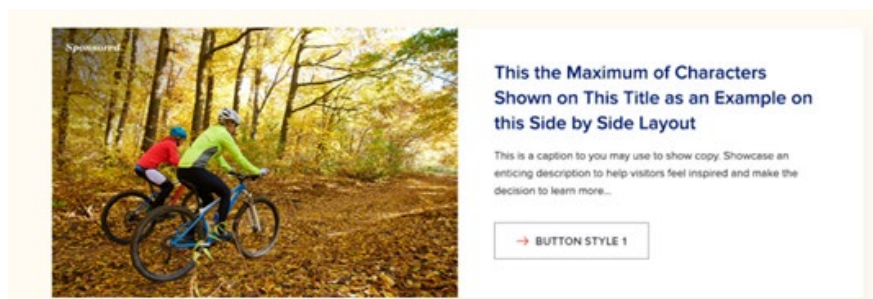
1.3 million visits & 3.2 million pageviews annually

Ad Unit	Monthly Price	Photo	Headline Copy	Body Copy
Home Page Premium	\$350	990 x 660 pixels	70 characters	192 characters
Interior Page Premium	\$300	990 x 660 pixels	70 characters	192 characters
ROS Premium	\$400	600 x 400 pixels	84 characters	192 characters
ROS Spotlight	\$200	600 x 400 pixels	70 characters	116 characters

Material Deadline: Two weeks prior to first of month.

Home Page Premium \$350/mo

- Featured Ad Placement
- Photo (990 x 660 pixels)
- Headline Copy (70 characters)
- Body Copy (192 characters)



Interior Page Premium \$300 ea/mo

- Targeted Placement on High Traffic Category Pages
- Photo (990 x 660 pixels)
- Headline Copy (70 characters)/Body Copy (192 characters)
- Available Pages:

- [Things to Do](#)
- [Shopping](#)
- [Outdoors](#)
- [Family Fun](#)
- [Tours & Sightseeing](#)
- [Arts & Entertainment](#)
- [Museums & History](#)
- [Spas & Salons](#)
- [Events](#)

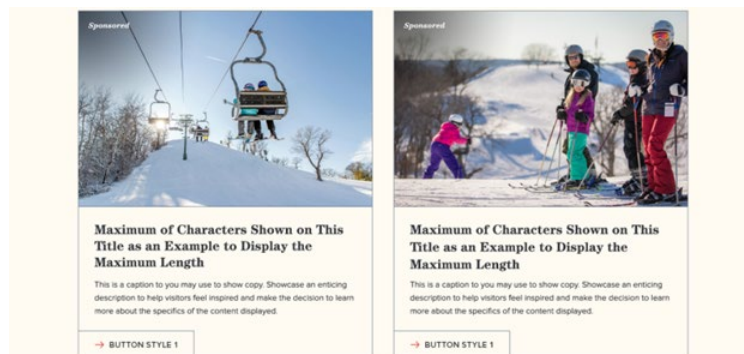
- [Places to Stay](#)
- [Hotels & Resorts](#)
- [Vacation Rentals](#)
- [Bed & Breakfasts](#)
- [Campgrounds](#)
- [Restaurants](#)
- [Wineries, Breweries & Distilleries](#)

- [Bakeries, Coffee & Sweets](#)
- [Local Services](#)
- [Meetings](#)
- [Weddings](#)

1 Website Advertising (cont'd)

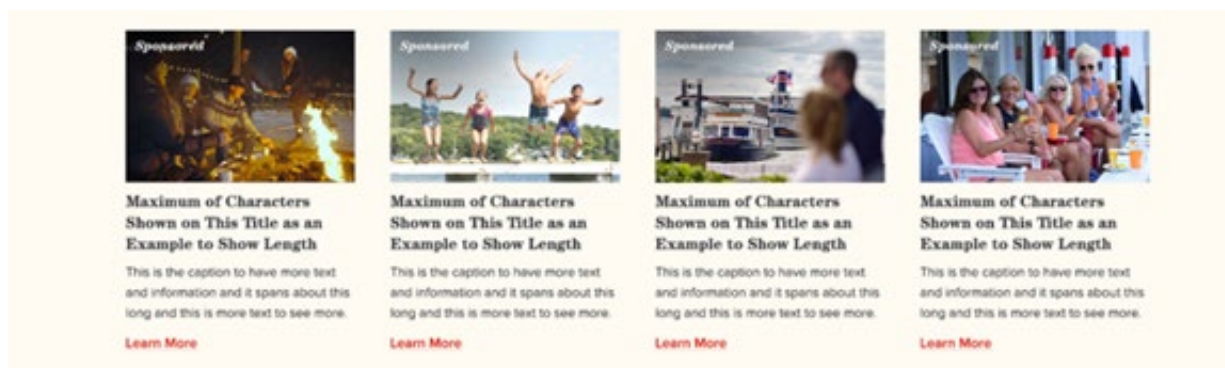
Run of Site Premium \$400/mo

- Side by Side 2 Across
- Photo (600 x 400 pixels)
- Headline Copy (84 characters)
- Body Copy (192 characters)
- Runs 80% of Site Pages



Run of Site Spotlight \$200/mo

- Side by Side 4 Across
- Photo (600 x 400 pixels)
- Headline Copy (70 characters)
- Body Copy (116 characters)
- Runs 80% of Site Pages



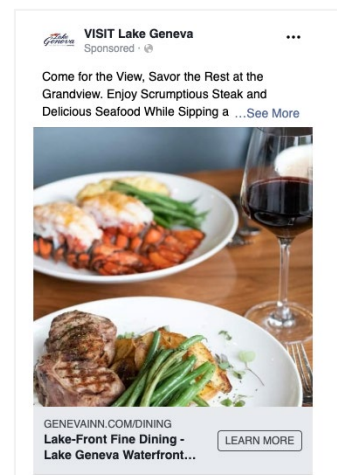
visitlakegeneva.com

2 Social Media

Exclusive Facebook Ad | \$150

Facebook co-op ads will feature participating partner businesses as individual posted ads. Half of the co-op cost will be invested in the paid ad that will run for a period up to 30 days to VISIT Lake Geneva's targeted audience. You provide:

- Up to 5 photos (no logos or photos containing text)
- Ad copy (VLG will optimize)
- Click-through URL
- Additional target parameters



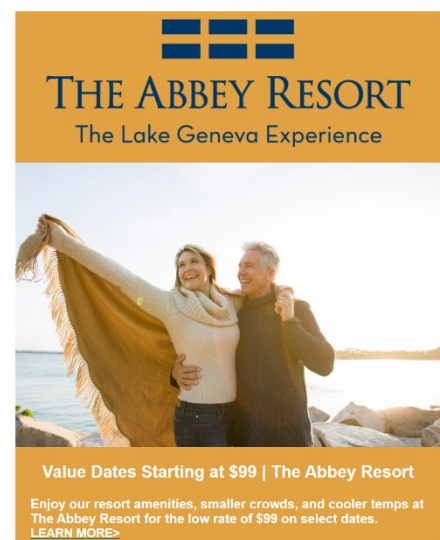
Material Deadline: Two weeks prior to first of month.

3 Email Marketing

Monthly Insider Email | \$150

- 53,000 opt-in subscribers
- Deployed first week of the month
- You provide:
 - Logo
 - Photo
 - Headline
 - Up to 50 words of copy
 - URL Link

Material Deadline: Two weeks prior to first of month

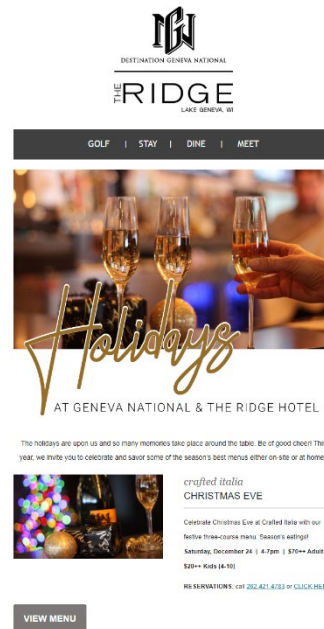


3 Email Marketing (cont'd)

Exclusive Email | \$350

- 53,000 opt-in subscribers
- You choose your deployment date
- Limited to two participants per week
- You provide:
 - Subject line
 - Logo
 - Photo(s)
 - Headline
 - Copy (no limit)
 - URL Link(s)

Material Deadline: Two weeks prior to requested deployment date.



4 | VISIT Lake Geneva 2023 Co-Op Insertion Order

Business/Organization Name: _____

Contact Name: _____

Billing Address: _____

Phone: _____ Email: _____

WEBSITE | VISITLAKEGENEVA.COM

HOME PAGE PREMIUM (\$350 per month)

Choose Month(s): ☐ JAN ☐ FEB ☐ MAR ☐ APR ☐ MAY ☐ JUN ☐ JUL ☐ AUG ☐ SEP ☐ OCT ☐ NOV ☐ DEC

INTERIOR PAGE PREMIUM (\$300 per page/per month)

Choose Month(s): ☐ JAN ☐ FEB ☐ MAR ☐ APR ☐ MAY ☐ JUN ☐ JUL ☐ AUG ☐ SEP ☐ OCT ☐ NOV ☐ DEC

Choose Page(s):

- ☐ Things to Do ☐ Shopping ☐ Outdoors ☐ Family Fun ☐ Tours & Sightseeing ☐ Arts & Entertainment
☐ Museums & History ☐ Spas & Salons ☐ Places to Stay ☐ Hotels & Resorts ☐ Vacation Rentals ☐ Bed & Breakfasts
☐ Campgrounds ☐ Events ☐ Restaurants ☐ Wineries, Breweries & Distilleries ☐ Bakeries, Coffee & Sweets
☐ Local Services ☐ Meetings ☐ Weddings

ROS PREMIUM (\$400 per month)

Choose Month(s): ☐ JAN ☐ FEB ☐ MAR ☐ APR ☐ MAY ☐ JUN ☐ JUL ☐ AUG ☐ SEP ☐ OCT ☐ NOV ☐ DEC

ROS SPOTLIGHT (\$200 per month)

Choose Month(s): ☐ JAN ☐ FEB ☐ MAR ☐ APR ☐ MAY ☐ JUN ☐ JUL ☐ AUG ☐ SEP ☐ OCT ☐ NOV ☐ DEC

SOCIAL MEDIA

EXCLUSIVE FACEBOOK AD (\$150 each)

Choose Month(s): ☐ JAN ☐ FEB ☐ MAR ☐ APR ☐ MAY ☐ JUN ☐ JUL ☐ AUG ☐ SEP ☐ OCT ☐ NOV ☐ DEC

EMAIL MARKETING

MONTHLY INSIDER EMAIL (\$150 each)

Choose Month(s): ☐ JAN ☐ FEB ☐ MAR ☐ APR ☐ MAY ☐ JUN ☐ JUL ☐ AUG ☐ SEP ☐ OCT ☐ NOV ☐ DEC

EXCLUSIVE EMAIL (\$350 each)

Choose Month(s): ☐ JAN ☐ FEB ☐ MAR ☐ APR ☐ MAY ☐ JUN ☐ JUL ☐ AUG ☐ SEP ☐ OCT ☐ NOV ☐ DEC

AUTHORIZATION

Signature _____

Date _____

PLEASE SUBMIT YOUR COMPLETED INSERTION ORDER TO:

- Email: deanna@visitlakegeneva.com – or –
- Mail: VISIT Lake Geneva, Attn: Deanna Goodwin, 527 Center St., Lake Geneva, WI 53147

Advertising will be invoiced following each month's placements.

Lake Geneva Business Improvement District

Events 2023

May 2023

Rob Ireland
robert.ireland@adamspg.com



May 1, 2023

Your audience

- **Locations:** We want to target areas around Milwaukee, Chicago and Madison. As you are seeking tourism grant dollars, we need to target individuals who are likely to stay overnight in hotels in Lake Geneva.

Takeaways

- We have three events we are promoting. Murals in Motion, Oktoberfest and holiday shopping.
- All of the events have an element that will be attractive to families with children.
- Oktoberfest is a long-established event and this will be the first year for Murals in Motion.

Solution

With a large potential audience, we need to serve a lot of impressions to a targeted audience. This can best be served with multiple tactics.

Streaming Audio, Google Search and Targeted Emails are highly effective tactics for affluent families with children in the home.

We are recommending a larger budget toward Murals in Motion. We also are recommending audio and video creative. To help establish Murals in Motion as a long-term event, we are recommending a high-quality video production, which can be used in the future.

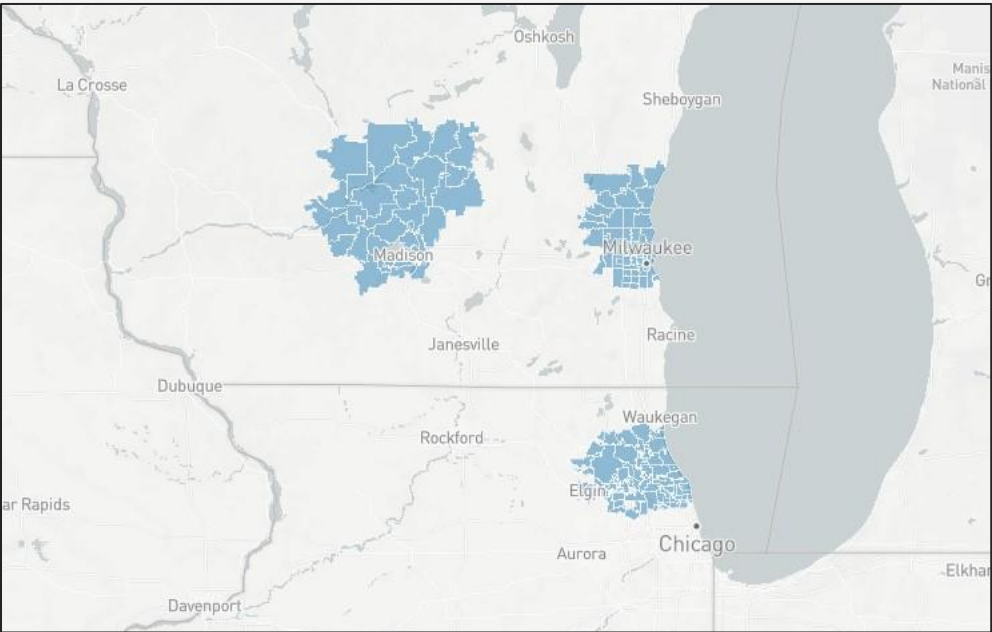
Overview

Target Geography

Locations: 1 | Zip Codes: 168

Population: 3,829,083

	Avg. Income	\$106,622/year
	Median Age	39 years
	Avg. Home Value	\$287,760
	Avg. Commute Time	25.7 minutes



Device Usage



63 . 9 % | Desktop



29 . 5 % | Mobile



6 . 6 % | Tablet

Display | Pre Roll

Targeting Abilities - Murals in Motion

Location Based > Lifestyle > Museum and Art Enthusiasts

Chicago Area Zip Codes: 156,000 available display impressions.

Chicago Area Zip Codes: 109,000 available preroll impressions.

Madison Area Zip Codes: 40,000 available display impressions.

Madison Area Zip Codes: 28,000 available preroll impressions.

Milwaukee Area Zip Codes: 86,000 available display impressions

Milwaukee Area Zip Codes: 60,000 available preroll impressions

Email Marketing

Email Marketing is a cost efficient, powerful tool to promote your clients' products, services, and brands by sending their ads to targeted email lists.

Email Marketing lets you reach your ideal audience directly – right on their phones, computers, tablets or wrists!

- Responsive Email
- No Bots Guarantee
- The Quickest Turnaround Times in the Industry
- 100% CAN-SPAM Compliant Plus More

We aggregate data through websites that we own and manage including:

- ✓ 100% opt-in data
- ✓ 140+ million consumer and business emails with time stamps and URL to verify recipients consent
- ✓ 5+ million pieces of fresh data per month
- ✓ Survey and Sweepstake sites
- ✓ 3rd Party Data Sources



Email Marketing

For Murals in Motion, we have selected a targeted audience of individuals with an interest in **Arts and Crafts, Entertainment, Music, Food Enthusiasts & Foodies and the Presence of Children in the Home**. We also set the minimum household income of \$50,000.

In the Chicago area zip codes, we found **251,644** emails.

In the Milwaukee area zip codes, we found **108,211** emails.

In the Madison area zip codes, we found **64,542** emails.

Total email addresses: 424,397.

For Oktoberfest, we have selected a targeted audience Entertainment (Concert Goers & Music), Food Enthusiasts and Foodies with the presence of children in the home and a minimum income of \$50,000.

In the Chicago area zip codes, we found 546,969 emails

In the Milwaukee area zip codes, we found 237,018 emails.

In the Madison area zip codes, we found 147,812 emails.

Total email addresses: 931,799.

If we add German heritage we have:

68,152 emails in the Chicago area zip codes.

57,715 emails in the Milwaukee zip codes.

36,770 emails in the Madison zip codes.

Total email addresses: 162,637.

For the Holiday campaign, we used a \$100,000 household income and individuals who have been identified as a “shopaholic.”

Chicago area zip codes: 34,817

Milwaukee area zip codes: 10,419

Madison area zip codes: 8,077

Total email addresses: 53,313.

Search Engine Marketing Murals in Motion

40% Opportunity | 1,470 - 1,790 Clicks/Mo

Increase the visibility of your brand and website on search engine results pages with SEM. Reach users who have already expressed an interest in your business or what you offer.

*Please Note: Clicks are forecasts based on current search trends. These are used as a guideline and are not guaranteed.

Lake Geneva Events
Fall Fun In
Wisconsin
Daytrip Ideas From
Chic... Fall Festivals And
Events Fall Family
Vacations
Fall Family
Adventure Fall Road
Trip
Places With Great
Rest... Fall Beer
Festivals
Fall Garden Tours
Attractions In Lake
Gen... Outdoor
Recreation Wi...

Things To Do In
Wiscon... Fall Fun In
Lake Geneva Things To
Do This Wee... Autumn
Festivals And E... Fall
Weekend Escapes Fall
Outdoor Fun
Fall Music Festivals
Vacation Spots With
Gr... Fall Food Festivals
Things To Do In Lake G...
Explore Lake Geneva
Outdoor Festivals In
Wi...

Search Engine Marketing Oktoberfest

62% Opportunity | 1,630 - 2,000 Clicks/Mo

Increase the visibility of your brand and website on search engine results pages with SEM. Reach users who have already expressed an interest in your business or what you offer.

*Please Note: Clicks are forecasts based on current search trends. These are used as a guideline and are not guaranteed.

Sample Keywords

Lake Geneva Events
Daytrip Ideas From Chic...
Fall Family Vacations
Fall Road Trip
Fall Beer Festivals
Attractions In Lake Gen...
Wisconsin Tourist Activ...
Fall Wisconsin Vacations
Wisconsin Tourist Attra...
Travel Ideas For Fall
Quick Vacation Getaways
Road Trip Wisconsin

Things To Do In Wiscon...
Things To Do This Wee...
Fall Weekend Escapes
Fall Music Festivals
Fall Food Festivals
Explore Lake Geneva
Wisconsin Vacation Ideas
Fall Wisconsin Events
Wisconsin Fun For Kids
Travel Ideas For Wiscon...
Fun Weekend Getaway
Road Trip From Chicago

Fall Fun In Wisconsin
Fall Festivals And Events
Fall Family Adventure
Places With Great Rest...
Fall Garden Tours
Outdoor Recreation Wi...
Wisconsin Family Vacat...
Wisconsin Travel Advice
Vacation Spots For Fam...
Travel Ideas For Fall Ou...
Drivable Vacation Spots
Road Trip From Milwau...

Fall Fun In Lake Geneva
Autumn Festivals And E...
Fall Outdoor Fun
Vacation Spots With Gr...
Things To Do In Lake G...
Outdoor Festivals In Wi...
Outdoor Fall Festival
Wisconsin Local Festiva...
Wisconsin Weekend Ge...
Quick Vacation Ideas
Vacation Spots With U...
Road Trip From Madison

Search Engine Marketing -Holiday Marketing

72% Opportunity | 1,630 - 1,990
Clicks/Mo

Increase the visibility of your brand and website on search engine results pages with SEM. Reach users who have already expressed an interest in your business or what you offer.

*Please Note: Clicks are forecasts based on current search trends. These are used as a guideline and are not guaranteed.

Sample Keywords

Wisconsin Holiday Dest...
Shopping Vacation
Things To Do In Wiscon...
Vacation Places With G...
Outdoor Recreation Wi...

Winter Wisconsin Vaca...
Vacation Spots For Fam...
Road Trip From Chicago
Travel Ideas For Wiscon...
Drivable Vacation Spots
Shop Local In Lake Gen...
Local Artisans Lake Ge...

Fun Places For Holiday ...
Holiday Shopping Vacat...
Daytrip Ideas From Chic...
Places With Great Rest...
Wisconsin Tourist Activ...

Wisconsin Travel Advice
Wisconsin Weekend Ge...
Road Trip From Milwau...
Quick Vacation Ideas
Holiday Shopping Lake ...
Unique Gifts Lake Gene...
Handmade Gifts Lake G...

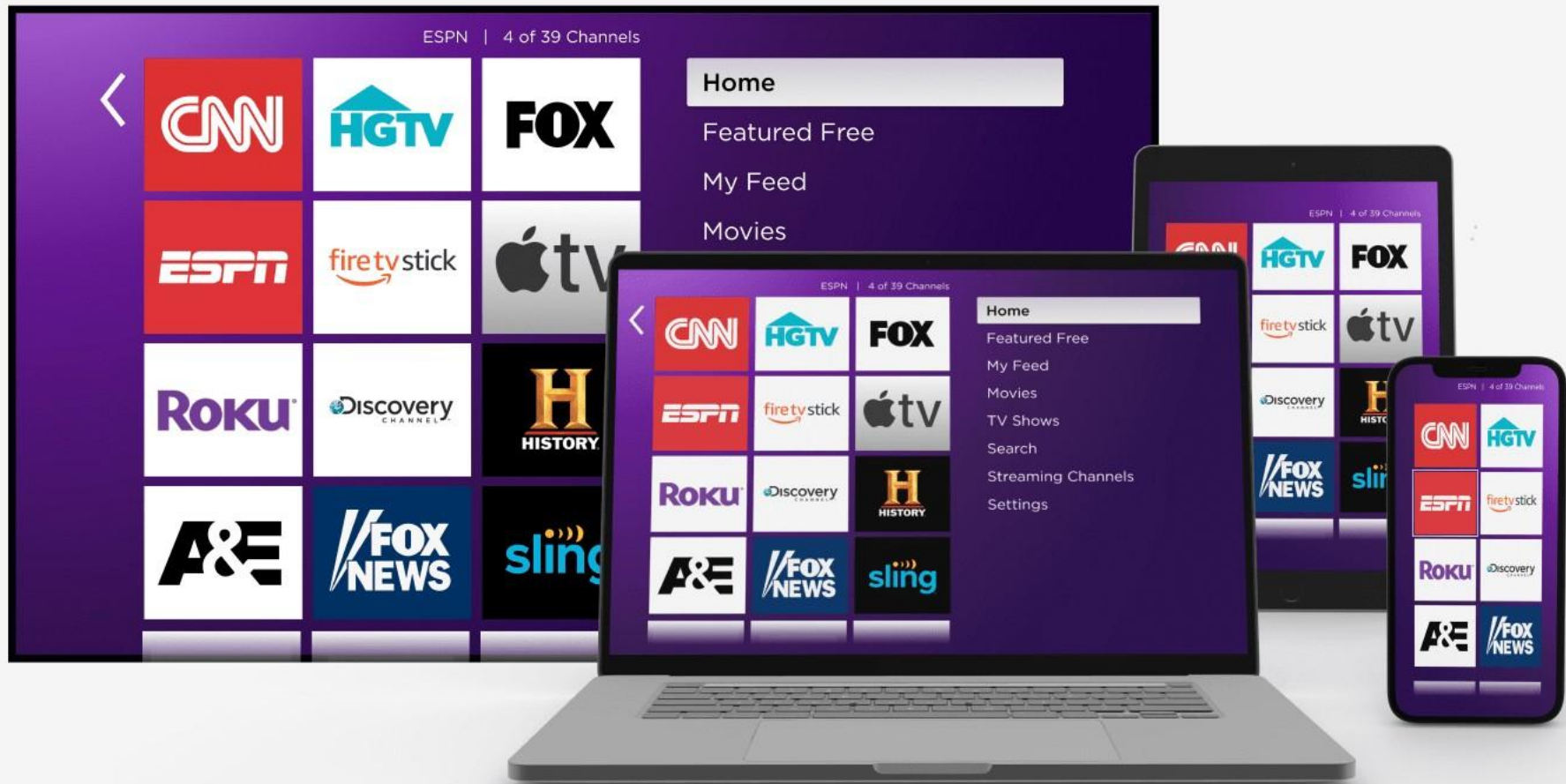
Wisconsin Christmas D...
Holiday Festivals And E...
Winter Events In Wisco...
Attractions In Lake Gen...
Wisconsin Vacation Ideas

Wisconsin Tourist Attra...
Vacation Spots With U...
Road Trip From Madison
Quick Vacation Getaways
Christmas Shopping La...
Boutique Shopping Lak...
Specialty Stores Lake G...

Fun Places For Christm...
Lake Geneva Events
Things To Do In Lake G...
Explore Lake Geneva
Wisconsin Family
Vacat...
Wisconsin Fun For Kids
Road Trip Wisconsin
Road Trip From Illinois
Fun Weekend Getaway
Gift Shopping Lake Gen...
Small Businesses Lake ...
Holiday Sales Lake Gen...

OTT

Deliver your message to an engaged audience watching their favorite shows or movies on any device - Television, Desktop, Tablet, or Mobile. With Over-The-Top advertising, your 15 or 30 second commercial is non-skippable and placed during premium network content.



Networks

Networks Where Your Ad May Appear

Harness the true power of CTV/OTT with enhanced network targeting. Optimize delivery to relevant networks based on your custom proposal selections. Find your audience on the channels they're most likely watching.

MRI | SIMMONS

Demographics and Psychographics supported by Winter 2022 MRI-Simmons USA.

Retrieved from Simmons Insights Database.



Travel Channel



Sportsman Channel



TLC



CNBC



ABC



Disney



NFL App



TNT



Fox Sports



Nickelodeon



NBC



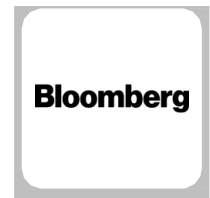
MTV



Science Channel



HGTV



Bloomberg



Fox Business



Bravo



Oxygen



E!



Lifetime Movies

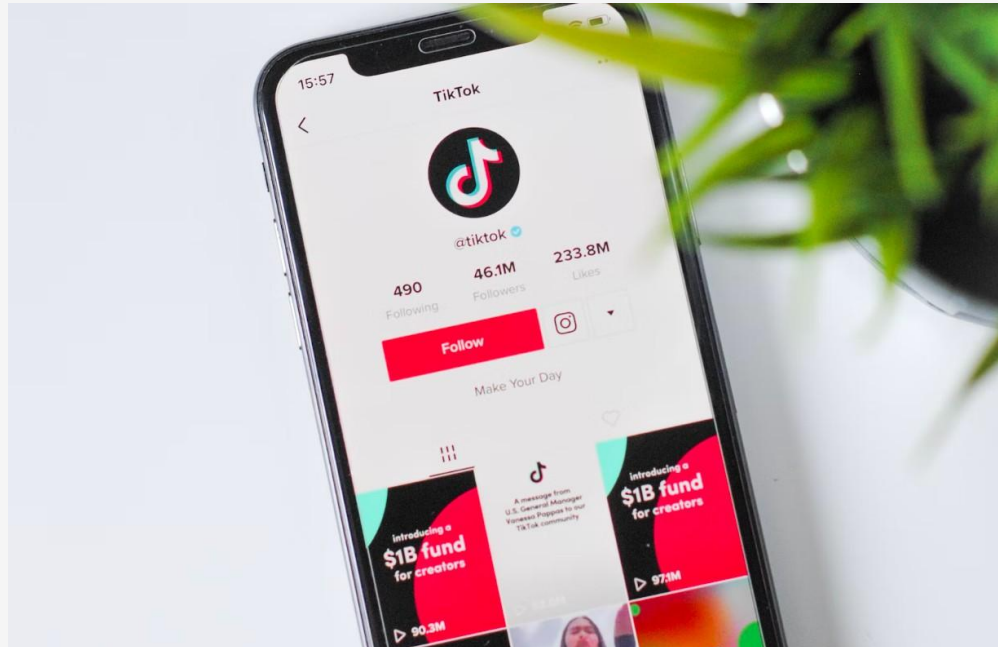
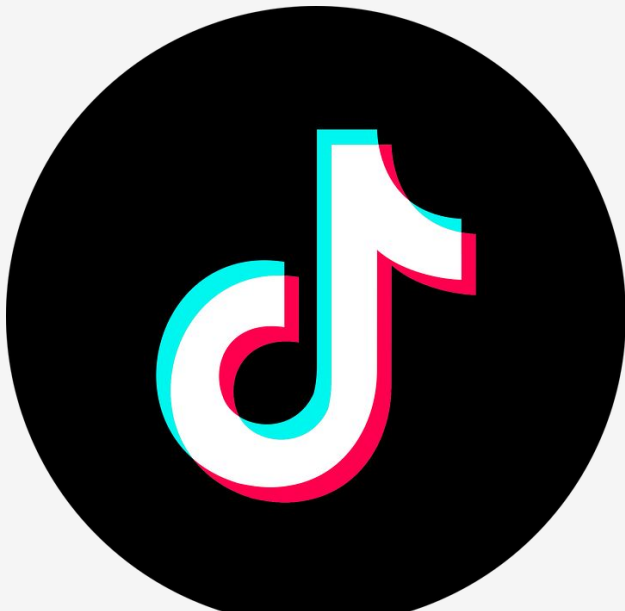
Streaming Audio

Reach listeners as they stream the music, news, podcasts, and digital radio they love. Streaming Audio ads are 15 or 30 seconds and delivered to your custom target geography in pure-play digital radio content on all devices.



TikTok

Reach a younger demographic on the fastest growing social media platform in the United States. TikTok creative should be simple, catchy and not too highly-produced.



Video Production

A professional videographer will come out for one day of filming, we also will have a licensed and insured drone pilot attend the event.

The videographer will conduct an interview with a “talking head” to create a narration for the final product.

The video editing will be completed by Matt Binetti, who has experience editing for television, including the hit show “Pawn Stars.” Matt is currently completing editing work for a tourism program on the east coast.

The BID will receive:

- A one-minute to 90-second spot to be used on its website and to solicit future donations.
- B-roll footage to be used to promote future events.



Murals in Motion

1 Month

Products	Details	Totals
----------	---------	--------

Display	200,000 Impressions	\$1,800
Pre Roll	100,000 Impressions	\$2,000
Streaming Audio	50,000 Impressions	\$1,500
SEM	1,470 - 1,790 Clicks	\$1,000
Targeted Email	62,500 Impressions	\$1,250
Targeted Email Redrops	Estimated 10,000 Impressions	\$500
TikTok or OTT	TikTok is a \$10 CPM OTT would be 50,000 impressions	\$2,000
Video Production	B-Roll and Promotional Spot	\$2,700
Pre-event promotional video	30-second spot	\$0
Professional Radio Spot	30-second spot	\$0

APG Southern Wisconsin
Signature

Date

Advertiser
Signature

Date

Total

\$13,000

100

1 Month

The Lake Geneva Business Improvement District

Holiday Campaign

	Products	Details	Totals
1 Month	Display	165,000 Impressions	\$1,485
	SEM	1,630 - 1,990 Clicks	\$1,000
	Targeted Email	50,000	\$1,000
	Targeted Email Redrops	Up to 10,000	\$500
	TikTok	Budget Based Buy	\$1,000
	Total		\$4,985

APG Southern Wisconsin
Signature

Date

Advertiser
Signature

Date

Websites

Target Audience

Local Media

fox6now.com
journaltimes.com
kenoshanews.com
wisn.com
cbs58.com
jsonline.com
tmj4.com
urbanmilwaukee.com
gazettextra.com
abc7chicago.com

Travel Guides & travelogues

orbitz.com
bookingbuddy.com
smartertravel.com
budgettravel.com
travelandleisure.com

Travel

hotels.com
vegas.com
travel-agents.regionaldire...
gearpatrol.com
expedia.com
priceline.com
kayak.com
travelawaits.com
worldation.com
travelfuntu.com

Photographic & Digital arts

imgur.com
deviantart.com
petapixel.com
digitalcameraworld.com
photographyblog.com
picturecorrect.com
exposureguide.com

Performing Arts

broadwayworld.com
worldofdance.com
dancefacts.net
dailyactor.com
rollingout.com

Painting

painting.about.com
abstractartoriginal.blogspot...
artistforum.com

Sports

ncaa.com
hoopshype.com
covers.com
blacksportsonline.com
hoopshabit.com
insidehoops.com
iuhoosiers.com
gofrogs.com
dukebasketballreport.com
basketballinsiders.com

Hobbies

thenest.com
marthastewart.com
craftgawker.com

Family & Relationships

everydayfamily.com
todaysparent.com
families.com
familycircle.com
familycorner.com
myfamilytravels.com
cafemom.com
circleofmoms.com
mothering.com
mamapedia.com

Education

greatschools.org
education.com
enotes.com
bookrags.com