



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

CITY OF LAKE GENEVA TOURISM COMMISSION
MONDAY, OCTOBER 9, 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.- October 9, 2023 Tourism Commission

Oct 9, 2023, 4:00 – 5:00 PM (America/Chicago)

Please join my meeting from Google Chrome on your computer.

<https://meet.goto.com/677183693>

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 September 11, 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. Discussion/Possible Action regarding the 2024 “Independent Contractor Agreement” (Lake Geneva Cooperative Convention Center Special Events Coordinator)
7. Update from Tourism Entity (VISIT Lake Geneva) on Promotional Activity, Calendar, and Hotel performance
8. Update from Lake Geneva Business Improvement District (events and mission)
9. Written financial update regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements, list of outstanding (unpaid) tourism grants awarded
10. 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 Winter Bridal Show
- 11. Discussion – Update regarding Visit Lake Geneva contract with Tourism Commission
- 12. Proposed Tourism Commission Logo (VISIT Lake Geneva; continued from August 24, 2023 meeting)
- 13. Riviera agreement for events that request to have rental fees waived
- 14. Future Agenda Items- Next Meeting: Monday, November 13, 2023 at 4:00 p.m.
- 15. 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, September 11, 2023
COUNCIL CHAMBERS, CITY HALL

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

Roll Call

Present: Vice Chair Zakia Pirzada, Ald. Fesenmaier, Alderman Howell, Linda Moritz, Troy Migut, Mayor Klein (Ex-Off).

Absent: Chair Brian Waspi, Stephanie Klett (Ex-Off), 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 August 14, 2023

Motion by Pirzada, second by Howell, to approve the minutes from August 14, 2023.

Unanimously carried.

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

Jones reviewed the Marketing Update including website statistics. We are now booking the Riviera out into 2025. The meeting planner event, originally scheduled for May, but rescheduled due to the Wrigley Drive construction, has been cancelled. Jones will hold individual tours as needed. Heather's contract expires at the end of October. The current contract was included in the packet for review and changes will be presented at October's meeting.

Update from Tourism Entity – Visit Lake Geneva

Goodwin gave highlights from the monthly report. The Annual Dinner and Impact Awards will be held on October 24 at the Abbey Resort. Mark your calendars for the Lighted Christmas Parade, December 2, and Winterfest 2024, January 31 through February 4. The Geiger Tour, leading to print and digital stories, featured 13 writers including many new faces. The Visit Lake Geneva website continues to set new records in all categories. TikTok is also gaining momentum since the June launch.

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

Alex showcased the increase in traffic with their updated website and social media push. A detailed chart is included in the packet listing the BID-sponsored events. A business networking event is planned for the end of September. Binanti plans to attend the September Housing Summit, sponsored by Walworth County, concerning workforce housing and school families, which are both impacted by the number and quality of Short-Term Rentals in the city. Mural in Motion is now rescheduled for May 2024.

Written financial update provided by City Comptroller

Balance Sheet from August 31, 2023

Total Assets - \$860,099.84

Restricted Fund Balance - \$525,302.27

It was noted that there is approximately \$9000 left for 2023, taking into account outstanding grants and unpaid contracts.

Tourism Promotional Grant Program and Requests**Abominable TRAIL Race, ASR Events**

Without objection, continued to October.

Abominable SNOW Race, ASR Events

Without objection, continued to October.

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

Applicants explained that though the event is at Grand Geneva, the capacity is 350 rooms, and the overflow from the expected 1000 total room stays will be booked in the city limits. The \$10,000 requested is for shuttle buses. The Commissioners asked them to return in October to focus their budget on marketing expenses not shuttle buses.

Lake Geneva Lions Club Oktoberfest, Doug Bartz

The event will be held at Lake City Social. The group was asked to rename their event to avoid confusion with the BID's Oktoberfest on the same dates. They will be choosing a different date for next year's event. The event's main attraction is the Corn Hole Bags Tournament with 32 2-person teams plus families. Although the ask was for \$20,000, the Commissioners focused on funding the marketing portion of their budget. Motion by Pirzada, second by Howell, to approve the October 7 and 8 Oktoberfest grant for \$5,000. Unanimously carried.

Tourism Commission Logo and other possible changes

Visit Lake Geneva needs the original logo from the City to make changes. There is a need to clarify the logo, so the public and taxpayers understand the funds are from room taxes not property taxes. Motion by Zakia, second by Moritz, to continue to the October meeting. Unanimously carried.

Addition of link or QR code to all marketing materials including print and social media

In a continued effort to direct visitors to hotels within the City limits, the Commission has been discussing the requirement to use a web link and/or QR Code for more accuracy in guests finding and booking City hotels. If a QR Code or link are used from the Riviera webpage, Heather cannot accurately track the source of the inquiry. Through input from Heather and Deanna, it was suggested that the City website mirror the Hotels page from the Riviera "Hotels and Lodging" specific webpage. This will allow users to go directly to the hotels listing but on the City website. The City can then provide website analytics and tracking for the Commission, etc.

The link and/or QR Code to the City website page will then be required to be included on the Grant Recipient Marketing Website. The grant application revision can be scheduled for the October meeting. Motion by Pirzada, second by Moritz, to continue to the October meeting. Unanimously carried.

Initial discussion regarding Visit Lake Geneva with Tourism Commission (contract opens July 1, 2023) No update. Continued to October meeting.

Future meeting agenda items and next meeting date –

In addition to above,

- Request by Commissioners to have Comptroller provide last three years amounts paid to Visit (for contract and room taxes) and room taxes total collected.
- Link or QR Code on promotional materials – continued to October for grant application revision; verify city website has mirrored hotels and lodging page from Riviera website; include city website metrics for this page in a separate report under Heather Jones' report
- Contract negotiations update with Visit – include the current contract and any drafts in the October packet.
- Heather Jones contract renewal (expires Oct. 31, 2023) – Please include current and draft contract in the October packet.
- Agreement for Riviera for events that are comped.

Monday, October 9, 2023, at 4:00 PM

Motion by Pirzada, second by Moritz, to adjourn at 5:18 p.m. Carried.

Respectfully submitted,
Alderman Fesenmaier,
Secretary

Riviera Ballroom/MATL Update- Tourism Commission Meeting October 2023

Marketing Update

- Website Analytics Update: Past 30 Days:
 - Site Sessions: 2,248 (8% decrease)
 - Site Sessions by traffic source
 1. Google (925)
 2. Direct (514)
 3. Facebook (340)
 4. Social Media Ad (87)
 5. Visit Lake Geneva (87)
 - Active Inquiries: 78 (+10 from last month), 71 recorded for September 2022
 - Avg. Session Duration: 3min 9sec (no change)
 - Site Bounce Rate: 58.5% (-1.2%)
- WeddingWire & TheKnot: September Stats
 - 114 Storefront Views, compared to 91 avg in our market/category
 - 16 leads (+3 from last month)
- Hotels & Lodging Analytics Update Past 30 days:
 - 30 Page Views (5 view decrease from last month)
 - Avg. time spent on page: 3min 30sec (-1sec)

**Reports generated on October 4th*

Social Media Ad Campaign completed September 15th. Please see attached overview the statics of the campaign.

Starting to work on wedding show for January, planning for some new and exciting changes to the show for 2024.

Sales Update

	2018	2019	2020	2021	2022	2023	2024	2025
Weddings	45	28	9	54	55	52	38	2
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	43	2
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- 1 contract out for December (holiday party).
 - 2024 Events- 4 contracts returned this month (all weddings) with 3 contracts out.
 - 2025 Events- One contract returned (wedding) with 1 contract out.
 - Last Year- Reported on October 5, 2022; 61 events booked for 2022, 42 events booked for 2023 and 5 events booked for 2024.

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	\$294,333.83

CATERING REVENUE

\$29,159.74	\$14,688.76	\$4,337.68	\$32,970.09	\$46,691.72	\$32,797.38
-------------	-------------	------------	-------------	-------------	-------------

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

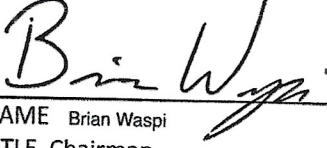
services hereunder. Contractor further acknowledges and confirms that such confidential information is the exclusive property of the Lake Geneva Tourism Commission, and under no circumstances whatsoever shall Contractor have the right to any of such information subsequent to the termination of this agreement. 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
OCTOBER 9, 2023
VISIT Lake Geneva Update**

Partner Meetings & Events

- VLG Monthly Partner Meeting – October 17, 8-9am at Pier 290
- Annual Partner Dinner & Impact Awards – October 24 at The Abbey Resort

Public Events – Winter 2023-2024

- Lake Geneva Electric Christmas Parade (Saturday, December 2)
- Lake Geneva Winterfest (January 31 – February 4, 2024)

Earned Media Highlights – September 2023

- [12 Most Scenic Wisconsin Towns](#) | *World Atlas*
- [Coolest Small City in Every State](#) | *Fifty Grande*
- [19 Fun Things to Do in Lake Geneva, Wisconsin's Scenic Retreat](#) | *She Buys Travel*
- [Discover When Leaves Change Color in Wisconsin \(Plus 5 Places...\)](#) | *A-Z Animals*
- [Best Fall Hikes In Wisconsin](#) | *World Atlas*
- [From Sand to Snow: The 14 Best Winter Vacations in the United States](#) | *She Buys Travel*
- [Destination Lake Geneva Area](#) | *Wisconsin Meetings*
- [Top 5 Team-Building Activities in Lake Geneva](#) | *Wisconsin Meetings*
- [Fall Is Underrated In Wisconsin: 10 Scenic Places To See Fall Foliage](#) | *The Travel*
- [10 Reasons to Say Hello and Goodbye to Summer in Lake Geneva](#) | *Evansville Living*
- [13 Beats: From Popsicles to Pumpkins](#) | *The Colgate-Maroon News*
- [Things to do In Lake Geneva, Wisconsin](#) | *Roaming My Planet*
- [Cruising Geneva Lake: Exploring the Historic Homes of Lake Geneva](#) | *Go World Travel*
- [Cruising Geneva Lake: Exploring the Wisconsin lake's historic homes](#) | *The Daily Journal*

Marketing Metrics – SEPTEMBER 2023

Website – VisitLakeGeneva.com

- Visitor Sessions – 123,195 | +25.8% (YTD 1,240,222 | +15.5%)
- Pageviews – 368,990 | +59.6% (YTD 3,362,768 | +27.9%)
- Users – 98,247 (YTD 953,593)
- Online Guide Visits – 6,327 (YTD 57,385)
- Top Cities
 1. Chicago – 21,122 Unique Users
 2. (not set) – 8,531
 3. Milwaukee – 2,345
 4. Lake Geneva – 1,707
 5. Ashburn – 1,000
 6. Madison - 962
 7. Dallas - 959
 8. Hampton - 932
 9. Minneapolis - 747
 10. New York - 698

- Top Pages
 1. Events – 69,886 Pageviews
 2. Home – 23,197
 3. Things to Do – 20,060
 4. Explore | Guide Request – 11,441
 5. Things to Do | Fall Activities – 9,514
 6. Stay | Hotels & Resorts – 8,962
 7. Food & Drink – 7,944
 8. Things to Do | Shopping – 7,627
 9. Things to Do | Shore Path – 6,776
 10. Weddings – 4,335

Social Media

- Facebook – 66,166 Followers (+335) | 563,154 Post Reach
- Instagram – 12,351 Followers (+112) | 26,199 Post Reach
- Twitter – 3,504 Followers (+5) | 1,513 Impressions
- LinkedIn – 1,368 Followers (+15) | 32,804 Impressions
- TikTok* – 812 Followers (+59)

(*) Launched June 13

Email Subscribers

- Subscribers – 53,408 (+54)
- Open Rate – 35.6%

Visitor Center Activity

- Walk-ins – 1,693 (YTD 12,832)
- Phone Calls – 241 (YTD 2,401)
- Emails – 850 (YTD 9,500)
- Visitors Guides Fulfilled – 807 (YTD 9,300)

Hotel Activity – AUGUST 2023

- Occupancy – 70.9% (-1.7%) | YTD 53.6% (-0.6%)
- ADR - \$217.49 (-2.7%) | YTD \$201.86 (+5.6%)
- RevPar - \$154.14 (-4.4%) | YTD \$108.11 (+5.0%)

Meetings & Events RFP Activity – SEPTEMBER 2023

RFP#	Total Room Nights	Attendees	Meeting Type	Properties Sourced
1259	70	35	Association	Grand Geneva, Harbor Shores , Geneva National, 1878 On the Lake, Lake Lawn, The Abbey
1260	15	60	Fraternal	Grand Geneva, Harbor Shores , Geneva National, The Abbey, Lake Lawn, Bella Vista , The Cove
1261	60	30	Association	Grand Geneva, The Ridge/Gen National, The Abbey
1262	200	50	Corporate	Grand Geneva, The Ridge/Gen National, The Abbey, The Cove , Harbor Shores , Lake Lawn
1263	535	500	Govt	Grand Geneva, Lake Lawn, The Abbey, Geneva National/The Ridge
1264	49	15	Corporate	Abbey, Gen National & The Ridge, Grand Geneva, Geneva Inn
1265	180	90	Corporate	Abbey, Grand Geneva
1266	537	250	Corporate	Abbey, Grand Geneva
1267	448	110	Corporate	Abbey, Gen National & The Ridge, Grand Geneva
1268	44	22	Corporate	Grand Geneva
1269	285	150	Corporate	Abbey, Geneva National & The Ridge, Grand Geneva, Lake Lawn

- RFPs Distributed – 11 (YTD 117)
- Total RFP Room Nights – 4,573 (YTD 42,249)
- Total RFP Attendees – 2,423 (YTD 30,044)

TOURISM FUND

2024

REVENUES

	12/31/2022 BUDGET	12/31/2022 ACTUAL	% BUDGET	12/31/2023 BUDGET	9/30/2023 ACTUAL	% BUDGET	2023 PROJECTED	2024 DEPT REQUESTED
47-00-00-41210								
ROOM TAX	1,100,000	1,293,880	118%	1,100,000	776,437	71%	1,300,000	1,400,000
47-00-00-48110	500	9,819	1964%	1,000	14,201	1420%	17,000	10,000
INTEREST INCOME	-	-	-	-	-	-	-	-
47-00-00-49100	-	-	-	-	-	-	-	-
APPL. PRIOR YR APPROPRIATIONS	-	-	-	-	-	-	-	-
47-00-00-49350	-	-	-	-	-	-	-	-
TRANSFER FROM GENERAL FUND	1,100,500	1,303,699	118%	1,101,000	790,639	72%	1,317,000	1,410,000

EXPENDITURES

	12/31/2022 BUDGET	12/31/2022 ACTUAL	% BUDGET	12/31/2023 BUDGET	9/30/2023 ACTUAL	% BUDGET	2023 PROJECTED	2024 DEPT REQUESTED
47-00-00-57100								
HOTEL/MOTEL ASSN-CHAM OF COMM	532,872	754,167	142%	540,000	112,500	21%	540,000	680,000
47-00-00-57210	32,000	34,658	108%	32,650	23,994	73%	32,650	-
EVENTS COORDINATOR-RIVERIA	32,000	34,658	108%	32,650	23,994	73%	32,650	70,000
47-00-00-57212	100,000	433,584	434%	150,000	152,765	102%	175,000	150,000
PROMOTIONAL GRANT	100,000	11,518	12%	50,000	11,752	24%	15,000	271,425
47-70-00-57155	-	-	-	-	-	-	-	-
TOURISM MUNICIPAL DEVELOPMENT	-	-	-	-	-	-	-	-
47-70-00-59400	-	-	-	-	-	-	-	-
TRANSFER TO CAPITAL PROJECTS	-	-	-	-	-	-	-	-
47-70-00-59500	211,712	202,912	96%	167,375	158,800	95%	158,800	238,575
TRANSFER TO LAKEFRONT FUND	1,008,584	1,471,497	146%	972,675	483,805	50%	954,100	1,410,000
47-70-00-59600	-	-	-	-	-	-	-	-
TRANSFER TO DEBT SERVICE FUND	-	-	-	-	-	-	-	-
FUND SURPLUS (DEFICIT)	91,916	(167,798)	-183%	128,325	306,834	239%	362,900	-

CITY OF LAKE GENEVABALANCE SHEET
SEPTEMBER 30, 2023**FUND 47 - TOURISM**

<u>ASSETS</u>			
47-00-00-11111	FUND CASH	1,032,243.26	
	TOTAL ASSETS		1,032,243.26
<u>LIABILITIES AND EQUITY</u>			
<u>LIABILITIES</u>			
47-00-00-21100	ACCOUNTS PAYABLE	25,428.83	
	TOTAL LIABILITIES		25,428.83
<u>FUND EQUITY</u>			
47-00-00-34800	RESTRICTED FUND BALANCE	525,302.27	
	REVENUES OVER EXPENDITURES - YTD	481,512.16	
	TOTAL FUND EQUITY		1,006,814.43
	TOTAL LIABILITIES & EQUITY		1,032,243.26

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-11111 FUND CASH					
		08/31/2023 (08/23) Balance	.00 *	.00 *	863,084.36
CA		4 Cash Allocation - Created: 10/04/23 2:26 PM	174,678.17		
CA-CDA		26 CDA Fund Allocation - Created: 09/21/23 4:51 PM		119.98-	
CA-CDA		36 CDA Fund Allocation - Created: 09/29/23 3:36 PM		5,399.29-	
		09/30/2023 (09/23) Period Totals and Balance	174,678.17 *	5,519.27- *	1,032,243.26
47-00-00-13920 ACCTS RECEIVABLE					
		08/31/2023 (08/23) Balance	.00 *	.00 *	.00
		09/30/2023 (09/23) Period Totals and Balance	.00 *	.00 *	.00
47-00-00-21100 ACCOUNTS PAYABLE					
		08/31/2023 (08/23) Balance	.00 *	.00 *	.00
AP		418 Summary Transactions from AP System		14,548.81-	
AP		687 Summary Transactions from AP System		16,399.29-	
CDA		83649 CHARTER COMMUNICATIONS	119.98		
CDA		83707 JONES, HEATHER	5,332.00		
CDA		83711 US CELLULAR	67.29		
		09/30/2023 (09/23) Period Totals and Balance	5,519.27 *	30,948.10- *	25,428.83-
47-00-00-21900 ACCRUED EXPENSES					
		08/31/2023 (08/23) Balance	.00 *	.00 *	.00
		09/30/2023 (09/23) Period Totals and Balance	.00 *	.00 *	.00
47-00-00-34800 RESTRICTED FUND BALANCE					
		08/31/2023 (08/23) Balance	.00 *	.00 *	525,302.27-
		09/30/2023 (09/23) Period Totals and Balance	.00 *	.00 *	525,302.27-
47-00-00-41210 ROOM TAX					
		08/31/2023 (08/23) Balance	.00 *	.00 *	776,437.46-
JE		12 TRANSFER ROOM TAX TO TOURISM FUND-SE		131,532.66-	
JE		12 TRANSFER ROOM TAX TO TOURISM FUND-SE		43,145.51-	
		09/30/2023 (09/23) Period Totals and Balance	.00 *	174,678.17- *	951,115.63-
YTD Encumbrance	.00	YTD Actual	951,115.63- Total	951,115.63- YTD Budget	1,100,000.00- Unearned 148,884.37
47-00-00-46100 TOURISM MISC REVENUE					
		08/31/2023 (08/23) Balance	.00 *	.00 *	.00
		09/30/2023 (09/23) 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					
		08/31/2023 (08/23) Balance	.00 *	.00 *	14,201.09-

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-48110 INTEREST INCOME (continued)					
		09/30/2023 (09/23) Period Totals and Balance	.00 *	.00 *	14,201.09-
YTD Encumbrance	.00	YTD Actual	14,201.09- Total	14,201.09- YTD Budget	1,000.00- Unearned 13,201.09-
47-00-00-49100 APPL. PRIOR YR APPROPRIATIONS					
		08/31/2023 (08/23) Balance	.00 *	.00 *	.00
		09/30/2023 (09/23) 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					
		08/31/2023 (08/23) Balance	.00 *	.00 *	.00
		09/30/2023 (09/23) 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					
		08/31/2023 (08/23) Balance	.00 *	.00 *	112,500.00
		09/30/2023 (09/23) 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					
		08/31/2023 (08/23) Balance	.00 *	.00 *	21,328.00
AP	647 JONES, HEATHER		2,666.00		
	**Desc: RIVIERA EVENTS COORDINATOR-OCT 2023				
		09/30/2023 (09/23) Period Totals and Balance	2,666.00 *	.00 *	23,994.00
YTD Encumbrance	.00	YTD Actual	23,994.00 Total	23,994.00 YTD Budget	32,650.00 Unexpended 8,656.00
47-00-00-57212 EVENTS COORDINATOR-RIVIERA					
		08/31/2023 (08/23) Balance	.00 *	.00 *	21,328.00
AP	646 JONES, HEATHER		2,666.00		
	**Desc: RIVIERA EVENTS COORDINATOR-OCT 2023				
		09/30/2023 (09/23) Period Totals and Balance	2,666.00 *	.00 *	23,994.00
YTD Encumbrance	.00	YTD Actual	23,994.00 Total	23,994.00 YTD Budget	32,650.00 Unexpended 8,656.00
47-00-11-15900 DUE TO/FROM GENERAL FUND					
		08/31/2023 (08/23) Balance	.00 *	.00 *	.00

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-11-15900 DUE TO/FROM GENERAL FUND (continued)					
		09/30/2023 (09/23) Period Totals and Balance	.00 *	.00 *	.00
47-00-40-15900 DUE TO/FROM LAKEFRONT FUND					
		08/31/2023 (08/23) Balance	.00 *	.00 *	.00
		09/30/2023 (09/23) Period Totals and Balance	.00 *	.00 *	.00
47-70-00-57150 PROMOTIONAL GRANT					
		08/31/2023 (08/23) Balance	.00 *	.00 *	127,335.74
AP	299	GENEVA LAKE ARTS FOUNDATION	14,428.83		
		**Desc: REIMB-TOURISM GRANT AIP			
AP	672	UNITED WAY OF WALWORTH COUNTY INC	11,000.00		
		**Desc: TOURISM GRANT REIMB-DAS FEST			
		09/30/2023 (09/23) Period Totals and Balance	25,428.83 *	.00 *	152,764.57
YTD Encumbrance	.00	YTD Actual	152,764.57	Total	152,764.57
YTD Budget	150,000.00	Unexpended	2,764.57-		
47-70-00-57155 TOURISM MUNICIPAL DEVELOPMENT					
		08/31/2023 (08/23) Balance	.00 *	.00 *	11,564.72
AP	397	CHARTER COMMUNICATIONS	119.98		
		**Desc: INTERNET SVC SEP 2023			
AP	540	US CELLULAR	67.29		
		**Desc: RIVIERA CELL-HEATHER-SEP			
		09/30/2023 (09/23) Period Totals and Balance	187.27 *	.00 *	11,751.99
YTD Encumbrance	.00	YTD Actual	11,751.99	Total	11,751.99
YTD Budget	50,000.00	Unexpended	38,248.01		
47-70-00-59400 TRANSFER TO CAPITAL PROJECTS					
		08/31/2023 (08/23) Balance	.00 *	.00 *	.00
		09/30/2023 (09/23) 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					
		08/31/2023 (08/23) Balance	.00 *	.00 *	.00
		09/30/2023 (09/23) 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					
		08/31/2023 (08/23) Balance	.00 *	.00 *	158,800.00

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-70-00-59600 TRANSFER TO DEBT SERVICE FUND (continued)					
		09/30/2023 (09/23) 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: 16 Number of accounts: 20			Debit	Credit	Proof
Grand Totals:			211,145.54	211,145.54-	.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	174,678.17	951,115.63	1,100,000.00	148,884.37	86.47
47-00-00-46100	TOURISM MISC REVENUE	.00	.00	.00	.00	.00
47-00-00-48110	INTEREST INCOME	.00	14,201.09	1,000.00	13,201.09-	1,420.11
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:		174,678.17	965,316.72	1,101,000.00	135,683.28	87.68
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	23,994.00	32,650.00	8,656.00	73.49
47-00-00-57212	EVENTS COORDINATOR-RIVIERA	2,666.00	23,994.00	32,650.00	8,656.00	73.49
47-70-00-57150	PROMOTIONAL GRANT	25,428.83	152,764.57	150,000.00	2,764.57-	101.84
47-70-00-57155	TOURISM MUNICIPAL DEVELOPMENT	187.27	11,751.99	50,000.00	38,248.01	23.50
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:		30,948.10	483,804.56	972,675.00	488,870.44	49.74
Net Total TOURISM:		143,730.07	481,512.16	128,325.00	353,187.16-	375.23
Net Grand Totals:		143,730.07	481,512.16	128,325.00	353,187.16-	375.23

**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	254,487.85	1,540.39	256,028.24
September			-
October			-
November			-
December	-	-	-
	<u>1,150,198.56</u>	<u>344,449.96</u>	<u>1,494,648.52</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	271,520.53	-	271,520.53
August	199,717.54	-	199,717.54
September			-
October			-
November			-
December			-
	<u>1,048,439.93</u>	<u>343,481.55</u>	<u>1,391,921.48</u>

Variance (102,727.04)

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
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 \$	13,610.00	140,945.74

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	14,428.83 \$	824.17	129,175.83
March	Venetian Fest	45,000.00	Jaycees	August 16-20, 2023	45,000.00 \$	-	129,175.83
	Lake Geneva Meeting Planner	-	(meeting canceled by Visit Lake Geneva)-\$2,200	September 20, 2023	- \$	-	129,175.83
April	DAS Fest	11,500.00	United Way Walworth County (Event held in Elkhorn)	August 4-6, 2023	11,000.00 \$	500.00	128,675.83
	Perseid Meteor Shower cruises (GLAS)	2,200.00	GLAS (Aug 9 - 13, 2023)	August 9-13, 2023	- \$	2,200.00	126,475.83
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		No request for Grants				
July	No request for Grants		No request for Grants				
August	Octoberfest	11,350.00	Business Improvement District (BID)	October 7-8, 2023	- \$	11,350.00	115,125.83
	The Balloon Adventure	35,000.00	Santa Cause, Inc.	April 10-15, 2024	- \$	35,000.00	80,125.83
September	LG Lions Club Oktoberfest	5,000.00	Lake Geneva Lions	October 7-8, 2023	- \$	5,000.00	75,125.83

75,125.83

Approved 2023 Budget	Committed 2023 Grants	Available
\$ 150,000.00	\$ 215,819.91	(65,819.91)

Current Cash September 2023 \$ **1,032,243.26**

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!

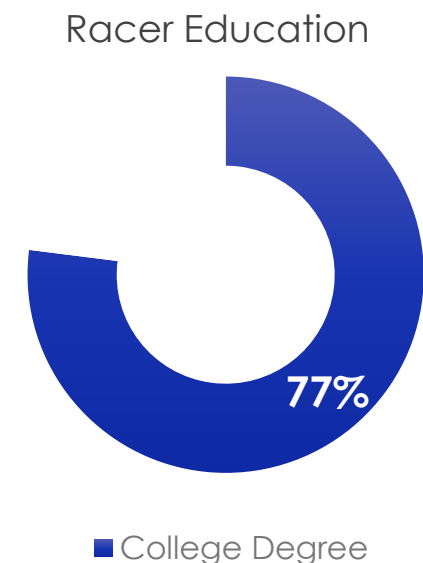
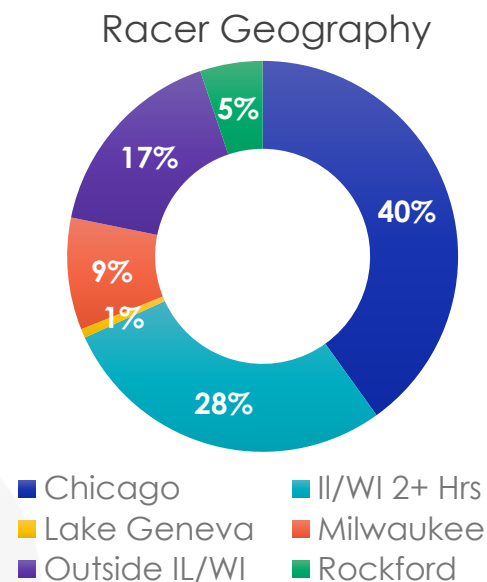
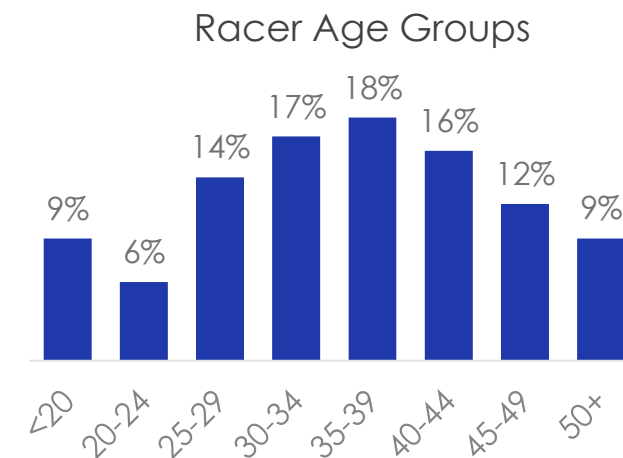
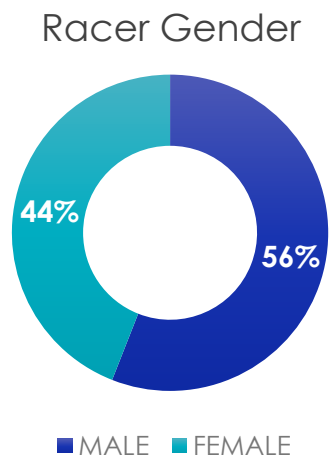
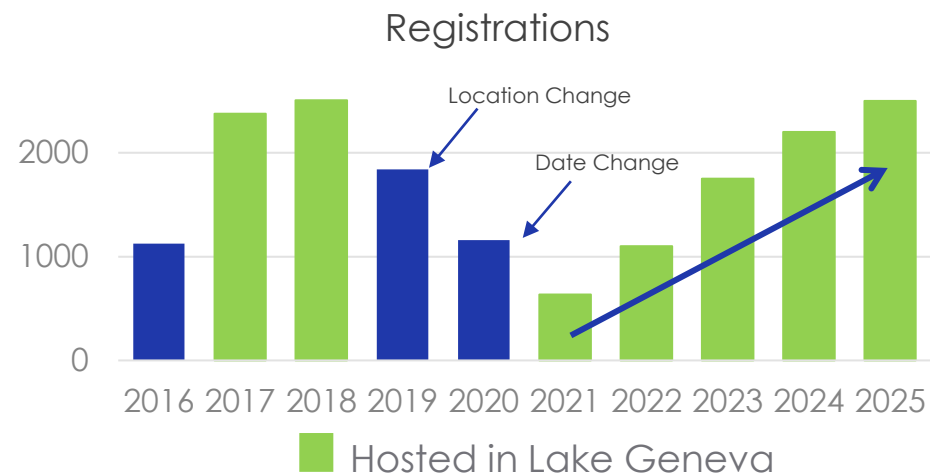
ASR Events was founded in Jan 2015, is locally owned and based in Belvidere, IL. Our 1st annual event was hosted in Jan 2016 at Veteran Acres Park in Crystal Lake, IL.

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.



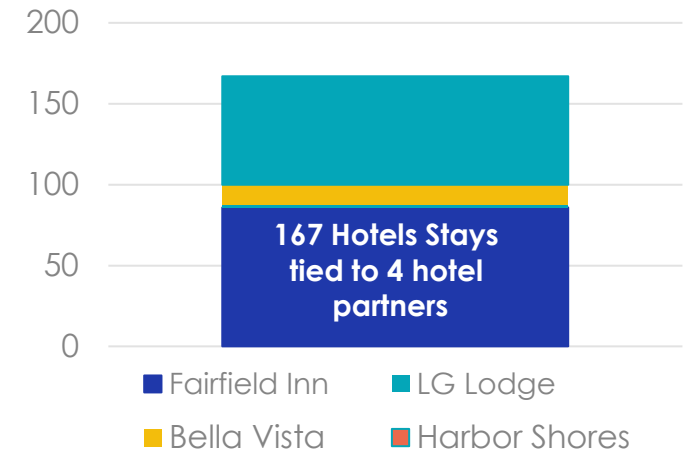
Registrations, Hotel Stays, & Demographics (ASR + ATR)



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?

CITY OF LAKE GENEVA TOURISM COMMISSION



TOURISM PROMOTION GRANT INFORMATIONAL GUIDE

Revised August 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 no later than 12: 00 PM (Noon) 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: 10/4/2023

Organization: ASR Events, LLC

Contact Person: Bill Wolfe

Phone Number: 618-558-5663

Street Address: 616 Whitney Blvd

City, State, Zip: Belvidere, IL 61001

Email Address: bwolfe@abominablesnowrace.com

Name of Event: Abominable Snow Race

Date(s) of Event: January 27, 2024

Deadline for receipt submittal to the City (45 days after event ending): March 12, 2024

Location of Event: Lake Geneva Ziplines & Adventures

Type of Event: Winter Obstacle Race

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

Estimated Number of Attendees: 1400

Have you Applied Before? Yes or No; Explain: Yes, awarded grant in 2021 & 2022

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

N3232 County Road H Lake Geneva, WI 53147

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

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

Estimated Number of Overnight Stays: 250

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: \$7,000

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: _____

Abominable Snow Race

Lake Geneva Tourism Grant Application

September 12, 2022



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!



ASR 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.



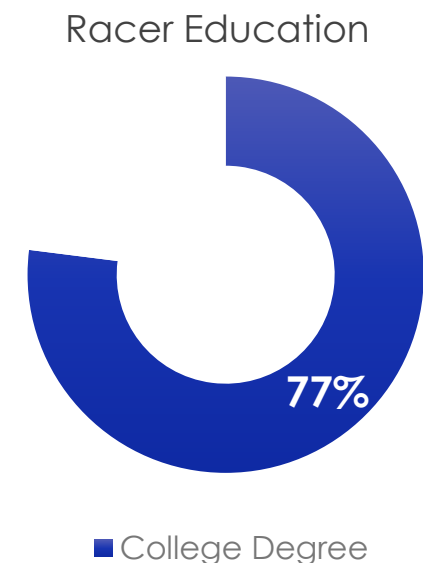
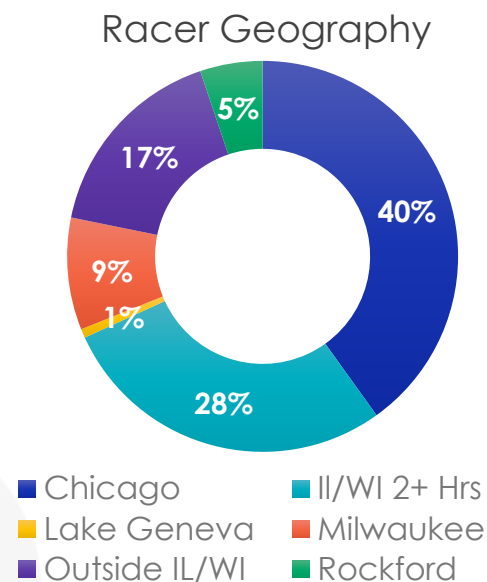
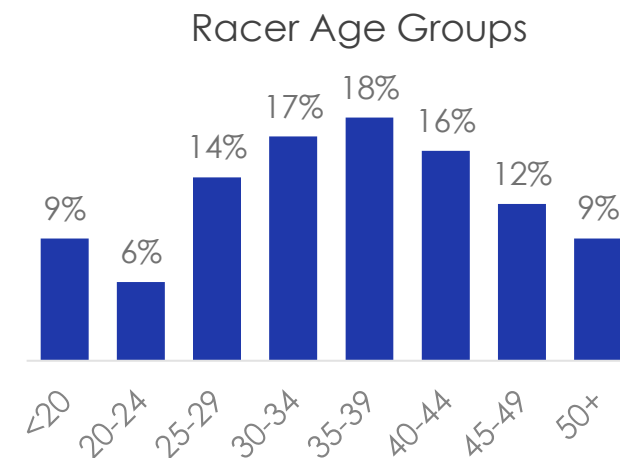
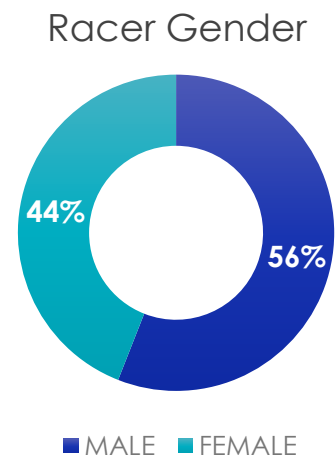
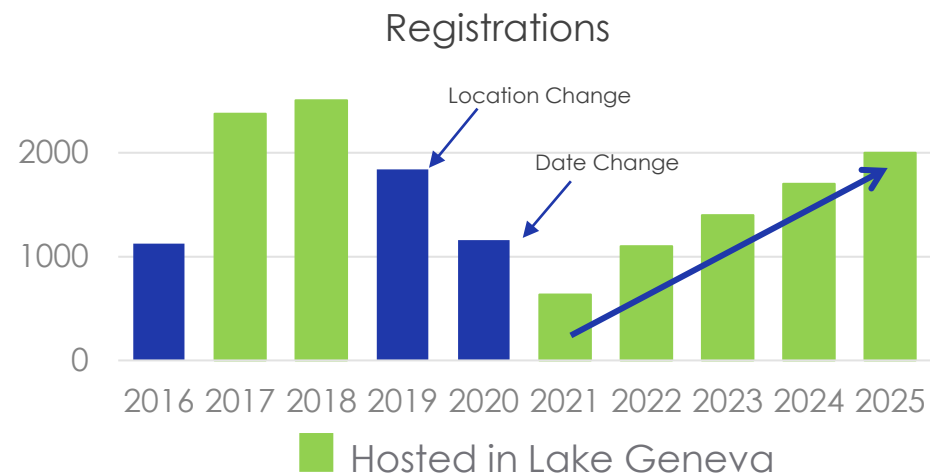
Over 11,000 racers have conquered ASR from 2016 – 2023. 55% of our racer base is in the Chicago, Rockford, Milwaukee areas, 44% travel from outside these regions, and 1% is from Lake Geneva



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



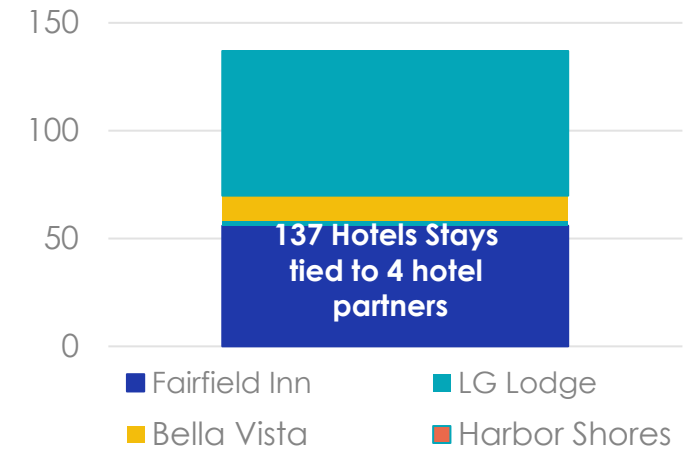
Registrations, Hotel Stays, & Demographics



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 137 hotel stays with our hotel partners and estimate another 75 hotels were booked outside of our view, for a total of ~212 weekend hotel stays

2024 Grant Request



ASR is seeking a grant of \$7,000 in support of marketing efforts to convert ~250 hotel stays tied to Abominable Snow Race 2024



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)



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
Total Event Budget	<u>\$ 7,000</u>

2024 ASR Budget	Amount
Direct Race Support	\$ 60,000
Festival Support	\$ 5,000
Marketing/Professional	\$ 14,000
Overheads	\$ 7,500
Total Event Budget	<u>\$ 86,500</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 August 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 no later than 12: 00 PM (Noon) 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: 9/7/23
Organization: Celebration Management
Contact Person: Charles Lorenzi
Phone Number: 262-215-1859
Street Address: 1540 W. Main St.
City, State, Zip: Lake Geneva, WI 53147
Email Address: lgwinterbndalexpo@gmail.com
Name of Event: Lake Geneva Winter Bridal Expo
Date(s) of Event: January 20, 2024

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

Location of Event: The Riviera

Type of Event: Bridal Expo/convention

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

Estimated Number of Attendees: 500 flow

Have you Applied Before? Yes or No; Explain: Yes, this is our fifth year hosting

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

812 Wrigley Dr. 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

Not Needed per Lana Kropf

Estimated Number of Overnight Stays: Thousands; We booked over 500
room nights at Bella Vista Suites

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: \$15,000

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



262-298-0502
LGWINTERBRIDALEXPO@GMAIL.COM

Marketing Plan 2024

Category	Strategy
Target Market	Men and women ages 20+ in Midwestern States; focusing on newly engaged, dating couples, parents with adult children, and wedding professionals
Positioning Statement	Introduce interested potential couples to all Lake Geneva has to offer. Promote area venues, small businesses, and lodging destinations
Offering to Customers	Attend in person and virtual wedding exhibits
Distribution	Strategic internet and ad placement through search engines, social media, print media, and telecommunications
Promotion Strategy	Campaigns will focus on the City of Lake Geneva being an ideal place to visit or plan a wedding related activity
Marketing Research	After analyzing last year's marketing program, we found that our target market responded best to internet ad placement versus traditional methods of advertising. Females between 25-34 using their mobile device were most likely to respond to our ad placement. Our target market reports show almost half of our customers came from IL but we did receive attendees from all over the country.
Other components	Weddings have come back much faster than corporate events; we reached a very important decision making group with our demographics Most standard wedding related activities generate over 100 room nights for the City of Lake Geneva. Despite the pandemic, over 650 guests registered to attend either in person or virtually last year.



262-298-0502

LGWINTERBRIDALEXPO@GMAIL.COM

Lake Geneva Winter Bridal Expo 2023



WWW.LGWINTERBRIDALEXPO.COM



262-298-0502

LGWINTERBRIDALEXPO@GMAIL.COM

Lake Geneva Winter Bridal Expo 2022



WWW.LGWINTERBRIDALEXPO.COM



262-298-0502

LGWINTERBRIDALEXPO@GMAIL.COM

Lake Geneva Winter Bridal Expo 2021



WWW.LGWINTERBRIDALEXPO.COM



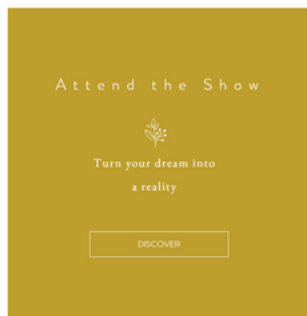
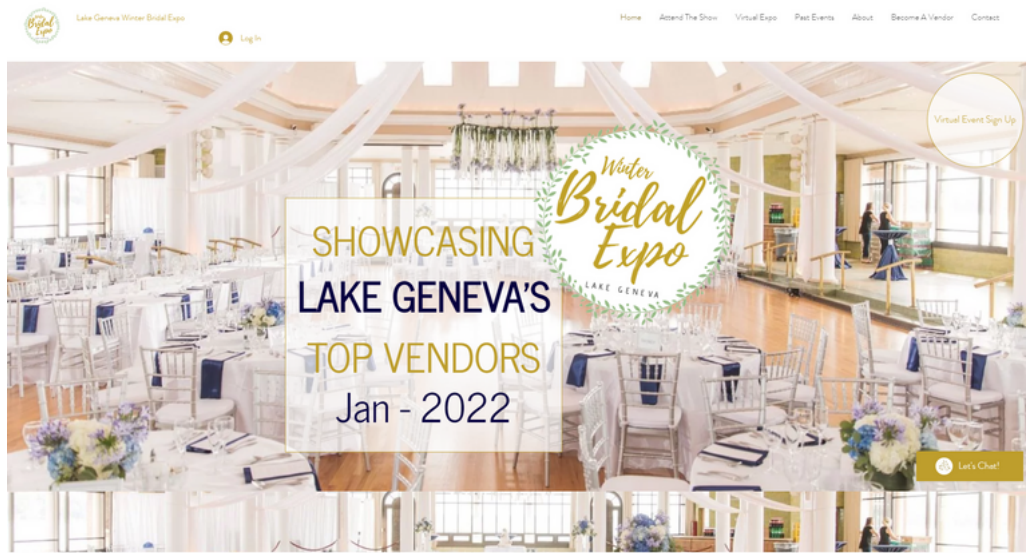
262-298-0502
LGWINTERBRIDALEXPO@GMAIL.COM

Lake Geneva Winter Bridal Expo Vendor and Attendee Report

2020 Attendees	We received emails from over 1,000 attendees, the show garnered over 600 in attendance.
2020 Vendors	We reached capacity with 40 vendors in attendance.
2021 Attendees	We collected over 700 emails from interested customers and had more than 300 in attendance.
2021 Vendors	In 2021, we again reached capacity for the in person event. We had a total of 19 in person vendors and 30 virtual vendors.
2022 Attendees	We collected over 1,400 interested customers and had more than 700 in attendance.
2022 Vendors	We reached capacity for the in person event. We had a total of 43 in person vendors.
2023 Attendees	We saw over 500 attendees throughout the day
2023 Vendors	We reached capacity at 43 vendors.

Lake Geneva Winter Bridal Expo

Website Design 2022 - Homepage

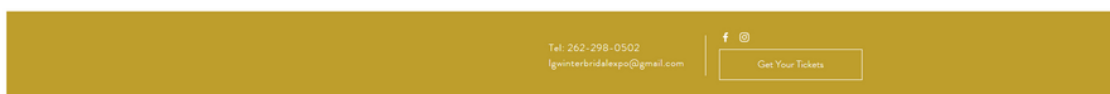
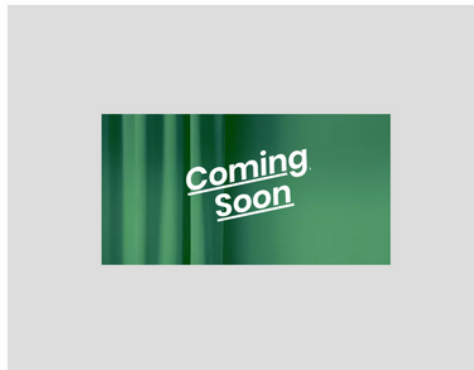
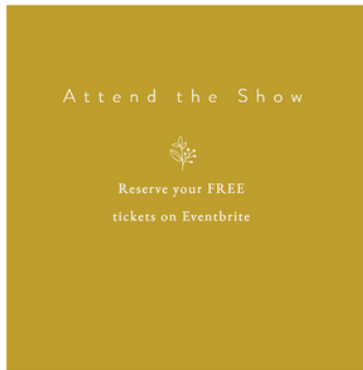
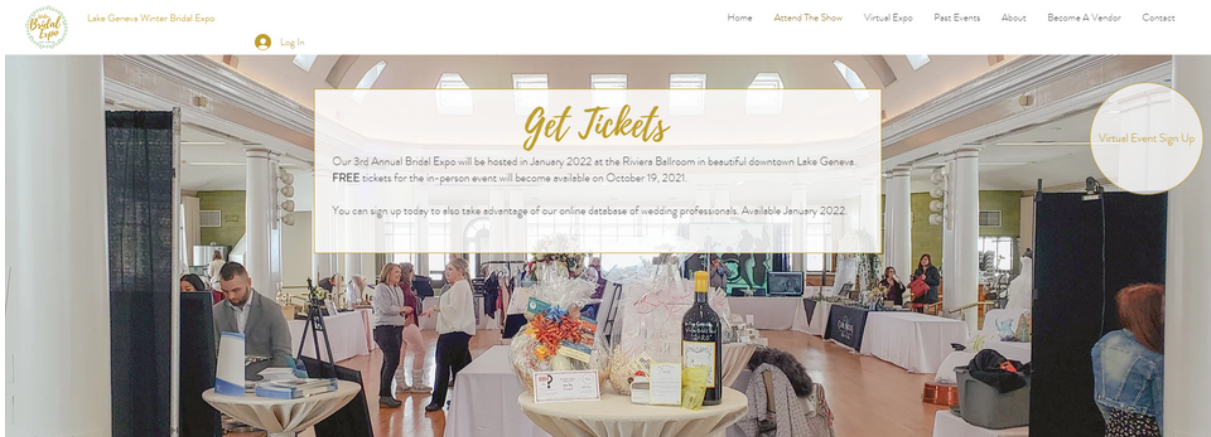


THANK YOU TO LAKE GENEVA'S
WEDDING EXPERTS FOR A GREAT
2021 SHOW!



Lake Geneva Winter Bridal Expo

Website Design 2023 - Get Tickets



Lake Geneva Winter Bridal Expo

Website Design 2023 - Past Events



Lake Geneva Winter Bridal Expo

[Log In](#)

[Home](#) [Attend The Show](#) [Virtual Expo](#) [Past Events](#) [About](#) [Become A Vendor](#) [Contact](#)

[Virtual Event Sign Up](#)

PAST SPONSORS



PAST VENDORS

A Savvy Bride and Tuxedo	All About the Gown by Judy
Always and Forever Formal Wear	Baker House
Bella Bridal Hair	Bella Vista Suites
Blooming Perfection Floral	Celebration on Wells Catering
Cheryl Jacobs Photography	Clear Waters Salon Spa
Cornerstone Shop & Gallery	Country Financial by Danielle Jones
Delta Disc Jockeys	Desserts4u
Denay Coco Bay	Embrace Your Face Artistry
Ensure Productions	Exterior Pros
Forever Birdy	Fred Astaire Dance Studio - Pleasant Prairie
G Marie Design Group	Gino's East of Lake Geneva
Graceful Events	Harbor Shores on Lake Geneva
Jasmine Salon	Julie Michelle Cakes
Krumwiede Home Pros	Lake Geneva Clue Room
Lake Geneva Cruise Line	Lake Geneva Party Bus
Lake Lawn Resort	Lake Life Catering
Lilypots	Ludy Tunes
Maxwell Mansion	Mary Kay by Wendy Jo Ambrose
Matt Mason Photography	Mirror Me Photo Booth
Njeri Bishota Photography	Petty Thieves Band
Plan and Gather Events	PRP Wine International
Pure Romance by Adyna Rivera	RB Photography & Videography
Seven Oaks Bed and Breakfast	Shana Rae May Photo
Simple Food Group	Simply Detailed Wedding
The Bottle Shop	The Candle Mercantile
The Riviera Ballroom	TNT Amenities
Trellis Flowers	Valen Studios
Visit Lake Geneva	Weddings by Jennifer Fox
Weddings Lake Geneva	Zilli Hospitality Group

[Let's Chat!](#)

Tel: 262-298-0502
lgwinterbridalexpo@gmail.com



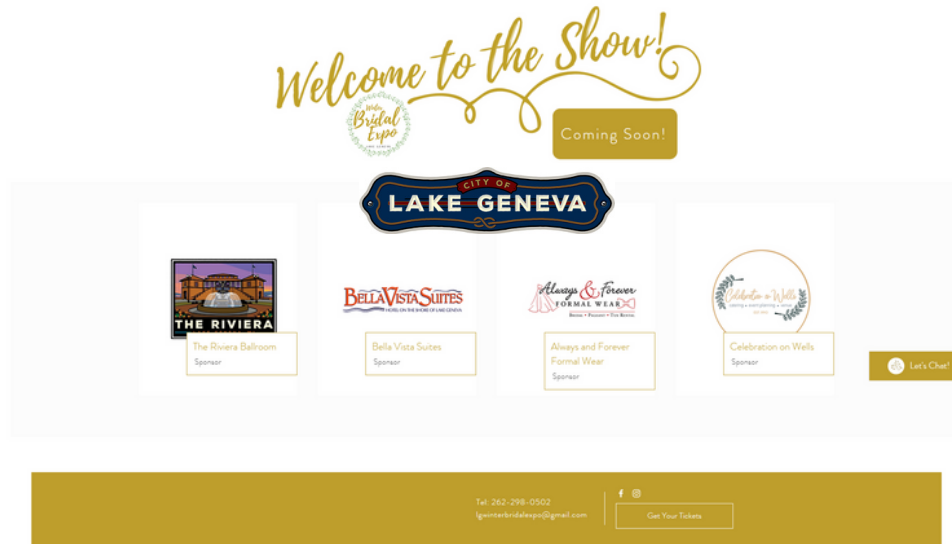
[Get Your Tickets](#)

Lake Geneva Winter Bridal Expo

Website Design 2023 - Virtual Expo

The "Coming Soon" is a button, once activated it will say "Enter" and users will be prompted to either log-in or sign up for the virtual show.

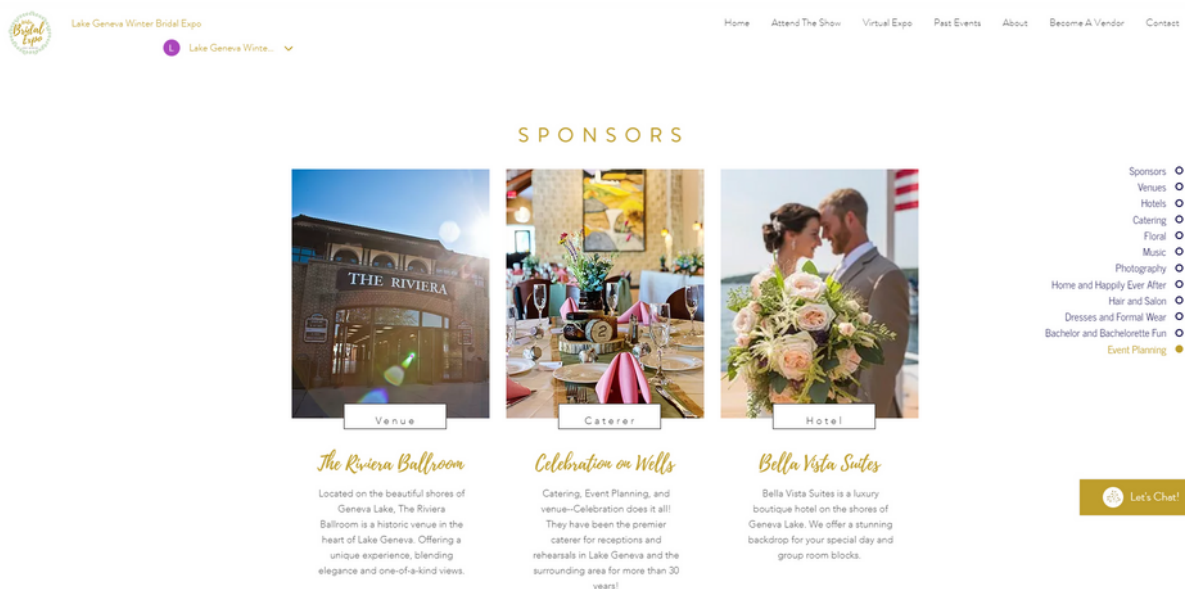
Users have the ability to sign up for the virtual show on every page of the website or when they click "enter." Once signed up, they will create their own password and will have unlimited access to the virtual expo, where we can post live streams for the in person show, vendors can submit videos, set up zoom meetings, etc.



Lake Geneva Winter Bridal Expo

Website Design 2023 - Virtual Expo - After Sign in - Sponsor Section

Lake Geneva Winter Bridal Expo Sponsors are given premium placement with two-three sentence blurbs. The submenu bar on the right navigates users to the different genres of wedding planning easily.



Lake Geneva Winter Bridal Expo

Website Design 2023 - Virtual Expo - After Sign in - Vendor Section

All vendors and sponsors are grouped alphabetically by category in our virtual vendor section.

V e n u e s

Vendor Little Burb	Vendor Little Burb	Vendor Little Burb	Vendor Little Burb
Vendor Little Burb	Vendor Little Burb	Vendor Little Burb	Vendor Little Burb

H o t e l s

Vendor Little Blurb	Vendor Little Blurb	Vendor Little Blurb	Vendor Little Blurb
Vendor Little Blurb			

C a t e r i n g

Vendor Little Blurb	Vendor Little Blurb	Vendor Little Blurb
------------------------	------------------------	------------------------

Lake Geneva Winter Bridal Expo

Website Design 2023 - Virtual Expo - After Sign in - Vendor Page

Each vendor is given their own person page with contact information, vendor information, videos, and more.

Lake Geneva Winter Bridal Expo

[Home](#) [Attend The Show](#) [Virtual Expo](#) [Past Events](#) [About](#) [Become A Vendor](#) [Contact](#)

[Lake Geneva Winte...](#)

ABOUT THE RIVIERA



00:02 / 01:14

Making Dreams Come True

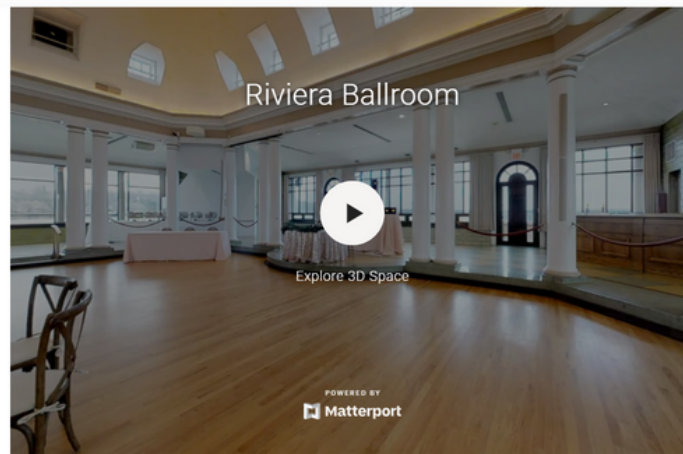
Located on the beautiful shores of Geneva Lake, The Riviera Ballroom is a historic venue in the heart of Lake Geneva and offers a unique experience blending elegance and one-of-a-kind lake views with nostalgic prestige and tradition. This Lakefront gem is surrounded by water on three sides and features over 20-foot-high ceilings, large windows overlooking the beautiful Riviera Beach, and a veranda set above the distinctive Lake Geneva Cruise Line docks.

We are currently undergoing renovations! New enhancements are coming to our ballroom including a new fresh ceiling, crystal chandeliers, new lighting throughout, new countertops and new window treatments throughout. Our goal is to bring back the elegance from the 1930's when it was built while keeping a fresh, clean, and up-to-date look.

Stephanie Copsey
262-344-8246
812 Wrigley Dr. Lake Geneva, WI

[Email](#) [Website](#) [2022 Information](#)

[Let's Chat!](#)



L Lake Geneva Winte... ▾

[Home](#) [Attend The Show](#) [Virtual Expo](#) [Past Events](#) [About](#) [Become A Vendor](#) [Contact](#)

422 N. Wells St. Lake Geneva, WI

Website

Wedding Packages

A La Carte Menu

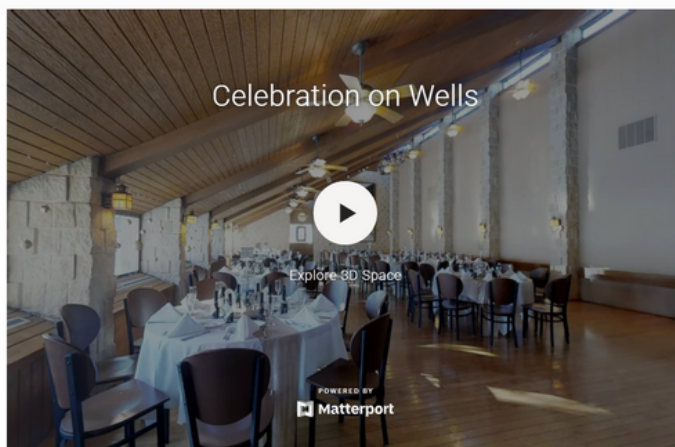
Preferred Venues



We have been the premier caterer for receptions and rehearsals in Lake Geneva and surrounding areas for more than 30 years. Whether it's the Riviera, Horticultural Hall, one of our own venues, in a field, or nearby barn, we provide an unparalleled experience executing high quality and visually appealing appetizers, entrees, and desserts.

The Experienced Production Team at Celebration on Wells will gladly assist you in designing and bringing your vision to life. From designer rentals, unique floor plans, premium entertainment, eye-catching site design, and day-of coordination. Let us help you make your dream event a reality!

Our facility can accommodate dinner parties of up to 180 guests, and cocktail parties as large as 400. It is the perfect place to have your wedding! We are conveniently located right in the heart of beautiful Lake Geneva and offer plenty of free parking!

 Let's Chat!

Expense Account	Total
Online Advertising	\$ 10,000.00
Promo Items	\$ 500.00
Stock Images	\$ 150.00
Email Marketing	\$ 500.00
Google Placement	\$ 500.00
Radio	\$ 1,500.00
Website & Maintenance	\$ 2,500.00
Print	\$ 2,000.00
Day Of Staffing	\$ 250.00
Bridal Bags	\$ 200.00
TOTAL	\$ 18,100.00



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: _____, President & CEO

Date: 11/9/20

City of Lake Geneva Tourism Commission

By: [Signature], Chairman

Attest: _____, Secretary

Date: 11/09/2020