



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

CITY OF LAKE GENEVA TOURISM COMMISSION
MONDAY, SEPTEMBER 11, 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.- September 11, 2023 Tourism Commission
Sep 11, 2023, 4:00 – 5:00 PM (America/Chicago)

Please join my meeting from Google Chrome on your computer.
<https://meet.goto.com/413082269>

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 August 14, 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. Abominable Trail Race (ASR Events, LLC)
 - b. Abominable Snow Race (AST Events, LLC)
 - c. 2024 Tavern League of Wisconsin Spring Conference (Walworth Co. Tavern League)

d. Lake Geneva Lions' Club Oktoberfest (Lake Geneva Lions' Club)

- 10.** Proposed Tourism Commission Logo (*VISIT Lake Geneva; continued from August 2023 meeting*)
- 11.** Addition of link or QR code to all marketing materials including print and social media
(*Continued from August 2023 meeting*)
- 12.** Discussion – Update regarding Visit Lake Geneva contract with Tourism Commission (*Continued from August 2023 meeting*)
- 13.** Future Agenda Items (Next Meeting: October 9, 2023)
- 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, August 14, 2023
COUNCIL CHAMBERS, CITY HALL

Meeting was called to order by Chair Waspi at 4:02 p.m.

Roll Call

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

Absent: Linda Moritz, Troy Migut, Laura Pisarcik (Ex-Off)

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

None.

Approval of Tourism Commission minutes from July 10, 2023

Motion by Waspi, second by Pirzada, to approve the minutes from July 10, 2023. Unanimously carried.

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

Jones reviewed the Marketing Update section of her monthly report noting that the most recent social media campaign runs through September 15th. A review of the Sales Update shows that reservations are keeping pace with previous years.

Update from Tourism Entity – Visit Lake Geneva

Deanna Goodwin gave highlights from the monthly report. They have passed the one million mark for website visitors and three million page views for 2023. The Donald Driver commercial is currently running now as a 30-second ad. The 2024 Visitors Guide is currently in production. Impact Award 2023 nominations remain open through September 7. Earned Media list continues to increase.

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

The annual Maxwell Street Days is quickly approaching on August 25-27. Oktoberfest, on October 7 and 8, will shift location to Geneva and Broad Streets this year. Travel Wisconsin JEM (Joint Effort Marketing) Grant applied for Murals in Motion, which is now postponed to May 2024. Met jointly with Visit, Tourism Commission, and LG Economic Development Corp to discuss co-sponsoring a market study for business attraction and investment. Through BID, Lake Geneva is now a Connect Community through WEDC <https://wedc.org/programs-and-resources/connect-communities/>.

Written financial update provided by City Comptroller

Balance Sheet from July 31, 2023

Total Assets - \$493, 893. 54

Restricted Fund Balance - \$525,302.27

Tourism Promotional Grant Program and Requests Balloon Adventure, Kimberly Voller and Nancy Waspi

The Big Balloon Build will not be back, so Santa Cause is creating a new event called the Balloon Adventure. New theme will be Follow the Yellow Brick Road. Scheduling conflicts have changed the location to Gage Marine Boat Barn, next to Pier 290, in Williams Bay. Much discussion regarding location and amount of grant (\$75,000). Voller was confident this new event will happen because they have many partners willing to be sponsors. Grant can be resubmitted showing updated Marketing Budget amount and advertising only for Lake Geneva City hotels. Motion by Howell, second by Waspi, to award the Balloon Adventure grant on April 10 through April 15, 2024, for \$30,000. Carried 4 to 1 with Fesenmaier voting No.

2024 Tavern League of Wisconsin Spring Conference, Walworth County Tavern League

Applicants requested item be placed on September agenda.

Oktoberfest, Alexandria Binanti

The event is moved from Flat Iron Park to Geneva and Broad Streets (similar to the 2016 event). The permits have been applied for, but there is a hold-up due to proof of insurance. City only hotels will be targeted. New this year is a Lake Geneva Pie Company sponsored race and Scavenger Hunt. Motion by Pirzada, second by Fesenmaier, to approve the October 7 and 8 Oktoberfest grant for \$11,350 upon the receipt of City permits. Unanimously carried.

Tourism Commission Logo and other possible changes

Visit Lake Geneva will bring a few options for a logo. Motion by Waspi, second by Howell, to continue to the September meeting. Unanimously carried.

Addition of link or QR code to the Riviera homepage

Motion by Howell, second by Pirzada, to continue to the September meeting. Unanimously carried.

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

No update. Continued to September meeting.

Future meeting agenda items and next meeting date –

- Tourism Logo – September meeting
- Link or QR Code on promotional materials – continued to September
- Contract negotiations update with Visit – continued to September meeting with a request by Commissioners to include the current contract and any drafts in the September packet.
- Heather Jones contract renewal (expires Oct. 31, 2023) – Commissioners requested the current and draft contract be included in the September packet for the Public.

Monday, September 11, 2023, at 4:00 PM

Motion by Howell, second by Waspi, to adjourn at 5:51 p.m. Carried.

Respectfully submitted, Alderman Fesenmaier, Secretary

Riviera Ballroom/MATL Update- Tourism Commission Meeting September 2023

Marketing Update

- Website Analytics Update: Past 30 Days:
 - Site Sessions: 2,505 (16% decrease)
 - Site Sessions by traffic source
 1. Google (1,065)
 2. Direct (533)
 3. Facebook (325)
 4. City of Lake Geneva (172)
 5. Social Media Ad (89)
 - Active Inquiries: 68 (-19 from last month), 88 recorded for August 2022
 - Avg. Session Duration: 3min 9sec (- 18sec)
 - Site Bounce Rate: 59.7% (-.9%)
- WeddingWire & TheKnot: August Stats
 - 109 Storefront Views, compared to 89 avg in our market/category
 - 13 leads (-2 from last month)
- Hotels & Lodging Analytics Update Past 30 days:
 - 55 Page Views (120 view decrease from last month)
 - Avg. time spent on page: 3min 31sec (-4sec)

**Reports generated on September 6*

Social Media Ad Campaign runs through September 15th. Adjusted pictures and ad content mid-month when leads were slow.

Meeting planner open house (9/20/23) did not get enough registrants, the decision was made to cancel it.

Sales Update

	2018	2019	2020	2021	2022	2023	2024	2025
Weddings	45	28	9	54	55	52	34	1
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	39	1
Cancellation Total	0	0	40	11		3	1	
Rescheduled	0	0	20	4		1	1	
Comp			5	2	5	6		

- Sales by Year August 2023:
 - 2023 Events- No changes
 - 2024 Events- 2 contracts returned this month (both weddings) with 5 contracts out.
 - Last Year- Reported on September 4, 2022; 61 events booked for 2022, 36 events booked for 2023 and 2 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	\$293,892.51
CATERING REVENUE					
\$29,159.74	\$14,688.76	\$4,337.68	\$32,970.09	\$46,691.72	\$25,376.99

Independent Contractor Agreement

Lake Geneva Cooperative Convention Center Special Events Coordinator

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

WITNESSETH:

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

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

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

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

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

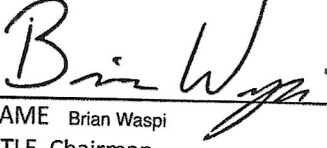
services hereunder. Contractor further acknowledges and confirms that such confidential information is the exclusive property of the Lake Geneva Tourism Commission, and under no circumstances whatsoever shall Contractor have the right to any of such information subsequent to the termination of this agreement.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

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

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

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

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

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



Lake Geneva Tourism Commission
SEPTEMBER 11, 2023
VISIT Lake Geneva Update

Upcoming Partner Meetings & Events

- VLG Monthly Partner Meeting – September 19, 8-9am at Topsy Turvy Brewery
- Multi-Chamber Business After Hours – September 12, 5-7pm at Pearce's Farm Stand
- Multi-Chamber Business After Hours – October 5, 5-7:30pm at The Treasury (Delavan)
- VLG Annual Partner Dinner & Impact Awards – October 24 – The Abbey Resort

Public Events 2023-2024

- Lake Geneva Electric Christmas Parade - Saturday, December 2 – float registration open through Nov. 15
- Winterfest – January 31 – February 4, 2024

Earned Media Highlights – AUGUST 2023

- [These Small Towns in Wisconsin Come Alive in Summer](#) | World Atlas
- [America's Most Historic Observatory Is Reborn—And Open for Tours](#) | Midwest Living Magazine
- [The Kishwaukee Hike in Wisconsin That Leads to Incredibly Scenic Views](#) | Only in Your State
- [11 Gorgeous Wisconsin Towns to Visit In 2023](#) | World Atlas
- [7 of the Best Fall Hikes in Wisconsin](#) | Midwest Living Magazine
- [23 Best Things To Do In Lake Geneva, WI](#) | Dine Stay Discover
- [Seniors enjoy three fun filled days of boating, shopping, food and games](#) | The Crusader Newspaper Group
- [Last-Minute Wisconsin Day & Overnight Trips to Take Before School Starts](#) | Up North News
- [Escape the City: 6 Best Family Road Trips from Chicago](#) | Yahoo Entertainment
- [10 Small Towns in Wisconsin That Were Ranked Among US Favorites](#) | World Atlas
- [12 Fun Things to Do in Lake Geneva, Wisconsin's Scenic Retreat](#) | She Buys Travel
- [14 Prettiest Towns in Wisconsin](#) | World Atlas
- [Places to Visit for Road Trips from Chicago: Unveiling the Midwest's Hidden Gems](#) | Travel Diary
- [America's 22 Greatest Summertime Lake Towns](#) | Thrillist
- 2023 Geiger Media Tour Recap

Marketing Metrics – AUGUST 2023

Website – VisitLakeGeneva.com

- Visitor Sessions – 162,697 | +38.5% (YTD 1,117,027 | +14.5%)
- Pageviews – 487,984 | +69.5% (YTD 2,993,778 | +24.9%)
- Users – 123,049 (YTD 855,346)
- Online Guide Visits – 8,104 (YTD 51,058)

- **TOP CITIES**

- | | |
|----------------------------------|------------------------|
| 1. Chicago – 28,067 Unique Users | 6. Dallas– 1,207 |
| 2. (not set) – 8,602 | 7. Ashburn – 1,149 |
| 3. Milwaukee – 4,033 | 8. Minneapolis – 1,060 |
| 4. Lake Geneva – 2,114 | 9. Denver – 869 |
| 5. Madison – 1,262 | 10. New York – 779 |

- **TOP PAGES**

- | | |
|-------------------------------------|--|
| 1. Events – 76,506 Pageviews | 6. Things to Do Family Fun – 12,514 |
| 2. Home – 43,724 | 7. Food & Drink – 11,544 |
| 3. Things to Do – 39,406 | 8. Things to Do Shore Path – 11,021 |
| 4. Stay Hotels & Resorts – 14,813 | 9. Things to Do Outdoors – 9,844 |
| 5. Things to Do Shopping – 12,547 | 10. Explore Visitors Guide Request – 8,695 |

Social Media

- Facebook – 65,831 Followers (+674) | 874,086 Post Reach
- Instagram – 12,239 Followers (+261) | 40,942 Post Reach
- Twitter – 3,499 Followers (+10) | 2,130 Impressions
- LinkedIn – 1,353 Followers (+57) | 60,497 Impressions
- TikTok* – 753 Followers (+115) | 41,105 Views

(*) Launched June 13

Email Subscribers

- Subscribers – 53,355 (+336)
- Open Rate – 34.1%

Visitor Center Activity

- Walk-ins – 2,022 (YTD 11,139)
- Phone Calls – 339 (YTD 2,160)
- Emails – 1,016 (YTD 8,650)
- Visitors Guides Fulfilled – 979 (YTD 8,493)

Hotel Activity – JULY 2023

- Occupancy – 80.1% (+3.1%) | YTD 51.0% (-0.3%)
- ADR - \$262.04 (+6.6%) | YTD \$198.67 (+7.7%)
- RevPar - \$209.80 (+9.9%) | YTD \$101.36 (+7.4%)

Meetings & Events RFP Activity - AUGUST 2023

RFP#	Total Room Nights	Total Attendees	Meeting Type	Properties Sourced
1246	20	20	Corporate	Ridge, Bella Vista , Geneva Inn, Grand Geneva, Maxwell Mansion , Lake Lawn, Harbor Shores , The Cove , The Abbey
1247	300	450	Government	Grand Geneva
1248	35	35	Association	Grand Geneva, Baker House , Geneva Inn, Getaway Restaurant, Hunt Club
1249	102	150	Corporate	Grand Geneva
1250	590	168		Grand Geneva
1251	629	300	Religious	The Abbey, Grand Geneva
1252	386	90	Corporate	The Abbey
1253	170	75	Corporate	Geneva National, Grand Geneva
1254	268	600		The Abbey, Grand Geneva
1255	1850	450	Corporate	Grand Geneva
1256	201	50	Corporate	The Abbey, Geneva National, Grand Geneva
1258	22	22	Corporate	Grand Geneva, The Abbey, Bella Vista , The Cove , The Ridge, Geneva Inn, Harbor Shores , Lake Lawn, Maxwell Mansion

- RFPs Distributed – 12 (YTD 106)
- Total RFP Room Nights – 4,573 (YTD 39,826)
- Total RFP Attendees – 2,410 (YTD 27,621)



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

Executive Director's Report

August Recap

Website & Social:

Updated website with Oktoberfest and Maxwell Street Days pages. Will be launching Fall Wine Walk and Holiday Updates in Month of September.

Website traffic increased its site sessions in August by 140% with unique visitors by 115%. Most visited pages were Maxwell Street Days under Events with top visited page Outdoor Dining, Music & Entertainment during the event. The last page visited before leaving site is /Shop. Top traffic source is from google, with second search source coming from VISIT Lake Geneva.

Social media has increased visibility significantly. Post reach has increase 114% with engagement increasing by at equal pace We gained over 460 net followers on Facebook and boosted reach added an additional reach of 1400 views with 19 link clicks.

Social Posting Topics:

- i. Placemaking: Interviews with a local
- ii. Maxwell Street Days
- iii. Summer landscapes
- iv. Oktoberfest
- v. Local Summer events
- vi. New business in town

Website											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	NOV	DEC
Visitor Sessions		(526)	(937)	(1043)	(1269)	(1265)	(1013)	(1931)			
Mobile	-	347	707	677	952	955	690	1375			
Desktop	-	174	214	338	284	272	293	5262			
Tablet	-	5	16	28	33	38	30	29			

Pageviews											
	-	1,011	1,433	1,490	1,909	1,983	1,804	3,609			
2023 Other											
Users	-	526	937	1034	1269	1265	1013	1620			
New Visitors	-	440	755	801	997	892	906	1572			
Avg Time on site	-	3m26s	4m29s	3m50s	4m03s	3m07s	3m44s	3m36s			
Social											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	NOV	DEC
Facebook											
Followers	7,092	7,283	7,495	7,582	7,731	7,817	8,130	8,599			
MoM Change	48	191	212	87	149	86	313	469			
Reach	11,412	25,727	31,218	15,455	31,089	18,311	55,078	124,856			
Post Engagement	1,993	1,950	3,900	2,980	10,465	6,184	14,701	20,984			
Instagram											
Followers	2,589	2,613	2,636	2,665	2,694	2,706	2,727	2,773			
MoM Change	39	24	23	29	29	12	21	46			
Reach	3,200	2,720	3,079	1,967	4,142	1,501	2,074	2,093			
Engagement	3,100	1,100	1,985	1,057	2,247	239	317	887			

Events:

- i. Maxwell Street Days – August 25-27th
Budget from General Marketing: \$1000.00
Spent: \$1000.00
 - a. Purchased advertising time with Lake 96.1. Boosted social ads starting end of July. \$500.00
 - b. Hiring buskers for street entertainment and getting promotional ideas from businesses now to print rack cards for advertising. Cost \$500; Sponsors covered \$350.00
 - c. VISIT Lake Geneva Boosted Ad: \$150.00
 - d. Social media giveaways will take place to shop for the weekend.
 - e. Website launched with 35 participating businesses and secondary page dedicated to activities/music/outdoor dining. (top visited pages in the month of August)
- ii. Oktoberfest – October 7 & 8th Broad and Geneva Streets
Budget from Oktoberfest Expenses: \$40,000
 - a. Tourism Grant Awarded: \$11,300.00 for Marketing in August. Deployed \$8,000 immediately for APG; Radio ads have begun for additional \$8,500. VISIT has banner ad placement in position and will be deploying exclusive email 9/14
 - b. 18 vendors signed up; logistic planning underway and soliciting for volunteers at the moment
 - c. Website has updated list of activities, hours, sponsorships, and sign ups for various races and volunteer opportunities. Where to stay is updated by Labor Day
- iii. Fall Wine Walk – November 5th
 - a. Solicitation of businesses; 17 signed up so far. Limiting to 20.
 - b. Save the date went out on social
 - c. Email drafted for past attendees to sign up
 - d. Tickets go on sale Week of 9/4
 - e. Wines already more than halfway selected. Need to update posters and passports
- iv. Tree Lighting - to be updated in October; Trees are selected from Boy Scouts this year in pavilion.
- v. Murals in Motion – May 2024
 - a. Travel WI JEM grant awarded \$10,000 for May event usage pertaining to Marketing.
 - b. Met with potential videographer for proposal on filming, social contracts
 - c. Tourism Commission Grant to be applied in October for 2024
 - d. Created Event Proposal for grants and sponsorship solicitation outlining project scope and operation costs

Beautification:

- i. Flowers – Fall plantings to be installed at end of September weather pending, also in discussion of increasing budget for 2024, adaptation to holiday décor for inside pavilion
- ii. Lighting – Planning holiday décor in Flat Iron Park and reinstallation of lights on Main Street

Business Communications & Marketing:

- i. 13 (90 ytd) business site visits for analysis of business sales and traffic flow; sent business emails in regards to planning Oktoberfest and Maxwell Street Days. Setting up a business to

- business networking event for September 26th at Magpies for a Coffee and Conversation in regards to BID planning for the future.
- ii. Short term rental and housing discussion presented at Committee of the Whole; attending September Housing Summit in regard to need for workforce housing
 - iii. Began a promotional incentive for Veteran's Day shopping dining and experiences. Soliciting banner sponsorships for Veteran's banners also.
 - iv. Mural Committee toured designs from proposed artists in Milwaukee and Kenosha. Also studied examples/operational capacity of bringing a sculpture walk to downtown in the future.

CITY OF LAKE GENEVA
BALANCE SHEET
AUGUST 31, 2023

FUND 47 - TOURISM

ASSETS

47-00-00-11111	FUND CASH	860,099.84	
	TOTAL ASSETS		860,099.84

LIABILITIES AND EQUITY

FUND EQUITY

47-00-00-34800	RESTRICTED FUND BALANCE	525,302.27	
	REVENUES OVER EXPENDITURES - YTD	334,797.57	
	TOTAL FUND EQUITY		860,099.84
	TOTAL LIABILITIES & EQUITY		860,099.84

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance	
47-00-00-11111 FUND CASH						
		07/31/2023 (07/23) Balance	.00 *	.00 *	495,829.96	
CA	7	Cash Allocation - Created: 09/08/23 1:34 PM	373,545.12			
CA-CDA	7	CDA Fund Allocation - Created: 08/04/23 1:08 PM		41,255.97-		
CA-CDA	27	CDA Fund Allocation - Created: 08/18/23 11:46 A		119.98-		
CA-CDA	45	CDA Fund Allocation - Created: 08/30/23 12:43 P		5,399.29-		
CA-JE	4	JE Fund Allocation - Created: 08/09/23 4:25 PM	37,500.00			
		08/31/2023 (08/23) Period Totals and Balance	411,045.12 *	46,775.24- *	860,099.84	
47-00-00-13920 ACCTS RECEIVABLE						
		07/31/2023 (07/23) Balance	.00 *	.00 *	.00	
		08/31/2023 (08/23) Period Totals and Balance	.00 *	.00 *	.00	
47-00-00-21100 ACCOUNTS PAYABLE						
		07/31/2023 (07/23) Balance	.00 *	.00 *	41,255.97-	
AP	523	Summary Transactions from AP System		119.98-		
AP	781	Summary Transactions from AP System		5,399.29-		
CDA	83201	DOUGLAS FOOD STORES INC.	3,755.97			
CDA	83214	LAKE GENEVA CONVENTION	37,500.00			
CDA	83321	CHARTER COMMUNICATIONS	119.98			
CDA	83438	JONES, HEATHER	5,332.00			
CDA	83441	US CELLULAR	67.29			
		08/31/2023 (08/23) Period Totals and Balance	46,775.24 *	5,519.27- *	.00	
47-00-00-21900 ACCRUED EXPENSES						
		07/31/2023 (07/23) Balance	.00 *	.00 *	.00	
		08/31/2023 (08/23) Period Totals and Balance	.00 *	.00 *	.00	
47-00-00-34800 RESTRICTED FUND BALANCE						
		07/31/2023 (07/23) Balance	.00 *	.00 *	525,302.27-	
		08/31/2023 (08/23) Period Totals and Balance	.00 *	.00 *	525,302.27-	
47-00-00-41210 ROOM TAX						
		07/31/2023 (07/23) Balance	.00 *	.00 *	365,392.34-	
JE	1	TOURISM ROOM TAX-3RD QTR		37,500.00-		
JE	21	TRANSFER ROOM TAX TO TOURISM FUND-AU		265,217.03-		
JE	21	TRANSFER ROOM TAX TO TOURISM FUND-AU		108,328.09-		
		08/31/2023 (08/23) Period Totals and Balance	.00 *	411,045.12- *	776,437.46-	
YTD Encumbrance	.00	YTD Actual	776,437.46- Total	776,437.46- YTD Budget	1,100,000.00- Unearned	323,562.54
47-00-00-46100 TOURISM MISC REVENUE						
		07/31/2023 (07/23) Balance	.00 *	.00 *	.00	

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-46100 TOURISM MISC REVENUE (continued)					
		08/31/2023 (08/23) 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					
		07/31/2023 (07/23) Balance	.00 *	.00 *	11,216.57-
		08/31/2023 (08/23) Period Totals and Balance	.00 *	.00 *	11,216.57-
YTD Encumbrance	.00	YTD Actual 11,216.57- Total	11,216.57-	YTD Budget 1,000.00- Unearned	10,216.57-
47-00-00-49100 APPL. PRIOR YR APPROPRIATIONS					
		07/31/2023 (07/23) Balance	.00 *	.00 *	.00
		08/31/2023 (08/23) 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					
		07/31/2023 (07/23) Balance	.00 *	.00 *	.00
		08/31/2023 (08/23) 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					
		07/31/2023 (07/23) Balance	.00 *	.00 *	112,500.00
		08/31/2023 (08/23) Period Totals and Balance	.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					
		07/31/2023 (07/23) Balance	.00 *	.00 *	18,662.00
AP	773 JONES, HEATHER		2,666.00		
	**Desc: RIVIERA EVENTS COORDINATOR-SEP				
		08/31/2023 (08/23) Period Totals and Balance	2,666.00 *	.00 *	21,328.00
YTD Encumbrance	.00	YTD Actual 21,328.00 Total	21,328.00	YTD Budget 32,650.00 Unexpended	11,322.00
47-00-00-57212 EVENTS COORDINATOR-RIVIERA					
		07/31/2023 (07/23) Balance	.00 *	.00 *	18,662.00

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-57212 EVENTS COORDINATOR-RIVIERA (continued)					
AP	774	JONES, HEATHER	2,666.00		
		**Desc: RIVIERA EVENTS COORDINATOR-SEP			
		08/31/2023 (08/23) Period Totals and Balance	2,666.00 *	.00 *	21,328.00
YTD Encumbrance	.00	YTD Actual	21,328.00	Total	21,328.00
		YTD Budget	32,650.00	Unexpended	11,322.00
47-00-11-15900 DUE TO/FROM GENERAL FUND					
		07/31/2023 (07/23) Balance	.00 *	.00 *	.00
		08/31/2023 (08/23) Period Totals and Balance	.00 *	.00 *	.00
47-00-40-15900 DUE TO/FROM LAKEFRONT FUND					
		07/31/2023 (07/23) Balance	.00 *	.00 *	.00
		08/31/2023 (08/23) Period Totals and Balance	.00 *	.00 *	.00
47-70-00-57150 PROMOTIONAL GRANT					
		07/31/2023 (07/23) Balance	.00 *	.00 *	127,335.74
		08/31/2023 (08/23) Period Totals and Balance	.00 *	.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
47-70-00-57155 TOURISM MUNICIPAL DEVELOPMENT					
		07/31/2023 (07/23) Balance	.00 *	.00 *	11,377.45
AP	509	CHARTER COMMUNICATIONS	119.98		
		**Desc: INTERNET SVC AUG			
AP	752	US CELLULAR	67.29		
		**Desc: RIVIERA CELL-HEATHER-AUG			
		08/31/2023 (08/23) Period Totals and Balance	187.27 *	.00 *	11,564.72
YTD Encumbrance	.00	YTD Actual	11,564.72	Total	11,564.72
		YTD Budget	50,000.00	Unexpended	38,435.28
47-70-00-59400 TRANSFER TO CAPITAL PROJECTS					
		07/31/2023 (07/23) Balance	.00 *	.00 *	.00
		08/31/2023 (08/23) 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					
		07/31/2023 (07/23) Balance	.00 *	.00 *	.00

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-70-00-59500 TRANSFER TO LAKEFRONT FUND (continued)					
		08/31/2023 (08/23) 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					
		07/31/2023 (07/23) Balance	.00 *	.00 *	158,800.00
		08/31/2023 (08/23) 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: 19 Number of accounts: 20			Debit	Credit	Proof
Grand Totals:			463,339.63	463,339.63-	.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	411,045.12	776,437.46	1,100,000.00	323,562.54	70.59
47-00-00-46100	TOURISM MISC REVENUE	.00	.00	.00	.00	.00
47-00-00-48110	INTEREST INCOME	.00	11,216.57	1,000.00	10,216.57-	1,121.66
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:		411,045.12	787,654.03	1,101,000.00	313,345.97	71.54
47-00-00-57100	HOTEL/MOTEL ASSN-CHAM OF COM	.00	112,500.00	540,000.00	427,500.00	20.83
47-00-00-57210	EVENTS COORDINATOR	2,666.00	21,328.00	32,650.00	11,322.00	65.32
47-00-00-57212	EVENTS COORDINATOR-RIVIERA	2,666.00	21,328.00	32,650.00	11,322.00	65.32
47-70-00-57150	PROMOTIONAL GRANT	.00	127,335.74	150,000.00	22,664.26	84.89
47-70-00-57155	TOURISM MUNICIPAL DEVELOPMENT	187.27	11,564.72	50,000.00	38,435.28	23.13
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:		5,519.27	452,856.46	972,675.00	519,818.54	46.56
Net Total TOURISM:		405,525.85	334,797.57	128,325.00	206,472.57-	260.90
Net Grand Totals:		405,525.85	334,797.57	128,325.00	206,472.57-	260.90

**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	313,020.56	-	313,020.56
August			-
September			-
October			-
November			-
December	-	-	-
	<u>895,710.71</u>	<u>342,909.57</u>	<u>1,238,620.28</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	66,450.06	-	66,450.06
May	103,584.65	-	103,584.65
June	215,120.24	191,031.50	406,151.74
July	260,123.06	-	260,123.06
August			-
September			-
October			-
November			-
December			-
	<u>837,324.92</u>	<u>343,481.55</u>	<u>1,180,806.47</u>

Variance (57,813.81)

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 Downtown Ice Sculpture Tour (VISIT)	11,231.79 9,594.60	Geneva Lake Women's Association-Org 12,500 Visit Lake Geneva Pd 1/31/23-Org 10,800	April 28-30, 2023 Winterfest February 2023	11,231.79 \$ 9,594.60 \$	- -	
December	Bacon Fest Big Balloon Build	10,000.00 10,000.00	Wisconn Valley Media Group Inspiration Ministries	May 12-14, 2023 March 19-26, 2023	- \$ 6,390.00 \$ 127,335.74 \$	10,000.00 3,610.00 28,517.27	155,853.01

2023-Meetings

150,000.00

January	MEETING CANCELLED						
February	Jazz Fest Taco Fest Art in the Park	10,000.00 10,000.00 15,253.00	Wisconn Valley Media Group Wisconn Valley Media Group Geneva Lake Art Foundation	May 19-20, 2023 September 8-10, 2023 August 12-13, 2023	- \$ - \$ - \$	10,000.00 10,000.00 15,253.00	140,000.00 130,000.00 114,747.00
March	Venetian Fest Lake Geneva Meeting Planner	45,000.00 2,200.00	Jaycees	August 16-20, 2023 September 20, 2023	- \$ - \$	45,000.00 2,200.00	69,747.00 67,547.00
April	DAS Fest Perseid Meteor Shower cruises (GLAS)	11,500.00 2,200.00	United Way Walworth County (Event held in Elkhorn) GLAS (Aug 9 - 13, 2023)	August 4-6, 2023 August 9-13, 2023	- \$ - \$	11,500.00 2,200.00	58,247.00 56,047.00
May	The Wisconsin Cheese Festival	-	APG Southern Wisconsin (Event held in Town of Geneva) Per Email 8/28/23 Event has Been Canceled	September 22-24, 2023			
June	No request for Grants						
July	No request for Grants						
August	Octoberfest The Balloon Adventure	11,350.00 35,000.00	Business Improvement District (BID) Santa Cause, Inc.	October 7-8, 2023 April 10-15, 2024	- \$ - \$	11,350.00 35,000.00	44,697.00 9,697.00

9,697.00

Approved 2023 Budget	Committed 2023 Grants	Available
\$ 150,000.00	\$ 298,356.01	(148,356.01)

Current Cash August 2023	\$ 860,099.84
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City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

Revised June 2023

Date Submitted: 8/9/23

Organization: ASR Events, LLC

Contact Person: Bill Wolfe

Phone Number: 618-558-5663

Street Address: 616 Whitney Blvd

City, State, Zip: Belvidere, IL 61008

Email Address: BWOLFE@ABOMINABLESNOWRACE.COM

Name of Event: Abominable Trail Race AND SNOW RACE

Date(s) of Event: Trail Race - Nov 18, 2023 Snow Race Jan 27, 2024

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

Location of Event: LAKE GENEVA ZIPLINES + ADVENTURES

Type of Event: Trail Race and Snow Obstacle Race
(Festival, Cultural, Convention, Tour, Sporting, Other)

Estimated Number of Attendees: Trail - 500 Snow - 1700

Have you Applied Before? Yes or No; Explain: Yes, we have been granted support in 2021 and 2022 for the snow race

Where is this event physically located? (street address and governmental jurisdiction):
N3232 County Rd H, Lake Geneva, WI 53147

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 NA private property

Estimated Number of Overnight Stays: ~ 300 stays combining the 2 Events.

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

Annual Event (Yes/No): Both Events are annual ^{trail} Nov ^{snow} Jan

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 in Support of Both Events.

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



Abominable Racing

Lake Geneva Tourism Grant Application

September 12, 2022

We're Expanding to 2 events
in Lake Geneva!!



November 18, 2023



January 27, 2024



**LAKE GENEVA
ZIPLINES &
ADVENTURES**

About Abominable Racing



Our mission is to inspire racers to get out to play in the Fall and Winter seasons, promoting fitness, family, and fun!

AR started as a Winter Obstacle Race challenging racers to reconnect with their inner child, embrace teamwork, and make new friends. It's about creating warm memories in the coldest time of the year!

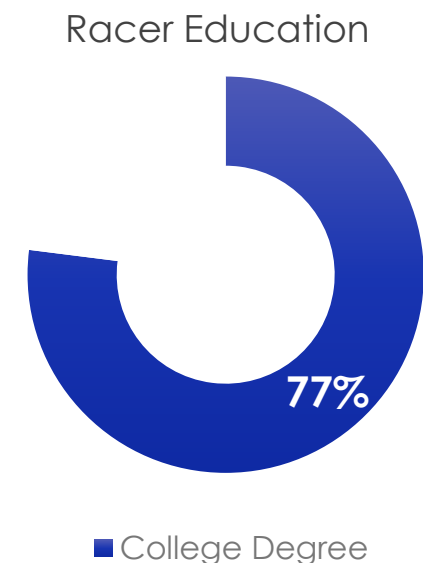
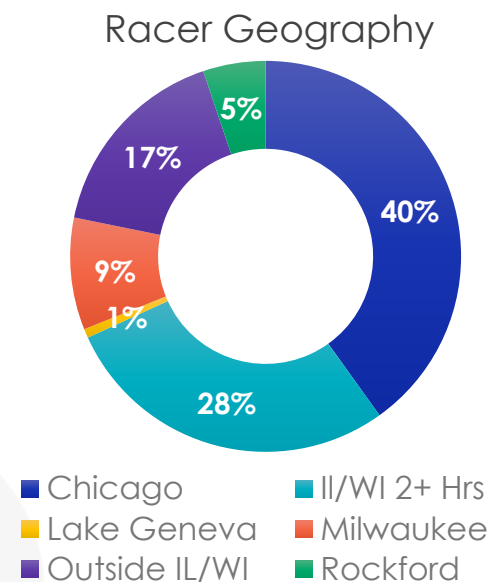
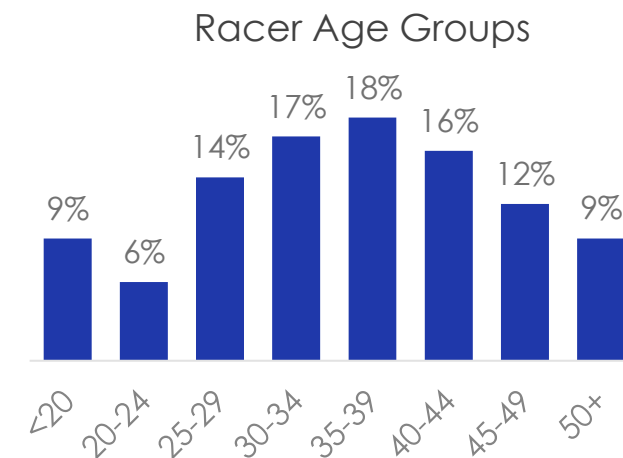
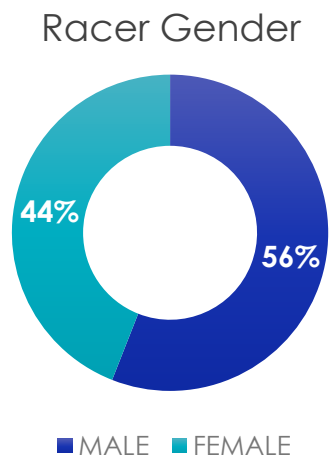
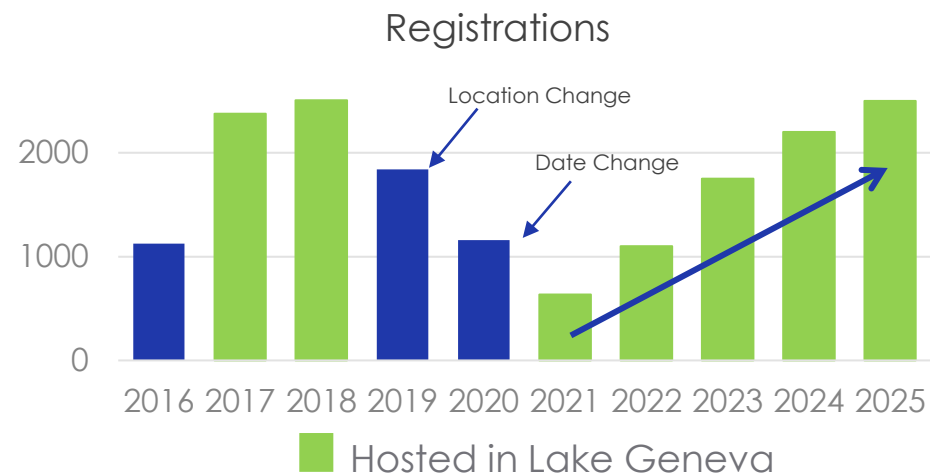
ASR Events was founded in Jan 2015, is locally owned and based in Belvidere, IL. Our 1st annual event was hosted in Jan 2016 at Veteran Acres Park in Crystal Lake, IL.

Over 11,000 racers have conquered ASR from 2016 – 2023. 55% of our racer base is in the Chicago, Rockford, Milwaukee areas, 44% travel from outside these regions, and 1% is from Lake Geneva

5 of our total 8 years in business, we have held our events in Lake Geneva. ATR 2023 & ASR 2024 will be held at Lake Geneva Zipline & Adventure Park.



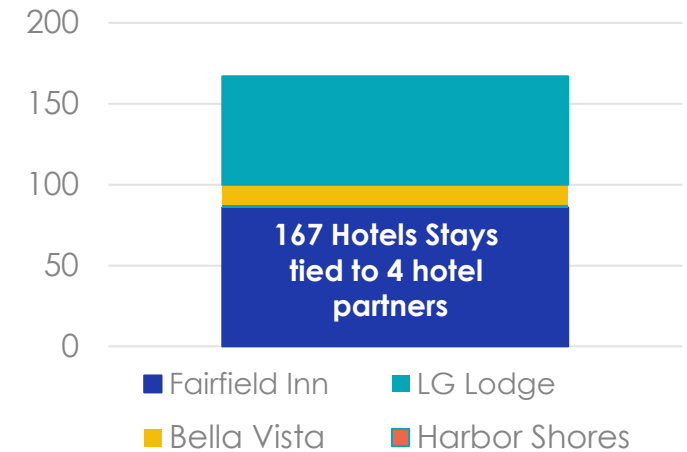
Registrations, Hotel Stays, & Demographics (ASR + ATR)



2022/2023 Grant Performance



ASR was granted \$10,000 in support of our January 2023 event. Results of Grant Use Below



- Expanded digital marketing efforts with the Lake Geneva News marketing team, leveraging new media > display ads, pre-roll videos, paid social media, and targeted email blasts in the greater Chicagoland area.
- Updated website with a “Stay & Play” page, highlighting offers and amenities from our Hotel partners with click thru to hotel sites & registration pages
- Increased number of yeti sightings in downtown LG promoting hotel event partners and others > Topsy Turvey Brewery, Geneva Tap House, Next Door Pub, Studio Winery, The Bottle Shop, The Candle Mercantile, House of Music, and LG Ziplines & Adventures.
- Confirmed 167 hotel stays with our hotel partners and estimate another 50-70 hotels were booked outside of our view, for a total of ~225 weekend hotel stays

2024 Grant Request

 ASR is seeking a grant of \$10,000 in support of marketing efforts to convert ~300 hotel stays tied to Abominable Trail Race & Snow Race events ('23+'24).

 Leverage Radio and digital marketing campaigns to expand beyond Chicagoland Markets. 2023/2024 addition focus on Milwaukee, Madison markets

 Bring management of digital marketing services in-house for 2023/2024 to maximize use of grants on ad spend (vs labor), leveraging \$10k for 2 events.

 Increase focus on targeted email campaigns - Email has proven to generate a higher conversion rate.

 Continue to leverage Yeti Sightings with LG partners to attract new overnight visitors and patrons to downtown businesses.

Grant Use Summary	Amount
Digital - Email/Social	\$ 7,000
Radio ads	\$ 3,000
Total Event Budget	<u>\$ 10,000</u>

2023/2024 ATR & ASR Budget	Amount
Direct Race Support	\$ 95,000
Festival Support	\$ 7,000
Marketing/Professional	\$ 15,000
Overheads	\$ 7,500
Total Event Budget	<u>\$ 124,500</u>



ASR Community Partnerships 2017 - 2023



2022/2023 ASR Charity

>\$10k Raised for LGFP

& >1 Ton of food







Thank You!

Questions?



August 31, 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 it will be held here at the Grand Geneva next spring, April 7th through 11th, 2024. This event draws over 1000 participants from across the state, including tavern and restaurant owners, vendors, politicians, and TLW leaders.

The WCTL, as the local chapter of the statewide TLW, plays an important role in hosting the convention. We schedule and provide transportation to and from the hotels to the convention and to a multitude of local establishments throughout the event.

In addition to the revenue attained by patronizing local restaurants, taverns, shops, and other entertainment venues, we estimate that approximately 1250 hotel rooms will be booked over the course of the 4-day event. This is an estimation based on prior conferences numbers. Attendees will book rooms not only at Grand Geneva, but also Fairfield Inn, Harbor Shores, The Cove, Baker House, The Geneva Inn, and Bella Vista.

The funds will be used for our hiring a fleet of shuttle buses 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. We are requesting a grant of \$10,000.

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, Q & A



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 June 2023

Date Submitted: 8/31/23
Organization: Walworth County Tavern League
Contact Person: Renee Peterson, President
Phone Number: 630-650-6886
Street Address: N1840 County Road U
City, State, Zip: Genoa City WI 53128
Email Address: renee.peterson62@yahoo.com
Name of Event: 2024 TLW Spring Conference
Date(s) of Event: April 7-11, 2024
Deadline for receipt submittal to the City (45 days after event ending): 5/31/24
Location of Event: The brand Geneva
Type of Event: Convention and Trade Show

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

Estimated Number of Attendees: 1000+

Have you Applied Before? Yes or No Explain: _____

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

The brand Geneva, 7036 Grand Geneva Way, Lake Geneva

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

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

Estimated Number of Overnight Stays: 1250. we base this on half the attendees staying 2-3 nights.

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

Annual Event (Yes/No): but rotates around Wisconsin

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

*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

Application Questions and Answers

Event overview/description – The TLW offers a spring and fall conference each year, with the event's location in different cities around the state. Attendees participate in seminars, receptions, and the trade shows – as well as touring the area. There is a great emphasis on patronizing our fellow members' businesses and exploring all the city and surrounding areas has to offer.

Budget - The \$10,000 grant will help cover the costs for the fleet of shuttle buses we will hire from a variety of local services, in addition to any associated with the hotels. The shuttles bring the attendees to area restaurants, shops, bars, the lakefront, and back to the hotels. The cost of each will average \$500 a day, and with 6-8 shuttles, it will total over \$14,000.

Marketing - TLW, not the WCTL, will produce the marketing materials for the entire event with the City of Lake Geneva's logo and other pertinent information about the area. We dropped off samples from the 2023 spring conference in Stevens Point. All marketing material will be produced by the TLW closer to the event. The TLW has an ongoing, comprehensive marketing plan for all conferences and trade shows.

Overnight Stays – of the 1000+ attendees, we can assume from prior events that half will stay 2 or 3 nights. The Cove, Harbor Shores, Bella Vista, Geneva Inn, and the Baker House are lakeside attractions that will accommodate overflow from Grand Geneva.

Other – The industry this conference represents are those with a deep commitment to patronizing local businesses. There is a sense of celebration and generosity to the host city and its restaurants, bars, shops, and other attractions. In short, there will be an impressive amount of revenue generated through this conference that will benefit the City of Lake Geneva and Walworth County.

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: August 7th

Organization: Lake Geneva Lions Club

Contact Person: Doug Bartz

Phone Number: 414-339-7661

Street Address: 1150 Park Drive Unit 1104

City, State, Zip: Lake Geneva, WI 53147

Email Address: lglionscomms@gmail.com

Name of Event: Lake Geneva Lions Oktoberfest

Date(s) of Event: Oct 7th and 8th

Deadline for receipt submittal to the City (45 days after event ending): Nov. 21st

Location of Event: Lake City Social lower lot

Type of Event: Festival (oktoberfest)

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

Estimated Number of Attendees: 1000

Have you Applied Before? Yes or No; Explain: No, this is the first event

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

111 Center Street, Lake Geneva, WI 53147

What other governmental bodies have been approached for support and what amount has been received? Wisconsin Lions - no monetary support 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 FLR Approved

Estimated Number of Overnight Stays: At this time is is difficult to judge stays as a first time event
We are predicting that most peopel will travel from all over WI, resluting in stays.

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: \$20,000

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

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: _____



LAKE GENEVA LIONS CLUB

<http://lakegenevalions.com/>

lgionscomms@gmail.com

PO Box 428, Lake Geneva, WI 53147

The Lake Geneva Lions Club is requesting a grant in the amount of \$20,000 to assist in the marketing of a new first year event that we hope will be turned into an annual event. Lake Geneva Lions Oktoberfest. The event will feature a Biergarten, Baggo Tournament, Live Music and run on the weekend of Oct 7th and 8th. This will be a two-day event and will be located across from Flat Iron Park in the Lower parking lot of The Cove and Lake City Social.

The Budget for the event is attached.

Marketing will be done on social media platforms, but most has yet to be created, and radio. Here is an example of what could be possible, we are aware and plan on using the City of Lake Geneva Logo, Tourism Commission as required as part of the grant.



The Lake Geneva Lions club has been in touch with Wisconsin State Lions, other local chapters, and will be relying on club members to utilize their own social media, where we will be able to boost ads. The club may also engage with a local marketing firm, to have the adds go out to a broader base of public promoting the event from a longer range, so that people who come will stay in our local hotels.

Promoting the Bags tournament, followed by live music to the over 17,500 Lions across the state of WI leveraging we believe will result in the use of the local hotels.

Being a new event, it is difficult to calculate the overnights stays. But we do know that Lions travel well and we expect other chapters to participate in the event from all over WI. We also know that promoting this event along with Walworth County Baggo Association will draw visitors from further destinations.

The Lake Geneva Lions have been a chapter since the mid 1930's, our motto is We Serve. All funds raised from this event will be used within the mission of the Lions. The LG Lions, deliver meals on wheels, provide eyeglasses for school age children within the LG School District that are in financial support, and provide charitable donations to non-profit organizations of many sorts.

We do realize that the permit for this event will also be on the agenda of the City Council's next meeting, we are asking for you to approve this grant with conditional approval due to the timing of meetings and the need to move forward on this event. If we were to wait till the next cycle of approvals the event would be less than one month away.

Thank you,

Doug Bartz
LG Lions



LAKE GENEVA LIONS CLUB

<http://lakegenevalions.com/>

lgionscomms@gmail.com

PO Box 428, Lake Geneva, WI 53147

The Lake Geneva Lions Club is requesting a grant in the amount of \$20,000 to assist in the planning, executing and marketing of a new first year event that we hope will be turned into an annual event. Lake Geneva Lions Oktoberfest. The event will feature a Biergarten, Baggo Tournament, Live Music and run on the weekend of Oct 7th and 8th. This will be a two-day event and will be located across from Flat Iron Park in the Lower parking lot of The Cove and Lake City Social.

Since 1937 the Lake Geneva Lions Club, a non-profit organization, have been serving the Lake Geneva Area. The Lions mission is "We Serve". Recently the Lions have lost one of their biggest fundraisers due to change in ownership of the host where the event was located. With that in mind the Lions have come up with a new to the Lions event. In partnership with Lake City Social (formerly Sprechers), where an Oktoberfest was and then due to Covid was not had since. Lake City is re-starting that event with a community focus. Lake City is allowing the Lions to host Oktoberfest and all proceeds from the event will go to the Lions so that they may more effectively serve their community.

The Budget for the event is attached.

Marketing will be done on social media platforms, but most has yet to be created, and radio. Here is an example of what could be possible, we are aware and plan on using the City of Lake Geneva Logo, Tourism Commission as required as part of the grant.



The Lake Geneva Lions club has been in touch with Wisconsin State Lions, other local chapters, and will be relying on club members to utilize their own social media, where we will be able to boost ads. The club may also engage with a local marketing firm, to have the ads go out to a broader base of public promoting the event from a longer range, so that people who come will stay in our local hotels.

The LG Lions have been in touch and met with the BID, both events can exist and will be cross-promoted. What makes the LG Lions Oktoberfest different, we will have an International German brewing company as a partner of the beverages served, Haufbrau. It will be located in a different area and have different events. One event will be similar, beer hoist, but again this may become a competition between both entities during the fest. The Director of the BID also stated that the Lions tent will be listed on their materials.

Promoting the Bags tournament, followed by live music to the over 17,500 Lions across the state of WI and we believe will result in the use of the local hotels.

Being a new event to the Lions, it is difficult to calculate the overnights stays, we are anticipating 75-100 rooms based on the amount of teams we are allowing into the tournament. But we do know that Lions travel well and we expect other chapters to participate in the event from all over WI. We also know that promoting this event along with Walworth County Baggo Association will draw visitors from further destinations.

We are requesting help with the tent/musicians that will be put up in the lower lot. This tent will allow the event to happen rain or shine and provide protection for players and entertainment to keep them in town regardless of the weather. T-shirt apparel will allow visitors to Oktoberfest to know that the Tourism Commission was a primary sponsor but placing the logo on the back of the shirt.

All funds raised from this event will be used within the mission of the Lions. The LG Lions, deliver meals on wheels, provide eyeglasses for school age children within the LG School District that are in financial support, and provide charitable donations to non-profit organizations of many sorts (like the grant donated to the Lake Geneva Museum recently to assist with making the museum ADA accessible).

Permits for this event have already been obtained by Lake City Social with the LG Lions being named as a co-host.

Thank you,

Doug Bartz
LG Lions

Tourism Grant Application		
	Budget	Actual
Entertainment	\$8,000	
Materials	\$7,000	
Direct Marketing	\$5,000	
	\$20,000.00	



TOURISM ENTITY AGREEMENT

This **TOURISM ENTITY AGREEMENT** ("Agreement") is entered into by and between the City of Lake Geneva ("City") Tourism Commission ("Commission"), in accordance with §66.0615 Wis. Stat. ("Room Tax Act"), and the Lake Geneva Chamber of Commerce, Inc. doing business as VISIT Lake Geneva, a Wisconsin Non-Profit 501(c)(6) Non-Stock Corporation ("VLG") effective January 1, 2021.

WHEREAS, the City has enacted a Room Tax Ordinance to impose a tax on the privilege of furnishing, at retail, rooms or lodging to transients by any persons furnishing accommodations which are available to the public pursuant to §66.0615 Wis. Stat. ("Room Tax Act").

WHEREAS, the City has established a "Tourism Commission" duly authorized, in accordance to the statute, to contract with a tourism entity (destination marketing organization).

WHEREAS, VLG qualifies as a "tourism entity" as that term is defined in the Room Tax Act; and

WHEREAS, the City, through the authority of said Commission, desires to enter into a contract with VLG for it to provide the staff, support services and assistance in developing and implementing tourism promotion and development in the greater Lake Geneva area and VLG desires to enter into such a contract with the Commission; and

WHEREAS, the agreements of the parties as to such services shall be as set forth herein; and

WHEREAS, the parties have determined that the execution of this Agreement is in the best interest of the City;

NOW THEREFORE, in consideration of the mutual promises, covenants and agreements herein contained and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

1. Recitals. The foregoing Recitals are hereby incorporated in and made a part of this Agreement.

2. Definitions.

a. "VLG" shall mean the Lake Geneva Chamber of Commerce, Inc. doing business as VISIT Lake Geneva, a Wisconsin Non-Profit 501(c)(6) Non-Stock Corporation.



- b. "City" shall mean the City of Lake Geneva.
 - c. "Tourism Commission" shall mean a tourism commission duly formed by the City of Lake Geneva pursuant to Sec. 66.0615, *Wis. Stats.*
 - d. "Room Tax" shall mean a tax imposed on the privilege of furnishing, at retail, rooms or lodging to transients by hotelkeepers, motel operators, bed & breakfast inns, vacation rentals, and other persons furnishing accommodations which are available to the public pursuant to the Room Tax Act, Sec. 66.0615, *Wis. Stats* as amended from time to time.
 - e. "Room Tax Ordinance" shall mean an ordinance to impose a uniform tax on the privilege of furnishing, at retail, rooms or lodging to transients by hotelkeepers, motel operators, bed & breakfast inns, vacation rentals and other persons furnishing accommodations which are available to the public pursuant to the Room Tax Act in the City of Lake Geneva. The City currently imposes a room tax of 5% on tourists who stay at lodging properties within the City of Lake Geneva.
- 3. Purpose. The purpose of this Agreement is to set forth the respective responsibilities, powers, duties and obligations of the parties hereto in collecting and utilizing Room Tax revenues generated in the City under the provisions of the Room Tax Act.
 - 4. VLG to Provide Tourism Promotion and Development. The Commission hereby designates VLG as its tourism entity as required under the Room Tax Act and VLG shall develop and implement tourism promotion and development and provide destination marketing and staff and services for the tourism industry in the City.
 - 5. VLG Room Tax Revenue and Term. Beginning with the room tax collected on January 1, 2021 and continuing until December 31, 2023 the Tourism Commission shall forward a base amount of \$150,000 and each year an additional 35% of all room tax amounts collected over \$500,000 to VLG to be used as provided herein.

Provided there are sufficient funds transferred to the Commission, distribution of room tax by the Commission to VLG will be a minimum of \$37,500 quarterly (paid 45 days after the beginning of the quarter) with the balance determined on January 31st, for the preceding year, and paid by February 25th.

If following the execution of this Agreement, the Wisconsin Room Tax Act changes with respect to the amount of room taxes or the allocation of room taxes, the Commission and VLG, agree to re-negotiate paragraph 5 of the Agreement according to changes in the statute to become effective the year following the change. Further, if the City enacts a change to increase the room tax rate from its current rate of 5%, any amounts attributable solely to the increase in the rate shall not be used to determine if room tax rates collected for the year exceed \$500,000.

6. Use of Room Tax Revenues. VLG agrees to use the room tax revenue it receives to implement tourism promotion and development as well as provide destination marketing, staff, and services for the tourism industry in the City as defined in the Room Tax Statute. With the goal of advancing the City of Lake Geneva as a premier tourism destination. The parties agree that room tax



revenues may also be used by VLG for its administrative costs, such as, staffing costs, and other costs associated with the performance of its obligations under this Agreement. VLG agrees that its administrative costs will be reasonable and proper.

7. Acknowledgement of Compliance. VLG acknowledges and agrees that the imposition of a room tax as specified above complies with the Room Tax Act, and all other applicable statutes.

8. VLG Responsibilities. In addition to those other duties and responsibilities set forth herein, VLG shall be responsible for the following:

- a. Reporting. VLG will provide, to the Tourism Commission, monthly reports of tourism tracking and indicators including marketing activities, promotions, and event plans.
- b. Grant Assistance. VLG will assist with the Tourism Commission Grant Program for the purpose of vetting qualifications, evaluation of set criteria and make recommendations for possible grant dollar distribution.
- c. Accounting. VLG will provide the City (City Comptroller) with an accounting of all VLG expenditures of room tax revenue as required by the Room Tax Act and the Wisconsin Department of Revenue.
- d. VLG Room Tax Annual Report ("Report"). Not later than April 1st of each year, VLG shall provide the City a Report, which information is intended to be used by the City on a form that the City must provide to the Wisconsin Department of Revenue ("DOR") on or before May 1st. The Report shall specify the amount of all room tax revenues it received from the City in the previous year and a detailed account of all expenditures or room tax revenue as required by the Room Tax Act. VLG agrees to certify to the City the truth and accuracy of the Report. VLG further agrees to assist the City as appropriate with DOR Room Tax Reporting requirements. If DOR reporting deadline requirements change, VLG will provide City the report information necessary to file no later than 30 days prior to the DOR deadline.
- e. Business Plan. VLG agrees to provide a written business plan to the City which provides a projection of proposed and/or planned tourism promotion and development activities by January 1st of each year.
- f. Services.
 - i. Continue the name of Visit Lake Geneva.
 - ii. Continue to manage and promote the following annual events in the City of Lake Geneva:
 - 1. Concerts in the Park (approximately 7 summer midweek nights)
 - 2. Winterfest (U.S. Snow Sculpting Championship)
 - 3. Christmas Parade
 - 4. Restaurant Week
 - iii. Assist the Commission and City of Lake Geneva Downtown Business Improvement District (BID) with promoting BID events
 - iv. Maintain and staff Visitors Center in the City of Lake Geneva



- v. From Visit Lake Geneva's website provide a complimentary website link to the City of Lake Geneva Downtown Business Improvement District (BID) website.
- vi. VLG shall forward all received group event Request for Proposals (RFP's) to hotels/motels located within the city limits of the City of Lake Geneva, which meet the requirements of such RFP's. Visit Lake Geneva will notify the group event coordinator for the Lake Geneva Tourism Commission of any large city wide groups coming to the area, as well as sharing the RFP for any group that falls within the agreed upon accommodations and property specs previously provided by the group event coordinator.
- vii. For each fiscal year, VLG shall render to the City of Lake Geneva, to the extent required in section 8(d), an accounting of the expenditures. The allocation of Room Tax dollars used for the VLG marketing shall not be used to pledge as security for bonds and to retire bonds or grants.
- viii. Visit Lake Geneva's strategic plan initiatives should be designed to enhance downtown Lake Geneva's tourism industry and unique character of place, and create new visitor experiences with the goal of positive effect on the City of Lake Geneva Hotel & Motel occupancy.
- ix. hotel occupancy. VLG will continue to work with the Lake Geneva Downtown Business Improvement District (BID) on concepts and promoting of additional events, particularly those midweek or offseason.
- x. VLG to provide complimentary advertising space on VLG website home page as follows: Twelve (12) one-month event spotlight ads to market city events targeting the tourist audience, and six (6) one-month lodging spotlight ads to promote the Riviera as an event venue. City agrees to provide ad material to VLG in accordance with VLG's Partner Co-op Marketing program requirements.

9.Events of Default. Each of the following shall be considered to be an Event of Default (only following the applicable cure period) as to VLG:

- a. The failure to provide the City with the Room Tax Revenue Report as required herein. However, upon request of VLG, the City will give VLG an additional ten (10) days to cure. If, however, the City is granted an extension by the Department of Revenue, then VLG will be given additional time to prepare the Room Tax Revenue Report so that the City can file a timely Certified Report with the Department of Revenue.
- b. The failure to provide the City with the financial records that support the Room Tax Revenue Report as required herein after thirty (30) days written notice of VLG's failure to do so by the City, provided that if VLG cannot in good faith provide the business plan within the thirty (30) days of notice but has begun the process to provide such information, the cure period shall be extended an additional thirty (30) days to allow for VLG's good faith compliance.
- c. The failure to provide the City with the business plan as required herein after thirty (30) days written notice of VLG's failure to do so by the City, provided that if VLG cannot in good faith provide the business plan within the thirty (30) days of notice but has begun the process to provide such information, the cure period shall be extended an additional thirty (30) days to allow for VLG's good faith compliance.



10. Termination.

A. This Agreement shall remain in effect from January 1, 2021 to December 31, 2023 (three (3) years). Both parties agree to good faith renewal negotiations 180 days prior to the expiration of the contract term.

B. Notwithstanding the above, this Agreement can be subject to termination earlier if any of the following occur:

a. The City may terminate this Agreement at any time if VLG commits an Event of Default that is not cured within the applicable time period.

b. The City may terminate this Agreement at any time if it is found that VLG, or its agents, has committed a material breach of this Agreement, (including but not limited to, the intentional misuse of VLG Room Tax revenues for purposes outside of which are permitted by the Room Tax Act); or (ii) VLG is no longer acting as a "Tourism Entity" as defined in the Room Tax Act. In the event of a material breach, and prior to terminating the Agreement, the City shall provide written notice, including a reasonable description of the material breach, of the material breach to VLG. VLG shall have thirty (30) days to cure said breach. The City may terminate the Agreement if VLG fails to cure said breach within the thirty (30) day cure period.

c. In the event of termination, the City shall make no further remittances to VLG under this Agreement and those revenues shall instead be temporarily retained by the City until such time as they can be forwarded to another tourism entity as defined by the Room Tax Act. All funds in the possession of VLG shall remain the property of VLG.

d. Following termination, the City shall have no further obligation to VLG. However, VLG shall remain under the duty to provide an accounting as requested and the audit as described above in this Agreement, through the date of termination.

11. Modification. This Agreement shall not be modified without an express written agreement executed by the parties.

12. Severability. If any provision or provisions of this Agreement shall be held to be invalid, such holding shall not in any way whatsoever affect the validity of the remainder of this Agreement.

13. Governing Law. This Agreement has been drawn and executed and shall be performed in the State of Wisconsin. All questions concerning this Agreement and the performance hereunder shall be judged and resolved in accordance with the laws of Wisconsin.

14. Invalidity. If any term or condition of this Agreement, or the application of this Agreement to any person or circumstance, shall be deemed invalid or unenforceable, the remainder of this Agreement, or the application of the term or condition to persons or circumstances other than those to which it is held invalid or unenforceable, shall not be affected thereby, and each term and condition shall be valid and enforceable to the fullest extent permitted by law.

15. Waiver. No delay or omission by any party in exercising any right or power arising out of any default under any of the terms or conditions of this Agreement shall be construed to be a waiver of the right or power. A waiver by a party of any of the obligations of the other party shall not be construed to be a waiver of any breach of any other terms or conditions of this Agreement.
16. Enforcement. Enforcement of this Agreement may be by proceedings at law or in equity against any person or persons violating or attempting or threatening to violate any term or condition in this Agreement, either to restrain or prevent the violation or to obtain any other relief. If a suit is brought to enforce this Agreement, the prevailing party shall be entitled to recover its costs, including reasonable attorney fees, from the non-prevailing Party.
17. Entire Agreement. This Agreement sets forth the entire understanding of the parties hereto and supersedes any and all prior agreements, arrangements and understandings relating to the subject matter hereof. There are no representations, arrangements, understandings, or agreements, oral or written, not contained herein.
18. Authority. In signing this Agreement, the parties represent and warrant that the terms herein have been approved by their respective governing bodies and that appropriate authority rests in the signatories on behalf of the parties.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first above written.

Lake Geneva Chamber of Commerce, Inc. d/b/a VISIT Lake Geneva

By: [Signature], Chairperson

Attest: Stephane Klett, President & CEO

Date: 11/9/20

City of Lake Geneva Tourism Commission

By: [Signature], Chairman

Attest: Margot Fesenmaier, Secretary

Date: 11/09/2020