



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

CITY OF LAKE GENEVA TOURISM COMMISSION
MONDAY, DECEMBER 11, 2023 - 4:00 PM
LAKE GENEVA CITY HALL; COUNCIL CHAMBERS (MAIN LEVEL)

Members:

Chairperson Brian Waspi, Linda Moritz, Troy Migut, Zakia Pirzada, Alderperson Fesenmaier and Alderperson Howell; Ex-Officio Members: Mayor Charlene Klein, Comptroller Laura Pisarcik, and VISIT Lake Geneva President Stephanie Klett

THE CITY OF LAKE GENEVA IS HOLDING MEETINGS VIRTUALLY AND IN-PERSON; YOU MAY PARTICIPATE IN THE MEETING BY THE FOLLOWING:

4:00 p.m.- December 11, 2023 Tourism Commission

Dec 11, 2023, 4:00 – 5:00 PM (America/Chicago)

Please join my meeting from Google Chrome on your computer.

<https://meet.goto.com/750007869>

AGENDA

1. Chairman, Waspi call the meeting to order
2. Roll Call
3. Comments from the public limited to 5 minutes, limited to items on this agenda
4. Approval of the November 13, 2023 Tourism Commission and November 28, 2023 Special 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/Action regarding VISIT Lake Geneva contract with Tourism Commission
11. Discussion/Action on Tourism Promotional Grant Program and Requests: **Maximum ten (10) minute presentation per request:**

a. "Baseball/Softball Travel Tournaments"- Geneva Lakes Family YMCA

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: January 8, 2024 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, November 13, 2023
COUNCIL CHAMBERS, CITY HALL

Meeting was called to order by Chair Waspi at 4:01 p.m.

Roll Call

Present: Chair Brian Waspi, Vice Chair Zakia Pirzada, Ald. Fesenmaier, Alderman Howell, Linda Moritz, Troy Migut, Stephanie Klett (Ex-Off), Mayor Klein (Ex-Off) – arrived at 4:23 p.m., sat in audience, Administrator Nord (Staff Liaison) - online

Absent: Comptroller Laura Pisarcik (Ex-Off)

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

Dave Sekeres, 315 Amber Drive, Whitewater, spoke in favor of the Visit 3-year contract under discussion and wanted the percentage increased from 34% to 51% of the Total room taxes collected.

Skip Harless, Sheridan Springs Road, Lyons Township, supported an increase in the percent for the Visit Contract.

Leigh Ann Meyers, 420 S. Lake Shore Drive, owner of the Candle Mercantile, encouraged the Commissioners to support the Visit contract renewal.

Barb Krause, 112 Wisconsin Street, Nie-Turner Media Group, talked about the impressive media campaigns from Visit and supported a renewal of their contract.

Karin Bennett, 384 Stoneridge Drive, Cornerstone Shop, asked for as much funding as possible for Visit. Their team of professionals is cohesive and shows results.

Ann Esarco, 960 S. Lake Shore Drive, spoke highly of Visit's public relations, monthly partner meetings, ribbon-cutting ceremonies for new businesses, and premier events.

Steve Lois, 546 Pheasant Ridge, Fontana, supports Visit's renewed contract and highly praised their quality of work.

[Mayor Klein arrived.]

Lou Ann Anderson, 1333 Promontory Drive, Visit manager, supported the renewed Visit contract and gave specifics regarding the public's access and use of the Information Center.

John Trione, 311 S. Wells Street, owner of the Lake Geneva Balloon Company and Visit manager, referenced Visit's Social Media pages and supported renewing Visit's contract.

Christie Hunter, 1280 Promontory Drive, Visit manager, emphasized the direct tax impact of Visit LG with 500 businesses as partners.

Kellie Carper Sowiak, W3203 Dummer Drive, State Highway 50, enthusiastically supported the contract renewal for Visit.

Pam Carper, W3203 Dummer Drive, Geneva Township, believes Visit deserves the support of the Tourism Commission and pointed to the image that the City of Lake Geneva holds throughout our country and internationally due to their work.

Deanna Goodwin, 745 N 3rd Court, Silver Lake, reiterated the value Visit brings to Lake Geneva's local economy and that their dollars are reinvested to generate more and more visits with a positive impact on our businesses and community.

Approval of Tourism Commission minutes from October 9, 2023

Motion by Pirzada, second by Moritz, to approve the minutes from October 9, 2023.

Unanimously carried.

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

Heather Jones reviewed her monthly report. Most notable was the website traffic with the City of Lake Geneva at spot #5. The Riviera rentals are on pace compared to 2022 numbers. Jones is working on a website refresh and new marketing materials just in time for engagement season.

Update from Tourism Entity – Visit Lake Geneva

Deanna Goodwin's monthly report gave dates for events and a long list of earned media including international and state lists:

<https://www.travelandleisureasia.com/in/trips/family-travel/best-winter-family-vacations-from-ski-trips-to-caribbean-escapes/>

<https://www.travelinglifestyle.net/8-best-places-to-visit-in-wisconsin-in-the-fall-2023/>

<https://newyorktravelguides.com/most-romantic-small-towns-in-america/>

Jill Gaulke, Destination Sales manager, will attend the final 2023 Holiday Showcase in Chicago at the end of November.

Goodwin was proud to announce Visit's new media contract with Donald Driver as he will continue working on their fall and winter campaigns.

Riviera Agreement for events that request rental fees waived

Heather Jones will work with Administrator Nord to present a form that parties fill out for waived rental fees which would require Finance, License, and Regulation Committee recommendation and City Council final approval.

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

Binanti referred to materials passed out at the meeting instead of in the packet. Her September and October report detailed their website and social media data. The BID's events include Oktoberfest, Fall Wine Walk, Light Up Lake Geneva, and downtown beautification. Binanti further explained their Placemaking Initiative (interviews with locals), involvement in the short-term rental discussions, and attendance at a Housing Summit in September both in order to find solutions for reasonable and reliable workforce housing. She gave the Commissioners a colored print flier that outlined BID's focus, history and mission, plus goals for 2024.

Written financial update provided by City Comptroller

Balance Sheet from October 31, 2023

Total Assets - \$1,214,242.93

Accounts Payable/Liabilities - \$37,500

Total Fund Equity - \$1,176,742.93

Update regarding Visit Lake Geneva contract with Tourism Commission

The three-year contract continues to be under discussion with two points yet to settle: equal disbursements throughout the year rather than one lump sum at the end for share of room taxes and changing the percentage of room taxes awarded. Currently, the Tourism Commission receives 36%, Visit Lake Geneva 34% including the flat base of \$150,000, and City 30% of the total room taxes collected. Motion by Waspi, second by Pirzada, to continue to December and to possibly call a special meeting for contract discussion only. Unanimously carried.

Tourism Promotional Grant Program and Requests

Wisconsin Cheese Festival; House of Music and APG Southern Wisconsin

The event was originally scheduled and previous grant awarded for November 18. Due to lack of planning time and implementation, the original kick-off Festival was not held. The organizers decided to change the date to May 17 through May 19, 2024, as a better fit into their overall schedule. Their marketing plan detailed their planned expenditures. Motion by Pirzada, second by Howell, to award the \$15,000 for the new event, Wisconsin Cheese Festival. Unanimously carried.

Jazz Fest; House of Music and APG Southern Wisconsin

This fourth annual event planned for June 19 through June 23, 2024, will now begin mid-week. Although the event will not be marketed for Juneteenth, it will highlight this federal holiday with special music selections. Motion by Howell, second by Pirzada, to award a \$15,000 grant. Unanimously carried.

Lake Geneva Taco Fest; House of Music and APG Southern Wisconsin

This fourth annual event planned for September 20 through September 22, 2024, includes a pepper-eating contest. The application includes a model marketing plan. Motion by Pirzada, second by Moritz, to award a \$15,000 grant. Unanimously carried.

Women's Weekend; Geneva Lake Woman's Association

Event dates are April 26 through April 28, 2024. Kathy Papcke and Ann Kordus explained the theme "Diamonds are a Girl's Best Friend" and the event marketing plan. Motion by Waspi, second by Pirzada, to award a \$16,000 grant. Unanimously carried.

Downtown Ice Sculpture Walk 2024; Visit Lake Geneva

Deanna Goodwin gave details about the now annual addition of Ice Sculptures in front of downtown businesses during Winterfest, the first weekend in February 2024. The grant will offset the cost for up to 50 businesses to participate with a small increase in price this year. Motion by Pirzada, second by Migut, to approve the Ice Sculpture Walk grant for \$12,000. Unanimously carried.

Tourism Commission Logo and other possible changes

Motion by Waspi, second by Howell, to continue. Unanimously carried.

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

Motion by Waspi, second by Howell, to continue. Unanimously carried.

Future meeting agenda items and next meeting date –

- Visit Lake Geneva contract renewal
- Tourism Logo – vote on invoice for work completed
- Link on City website and revision to Tourism Grant Application listing City website page showing City hotels and lodging

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

Motion by Howell, second by Waspi, to adjourn at 5:50 p.m. Carried.

Respectfully submitted,
Alderman Fesenmaier
Secretary

TOURISM COMMISSION MINUTES – Special Meeting
Monday, November 28, 2023
COUNCIL CHAMBERS, CITY HALL

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

Roll Call

Present: Chair Brian Waspi, Vice Chair Zakia Pirzada, Ald. Fesenmaier, Linda Moritz, Troy Migut, Stephanie Klett (Ex-Off)

Absent: Alderman Howell, Comptroller Laura Pisarcik (Ex-Off), Mayor Klein (Ex-Off)

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

Tom Reed, Interstate Insurance, 100 E. Main Street, spoke about the success of Winterfest as a first-class event, the 3-year contract with Donald Driver, Miss America's visit, and other marketing ventures.

Steve Monticello, Haberdapper, 253 Broad Street, explained that he has had a business for numerous years in the city but has never seen more promotions and advertising from any previous version of a tourism group/entity in Lake Geneva. He has met more people in his store from all over Wisconsin now. People comment how open it feels, and they keep returning. Steve Schroeder, Lake City Social, comments on the true passion it takes for Visit to be so successful in all the metrics.

Discussion/Possible Action regarding Visit Lake Geneva contract with Tourism Commission

Motion by Waspi, second by Pirzada, to suspend the rule to allow Dave Sekeres, Chair of Visit Lake Geneva, to speak. Unanimously carried.

Dave explained that poster-sized chart he brought to show the current arrangement of the 30% City, 36% Commission, 34% Visit split of total room tax collected. He proposed changing the Visit portion to 51% which, with the added money for professional marketing, would translate into more room taxes overall for the 3-way split.

Sekeres spoke about the need for future security and introduced the idea of a 5-year agreement with automatic rollover of 3-year agreements. He wants the Commission to support the removal of the \$150,000 and instead wants the 51% paid out across the calendar year by month or quarter.

Visit's goal is growth shown through an increase in the current rate of occupancy. Visit currently spends 80% of its share of room taxes on marketing.

Discussion ensued regarding whether 19% is enough for the Tourism Commission. Pirzada brought up the current amount for grants, plus contracts, and money transferred to the City. She was more comfortable with a different split such as 30/34/36 or even as high as 45% for Visit insisting that a jump to 51% was too much.

After more conversation, Pirzada could see the value of increasing the total amount of room taxes collected. Motion by Pirzada, second by Waspi, to increase Visit's split of total room taxes to 51% and deleting reference to the \$150,000 lump sum. Unanimously carried.

Discussion continued about keeping all else the same in the current contract. All references to would be changed to CITY of Lake Geneva hotel and motels found anywhere in the document. Waspi would work with the comptroller to come up with language to level out the payments.

Next, Sekeres honed in on the length of the contract. After conversation among the Commissioners about 3 or 5 years with change of staff triggering contract re-opening to beginning negotiations at least one year earlier than the expiration date or leaving it at 3 years. Motion by Waspi, second by Pirzada, to change the contract language to a 5-year term, adding a contract reopening, in January of the current year, triggered by the exit of two members of the executive team (i.e. Klett and Goodwin) and unless either party gives written notice to terminate, the contract will renew as is for 3 years. Motion carries, 4-0, with Fesenmaier voting no.

Motion by Migut, second by Waspi, to adjourn at 5:49 p.m. Carried.

Respectfully submitted,
Alderman Fesenmaier
Secretary

Future meeting agenda items and next meeting date –

- Visit Lake Geneva contract renewal
- Tourism Logo – vote on invoice for work completed
- Link on City website and revision to Tourism Grant Application listing City website page showing City hotels and lodging: review Tourism Grant Application
- October 9 and November 28 minutes

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

Riviera Ballroom/MATL Update- Tourism Commission Meeting December 2023

Marketing Update

- Website Analytics Update: Past 30 Days:
 - Site Sessions: 1,002 (31% decrease)
 - Site Sessions by traffic source
 1. Google (228)
 2. Direct (301)
 3. Visit Lake Geneva (45)
 4. Bing (27)
 5. City of Lake Geneva (15)
 - Active Inquiries: 47 (-22 from last month), 62 recorded for November 2022
 - Avg. Session Duration: 3min 26sec (45% increase)
 - Site Bounce Rate: 47.8% (-.02%)
- WeddingWire & TheKnot: November Stats
 - 106 Storefront Views, compared to 66 avg in our market/category
 - 12 leads (-8 from last month)
- Hotels & Lodging Analytics Update Past 30 days:
 - 22 Page Views (-8 from last month)
 - Avg. time spent on page: 2min 15sec (-15 sec)

**Reports generated on December 5th*

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

Wedding show at The Riveira on Saturday, January 20th. New pop up banner purchased!

Sales Update

	2018	2019	2020	2021	2022	2023	2024	2025
Weddings	45	28	9	54	55	52	41	4
Social	4	1	0	1	5	4	3	
Corporate	4	2	1	1	2	3		
Non-Profit	7	10	0	3	1	5	3	
Event Total	60	41	10	60	62	64	47	4
Cancellation Total	0	0	40	11		3	2	1
Rescheduled	0	0	20	4		1	1	
Comp			5	2	5	6		

- Sales by Year November 2023:
 - 2023 Events- 1 contract returned for December holiday party.
 - 2024 Events- 2 wedding contracts returned this month with 3 contracts out. One cancellation for a January wedding.
 - 2025 Events- One cancellation and one contract out.
 - Last Year- Reported on December 6, 2022; 62 events booked for 2023, 51 events booked for 2024 and 10 events booked for 2025.

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	\$305,143.78

CATERING REVENUE

\$29,159.74	\$14,688.76	\$4,337.68	\$32,970.09	\$46,691.72	\$47,186.30
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Lake Geneva Tourism Commission DECEMBER 11, 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 Winterfest – January 31 – February 4, 2024
 - Downtown Ice Sculpture Walk – February 1 – 4, 2024 (Registration deadline Dec. 11)
- 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 – November 2023

- [12 Classic American Summer Towns That Are Also Perfect Winter Escapes](#) | Fodor's Travel
- [20 Ways to Celebrate the Holidays in the Lake Geneva...](#) | Experience Wisconsin Magazine
- [12 Top-Rated Small Towns in Wisconsin](#) | World Atlas
- [Looking for holiday family fun that isn't expensive?](#) | Milwaukee Journal Sentinel
- [15 of the Best Outdoor Winter Activities and Festivals...](#) | Midwest Living Magazine
- [11 Small Towns in Wisconsin to Visit for A Weekend Getaway](#) | World Atlas
- [110 Coziest Winter Towns in America for a Magical Getaway](#) | New York Travel Guides
- [7 Festive Holiday Destinations to Visit with Kids Over Winter Break](#) | Family Vacationist
- [7 Christmas Towns in Wisconsin That Will Fill Your Heart With...](#) | Only in Your State
- [A Wisconsin Town Keeps Business Booming Offseason...](#) | Gifts & Decorative Accessories
- [On the Geneva Lake Shore Path: A Walk with a View](#) | Kenosha News
- [2 Wisconsin Towns Among The 'Most Romantic' Small Towns in The U.S.](#) | WIBA Radio
- [Entire State of Wisconsin Named One of Best 2023 Christmas...](#) | B100 Radio Quad Cities

Marketing Metrics – NOVEMBER 2023

Website – VisitLakeGeneva.com

- Sessions – 103,504 | +26.6% (YTD 1,458,920 | +15.5%)
- Pageviews – 296,735 | +73.5% (YTD 4,002,022 | +31.4%)
- Users – 80,095 | +28.6% (YTD 1,120,032 | +17.4%)

- Online Guide Visits – 5,865 (YTD 63,250)

- **Top Cities**

- | | |
|----------------------------------|----------------------|
| 1. Chicago – 20,025 Unique Users | 6. Dallas – 1,036 |
| 2. (not set) – 5,370 | 7. Ashburn - 984 |
| 3. Milwaukee – 1,886 | 8. Minneapolis - 578 |
| 4. Lake Geneva – 1,592 | 9. New York - 554 |
| 5. Madison – 1,140 | 10. Denver - 526 |

- **Top Pages**

- | | |
|--------------------------------------|-------------------------------------|
| 1. Events – 85,244 Pageviews | 6. Visitors Guide Request – 9,425 |
| 2. Home – 17,886 | 7. Things to Do Winter – 6,753 |
| 3. Winterfest – 13,569 | 8. Things to Do Fall – 6,156 |
| 4. Things to Do – 10,563 | 9. Stay Hotels & Resorts – 5,741 |
| 5. Events Christmas Parade – 9,960 | 10. Things to Do Shopping – 5,585 |

Social Media

- Facebook – 67,725 Followers (+1,305) | 1.2 Million Post Reach
- Instagram – 12,715 Followers (+221) | 11,657 Post Reach
- Twitter – 3,510 Followers (+3) | 2,617 Impressions
- LinkedIn – 1,389 Followers (+26) | 48,126 Impressions
- TikTok* – 973 Followers (+104) | 5,245 Views

(*) Launched June 2023

Email Subscribers

- Subscribers – 53,319 (+384)
- Open Rate – 33.6%

Visitor Center Activity

- Walk-ins – 571 (YTD 14,887)
- Phone Calls – 148 (YTD 2,778)
- Emails – 422 (YTD 10,583)
- Visitors Guides Fulfilled – 376 (YTD 10,301)

Hotel Activity – OCTOBER 2023

- Occupancy – 50.2% (-9.7%) | YTD 53.7% (-1.9%)
- ADR - \$174.80 (+4.0%) | YTD \$198.54 (+5.2%)
- RevPar - \$87.77 (-6.1%) | YTD \$106.58 (+3.3%)

OTHER

- Winter Media Kit and outreach underway for holidays and winter.
- Lake Geneva Bundle Up through December 31. Drop off location at Visitor Center.
- Donald Driver campaign to continue in 2024 with Winter and Fall commercial shoots.

Meetings & Events RFP Activity – NOVEMBER 2023

RFP#	Total Room Nights	Total Attendees	Meeting Type	Properties Sourced
1280	250	533	Association	Grand Geneva, Abbey, Lake Lawn, Geneva National/The Ridge
1281	160	40	Corporate	Grand Geneva, Abbey, Lake Lawn, Geneva National, The Cove , Harbor Shores
1282	21	63	Association	Grand Geneva, Abbey, Lake Lawn, Geneva National/The Ridge, The Cove , Harbor Shores , Maxwell Mansion
1283	120	120	Association	Grand Geneva, Abbey, Lake Lawn, Geneva National
1284	155	620	Corporate	Grand Geneva, Abbey, Gen National/The Ridge, Lake Lawn
1285	150	100	Social	Grand Geneva, Abbey, Geneva National/The Ridge, Lake Lawn, The Cove , Harbor Shores , Riviera , Horticultural Hall
1286	12	24	Corporate	Abbey, Grand Geneva
1287	100	99	Corporate	Geneva National / The Ridge
1288	400	1061	Corporate	Grand Geneva
1289	155	620	Corporate	Abbey, Geneva National, Grand Geneva
1290	60	180	Corporate	Grand Geneva, Geneva National/The Ridge,
1291	102	204	Corporate	Abbey, Geneva National/The Ridge, Grand Geneva

- RFPs Distributed – 12 (YTD 139)
- Total RFP Room Nights – 1,685 (YTD 49,104)
- Total RFP Attendees – 3,664 (YTD 34,442)



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

Executive Director's Report November Recap

Website & Social:

Most visited pages were /downtownholidays /windowdecoratingcontest & /winewalk. While sessions were down from paid advertising from Oktoberfest promotions, November's organic growth from last year reached 260% from last year. Adding downtown holidays marketing increased visibility largely on both website and social. Engagement of Tree Lighting and Window Decorating Contest. Will be adding a blog section on website in the new year.

Social media continues to grow with anticipation of reaching 10k followers in December. Engagement is increasing at an equal pace.

Social Posting Topics:

- i. Fall Wine Walk
- ii. Light Up Lake Geneva
- iii. Holidays planning & shopping
- iv. Placemaking: Interviews with a local

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Visitor Sessions	(526)	(937)	(1043)	(1269)	(1265)	(1013)	(1931)	(13,385)	(15,567)	(3,869)		
Mobile	-	347	707	677	952	955	690	1375	10,592	13,007	3301	
Desktop	-	174	214	338	284	272	293	5262	2397	2307	492	
Tablet	-	5	16	28	33	38	30	29	331	265	76	
Pageviews												
	-	1,011	1,433	1,490	1,909	1,983	1,804	3,609	21,292	21,693	3,883	
2023 Other												

Users	-	526	937	1034	1269	1265	1013	1620	13,321	11,726	3168	
New Visitors	-	440	755	801	997	892	906	1572	10,960	10,843	2883	
Avg Time on site	-	3m26s	4m29s	3m50s	4m03s	3m07s	3m44s	3m36s	3m39s	3m46s	4m15s	
Social												
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	
Facebook												
Followers	7,092	7,283	7,495	7,582	7,731	7,817	8,130	8,599	9,225	9582	9888	
MoM Change	48	191	212	87	149	86	313	469	626	357	306	
Reach	11,412	25,727	31,218	15,455	31,089	18,311	55,078	124,856	124,983	79,116	84,708	
Post Engagement	1,993	1,950	3,900	2,980	10,465	6,184	14,701	20,984	18,032	19,443	17,716	
Instagram												
Followers	2,589	2,613	2,636	2,665	2,694	2,706	2,727	2,773	2,804	2836	2871	
MoM Change	39	24	23	29	29	12	21	46	31	32	35	
Reach	3,200	2,720	3,079	1,967	4,142	1,501	2,074	2,093	5756	3116	1628	
Engagement	3,100	1,100	1,985	1,057	2,247	239	317	887	859	677	273	

Events:

- i. Fall Wine Walk – November 5th
Budget for Wine Walk Expenses: \$25,000 for both Spring and Fall

Current expenses estimated at \$23,600 for both events; secured \$4,000 in paid and in kind sponsorships. Never Say Never is our nonprofit partner for class b license.

- a. 23 businesses participated total
 - b. Tickets on sale 9/7; Sold Out 9/21; Total tickets sold 550.
 - c. Event took place 12-4pm. Feedback was supportive of less business participants for more time to sip and shop.
 - d. Businesses from post event feedback indicated nearly 30% increase in sales made; one business indicated that they had 159 coupons used from their event books.
 - e. Guests indicated interested in a 2 day event in the future.
- ii. Light Up Lake Geneva – November 24-26
Budget for Holidays Expenses: \$5000 (spent \$4,600)
- a. Trees were selected from Boy Scouts this year in pavilion.
 - b. Sign Ups for window contest reached 44.
 - c. Pre tree lighting approximately 65 families visited Harbor Shores for crafting ornaments and meeting Olaf with pictures.
 - d. Tree Lighting ceremony held about 250 in attendance.
 - e. 46 Shop Small Weekend promotions, page views neared 2,000.
 - f. Window Decorating contest had over 1000 votes. Winning Business was Guac Star.

Beautification:

- i. Lighting – Holiday décor in Flat Iron Park and reinstallation of lights on Main Street all finished
- ii. Banners – Designing year round banners for 2024 and still soliciting for 3 more veterans banners.
- iii. Murals – Opening up call to artists for 2 new mural locations.

Business Communications & Marketing:

- i. 16 (145 ytd) business site visits for analysis of business sales and traffic flow; sent business emails in regards to holiday planning. Survey of business health will go out in December. BID hosted its first business networking event with about 20 attendees September 26th. Planning on hosting these quarterly in rotation of early morning and after hours timings to allow for flexibility of attendees. Next one intended for January 2024.
- ii. Hosted a public discussion with DOT for future Hwy 50 project. Attendance held was 85 businesses and local community members including city representation
- iii. Holiday Open House promotions happening on digital and radio campaign
- iv. Mural Committee met in October for logistic planning of additional wall solicitations. Added a new committee member with Matthew Blake from Matthew Blake Photography. Call of artists to be solicited December.

2022/2023 Tourism Grant Commitments

2022 Meetings	Events	Amount committed	Vendor	Date of Event	Paid to Date	Remaining 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
2023-Meetings						
January	MEETING CANCELLED					
February	Jazz Fest	10,000.00	Wisconn Valley Media Group	May 19-20, 2023	- \$	10,000.00
	Taco Fest	10,000.00	Wisconn Valley Media Group	September 8-10, 2023	- \$	10,000.00
	Art in the Park	15,253.00	Geneva Lake Art Foundation	August 12-13, 2023	14,428.83 \$	824.17
March	Venetian Fest	45,000.00	Jaycees	August 16-20, 2023	45,000.00 \$	-
	Lake Geneva Meeting Planner	-	(meeting canceled by Visit Lake Geneva)-\$2,200	September 20, 2023	- \$	-
April	DAS Fest	11,500.00	United Way Walworth County (Event held in Elkhorn)	August 4-6, 2023	11,000.00 \$	500.00
	Perseid Meteor Shower cruises (GLAS)	2,200.00	GLAS (Aug 9 - 13, 2023)	August 9-13, 2023	- \$	2,200.00
May	The Wisconsin Cheese Festival	-	APG Southern Wisconsin (Event held in Town of Geneva) Per Email 8/28/23 Event has Been Canceled	September 22-24, 2023		
June	No request for Grants		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	11,150.00 \$	200.00
	The Balloon Adventure	35,000.00	Santa Cause, Inc.	April 10-15, 2024	- \$	35,000.00
September	LG Lions Club Oktoberfest	5,000.00	Lake Geneva Lions	October 7-8, 2023	5,000.00 \$	-
October	Abominable Snow Race	7,000.00	ASR Events, LLC	January 27, 2024	- \$	7,000.00
	Lake Geneva Winter Bridal Show	15,000.00	Celebration on Wells	January 20, 2024	- \$	15,000.00
November	Cheese Festival	15,000.00	House of Music/APG Southern Wisconsin	May 17-19, 2024	- \$	15,000.00
	Jazz Fest	15,000.00	House of Music/APG Southern Wisconsin	June 19-23, 2024	- \$	15,000.00
	Lake Geneva TacoFest	15,000.00	House of Music/APG Southern Wisconsin	September 20-22, 2024	- \$	15,000.00
	Women's Weekend	16,000.00	Geneva Lake Women's Association (GLWA)	April 26-28, 2024	- \$	16,000.00
	Ice Sculpture Walk	12,000.00	Visit Lake Geneva	Feb 1-4, 2024	- \$	12,000.00
Total 2023 Committed Grants		240,303.00				

Approved 2023 Budget	Committed 2023 Grants	Available
\$ 150,000.00	\$ 240,303.00	(90,303.00)



TOURISM ENTITY AGREEMENT

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

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

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

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

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

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

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

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

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

2. Definitions.

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



b. "City" shall mean the City of Lake Geneva.

c. "Tourism Commission" shall mean a tourism commission duly formed by the City of Lake Geneva pursuant to Sec. 66.0615, *Wis. Stats.*

d. "Room Tax" shall mean a tax imposed on the privilege of furnishing, at retail, rooms or lodging to transients by hotelkeepers, motel operators, bed & breakfast inns, vacation rentals, and other persons furnishing accommodations which are available to the public pursuant to the Room Tax Act, Sec. 66.0615, *Wis. Stats* as amended from time to time.

e. "Room Tax Ordinance" shall mean an ordinance to impose a uniform tax on the privilege of furnishing, at retail, rooms or lodging to transients by hotelkeepers, motel operators, bed & breakfast inns, vacation rentals and other persons furnishing accommodations which are available to the public pursuant to the Room Tax Act in the City of Lake Geneva. The City currently imposes a room tax of 5% on tourists who stay at lodging properties within the City of Lake Geneva.

3. Purpose. The purpose of this Agreement is to set forth the respective responsibilities, powers, duties and obligations of the parties hereto in collecting and utilizing Room Tax revenues generated in the City under the provisions of the Room Tax Act.

4. VLG to Provide Tourism Promotion and Development. The Commission hereby designates VLG as its tourism entity as required under the Room Tax Act and VLG shall develop and implement tourism promotion and development and provide destination marketing and staff and services for the tourism industry in the City.

5. VLG Room Tax Revenue and Term. Beginning with the room tax collected on January 1, 2021 and continuing until December 31, 2023 the Tourism Commission shall forward a base amount of \$150,000 and each year an additional 35% of all room tax amounts collected over \$500,000 to VLG to be used as provided herein.

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

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

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



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

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

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

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



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

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

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



10. Termination.

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

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

- a. The City may terminate this Agreement at any time if VLG commits an Event of Default that is not cured within the applicable time period.
- b. The City may terminate this Agreement at any time if it is found that VLG, or its agents, has committed a material breach of this Agreement, (including but not limited to, the intentional misuse of VLG Room Tax revenues for purposes outside of which are permitted by the Room Tax Act); or (ii) VLG is no longer acting as a "Tourism Entity" as defined in the Room Tax Act. In the event of a material breach, and prior to terminating the Agreement, the City shall provide written notice, including a reasonable description of the material breach, of the material breach to VLG. VLG shall have thirty (30) days to cure said breach. The City may terminate the Agreement if VLG fails to cure said breach within the thirty (30) day cure period.
- c. In the event of termination, the City shall make no further remittances to VLG under this Agreement and those revenues shall instead be temporarily retained by the City until such time as they can be forwarded to another tourism entity as defined by the Room Tax Act. All funds in the possession of VLG shall remain the property of VLG.
- d. Following termination, the City shall have no further obligation to VLG. However, VLG shall remain under the duty to provide an accounting as requested and the audit as described above in this Agreement, through the date of termination.

- 11. Modification. This Agreement shall not be modified without an express written agreement executed by the parties.
- 12. Severability. If any provision or provisions of this Agreement shall be held to be invalid, such holding shall not in any way whatsoever affect the validity of the remainder of this Agreement.
- 13. Governing Law. This Agreement has been drawn and executed and shall be performed in the State of Wisconsin. All questions concerning this Agreement and the performance hereunder shall be judged and resolved in accordance with the laws of Wisconsin.
- 14. Invalidity. If any term or condition of this Agreement, or the application of this Agreement to any person or circumstance, shall be deemed invalid or unenforceable, the remainder of this Agreement, or the application of the term or condition to persons or circumstances other than those to which it is held invalid or unenforceable, shall not be affected thereby, and each term and condition shall be valid and enforceable to the fullest extent permitted by law.



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

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

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

By: [Signature], Chairperson

Attest: _____, President & CEO

Date: 11/9/20

City of Lake Geneva Tourism Commission

By: [Signature], Chairman

Attest: _____, Secretary

Date: 11/09/2020



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, 2024.

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. "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 8% 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 for the period from January 1, 2024 and continuing through the period of December 31, 2028 the Tourism Commission shall forward an amount of 51% of all room tax amounts collected by the City to VLG to be used as provided herein.

Provided there are sufficient funds transferred to the Commission, distribution of room tax by the Commission will be 51% of all room tax collected by the city (72.86% of Commission received funds) paid in quarterly disbursements to VLG. Disbursements to be made no later than 60-days following the end of each quarter.

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. 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.
- c. 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.
- d. Business Plan. VLG agrees to provide a written business plan to the Commission which provides a projection of proposed and/or planned tourism promotion and development activities by January 15th of each year under contract.
- e. Services.
 - i. Continue the name of Visit Lake Geneva.
 - ii. Obligation to manage and promote the following annual events in the City of Lake Geneva, unless event fees are imposed by the City to hold such events:
 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 Commission or their designee 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 Commission or their designee.
 - 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 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. VLG will continue to work with the Lake Geneva 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, 2024 to December 31, 2028 (five (5) years). Both parties agree to good faith renewal negotiations 180 days prior to the expiration of the contract term. Pending no written changes are requested by either party, this contract will renew for additional three (3) year terms.
- B. Notwithstanding the above, this Agreement can be subject to termination earlier if any of the following occur:



- a. The City or Commission 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 or Commission 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 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 or Commission 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 or Commission may terminate the Agreement if VLG fails to cure said breach within the thirty (30) day cure period.
 - c. Notwithstanding the above, if Stephanie Klett or Deanna Goodwin are no longer serving as one or more of the top leadership positions of VLG, contract parties agree to immediately begin good faith renewal negotiations with the contractual terms of this agreement to potentially be modified to begin on the subsequent January 1st.
 - d. In the event of termination, the Commission shall make no further remittances, beyond the time period for which this contract was active and the City shall collect room tax for lodging stays through, to VLG under this Agreement and those revenues shall instead be temporarily retained by the Commission 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.
 - e. Following termination, the City or Commission 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: _____, Chairperson

Attest: _____, President & CEO

Date: _____

City of Lake Geneva Tourism Commission

By: _____, Chairman

Attest: _____, Secretary

Date: _____

City of Lake Geneva Tourism Commission
Tourism Promotion Grant Application

Revised June 23

Date Submitted: Monday, November 20, 2023

Organization: Geneva Lakes Family YMCA

Contact Person: Mike Coolidge, Sports Operations Director

Phone Number: 262.248.6211 x30

Street Address: 203 S. Wells Street

City, State, Zip: Lake Geneva, WI 53147

Email Address: mike.coolidge@glymca.org

Name of Event: Baseball/Softball Travel Tournaments

Date of Event: Spring/Summer 2024

Deadline for Receipt Submittal to City (45 days after event ending): 8/1/24

Location of Event: Veterans Park, 901 Townline Road, Lake Geneva, WI

Type of Event: Sports Field Maintenance Work

Estimated Number of Attendees:

The tournaments are expected to have an excess of 11,250 attendees at Veterans Park for baseball/softball tournaments throughout the 2024 summer (June-July).
See page seven for calculation.

Have you applied before?

Yes, we have applied for this grant in 2021 for extensive field renovation on six baseball/softball fields to attract tournament play throughout the Midwest.

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

Veterans Park, 901 Townline Road Lake Geneva, WI

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

The City of Lake Geneva and the City of Lake Geneva Park Board have been approached. No financial support has been provided for this request.

Has the City of Lake Geneva Common Council approved this event taking place? (All proposed events must be approved prior to applying for Tourism grant.)

Due to the Geneva Lakes Family YMCA partnership with the City of Lake Geneva, the Common Council is aware of these events. The City of Lake Geneva has requested that the Geneva Lakes Family YMCA handles the scheduling of all events and tournaments at Veterans Park.

Estimated Number of Overnight Stays:

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

At a minimum 5,626 overnight weekend stays are estimated for the Lake Geneva area (Friday-Sunday) during the 2024 summer baseball/softball season, which primarily falls in the months of June and July.

Please see page seven for calculation.

Annual Event (Yes/No):

Yes, these tournaments are 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: \$16,281.60 – A detailed quote showing the work that will be performed can be found on pages eight and nine.

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 materials to include City of Lake Geneva logo.
- 4) Marketing plan for 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 be aware 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 the meeting to cityadmin@cityoflakegeneva.gov.

REQUIRED ATTACHMENTS

1) Event Overview/Description

The Geneva Lakes Family YMCA has brought an exceptional opportunity to increase the revenue base of the City of Lake Geneva shops, restaurants and hotels by creating and hosting 10 baseball/softball tournaments throughout the summer at Veterans Park.

Due to an extensive park renovation to the baseball/softball fields in 2022, the YMCA is now able to market these fields for competitive play and offer additional tournament space for travel baseball/softball programs to compete. All of these teams come from a distance that would require overnight stays in the area due to the double-elimination structure of the tournaments. This means that all teams need to lose twice in order to be eliminated from the tournament. This approach requires all families to stay at least one night (if not two) based on team performance and placement.

In order to attract travel teams to schedule their tournaments at Veterans Park, Lake Geneva, these fields must be professionally maintained and manicured. This means that baseball/softball fields must have the grass edged around the field, pitching mound and batting boxes be free from holes/divots, proper draining is maintained, additional seeding mix be added for grass, removal of weeds from fields and any additional field maintenance to protect the extensive investment made in 2022.

2) Event Budget (how funds will be used).

Pages eight and nine of this document outlines how these funds will be utilized for each of the six fields located a Veterans Park.

3) Mock up of all marketing material.

The Geneva Lakes Family YMCA does not directly market these tournaments. Availability of Veterans Park for tournament play is sent to a number of organizations that include:

Baseball 365, Inc; Crush Tidal Waves (CTW) Softball, American Legion Post 24

They send out this information to all travel teams throughout the Midwest to schedule their tournament space. However, the YMCA does create a “Data & Deals” page on their website that is communicated to all travel teams when they register for tournament play at Veterans Park.

“Data & Deals” was created to provide tournament families with DATA about the Lake Geneva area including lodging, food and drink, family friendly attractions, event calendar and more. This was built in conjunction with the YMCA’s relationship with Visit Lake Geneva.

There is also a DEALS section on this page that gives area businesses the opportunity (at no cost) to post any coupons or specials they are extending for that weekend to the visiting families.

The page that was created for the 2023 season (this will be updated for 2024) can be found at:

www.GenevaLakesYMCA.org/dataanddeals

The YMCA would add the City of Lake Geneva Tourism logo on this website page if grant is approved.

4. Marketing Plan for the Event.

“Maintain it and they will come.” All marketing is done by Baseball 365, Inc, CTW Softball and the American Legion Post 24 for tournament play. Provided we offer a professional space for tournament play, we will continue to be marketed to travel baseball/softball teams.

5. How will this grant generate overnight stays within the City of Lake Geneva?

As explained above, if our fields are maintained for competitive travel play over 10 tournaments can be offered throughout the summer. This in turn brings in over 25 teams per tournament throughout the months of June/July. This will require a minimum of one overnight stay and for some teams two nights.

6. How did your organization calculate the estimated number of overnight stays to be generated by your event?

Please see page seven for calculation.

7. Any other helpful information.

In addition to tournament play, we have gotten the attention and participation of the Milwaukee Brewers. During this past summer (2023) they hosted one week of baseball camp that brought in over 75 participants within a one-hour radius of Lake Geneva. Some of these families did frequent our shops and eateries after camp. The Milwaukee Brewers do plan to return to Veterans Park for the 2024 season.

Some additional use of the fields has also come locally from the Shocker Baseball tournament based out of Genoa City that we host and the Lake Geneva Jr. Badgers baseball/softball program. These are additional revenue streams for the City that have not been considered into the calculations above.

Calculation | Estimated Number of Overnight Stays

This number has been estimated as follows:

A total of 10 weekend tournaments will be hosted at Veterans Park during the summer of 2024 (Friday –Sunday).

Each tournament brings in a total of 25 teams. There is approximately 15 players and coaches on each team which represents 15 families per team with an average of 3 individuals per family unit.

Based on that conservative number a total of 11,250 attendees would be present at Veterans Park during the Spring/Summer 2024 for baseball/softball tournaments. $(25 \text{ teams} \times 15 \text{ players per team} = 375 \text{ team players} \times 3 \text{ (average size of family/guests accompanying player)} = 1,125 \times 10 \text{ tournaments} = 11,250 \text{ attendees.}$

Given the distance these teams are coming to play in the tournament and the length of tournament play (double elimination), it is guaranteed that they will all stay a MINIMUM of one night.

If there are 15 families per team and there are 25 teams that participate in ONE tournament there is approximately 375 families $(15 \text{ families} \times 25 \text{ teams})$ that will need overnight accommodations for at LEAST ONE NIGHT, FOR ONE TOURNAMENT. That would equate to 375 overnight stays.

Since there are 10 tournaments throughout the 2024 summer baseball/softball season, we would need to take 375 overnight stays for one tournament and multiply that by 10 to get a total of 3,750 overnight stays during the summer of 2024. This is for ONE night only.

To be conservative, we will then say that at LEAST HALF of these teams will need to stay one additional night which would equate to an additional 1,875 overnight stays $(3750/2)$.

We then need to take 3,750 stays for one night and add the additional 1,875 stays for those families needing to spend a second night in Lake Geneva for tournament play on Sunday. That total then equals 5,626 overnight weekend stays for 10 weeks throughout the 2024 Baseball/Softball Tournament play.



September 19, 2023

Geneva Lakes Family YMCA
203 S. Wells Street
Lake Geneva, WI 53147

Spring Touch-up 2024

The need for seasonal follow-up visits to Veteran's Park is important in protecting the investment that was made in the summer of 2022. Spending time to quickly go through each field and return them to nearly perfect state, will assist in your staff to maintain and perform their daily duties throughout the season.

KEI will provide labor, equipment, and use on-site materials remaining from renovation project to touch-up fields as follows:

Molitor Field

- ☐ Mechanically edge all grass edges.
- ☐ Nail Drag field to loosen playing surface and fill in footprints from late fall / early spring.
- ☐ Address clay needs on pitching mound and batting boxes.
- ☐ Laser Grade Infield skin to return grade for positive surface drainage.
- ☐ Provide and apply topdressing material as needed

Total cost\$4,070.40_____

Field #5

- ☐ Mechanically edge all grass edges.
- ☐ Repair minor washouts in warning track, using existing material in parking lot
- ☐ Overseed drainage trenches with 70-30 Overseeding mix
- ☐ Nail Drag field to loosen playing surface and fill in footprints from late fall / early spring.
- ☐ Address clay needs on pitching mound and batting boxes.
- ☐ Laser Grade Infield skin to return grade for positive surface drainage.
- ☐ Provide and apply topdressing material as needed

Total Cost.....\$3,270.40_____

Field #1, #2, #3, #4

- ☐ Mechanically edge all grass edges
- ☐ Remove grassy weeds that have grown into both infields.
- ☐ Drag Fields to create positive playing surfaces.
- ☐ Laser grade infield skin to return grade to positive surface drainage

Total Cost\$2,235.20 each_____

ALTERNATE OPTIONS

OPTION #1: Purchase one truckload of infield mix to use when touching up fields throughout the facility.

Cost of Infield Mix.....\$1,311.60_____

OPTION #2: Purchase 280 bags of top dressing material to add to existing infield to continue quality playing surface.

Cost of Topdressing Material.....\$5,670.00_____

Best Regards,

Brent Amann
KUJAWA ENTERPRISES INC.
Sports Field Manager
brent.amann@keiorange.com
262-475-8263

Approved By: _____ Date: _____

Print Name: _____

Email Address: _____

Telephone Number: _____