



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

CITY OF LAKE GENEVA TOURISM COMMISSION
MONDAY, NOVEMBER 13, 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.- November 13, 2023 Tourism Commission

Nov 13, 2023, 4:00 – 5:00 PM (America/Chicago)

Please join my meeting from Google Chrome on your computer.

<https://meet.goto.com/744061285>

AGENDA

1. Chairman Waspi called 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 October 9, 2023 Tourism Commission minutes as prepared and distributed
5. Update from Heather Jones (Independent Contractor for Tourism Commission) Meet at the Lake Promotional Activity
6. Update from Tourism Entity (VISIT Lake Geneva) on Promotional Activity, Calendar, and Hotel performance
7. Riviera agreement for events that request to have rental fees waived
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/Update regarding VISIT Lake Geneva contract with Tourism Commission (*Continued from October meeting*)
11. Discussion/Action on Tourism Promotional Grant Program and Requests: **Maximum ten (10) minute presentation per request:**
 - a. The Wisconsin Cheese Festival (*Lake Geneva House of Music and APG Southern*

Wisconsin)

- b.** Jazz Fest (*Lake Geneva House of Music and APG Southern Wisconsin*)
 - c.** Lake Geneva TacoFest (*Lake Geneva House of Music and APG Southern Wisconsin*)
 - d.** Women's Weekend (*Geneva Lake Woman's Association*)
 - e.** Downtown Ice Sculpture Walk 2024 (*VISIT Lake Geneva*)
- 12.** Proposed Tourism Commission Logo (*VISIT Lake Geneva; continued from October meeting*)
- 13.** Addition of link or QR code to all marketing materials including print and social media (*Continued from July 2023 meeting*). Potential revision to Tourism Grant Application to include that the grantee lists the City website page URL/link (mirrored from the Riviera webpage) showing City hotels and lodging.
- 14.** Future Agenda Items (*Next Meeting Date: Monday, December 11, 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, October 9, 2023
COUNCIL CHAMBERS, CITY HALL

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

Roll Call

Present: Vice Chair Zakia Pirzada, Ald. Fesenmaier, Alderman Howell, Linda Moritz, Stephanie Klett (Ex-Off), Mayor Klein (Ex-Off), Comptroller Laura Pisarcik (Ex-Off)

Absent: Chair Brian Waspi, Troy Migut, Administrator Nord (Staff Liaison)

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

Dave Desimone, W4191 Southland Road, Linn Township, Director of Black Point Museum spoke in support of renewing the Visit Lake Geneva contract.

Approval of Tourism Commission minutes from September 11, 2023

Motion by Pirzada, second by Moritz, to approve the minutes from September 11, 2023.

Unanimously carried.

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

Heather Jones reviewed her three-page report. Fesenmaier asked about the Riviera website. Jones explained that the website is through wix.com and is registered and paid for by the City.

2024 Independent Contractor Agreement, Lake Geneva Cooperative Convention Center Special Events Coordinator

Heather Jones contracted salary increases about 9% from \$64,000 annually to \$70,000. No other changes from the contract expiring October 31, 2023. Motion by Moritz, second by Pirzada.

Unanimously carried.

Update from Tourism Entity – Visit Lake Geneva

Deanna Goodwin gave highlights from the monthly report.

Interesting Earned Media links: [12 Most Scenic Wisconsin Towns - WorldAtlas](#)

[Coolest Small City in Every State | Best of the U.S. | Fifty Grande](#)

[14 Best Winter Vacations in the USA, from Sand to Snow \(shebuysttravel.com\)](#)

The monthly partner meeting will be October 19 at Pier 290 with Peter Barca, DOR Secretary.

Annual Awards dinner is October 24 at the Abbey in Fontana.

Mark your calendars for the Christmas Parade on December 2 and Winterfest from January 31 through February 4.

Winterfest will expand into both sides of Flat Iron Park due to the bigger blocks/form being used for the snow sculptures. The center of the park will have smaller sculptures and added activities.

The Visit website has exceeded three million pageviews, setting an all-time record.

The Visitors Center on Wrigley Drive will host a cold weather clothing drive from October through December.

Update from Lake Geneva Business Improvement District (BID) – Alexandria Binanti
No report.

Written financial update provided by City Comptroller

Balance Sheet from September 30, 2023

Total Assets - \$1,032,243.26

Restricted Fund Balance - \$525,302.27

Comptroller Pisarcik briefly discussed the 2024 proposed budget from the packet. She noted that the Tourism Commission may transfer to the City's General Fund an amount for interest only, not principal, for the Riviera renovation bonds until 2025. She explained that there is no cap for municipal development transfers. She pointed out that the 2024 budget lists \$271, 425.000 in the municipal development line mainly for the Hillmoor project – Knowles-Nelson grant matching portion.

Tourism Promotional Grant Program and Requests

Abominable TRAIL Race; ASR Events, LLC

Event is being held November 18, so the application is withdrawn due to lack of time.

Abominable SNOW Race; ASR Events, LLC

Bill Wolfe presented the grant application event scheduled for Saturday, January 27, 2024 (weekend before Winterfest). This is the ninth year for the event with six years held in Lake Geneva (hosted at LG Ziplines and Adventures, Geneva Township). Attendance is 60% from the Rockford, Chicago, and Milwaukee areas including attendees from 25 states. The Winter Obstacle Course is an entirely unique experience. Motion by Pirzada, second by Moritz, to award a \$7000 grant. Unanimously carried.

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

Applicants were not present.

Lake Geneva Winter Bridal Show; Celebration on Wells

Charlie Lorenzi presented the Marketing Plan and Budget and gave details regarding the success of the event in previous years. Motion by Howell, second by Pirzada, to approve the January 20 grant for \$15,000. Unanimously carried.

Update regarding Visit Lake Geneva contract with Tourism Commission

Stephanie Klett explained that they have met once with Chair Waspi and talked in very broad terms, with no specific proposals or changes to the current contract. Visit is happy with the current contract. They are receiving 35% of any room tax amount collected over \$500,000 and are benefiting from the increased room revenues over the past two years.

Vice Chair Pirzada asked about adding new events to their contract. Klett explained that Visit, according to Section 4 of the contract, is providing tourism promotion and development. Section 8 Services does list the four events that Visit actually does manage and promote: Concerts in the Park, Winterfest, Christmas Parade, and Restaurant Week.

Pirzada asked that Section 8iii in the contract be modified to "Assist the Commission and City of Lake Geneva promote City of Lake Geneva events." No motion was made.

Pirzada also asked about expanding the RFPs to all City hotels not just those on the list in the packet. Goodwin was given permission to address the Commission and clarified that bigger

event planners use Visit to narrow down the information to larger properties and other needs listed in the RFPs. Planners do not want to be inundated with every property, just those that fit their specifications for the event. Smaller event planners tend to do their own research from the Hotels and Lodging page. Goodwin insisted Visit would lose credibility if all properties were shared in the RFP results. Discussion will continue to the November meeting.

Tourism Commission Logo and other possible changes

Visit Lake Geneva brought a few draft logos. The City does not have an original digital copy, however. Goodwin will reach out to local artist, Neal Aspinall for a quote to create an original and to add Tourism Commission on the logo. Motion by Pirzada, second by Howell, to continue to the November meeting. Unanimously carried.

Riviera Agreement for events that request rental fees waived

The City is in the process of revising its fee waiver policy. Heather Jones report shows that the Riviera was comped/donated 6 times in 2023 with no paperwork. Jones says there is no process nor forms in her files showing past history. Five of the six times the Riviera fees were waived in 2023 was for Winterfest through Visit Lake Geneva. Goodwin will check with City Administrator Nord for calculations used in the draft fee waiver policy proposal. Winterfest, along with Concerts in the Park, the annual Christmas Parade, and Restaurant Week are specifically noted in the Visit contract (Section 8f).

Future meeting agenda items and next meeting date –

- Tourism Logo – Goodwin will bring a quote
- Link on Grantee website – continued to November; revise Grant Application to include that the grantee lists the City website page URL/link (mirrored from the Riviera webpage) showing City hotels and lodging.
- Contract negotiations update with Visit – continued to November meeting with a request by Commissioners to include the current contract and any drafts in the November packet.

Monday, November 13, 2023, at 4:00 PM

Motion by Howell, second by Moritz, to adjourn at 5:40 p.m. Carried.

Respectfully submitted,
Alderman Fesenmaier
Secretary

Riviera Ballroom/MATL Update- Tourism Commission Meeting November 2023

Marketing Update

- Website Analytics Update: Past 30 Days:
 - Site Sessions: 1,515 (35% decrease)
 - Site Sessions by traffic source
 1. Google (882)
 2. Direct (423)
 3. Visit Lake Geneva (52)
 4. Bing (35)
 5. City of Lake Geneva (29)
 - Active Inquiries: 69 (-9 from last month), 70 recorded for October 2022
 - Avg. Session Duration: 6min 13sec (95% increase)
 - Site Bounce Rate: 48% (-18%)
- WeddingWire & TheKnot: October Stats
 - 142 Storefront Views, compared to 94 avg in our market/category
 - 20 leads (+4 from last month)
- Hotels & Lodging Analytics Update Past 30 days:
 - 30 Page Views (no change)
 - Avg. time spent on page: 2min 30sec (-1 min)

**Reports generated on November 4th*

Social Media Ad Campaign starting back up December 15th, gearing up for engagement season.

Working on refreshing marketing materials and website with new pictures.

Sales Update

	2018	2019	2020	2021	2022	2023	2024	2025
Weddings	45	28	9	54	55	52	40	5
Social	4	1	0	1	5	4	3	
Corporate	4	2	1	1	2	2		
Non-Profit	7	10	0	3	1	5	3	
Event Total	60	41	10	60	62	63	46	5
Cancellation Total	0	0	40	11		3	1	
Rescheduled	0	0	20	4		1	1	
Comp			5	2	5	6		

- Sales by Year October 2023:
 - 2023 Events- 1 contract out for December (holiday party).
 - 2024 Events- 3 contracts returned this month (2 weddings & 1 non-profit) with 5 contracts out.
 - 2025 Events- Two contracts returned (weddings) with 1 contract out.
 - Last Year- Reported on November 2, 2022; 62 events booked for 2022, 46 events booked for 2023 and 7 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	\$292,150.84

CATERING REVENUE

\$29,159.74	\$14,688.76	\$4,337.68	\$32,970.09	\$46,691.72	\$42,816.00
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**Lake Geneva Tourism Commission
NOVEMBER 13, 2023
VISIT Lake Geneva Update**

Partner Meetings & Events

- VLG Monthly Partner Meeting – December 19, 8-9am at Grand Geneva Resort

Public Events – 2023-2024

- Lake Geneva Electric Christmas Parade – Saturday, December 2, 2023
- Lake Geneva Winterfest – January 31 – February 4, 2024
 - Downtown Ice Sculpture Walk – February 1 – 4, 2024
- Lake Geneva Restaurant Week – April 20 – 28, 2024
- Concerts in the Park – June 27 – August 8, 2024 (7 weeks)
- Lake Geneva Electric Christmas Parade – Saturday, December 7, 2024

Earned Media Highlights – October 2023

- [16 Best Winter Family Vacations — From Ski Trips To Caribbean Escapes](#) | Travel + Leisure Asia
- [8 Best Places To Visit In Wisconsin In The Fall 2023](#) | Traveling Lifestyle
- [9 Most Scenic Northern United States Towns](#) | World Atlas
- [140 Most Romantic Small Towns in America](#) | New York Travel Guides
- [Around Town visits Safari Lake Geneva](#) | WGN TV
- [Things to do In Lake Geneva, Wisconsin](#) | MSN News
- [Wisconsin's Resort Towns Are Booming](#) | Milwaukee Magazine
- [Wisconsin's past is on display at the state's 12 historic sites](#) | Milwaukee Journal Sentinel
- [Small Town Charm: 10 Quaint Fall Getaways In The Midwest To Book..](#) | The Travel
- [Lake Geneva has been ranked as one of the most romantic...](#) | Milwaukee Journal Sentinel
- [Lake Geneva named one of the most romantic small towns in the U.S.](#) | TMJ4
- [Your Ultimate Guide To Winter Attractions And Activities In Wisconsin](#) | Only in Your State
- [Fall Road Trips: 10 Scenic Drives to Take in the Midwest In October](#) | The Travel
- [25 Wonderful Winter Getaways in Wisconsin](#) | Paulina on the Road
- [10 Amazing Places in the United States for a Hot Air Balloon Ride](#) | Travel Pulse
- [28 Cool Things To Do in Winter in Wisconsin](#) | Paulina on the Road

Marketing Metrics – OCTOBER 2023

Website – VisitLakeGeneva.com

- Visitor Sessions – 115,194 | +6.2% (YTD 1,355,416 | +14.7%)
- Pageviews – 342,519 | +38.7% (YTD 3,705,287 | +28.9%)
- Users – 86,344 (YTD 1,039,937)
- Online Guide Visits – 5,865 (YTD 63,250)
- Top Cities
 1. Chicago – 18,714 Unique Users
 2. (not set) – 6,19
 3. Milwaukee – 2,129
 4. Lake Geneva – 1,708
 5. Ashburn – 1,022
 6. Madison - 973
 7. Dallas - 955
 8. Hampton - 735
 9. New York - 645
 10. Minneapolis - 520
- Top Pages
 1. Events – 90,111 Pageviews
 2. Home – 24,589
 3. Things to Do – 15,466
 4. Things to Do | Fall Activities – 13,638
 5. Explore | Visitors Guide Request – 12,471
 6. Things to Do | Shopping – 7,554
 7. Food & Drink – 7,322
 8. Stay | Hotels & Resorts – 7,141
 9. Things to Do | Shore Path – 6,554
 10. Weddings – 5,397

Social Media

- Facebook – 66,420 Followers (+254) | 562,119 Post Reach
- Instagram – 12,494 Followers (+143) | 12,413 Post Reach
- Twitter – 3,507 Followers (+3) | 1,112 Impressions
- LinkedIn – 1,363 Followers (-5) | 27,729 Impressions
- TikTok* – 869 Followers (+57) | 7,167 Views

(*) Launched June 13

Email Subscribers

- Subscribers – 52,935 (-473)
- Open Rate – 34.1%

Visitor Center Activity

- Walk-ins – 1,484 (YTD 14,316)
- Phone Calls – 229 (YTD 2,630)
- Emails – 661 (YTD 10,161)
- Visitors Guides Fulfilled – 625 (YTD 9,925)

Hotel Activity – SEPTEMBER 2023

- Occupancy – 58.3% (-3.8%) | YTD 54.1% (-1.0%)
- ADR - \$197.22 (+3.3%) | YTD \$201.04 (+5.2%)
- RevPar - \$114.96 (-0.6%) | YTD \$108.72 (+4.2%)

Meetings & Events RFP Activity – OCTOBER 2023

RFP#	Total Room Nights	Total Attendees	Meeting Type	Properties Sourced
1270	75	50	Social	Lake Lawn, Harbor Shores , The Abbey, Geneva National, The Ridge, The Cove , Maxwell Mansion , Grand Geneva, Bella Vista Suites
1271	80	80	Social	Grand Geneva, Geneva National, The Ridge, Lake Lawn, The Abbey, The Cove , Harbor Shores
1272	4	200	Social	The Abbey, Grand Geneva, The Riviera , Geneva National, Lake Lawn
1273	2639	750	Corporate	Grand Geneva
1274	40	60	Government	Grand Geneva
1275	150	50	Corporate	Grand Geneva
1276	70	35	Association	The Abbey, Geneva National, The Ridge, Grand Geneva
1277	775	120	Corporate	Grand Geneva
1278	725	300	Corporate	The Abbey, Grand Geneva, Lake Lawn
1279	612	200	Corporate	The Abbey, Grand Geneva

- RFPs Distributed – 10 (YTD 127)
- Total RFP Room Nights – 5,170 (YTD 47,419)
- Total RFP Attendees –1,845(YTD 31,889)
- Remaining 2023 industry show – Holiday Showcase – Nov. 29-30, Chicago

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-11111 FUND CASH					
		09/30/2023 (09/23) Balance	.00 *	.00 *	1,036,417.79
CA	5	Cash Allocation - Created: 11/08/23 12:09 PM	216,707.29		
CA-CDA	7	CDA Fund Allocation - Created: 10/06/23 11:04 A		25,428.83-	
CA-CDA	24	CDA Fund Allocation - Created: 10/13/23 12:18 P		119.98-	
CA-CDA	31	CDA Fund Allocation - Created: 10/20/23 1:22 PM		45,000.00-	
CA-CDA	47	CDA Fund Allocation - Created: 10/26/23 4:35 PM		5,833.34-	
CA-JE	10	JE Fund Allocation - Created: 11/07/23 11:16 AM	37,500.00		
		10/31/2023 (10/23) Period Totals and Balance	254,207.29 *	76,382.15- *	1,214,242.93
47-00-00-13920 ACCTS RECEIVABLE					
		09/30/2023 (09/23) Balance	.00 *	.00 *	.00
		10/31/2023 (10/23) Period Totals and Balance	.00 *	.00 *	.00
47-00-00-21100 ACCOUNTS PAYABLE					
		09/30/2023 (09/23) Balance	.00 *	.00 *	70,428.83-
AP	344	Summary Transactions from AP System		119.98-	
AP	629	Summary Transactions from AP System		43,333.34-	
CDA	83756	GENEVA LAKE ARTS FOUNDATION	14,428.83		
CDA	83787	UNITED WAY OF WALWORTH COUNTY INC	11,000.00		
CDA	83853	CHARTER COMMUNICATIONS	119.98		
CDA	83908	LAKE GENEVA JAYCEES	45,000.00		
CDA	83979	JONES, HEATHER	5,833.34		
		10/31/2023 (10/23) Period Totals and Balance	76,382.15 *	43,453.32- *	37,500.00-
47-00-00-21900 ACCRUED EXPENSES					
		09/30/2023 (09/23) Balance	.00 *	.00 *	.00
		10/31/2023 (10/23) Period Totals and Balance	.00 *	.00 *	.00
47-00-00-34800 RESTRICTED FUND BALANCE					
		09/30/2023 (09/23) Balance	.00 *	.00 *	525,302.27-
		10/31/2023 (10/23) Period Totals and Balance	.00 *	.00 *	525,302.27-
47-00-00-41210 ROOM TAX					
		09/30/2023 (09/23) Balance	.00 *	.00 *	951,115.63-
JE	12	TOURISM ROOM TAX 4TH QTR		37,500.00-	
JE	24	TRANSFER ROOM TAX TO TOURISM FUND-OC		175,604.89-	
JE	24	TRANSFER ROOM TAX TO TOURISM FUND-OC		36,832.57-	
		10/31/2023 (10/23) Period Totals and Balance	.00 *	249,937.46- *	1,201,053.09-
YTD Encumbrance	.00	YTD Actual	1,201,053.09- Total	1,201,053.09- YTD Budget	1,100,000.00- Unearned
					101,053.09-
47-00-00-46100 TOURISM MISC REVENUE					
		09/30/2023 (09/23) Balance	.00 *	.00 *	.00

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-46100 TOURISM MISC REVENUE (continued)					
		10/31/2023 (10/23) 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					
		09/30/2023 (09/23) Balance	.00 *	.00 *	18,375.62-
JE	23	REC OCT LGIP ACTIVITY		4,269.83-	
		10/31/2023 (10/23) Period Totals and Balance	.00 *	4,269.83- *	22,645.45-
YTD Encumbrance	.00	YTD Actual 22,645.45- Total 22,645.45-	YTD Budget 1,000.00-	Unearned 21,645.45-	
47-00-00-49100 APPL. PRIOR YR APPROPRIATIONS					
		09/30/2023 (09/23) Balance	.00 *	.00 *	.00
		10/31/2023 (10/23) 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					
		09/30/2023 (09/23) Balance	.00 *	.00 *	.00
		10/31/2023 (10/23) 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					
		09/30/2023 (09/23) Balance	.00 *	.00 *	112,500.00
AP	552	LAKE GENEVA CONVENTION	37,500.00		
		**Desc: 4TH QTR 2023 PAYMENT			
		10/31/2023 (10/23) Period Totals and Balance	37,500.00 *	.00 *	150,000.00
YTD Encumbrance	.00	YTD Actual 150,000.00 Total 150,000.00	YTD Budget 540,000.00	Unexpended 390,000.00	
47-00-00-57210 EVENTS COORDINATOR					
		09/30/2023 (09/23) Balance	.00 *	.00 *	23,994.00
AP	611	JONES, HEATHER	2,916.67		
		**Desc: RIVIERA EVENTS COORDINATOR-NOV			
		10/31/2023 (10/23) Period Totals and Balance	2,916.67 *	.00 *	26,910.67
YTD Encumbrance	.00	YTD Actual 26,910.67 Total 26,910.67	YTD Budget 32,650.00	Unexpended 5,739.33	
47-00-00-57212 EVENTS COORDINATOR-RIVIERA					
		09/30/2023 (09/23) Balance	.00 *	.00 *	23,994.00

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-57212 EVENTS COORDINATOR-RIVIERA (continued)					
AP	612 JONES, HEATHER		2,916.67		
	**Desc: RIVIERA EVENTS COORDINATOR-NOV				
	10/31/2023 (10/23) Period Totals and Balance		2,916.67 *	.00 *	26,910.67
YTD Encumbrance	.00 YTD Actual	26,910.67 Total	26,910.67 YTD Budget	32,650.00 Unexpended	5,739.33
47-00-11-15900 DUE TO/FROM GENERAL FUND					
	09/30/2023 (09/23) Balance		.00 *	.00 *	.00
	10/31/2023 (10/23) Period Totals and Balance		.00 *	.00 *	.00
47-00-40-15900 DUE TO/FROM LAKEFRONT FUND					
	09/30/2023 (09/23) Balance		.00 *	.00 *	.00
	10/31/2023 (10/23) Period Totals and Balance		.00 *	.00 *	.00
47-70-00-57150 PROMOTIONAL GRANT					
	09/30/2023 (09/23) Balance		.00 *	.00 *	197,764.57
	10/31/2023 (10/23) Period Totals and Balance		.00 *	.00 *	197,764.57
YTD Encumbrance	.00 YTD Actual	197,764.57 Total	197,764.57 YTD Budget	150,000.00 Unexpended	47,764.57-
47-70-00-57155 TOURISM MUNICIPAL DEVELOPMENT					
	09/30/2023 (09/23) Balance		.00 *	.00 *	11,751.99
AP	339 CHARTER COMMUNICATIONS		119.98		
	**Desc: INTERNET SVC OCT 2023				
	10/31/2023 (10/23) Period Totals and Balance		119.98 *	.00 *	11,871.97
YTD Encumbrance	.00 YTD Actual	11,871.97 Total	11,871.97 YTD Budget	50,000.00 Unexpended	38,128.03
47-70-00-59400 TRANSFER TO CAPITAL PROJECTS					
	09/30/2023 (09/23) Balance		.00 *	.00 *	.00
	10/31/2023 (10/23) 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					
	09/30/2023 (09/23) Balance		.00 *	.00 *	.00
	10/31/2023 (10/23) 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					
	09/30/2023 (09/23) 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)					
		10/31/2023 (10/23) 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: 21 Number of accounts: 20			Debit	Credit	Proof
Grand Totals:			374,042.76	374,042.76-	.00

Report Criteria:

Actual amounts

All accounts

Account.Account number = "47000011111"- "47700059600"

**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	179,651.19	204,625.28	384,276.47
October			-
November			-
December	-	-	-
	<u>1,329,849.75</u>	<u>549,075.24</u>	<u>1,878,924.99</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	209,042.56	-	209,042.56
September	151,129.64	240,349.17	391,478.81
October			-
November			-
December			-
	<u>1,208,894.59</u>	<u>583,830.72</u>	<u>1,792,725.31</u>

Variance (86,199.68)

Note: Marketplace Providers now pay on a quarterly basis

CITY OF LAKE GENEVABALANCE SHEET
OCTOBER 31, 2023**FUND 47 - TOURISM**ASSETS

47-00-00-11111	FUND CASH	1,214,242.93	
	TOTAL ASSETS		1,214,242.93

LIABILITIES AND EQUITYLIABILITIES

47-00-00-21100	ACCOUNTS PAYABLE	37,500.00	
	TOTAL LIABILITIES		37,500.00

FUND EQUITY

47-00-00-34800	RESTRICTED FUND BALANCE	525,302.27	
	REVENUES OVER EXPENDITURES - YTD	651,440.66	
	TOTAL FUND EQUITY		1,176,742.93
	TOTAL LIABILITIES & EQUITY		1,214,242.93

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

January	MEETING CANCELLED						150,000.00
February	Jazz Fest	10,000.00	Wisconn Valley Media Group	May 19-20, 2023	- \$	10,000.00	140,000.00
	Taco Fest	10,000.00	Wisconn Valley Media Group	September 8-10, 2023	- \$	10,000.00	130,000.00
	Art in the Park	15,253.00	Geneva Lake Art Foundation	August 12-13, 2023	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
October	Abominable Snow Race	7,000.00	ASR Events, LLC	January 27, 2024	- \$	7,000.00	68,125.83
	Lake Geneva Winter Bridal Show	15,000.00	Celebration on Wells	January 20, 2024	- \$	15,000.00	53,125.83

Total 2023 Committed Grants	167,303.00
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Approved 2023 Budget	Committed 2023 Grants	Available
\$ 150,000.00	\$ 167,303.00	(17,303.00)

Current Cash September 2023	\$ 1,214,242.93
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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	249,937.46	1,201,053.09	1,100,000.00	101,053.09-	109.19
47-00-00-46100	TOURISM MISC REVENUE	.00	.00	.00	.00	.00
47-00-00-48110	INTEREST INCOME	4,269.83	22,645.45	1,000.00	21,645.45-	2,264.55
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:		254,207.29	1,223,698.54	1,101,000.00	122,698.54-	111.14
47-00-00-57100	HOTEL/MOTEL ASSN-CHAM OF COM	37,500.00	150,000.00	540,000.00	390,000.00	27.78
47-00-00-57210	EVENTS COORDINATOR	2,916.67	26,910.67	32,650.00	5,739.33	82.42
47-00-00-57212	EVENTS COORDINATOR-RIVIERA	2,916.67	26,910.67	32,650.00	5,739.33	82.42
47-70-00-57150	PROMOTIONAL GRANT	.00	197,764.57	150,000.00	47,764.57-	131.84
47-70-00-57155	TOURISM MUNICIPAL DEVELOPMENT	119.98	11,871.97	50,000.00	38,128.03	23.74
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:		43,453.32	572,257.88	972,675.00	400,417.12	58.83
Net Total TOURISM:		210,753.97	651,440.66	128,325.00	523,115.66-	507.65
Net Grand Totals:		210,753.97	651,440.66	128,325.00	523,115.66-	507.65



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

Marketing Grant Application for the Inaugural Wisconsin Cheese Festival to be held Friday, May 17, 2024, Saturday, May 18, 2024 and Sunday, May 19.

Overview

The Lake Geneva House of Music is planning the inaugural Wisconsin Cheese Festival, which will be held Friday, May 17, Saturday, May 18 and Sunday, May 19 at the Lake Geneva House of Music. Cheese artisans will be invited to the event to sell freshly-prepared meals, specialty cheese items for later consumption and cheese-related tchotchkes and other novelties. While dining at the festival, patrons will be able to enjoy live bluegrass, newgrass, Americana, and alt-country music. The venue is planning a contest between the cheese vendors for Best Use of Cheese, Best Cheese Curds and other categories related to the presentation and use of cheese.

The Lake Geneva House of Music is an established entertainment venue and enjoys the appropriate licensing to serve wine, beer and spirits, which will also be available at the festival. The Wisconsin Cheese Festival will be a family-friendly event.

The Lake Geneva House of Music and APG Southern Wisconsin initially planned on holding this event in September, but canceled it as it was difficult to find vendors late in the season. Most vendors have not started planning their 2024 schedule, and we feel we will be able to secure a group of strong vendors for the event.

About the organization

The Lake Geneva House of Music has successfully hosted multiple live music and food events including Taco Fest and Jazz Fest. It also has recently expanded its physical footprint to include additional parking.

Media and Marketing Partner

For this event, The Lake Geneva House of Music is partnering with APG Southern Wisconsin. APG Southern Wisconsin is a full-service marketing firm with print products and websites across southeastern Wisconsin. The print products include The Walworth County SmartShop, The Janesville Gazette, The Beloit Daily News and 11 additional newspapers that span across Dane, Jefferson, Columbia, Dodge and Rock counties. Leading the charge for APG is its Director of Business Development, Robert Ireland. In a previous role, Robert Ireland was involved with the successful launch of BaconFest and ran its marketing.

Estimated Attendance

Previous similar events at the Lake Geneva House of Music have drawn between 3,000 and 6,000 people to the grounds. As this is an inaugural event, we are hoping for an attendance of between 3,000 and 5,000. The Lake Geneva House of Music is located in close proximity to all of the hotels in the city of Lake Geneva. At past events, we learned that at least 15 percent of the attendees will have at least one overnight hotel stay, and we would anticipate between 450 and 750 overnight stays.

Marketing Plan

Nearly all of the money from the marketing grant will be served in the northern Chicago suburbs. The SEM campaign will include the Chicagoland area, Milwaukee and Madison. The marketing strategy will specifically target individuals who have a propensity to travel, who enjoy cheese, music and attending festivals.

Tactic	Impressions	Cost
Website Build	N/A	\$0
Targeted Display	300,000	\$2,400
SnapChat or TikTok		\$1,500
Facebook & Instagram		\$5,500
SEM (Google ad words)		\$2,100
Targeted Email	150,000	\$3,000
Printing Posters & Flyers	N/A	\$500
Total Cost		\$15,000

None of the above impressions include inventory on APG owned sites.

We plan on running the targeted ads in the northern Chicago suburbs. The SEM campaign would run over a larger geographic area.

Added-Value

With the Lake Geneva House of Music partnering with the largest media partner in a Tri-county area, (Walworth, Rock and Jefferson counties, plus we have properties in Dane County as well), substantial added value is added to this proposal.

In addition to the above, APG will provide complimentary print ads in:

- The Gazette and Janesville Messenger
- Hometown Advertiser
- Hometown Shopper
- Lake Mills Leader
- Sun Prairie Star
- Walworth County SmartShop
- Watertown Daily Times
- Waunakee Tribune

Across our network of sites, we will run digital ads promoting the event. APG will also be building the website for the event and developing its social media presence.

Hotel partners

We are hoping to work with many of the hotels and motels that are within the city of Lake Geneva limits to encourage overnight stays. We will offer the hotels free tickets to the event so they can create overnight guest packages. We will not offer this to hotels outside of the city limits. We are well aware of the mission of the tourism commission and will use this as a tool to encourage guests to stay here.

During the planning phase of last year's event, a number of hotels expressed a desire to partner with us. We would be excited to partner with any hotel inside of the city's jurisdiction.

We had multiple hotels interested in this partnership prior to the event's cancellation.

Digital ad creative examples with the city's logo:





Thank you for your consideration. Additional questions can be directed to Robert Ireland at robert.ireland@adamspg.com.

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: November 3, 2023

Organization: The Lake Geneva House of Music and APG Southern Wisconsin

Contact Person: Robert Ireland

Phone Number: 262-949-6281

Street Address: 1 S. Parker Drive

City, State, Zip: Janesville, WI 53545

Email Address: Robert.Ireland@adamspg.com

Name of Event: The Wisconsin Cheese Festival

Date(s) of Event: Friday, May 17, 2024 to Sunday, May 19, 2024

Deadline for receipt submittal to the City (45 days after event ending): July, 2 2024

Location of Event: The Lake Geneva House of Music

Type of Event: Food and music festival

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

Estimated Number of Attendees: 3,000 to 5,000

Have you Applied Before? Yes or No; Explain: Yes. We applied in June 2023. However, we had to cancel the event as we were unable to secure vendors in such a short-time period. We will have enough time between now and the May event.

Where is this event physically located? (street address and governmental jurisdiction):
N3241 Country Road H, Lake Geneva, WI 53147 (Town of Geneva)

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

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

Estimated Number of Overnight Stays: 450 to 750 people. Based on past event, experience, we are estimating 15 percent of attendees will stay overnight.

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

Annual Event (Yes/No): This is the inaugural year. We hope to make it an annual event.

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

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: _____

Marketing Grant Application for the fourth Annual Lake Geneva Jazz Fest to be held Wednesday June 19, 2024 to Sunday June 23, 2024

Overview

The Lake Geneva House of Music is planning the third annual Lake Geneva Jazz Fest, which will be held Wednesday, June 19, 2024 to Sunday, June 23, 2024, at the Lake Geneva House of Music. We plan on offering five days of live music, a taste of southern food and a welcoming atmosphere.

In the first two years of Jazz Fest, attendance was estimated at about 1,500 people over the course of three days. We are moving the time of year of the event in an effort to improve attendance and to allow us to host the Wisconsin Cheese Festival in May.

We believe the event has not yet reached its attendance potential. In an effort to realize the full potential of the event, we plan on offering free days on Wednesday, Thursday and Sunday. These days also will encourage overnight stays midweek.

We plan on changing our marketing message as well. The marketing for this event is going to focus on more than just the music, but also the festive atmosphere. We plan on having second line parades throughout the event, a focus on southern cuisine and a lively fun atmosphere. Although smooth jazz has its place, we want the marketing message to be clear that Jazz Fest is focused on the spirited side of the genre.

Jazz Fest is a celebration of the food, culture and music of one of America's most original and beloved art forms. Two stages will be showcasing great local and regional talent, alongside vendors offering a variety of tasty, ethnic delicacies, one-of-a-kind arts and crafts and family fun activities!

In order to achieve this, most of the marketing messages will be focused on video formats. We need to tell a story.

The event will begin on June 19. We will not market the festival as a Juneteenth festival. However, we plan on highlighting diverse musical performances throughout the event, and we will pride ourselves on having a welcoming atmosphere to everyone throughout the festival. If any of the performance artists or vendors wanted to highlight the holiday, we would welcome and encourage them to do so.

This also will be the first year that The Lake Geneva House of Music and APG Southern Wisconsin partner on this event. However, the APG contact, Robert Ireland, previously worked with the Lake Geneva House of Music for the first year of Jazz Fest planning.

About the organization

The Lake Geneva House of Music has successfully hosted multiple live music and food events including Taco Fest and Jazz Fest. It also has recently expanded its physical footprint to include additional parking.

Media and Marketing Partner

For this event, The Lake Geneva House of Music is partnering with APG Southern Wisconsin. APG Southern Wisconsin is a full-service marketing firm with print products and websites across southeastern Wisconsin. The print products include The Walworth County SmartShop, The Janesville Gazette, The Beloit Daily News and 11 additional newspapers that span across Dane, Jefferson, Columbia, Dodge and Rock counties. Leading the charge for APG is its Director of Business Development, Robert Ireland. In a previous role, Robert Ireland was involved with the successful launch of BaconFest and ran its marketing.

Estimated Attendance

Our attendance goal is 5,000 people over the course of five days.

Marketing Plan

Most of the funding from the marketing grant will be served in the northern Chicago suburbs. The marketing strategy will specifically target individuals who have a propensity to travel. The SEM budget will cover a larger geographic area, including Madison and Milwaukee. Depending on available impressions at that time, TikTok may also expand its geographic reach.

Tactic	Impressions	Cost
Website Build	N/A	\$0
Preroll (Retargeting)	96,000	\$2,400
SnapChat or TikTok		\$1,500
Facebook & Instagram	Video ad	\$5,000
Streaming Television	52,500	\$2,100
Streaming Audio	50,000	\$1,500
Targeted Email	75,000	\$1,500
Targeted Email Redrop	Clickers and openers	\$500
Printing Posters & Flyers	N/A	\$500
Total Cost		\$15,000

None of the above impressions include inventory on APG owned sites.

We plan on running the targeted ads in the northern Chicago suburbs. The SEM campaign would run over a larger geographic area.

Added-Value

With the Lake Geneva House of Music partnering with the largest media partner in a Tri-county area, (Walworth, Rock and Jefferson counties, plus we have properties in Dane County as well), substantial added value is added to this proposal.

In addition to the above, APG will provide complimentary print ads in:

- The Gazette and Janesville Messenger
- Hometown Advertiser
- Hometown Shopper
- Lake Mills Leader
- Sun Prairie Star
- Walworth County SmartShop
- Watertown Daily Times
- Waunakee Tribune

Across our network of sites, we will run digital ads promoting the event. APG will also be building the website for the event and developing its social media presence.

Hotel partners

We are hoping to work with many of the hotels and motels that are within the city of Lake Geneva limits to encourage overnight stays. We will offer the hotels free tickets to the event so they can create overnight guest packages.

We will not offer this to hotels outside of the city limits. We are well aware of the mission of the tourism commission and will use this as a tool to encourage guests to stay here. During the planning phase of last year's event, a number of hotels expressed a desire to partner with us. We would be excited to partner with any hotel inside of the city's jurisdiction.

Digital ad creative examples with the city's logo:



Thank you for your consideration. Additional questions can be directed to Robert Ireland at robert.ireland@adamspg.com.

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: November 3, 2023

Organization: The Lake Geneva House of Music and APG Southern Wisconsin

Contact Person: Robert Ireland

Phone Number: 262-949-6281

Street Address: 1 S. Parker Drive

City, State, Zip: Janesville, WI 53545

Email Address: Robert.Ireland@adamspg.com

Name of Event: Lake Geneva JazzFest

Date(s) of Event: Wednesday, June 19, 2024 to Sunday, June 23, 2024

Deadline for receipt submittal to the City (45 days after event ending): Aug. 7, 2024_____

Location of Event: The Lake Geneva House of Music

Type of Event: Food and music festival

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

Estimated Number of Attendees: 2,500 to 3,500

Have you Applied Before? Yes or No; Explain: _Yes. The LGHOM has applied for JazzFest each of the last two years. This would be the third year of the event. This will be the first year it partners with APG Southern Wisconsin.

Where is this event physically located? (street address and governmental jurisdiction): N3241 Country Road H, Lake Geneva, WI 53147 (Town of Geneva)

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

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

Estimated Number of Overnight Stays: 375 to 525 people. Based on past event, experience, we are estimating 15 percent of attendees will stay overnight.

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

Annual Event (Yes/No): This is the third year of the event.

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

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: _____

**Marketing Grant Application for the fourth Annual Lake Geneva TacoFest
to be held Friday, Sept. 20, 2024, Saturday, Sept. 21, 2024 and Sunday, Sept 22, 2024.**

Overview

The Lake Geneva House of Music is planning the fourth annual Lake Geneva TacoFest, which will be held Friday, Sept. 20, Saturday, Sept. 21 and Sunday, Sept. 22 at the Lake Geneva House of Music. Taco trucks throughout the midwest will serve authentic cuisine throughout the weekend. We also plan on continuing our Jalapeno eating contest and our Hot Pepper Eating Contest.

The annual attendance for the first three years of the event would average about 5,000 ticket purchasers.

The Lake Geneva House of Music is an established entertainment venue and enjoys the appropriate licensing to serve wine, beer and spirits, which will all be available at the festival. Lake Geneva Taco Fest will be a family-friendly event.

This will be the first year that The Lake Geneva House of Music and APG Southern Wisconsin partner on this event. However, the APG contact, Robert Ireland, previously worked with the Lake Geneva House of Music for the first two years of Taco Fest planning.

About the organization

The Lake Geneva House of Music has successfully hosted multiple live music and food events including Taco Fest and Jazz Fest. It also has recently expanded its physical footprint to include additional parking.

Media and Marketing Partner

For this event, The Lake Geneva House of Music is partnering with APG Southern Wisconsin. APG Southern Wisconsin is a full-service marketing firm with print products and websites across southeastern Wisconsin. The print products include The Walworth County SmartShop, The Janesville Gazette, The Beloit Daily News and 11 additional newspapers that span across Dane, Jefferson, Columbia, Dodge and Rock counties. Leading the charge for APG is its Director of Business Development, Robert Ireland. In a previous role, Robert Ireland was involved with the successful launch of BaconFest and ran its marketing.

Estimated Attendance

Our goal is to exceed the 5,000 attendance that we've historically experienced. Additionally a number of the vendors stay at the hotels for the weekend. Our goal is to exceed 6,000 people over the course of the weekend.

Marketing Plan

Most of the funding from the marketing grant will be served in the northern Chicago suburbs. The marketing strategy will specifically target individuals who have a propensity to travel. The

SEM budget will cover a larger geographic area, including Madison and Milwaukee. Depending on available impressions at that time, TikTok may also expand its geographic reach. In order to reach a more diverse audience, we will serve ads in both English and Spanish.

Tactic	Impressions	Cost
Website Build	N/A	\$0
Targeted Display	300,000	\$2,400
SnapChat or TikTok		\$1,500
Facebook & Instagram		\$5,500
SEM (Google ad words)		\$2,100
Targeted Email	150,000	\$3,000
Printing Posters & Flyers	N/A	\$500
Total Cost		\$15,000

None of the above impressions include inventory on APG owned sites.

We plan on running the targeted ads in the northern Chicago suburbs. The SEM campaign would run over a larger geographic area.

Added-Value

With the Lake Geneva House of Music partnering with the largest media partner in a Tri-county area, (Walworth, Rock and Jefferson counties, plus we have properties in Dane County as well), substantial added value is added to this proposal.

In addition to the above, APG will provide complimentary print ads in:

- The Gazette and Janesville Messenger
- Hometown Advertiser
- Hometown Shopper
- Lake Mills Leader
- Sun Prairie Star
- Walworth County SmartShop
- Watertown Daily Times
- Waunakee Tribune

Across our network of sites, we will run approximately 200,000 digital ads promoting the event. APG will also be building the website for the event and developing its social media presence.

Hotel partners

We are hoping to work with many of the hotels and motels that are within the city of Lake Geneva limits to encourage overnight stays. We will offer the hotels free tickets to the event so they can create overnight guest packages. We will not offer this to hotels outside of the city limits. We are well aware of the mission of the tourism commission and will use this as a tool to encourage guests to stay here. During the planning phase of last year's event, a number of hotels expressed a desire to partner with us. We would be excited to partner with any hotel inside of the city's jurisdiction.

Digital ad creative examples with the city's logo:



Sept 20-22, 2024
CLICK HERE TO PURCHASE TICKETS!



Sept 20-22, 2024
CLICK HERE TO
PURCHASE TICKETS!



Thank you for your consideration. Additional questions can be directed to Robert Ireland at robert.ireland@adamspg.com.

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: November 3, 2023

Organization: The Lake Geneva House of Music and APG Southern Wisconsin

Contact Person: Robert Ireland

Phone Number: 262-949-6281

Street Address: 1 S. Parker Drive

City, State, Zip: Janesville, WI 53545

Email Address: Robert.Ireland@adamspg.com

Name of Event: Lake Geneva TacoFest

Date(s) of Event: Friday, Sept. 20, 2024 to Sunday, Sept. 22, 2024

Deadline for receipt submittal to the City (45 days after event ending): Nov. 6, 2024

Location of Event: The Lake Geneva House of Music

Type of Event: Food and music festival

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

Estimated Number of Attendees: 5,000 to 6,000

Have you Applied Before? Yes or No; Explain: Yes. The LGHOM has applied for TacoFest each of the last three years. This would be the fourth year of the event. This will be the first year it partners with APG Southern Wisconsin.

Where is this event physically located? (street address and governmental jurisdiction): N3241 Country Road H, Lake Geneva, WI 53147 (Town of Geneva)

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

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

Estimated Number of Overnight Stays: 750 to 900 people. Based on past event, experience, we are estimating 15 percent of attendees will stay overnight.

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

Annual Event (Yes/No): This is the fourth annual event.

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?
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*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

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- 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
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2. In your grant application you listed estimated number of attendees. What were your actual results?
3. In your grant application you listed estimated number of overnight stays. Please estimate approximate number of City of Lake Geneva hotel room nights booked and how that estimate was attained.
4. Provide an income and expense statement to include actual paid receipts. Any items that are grouped together in a category (I.e. contributions cash or in-kind trade) must be detailed on a separate sheet.
5. Please include any additional information you would consider pertinent in summarizing your promotion/event.

Name: _____ Date: _____

Name of Organization: _____

Email: _____ Phone: _____

CITY OF LAKE GENEVA TOURISM COMMISSION



TOURISM PROMOTION GRANT INFORMATIONAL GUIDE

Revised 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: 11/06/2023

Organization: Geneva Lake Women's Association (GLWA)

Contact Person: Kathy Papcke, Chair, Women's Weekend 2023 Committee

Phone Number: 262-496-6016

Street Address: PO Box 671

City, State, Zip: Lake Geneva, WI 53147

Email Address: wwlakegeneva@gmail.com

Name of Event: Women's Weekend 2024- Diamonds are a Girls Best Friend

Date(s) of Event: Friday, April 26 to Sunday, April 28

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

Location of Event: Downtown Lake Geneva, various locations and venues

Type of Event: Fundraiser for GLWA philanthropic fund

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

Estimated Number of Attendees: 250-300

Have you Applied Before? Yes or No; Explain: Yes, GLWA applied for and received funding in 2020, 2021, 2022 and 2023.

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

Weekend activities occur at various business and venues, including LG Cruise Line and Riviera.

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

Estimated Number of Overnight Stays: Estimated 500 overnight stays.

2 nights x 250-300 attendees (some guests are local or stay in the same room)

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: \$16,000

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?
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Revised September, 2021

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5. Please include any additional information you would consider pertinent in summarizing your promotion/event.

Name: Kathleen Papcke Date: 11/06/2023

Name of Organization: Geneva Lake Women's Association

Email: wwlakegeneva@gmail.com Phone: 262-496-6016



Women's Weekend 2024 Marketing Plan

"Diamonds Are a Girl's Best Friend"

The Geneva Lake Women's Association is celebrating its Diamond 60th Anniversary year in 2024. Along with many other fundraising and charitable activities planned for this special year, our annual Women's Weekend will align with the 60th-anniversary theme. Women's Weekend 2024 "Diamonds Are a Girl's Best Friend" will be held Friday, April 26 through Sunday, April 28. Women's Weekend will bring visitors from across the Midwest to Lake Geneva for a weekend of fun, friendship, creativity, wining and dining, pampering and more. Marketing outreach will focus on Illinois and Wisconsin markets, with local tactics encouraging locals to invite their friends to town. The 60th-anniversary diamond theme adds a touch of elegance and promises an extra special experience this year.

MARKETING STRATEGY

- Phased approach leading up to event weekend
- Multiple media channels including direct mail, social, web, print, radio and event marketing
- Target potential attendees based on location, and propensity for Lake Geneva visits.
- Leverage local networks including membership.
- Goals are to:
 - Raise awareness of GLWA and its 60th year
 - Encourage visits to the Lake Geneva area for the event weekend
 - Encourage future visits to Lake Geneva



Multi-channel – A combination of paid, social and earned media, in traditional and new media, including digital, broadcast, and print outlets.

Reach – Based on past attendance trends, will continue to target local Walworth County, nearby Kenosha, Racine and Rock Counties, Greater Milwaukee, Greater Chicago, Madison, and Rockford markets. Will deepen reach into statewide channels.

Demographic – The primary target is women aged 25-64.

Creative – “Diamonds Are a Girl’s Best Friend” theme encourages comradery, pampering, self-care, shopping and more. The diamond theme elevates the weekend with additional glitz and glamour.

Timing – The phased approach includes:



Timing	Before Go-Live – Fall/Winter 2023	Jan and Feb 2024 (120-90 days prior)	March and April (60-30)	Event weekend
Tactics	Save the date card Social media posts PR announcement Direct email Wine Walks promo VISIT Website	Past attendees Direct email Social media POS LG businesses Winterfest Bridal Fairs VISIT email	Digital, print and radio advertising VISIT email direct mail VISIT social post	Cross-marketing Sponsor engagement Social media PR
Content themes	Announce 60 th anniversary Tease weekend dates Announce “Diamonds are a Girl’s Best Friend” theme Call for sponsors	Registration is open, plan now Drive to the website for registration Early bird deals Hotel deals Feature sponsors and activities	Take action now! Push to register Hotel deals Connect with registrants Feature sponsors and activities	Join the fun Highlight sponsors and activities PR announcing donations

MARKETING CHANNELS AND MEDIA OUTLETS

Websites:

- GLWA Website
- Women’s Weekend Website
- Visit Lake Geneva website (ongoing with periodic updates)
- Charitable partners, sponsors, and community organizations sites

Direct email:

- Eventbrite - Previous attendees, lists from events
- Link to registration at Go-Live
- GLWA membership

Point of Sale: (will update and re-distribute as needed)

- Distribute to retail hotels/resorts, Visit Lake Geneva Tourism Center
- Distribute to charitable partners

- Rack cards
- Flyers and posters
- Save the date take-ones

Social Media: [Facebook](#), Instagram and YouTube

- Teaser posts and call for sponsors
- Registration Go-Live – link to the website to register
- Ongoing posts – paid and organic
- Sponsorship and activities features
- Weekend coverage

TARGETED PULSE CAMPAIGNS – SPRING 2024

Paid Media

Digital:

- Google ads –phase 2 and 3
- Paid social media (Facebook, Instagram, YouTube– phase 2 and 3

Broadcast:

- Lake Geneva WLKG 96.1 – phase 2 and 3
- Hubbard Radio Chicago - WSHE – phase 3
- Rockford Radio 97ZOK– phase 3

Traditional Print:

- Chicago Suburban Family – phase 2
- At the Lake Magazine – phase 2
- Lake Geneva Resorter – phase 3

Earned Media (PR)

- News release to local media requesting sponsors
- News release to local + Greater Chicago and Milwaukee media, registration live
- News release to statewide tourism outlets, dates, theme, registration
- WLKG – Community Calendar, plus LifeMatters interview Spring 2024
- Loving Lake Geneva Spring 2024
- At the Lake Magazine feature 60th anniversary and Women’s Weekend charitable donations
- Storytelling opportunities

Event Marketing – includes participation costs, collateral and signage

- Fall Wine Walks --Lake Geneva, Delavan, East Troy

- Lake Geneva Winter Fest –Jan. 31-Feb. 4, 2024
 - Ad hoc promotional opportunities
 - Collateral distribution
- Spring Bridal Fairs (TBD)
 - Evergreen Golf Course
 - The Ridge
 - Hawks View
- GLWA events and meetings

LOCAL NETWORKS – LEVERAGING STRONG PARTNERSHIPS

- Business POS campaign – cost of collateral
- Visit Walworth County website
- Visit Lake Geneva partner marketing
- Business sponsor web and social channels
- Charitable partners web and social channels
- GLWA membership direct email, newsletters, events



Projected Marketing Expenses Women's Weekend 2024

Websites: GLWA, Women's Weekend, Visit Lake Geneva, partner and Sponsor sites, media outlets	\$0	Organization's websites, member benefits, partnership and sponsor collaboration, and media added value.
Social: GLWA Facebook/Instagram, Visit Lake Geneva FB Media Outlets	\$500	Includes FB boosts, VLG membership marketing opportunity
Direct mail: GLWA list (past attendees, event email capture, members) VLG	\$500	VLG membership marketing opportunity
Event marketing: Bridal Fairs, Wine Walks, Winterfest	\$2000	Includes sponsor fees, booth costs, Winterfest TBD
Print advertising: At the Lake, LG Resorter, Tourism pubs, Chicago Suburban Family	\$2500	To run Jan through April. Added value includes copies of publications, web calendars, social posts
Digital ads Lee Enterprise package	\$1500	Target Milwaukee, Madison and Northern Ill markets
Broadcast: Radio targeted to Lake Geneva (WLUK), Greater Chicago (WSHE), Rockford (WZOK), Madison/Milwaukee TBD	\$7500	Return to proven outlets in Lake Geneva, Greater Chicago and Rockford. Explore opportunities in Madison and Milwaukee
Earned media: Statewide tourism, event calendars in South WI and North IL, local media outlets	\$0	Ongoing publicity storytelling, i.e. 60 th anniversary, featured vendors/activities and trends.
POS: Printed collateral for businesses, venues, hotels, events	\$1500	Save the date cards, Rack cards, handbills, flyers and posters

City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

Revised June 2023

Date Submitted: _____

Organization: _____

Contact Person: _____

Phone Number: _____

Street Address: _____

City, State, Zip: _____

Email Address: _____

Name of Event: _____

Date(s) of Event: _____

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

Location of Event: _____

Type of Event: _____

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

Estimated Number of Attendees: _____

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

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

What other governmental bodies have been approached for support and what amount has been received? _____

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

Estimated Number of Overnight Stays: _____

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

Annual Event (Yes/No): _____

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

Grant Amount Requested: _____

Provide as attachment the following:

- 1) Event Overview/Description
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Please send the completed application with required additional information, one week prior to meeting, to cityadmin@cityoflakegeneva.gov



Lake Geneva Tourism Commission Grant Application

Downtown Ice Sculpture Walk

A Winterfest Event • February 1 - 4, 2024

In 2020, VISIT Lake Geneva (VLG) introduced the **Downtown Lake Geneva Ice Sculpture Walk** as a new companion event to its annual Winterfest festival. In attracting an estimated 65,000 visitors to this downtown and lakefront event, VLG sought to provide Winterfest fans even more to experience and enjoy during the 25th anniversary year. In the ensuing four years, the Downtown Ice Sculpture event returned and has become a beloved element of Winterfest. Featuring dozens of professionally carved ice sculptures sponsored in part by businesses, the storefronts and sidewalks of Downtown Lake Geneva have become an imaginative and wintry art installation that gives visitors a truly unique winter experience. Each year, the event has grown in popularity and participating businesses recognize the marketing value and goodwill it brings to their business, the Downtown district, and the City of Lake Geneva.



The Ice Sculpture Walk has become a popular attraction for not only business owners, but for visitors as well. Each year, we have seen increasing engagement by visitors as they explore the sculptures Downtown, and online as they share their Ice Walk experience on their social media pages. While Winterfest continues to draw crowds in record numbers to see the snow sculptures at the Riviera and Flat Iron Park, visitors are now also anticipating this engaging art show Downtown and are building the Ice Walk into their Lake Geneva plans. Like the snow sculptures, the Ice Sculpture Walk has become



a see-it-while-you-can attraction, tempting would-be visitors to witness the one-of-a-kind art pieces before they melt. In past years, extended cold temperatures during and after Winterfest kept the ice sculptures up for an additional days or weeks, drawing even more visitors after the main event. Downtown Lake Geneva became a social media hotspot with thousands of visitors posting their ice and snow sculpture photos and videos to Instagram, Facebook, Twitter and TikTok.

While the appeal of the ice sculptures in the eyes of visitors has been evident by the constant flow of people throughout Downtown, VLG also continues to hear from business owners expressing their pleasure over the increased foot traffic and customer engagement that the event produced. The difference between Winterfest years with the ice sculptures (2020-2023) and prior years was significant, they said. After witnessing the positive impact of the Ice Walk in its first four years, we know that that many businesses are seeing the return on investment that such a cooperative endeavor provides, and we hope the Tourism Commission feels the same about its investment as well.

We will once again engage the services of professional ice carving company, Art Below Zero to produce and install the sculptures. The sculptures will be installed early Thursday morning, February 1 and remain on display until they melt. Each sculpture is displayed on a sturdy wood frame and enhanced with LED lighting and signage recognizing the sponsoring business. The purpose of this grant request is to help Downtown business owners afford the purchase of an ice sculpture and ensure enough sculptures throughout Downtown for a quality visitor experience. We are aware of budget constraints in the small business community as they experience significant effects of inflation and rising



costs of doing business. To help ease the financial burden and ensure ample participation, we are requesting funding from the Tourism Commission Grant Program to subsidize a portion of the project to keep the cost to businesses affordable.

As with many sectors of our economy, Art Below Zero's costs are rising as well and thus, a small price increase will apply in 2024. The net cost per sculpture, including pedestal, light kit, and sales tax will be \$454, a \$38 increase over last year. We are proposing businesses pay \$230 of that cost, \$30 more than they paid in 2023. The grant would cover the remaining sculpture cost, delivery/setup fee, and some marketing costs. We would cap the number of subsidized sculptures at 50. Businesses will pay their portion of the cost directly to VISIT Lake Geneva, which will pay Art Below Zero in full. The breakdown of the project budget is below.



Ice Sculpture Costs

Standard Sculpture Cost	\$400
Pedestal & Light Package	\$30
<u>Sales Tax</u>	<u>\$24</u>
<u>Total Cost per Sculpture</u>	<u>\$454</u>

Portion Paid by Business	\$230
--------------------------	-------

Portion Paid by Grant	\$224
<u>x 50 Sculptures (max) =</u>	<u>\$11,200</u>
+ Delivery/Set Up Fee	\$500
+ Dedicated Marketing	\$1,000

TOTAL GRANT REQUEST	\$12,700*
----------------------------	------------------

(*) Maximum grant payout based on 50 sculptures.
Actual reimbursement will reflect final number of sculptures purchased by businesses.
In 2023, 32 sculptures were purchased resulting in a total grant reimbursement of \$9,595.

The Downtown Ice Sculpture Walk will be promoted via a dedicated marketing budget and as part of Winterfest's overall marketing plan.

Ice Sculpture Walk Marketing Plan (\$1,000)

Visit Lake Geneva will execute a dedicated marketing plan to provide exclusive promotion and advertising specifically for the Ice Sculpture Tour targeting visitors in geographical DMAs including Chicago, Rockford, Madison, Green Bay/Appleton and Milwaukee:

- SEM (Search Engine Marketing)
- Social media advertising (Facebook/Instagram)
- Posters and rack cards
- Media Releases and outreach

Winterfest Marketing Plan (\$0)

The Ice Sculpture Tour will also be part of the overall Winterfest marketing and promotional plan, including:

- Dedicated web page within Winterfest microsite on VisitLakeGeneva.com
- Event listing on VisitLakeGeneva.com
- Dedicated Facebook Event page
- Custom map of sculpture locations
- Sculpture signage
- Social media marketing (Facebook/Instagram/TikTok Twitter)
- Email marketing
- Feature in the Official Winterfest Event Program
- Media releases and outreach



VISIT Lake Geneva will request assistance from the Lake Geneva Business Improvement District (BID) to share this opportunity with its business members and cross promote the event on its own marketing channels. If a Tourism Commission grant is extended to VISIT Lake Geneva for this project, Visit Lake Geneva will immediately begin outreach to Downtown businesses to solicit participation in the 2024 Downtown Ice Sculpture Walk at the reduced sculpture cost. Pricing will reflect the net price of the sculpture to the business and highlight the amount being subsidized through the Lake Geneva Tourism Commission Grant program.

Thank you for our consideration.

VISIT Lake Geneva

DOWNTOWN ICE SCULPTURE WALK

LAKE GENEVA | FEB 2-5, 2023

WINTERFEST
LAKE GENEVA



SCULPTURE LOCATIONS

1. **Lake Life Market** | 607 W Main St.
2. **The Bottle Shop** | 617 W. Main St.
3. **Maxwell Mansion** | 685 W. Main St. (Starbucks)
4. **Brick & Mortar Home & Outdoor** | 222 Center St.
5. **Compass Real Estate - Donna Brongiel**
703. W. Main St.
6. **Pink Moon Bay** | 717 W. Main St.
7. **Evr Dry Gds** | 719 W. Main St.
8. **Marigold** | 725 W. Main St.
9. **Edie Boutique** | 737 W. Main St.
10. **Bloomingbyrds** | 755 W. Main St.
11. **JAYNE Boutique** | 771 W. Main St.
12. **The Olive Oil Shops** | 221 Broad St.
13. **Lake Geneva School of Cooking** | 727 Geneva St.
14. **Thumbs Up** | 260 Broad St.
15. **Geneva Tap House** | 252 Broad St.
16. **Avant Cycle Café** | 234 Broad St.
17. **Coldwell Banker Real Estate Group** | 226 Broad St.
18. **Paws for Treats** | 851 W. Main St.
19. **Soho Boutique** | 875 W. Main St.
20. **Brick & Mortar Home** | 832 Geneva St.
21. **Delaney Street Mercantile** | 905 W. Main St.
22. **The Candle Mercantile** | 870 W. Main St.
23. **Market of Lake Geneva** | 830 W. Main St.
24. **Queen Bee Artisan Market** | 830 W. Main St.
25. **Clearwater Outdoor** | 744 W. Main St.
26. **Sopra Bistro** | 724 W. Main St.
27. **Lake Geneva Harley-Davidson** | 704 W. Main St.
28. **Barrique Bistro & Wine Bar** | 835 Wrigley Dr.
29. **Interstate Insurance Group** | 811 Wrigley Dr.
(Popeye's)
30. **VISIT Lake Geneva** | 201 Wrigley Dr.
31. **Lake Geneva Lodge** | 201 Wrigley Dr. (Visitor Center)
32. **Harbor Shores on Lake Geneva** | 300 Wrigley Dr.





WINTERFEST

LAKE GENEVA

FEB 1-5
2023

Lake Geneva,
Wisconsin



Home of the
U.S. National
Snow Sculpting
Championship



Presented By



WINTERFESTLG.COM

Join us for Lake Geneva's 28th Annual Winterfest, Wisconsin's most CHILL art show!

Watch teams of award-winning snow sculptors as they compete for the national title in the U.S. National Snow Sculpting Championship. It's free and open to the public, so come see these larger-than-life works of art created before your eyes! Plus, enjoy an array of fun, winter-inspired events and activities for the whole family!

EVENT & ACTIVITY HIGHLIGHTS

- National Snow Sculpting Competition
- Fire and Ice bar
- Downtown Ice Sculpture Walk
- Live entertainment
- Beach bonfires
- And more!

Visit WINTERFESTLG.com for a full schedule of events and activities!

DOWNTOWN ICE SCULPTURE WALK: FEB 2-5

Don't miss the fourth annual Ice Sculpture Walk in Downtown Lake Geneva! Just steps away from the Snow Sculpting competition, you'll find dozens of artfully crafted, Insta-worthy ice sculptures adorning the entrances to businesses throughout the Downtown district.



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Winterfest is located in Downtown Lake Geneva, Wisconsin at Riviera Plaza and Flat Iron Park on the beautiful shore of Geneva Lake. Log on to WinterfestLG.com or scan this code for full event schedules, maps and more!





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DOWNTOWN ICE SCULPTURE WALK
 LAKE GENEVA | FEB 2-5, 2023 **WINTERFEST**



The Downtown Lake Geneva Ice Sculpture Walk is proudly sponsored by participating businesses and the City of Lake Geneva Tourism Commission.



[> DOWNLOAD MAP \(PDF\)](#)

[> GOOGLE MAP](#)

 **SCULPTURE LOCATIONS**

1. [Lake Life Market](#) | 607 W Main St.
2. [The Bottle Shop](#) | 617 W. Main St.
3. [Maxwell Mansion](#) | 685 W. Main St. (Starbucks)
4. [Brick & Mortar Home & Outdoor](#) | 222 Center St.
5. [Compass Real Estate - Donna Brongiel](#) | 703. W. Main St.
6. [Pink Moon Bay](#) | 717 W. Main St.
7. [Evr Dry Gds](#) | 719 W. Main St.
8. [Marigold](#) | 725 W. Main St.
9. [Edie Boutique](#) | 737 W. Main St.
10. [Bloomingbyrds](#) | 755 W. Main St.
11. [JAYNE Boutique](#) | 771 W. Main St.
12. [The Olive Oil Shops](#) | 221 Broad St.
13. [Lake Geneva School of Cooking](#) | 727 Geneva St.
14. [Thumbs Up](#) | 260 Broad St.
15. [Geneva Tap House](#) | 252 Broad St.
16. [Avant Cycle Café](#) | 234 Broad St.
17. [Coldwell Banker Real Estate Group](#) | 226 Broad St.
18. [Paws for Treats](#) | 851 W. Main St.
19. [Soho Boutique](#) | 875 W. Main St.
20. [Brick & Mortar Home](#) | 832 Geneva St.
21. [Delaney Street Mercantile](#) | 905 W. Main St.
22. [The Candle Mercantile](#) | 870 W. Main St.
23. [Market of Lake Geneva](#) | 830 W. Main St.
24. [Queen Bee Artisan Market](#) | 830 W. Main St.
25. [Clearwater Outdoor](#) | 744 W. Main St.
26. [Sopra Bistro](#) | 724 W. Main St.
27. [Lake Geneva Harley-Davidson](#) | 704 W. Main St.
28. [Barrique Bistro & Wine Bar](#) | 835 Wrigley Dr.
29. [Interstate Insurance Group](#) | 811 Wrigley Dr. (Popeye's)
30. [VISIT Lake Geneva](#) | 201 Wrigley Dr.
31. [Lake Geneva Lodge](#) | 201 Wrigley Dr. (Visitor Center)
32. [Harbor Shores on Lake Geneva](#) | 300 Wrigley Dr.