



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

CITY OF LAKE GENEVA TOURISM COMMISSION
MONDAY, FEBRUARY 12, 2024 - 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:

Please join my GoTo meeting from Google Chrome on your computer.

<https://meet.goto.com/961071717>

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 Tourism Commission minutes from January 8, 2024, as prepared and distributed
5. Update from Heather Jones (Independent Contractor for Tourism Commission) Meet at the Lake Promotional Activity
6. Riviera agreement for events requesting to have rental fees waived
7. Update from Tourism Entity (VISIT Lake Geneva) on Promotional Activity, Calendar, and Hotel performance
8. Update from Lake Geneva Business Improvement District
9. Written financial update regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements, list of outstanding (unpaid) tourism grants awarded
10. Discussion/Action on Tourism Promotional Grant Program and Requests: **Maximum ten (10) minute presentation per request:**
 - a. Request to revise previously awarded grant (The Balloon Adventure)
 - b. Art in the Park
11. Discussion; Link on City website and revision to Tourism Grant Application listing City website page showing City hotels and lodging

12. Discussion/Action; debrief/follow-up form: making this a permanent agenda item after the Grant Requests agenda item

13. Future Agenda Items (next meeting date: Monday, March 11, 2024 4:00pm)

14. Adjournment

This is a meeting of the Tourism Commission. No official City Council action will be taken; however, a quorum of the City Council may be present.

TOURISM COMMISSION MINUTES
Monday, January 8, 2024
COUNCIL CHAMBERS, CITY HALL

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

Roll Call

Present: Chair Brian Waspi, Alderman Fesenmaier, Alderman Howell, Troy Migut; Stephanie Klett (Ex-Off), Mayor Klein (Ex-Off, arrived at 4:17 p.m., sat in audience)

Absent: Vice Chair Zakia Pirzada, Linda Moritz; Comptroller Laura Pisarcik (Ex-Off)

Comments from the Public limited to 5 minutes, limited to items on the agenda: None.

Approval of Tourism Commission minutes from December 11, 2023

Motion by Waspi, second by Migut, to approve the minutes from December 11, 2023.

Unanimously carried.

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

Jones reviewed her monthly report included in the packet. She was enthusiastic about the upcoming wedding season and is extending her marketing campaign one month longer this year. She is using “Here Comes the Guide,” at no cost and Zola, for a three-month trial period for additional marketing of the Riviera. Jones already has four bookings in 2025.

Riviera agreement for events requesting to have rental fees waived

Fesenmaier noted that the form should be sent to FLR and Council for a revision: add the amount waived to the form. Also, Heather requested that it is noted on the form when she is notified that the waiver has been approved, so she can keep her records up-to-date. Another line should be added that staff has verified the dates are indeed available.

Update from Tourism Entity – Visit Lake Geneva

Deanna Goodwin highlighted future events from her report including Winterfest 2024, January 31 through February 4.

Samples from the impressive December Earned Media list:

- https://madison.com/news/local/madison-day-trips/article_b9c43216-9914-11ee-94fe-43deae0d4c51.html
- <https://newyorktravelguides.com/coziest-winter-towns-in-america/>

Mayor Klein arrived.

The VISIT Lake Geneva website ended the year with an impressive 1.5 million page sessions and 4.3 million pageviews while their Facebook account scored a 9.1 million post reach. They collected more than 1200 winter clothing items, through the end of the year, donated to Walworth County families.

Update from Lake Geneva Business Improvement District (BID) –

New for 2024 a blog section on the website will be added and Murals in Motion artist selection will occur in February.

Progress continues with WEDC's Main Street program. BID is initiating an impact study for the Hwy. 50 project to determine marketing needs and solutions during the construction.

Written financial update provided by City Comptroller

No information was included in the packet.

Tourism Promotional Grant Program and Requests

None.

Date Change for 2024 Taco Fest

Applicant needed to move the 2024 event up by one weekend due to a scheduling conflict. The grant had previously been approved by the Commission, so the only change requested is the date. Motion by Howell, second by Waspi, to change Taco Fest 2024 to Friday, September 13, through Sunday, September 15, 2024. Unanimously carried.

City Website link and Grant Application revision

Spot needed on the City Website for City Hotel information and revision of Tourism Grant Application to reflect the requirement that a link (to above) be included on any marketing materials.

This item is still in progress with Heather Jones to consult with Administrator Nord.

Review of Riviera Waiver form (previously approved by City Council)

Duplicate agenda item.

Form was included in the packet and discussed above.

Review of signed 2024 Visit Contract with the Lake Geneva Tourism Commission

No changes or corrections. New contract was signed by the December 31, 2023 expiration date. 2024 Business Plan will be emailed to all Commissioners.

Future meeting agenda items and next meeting date –

- Big Balloon Adventure for February
- Debrief/Follow-up form: discuss making this a permanent agenda item after the Grant Requests agenda item
- Grant Application revision: include City website link to City hotels on the grant application to require on marketing materials

Monday, February 12 at 4:00 PM

Motion by Waspi, second by Migut, to adjourn at 4:46 p.m. Carried.

Respectfully submitted,

Alderman Fesenmaier, Secretary

Riviera Ballroom/MATL Update- Tourism Commission Meeting February 2024

Marketing Update

- Website Analytics Update: Past 30 Days:
 - Site Sessions: 2,149 (63% increase)
 - Large spike in page views on wedding show day and day after (almost 200 that weekend)
 - Site Sessions by traffic source
 1. Google (872)
 2. Direct (497)
 3. Facebook (490)
 4. Visit Lake Geneva (55)
 5. Bing (55)
 - Active Inquiries: 99 (+44 from last month), 58 recorded for January 2023 (New Zola listing accounting for boost in leads)
 - Avg. Session Duration: 3min 13sec (4% increase)
 - Site Bounce Rate: 58.6% (+7%)
- WeddingWire & TheKnot: January Stats
 - 128 Storefront Views, compared to 97 avg in our market/category
 - 14 leads (-3 from last month)
- Hotels & Lodging Analytics Update Past 30 days:
 - 37 Page Views (-38 from last month)
 - Avg. time spent on page: 6min 31sec (+2min 30sec)

**Reports generated on February 5th*

Social Media Ad Campaign started up December 15th, running through April 15th

Wedding show at The Riveira on Saturday, January 20th was a HUGE success. Largest crowd to date and I already received 4 new leads, one has a 2025 date on hold.

Sales Update

	2018	2019	2020	2021	2022	2023	2024	2025
Weddings	45	28	9	54	55	52	43	5
Social	4	1	0	1	5	4	4	
Corporate	4	2	1	1	2	3		
Non-Profit	7	10	0	3	1	5	3	
Event Total	60	41	10	60	62	64	50	5
Cancellation Total	0	0	40	11		3	2	1
Rescheduled	0	0	20	4		1	1	
Comp			5	2	5	6	5	

- Sales by Year January 2024:
 - 2024 Events-No Change.
 - 2025 Events- One contract returned and 4 contracts out.
 - Last Year- Reported on February 10th; 56 events booked for 2023 and 13 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	2024 YTD
\$146,139.23	\$99,792.62	\$29,095.71	\$162,926.92	\$286,754.23	\$308,151.03	\$198,330.67
CATERING REVENUE						
\$29,159.74	\$14,688.76	\$4,337.68	\$32,970.09	\$46,691.72	\$48,795.80	\$1,392.72



Lake Geneva Tourism Commission FEBRUARY 11, 2024 VISIT Lake Geneva Update

February Partner Events

- **VLG Monthly Partner Meeting** – Tuesday, February 20, 8-9am at Bella Vista Suites (335 Wrigley Dr.)
- **Multi-Chamber Business After Hours** – Wednesday, March 6, 5-7pm at Lake Geneva Tennis & Pickleball (630 Veterans Pkwy)

2024 Public Events

- **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** – Thursdays June 27 – August 8, 2024
- **Lake Geneva Electric Christmas Parade** – Saturday, December 7, 2024

Earned Media Highlights – January 2023

- [Lake Geneva hosts National Snow Sculpting Competition despite warm weather](#) | Beloit Daily News
- [Lake Geneva Winterfest](#) | AARP
- [Lake Geneva Winterfest opens Thursday, runs through Sunday](#) | ABC12 Milwaukee
- [Winterfest Lake Geneva 2024 Rescheduled to February 1: U.S. National Snow Sculpting Championship](#) | Country Herald (IL)
- [New ice attraction 'Winter Realms' opens in Lake Geneva](#) | ABC7 Chicago
- [Check Out Winterfest in Lake Geneva, WI](#) | Madison Mom .com
- [30 Most Beautiful Lakes to Visit in America](#) | Places to Travel
- [Bundle Up and Head Outdoors to These Top Winter Festivals](#) | Forbes
- [Lake Geneva Winterfest 2024](#) | Milwaukee Mom .com
- [Wisconsin Resort Community Treasures Its Storied Past](#) | Canadian World Traveller Magazine

Marketing Metrics – JANUARY 2024

WEBSITE – VisitLakeGeneva.com

- Sessions – 187,871 (+38.4%) | YTD 187,871 (+38.4%)
- Pageviews – 506,260 (47.6%) | YTD 506,260 (47.6%)
- Users – 146,232 (+36.6%) | YTD 146,232 (+36.6%)
- Online Guide Visits – 2,760

- **Top Pages**

1. Events	126,601 Pageviews
2. Winterfest	76,380
3. Home	21,396
4. Winterfest Event Program	16,453
5. Things to Do	14,739
6. Things to Do Winter Activities	14,288
7. Stay Hotels & Resorts	10,671
8. Winterfest Teams	9,983
9. Food & Drink	9,479
10. Explore Visitors Guide	9,151

- **Top Cities**

1. Chicago	34,660 Unique Users
2. (not set)	9,848
3. Milwaukee	3,804
4. Dallas	2,577
5. Madison	2,468
6. Lake Geneva	1,674
7. Ashburn	1,386
8. New York	1,087
9. Rockford	979
10. Kenosha	939

SOCIAL MEDIA

- Facebook – 70,166 Followers (+1,646 MoM) | 1.1 Million Monthly Post Reach
- Instagram – 13,298 Followers (+413) | 15,151 Monthly Post Reach
- Twitter – 3,528 Followers (+70) | 1,369 Monthly Impressions
- LinkedIn – 1,421 Followers (+24) | 4,773 Monthly Impressions
- TikTok – 1,073 Followers (+37)

EMAIL SUBSCRIBERS

- Subscribers – 532,816 (-444)
- Open Rate – 33.7%

VISITOR CENTER ACTIVITY

- Walk-ins – 403 (+126)
- Phone Calls – 358 (+97)
- Emails – 987 (-153)
- Visitors Guides Fulfilled – 1,070 (-54)

HOTEL ACTIVITY – DECEMBER 2023

- Occupancy – 41.7% (+1.2%) | YTD 51.7% (-1.3%)
- ADR - \$200.84 (+13.8%) | YTD \$196.03 (+5.8%)
- RevPar - \$83.78 (+15.2%) | YTD \$101.41 (+4.4%)

Meetings & Events RFP Activity – JANUARY 2024

RFP#	Total Room Nights	Total Attendees	Meeting Type	Properties Sourced
1296	155	70	Corporate	The Abbey, Grand Geneva, Geneva National, The Ridge
1297	60	75	Social	Grand Geneva, Abbey, Bella Vista , The Ridge, Geneva Inn, Lake Lawn Resort, Harbor Shores
1298	30	20	Corporate	Abbey, Lake Lawn Resort, The Ridge, Grand Geneva
1299	60	120	Corporate	Abbey, Geneva National, The Ridge, Grand Geneva
1300	60	130	Corporate	Abbey, Grand Geneva
1301	24	48	Social	Geneva National, Grand Geneva
1302	290	400	Corporate	Abbey, Grand Geneva, Lake Lawn Resort
1303	640	250	Corporate	Abbey, Geneva National, Grand Geneva
1304	1704	600	Corporate	Grand Geneva
1305	920	375	Corporate	Grand Geneva
10	3943	2088		January Totals

- 2024 schedule includes group tour industry shows including Circle Wisconsin and ABA (American Bus Association). Additional meeting planner shows also added for a total of 11 shows this year.
- New Meeting & Event Planner publication will be developed this year after many properties completed function space renovations in 2023.

OTHER

- Copies of the **2024 Lake Geneva Region Visitors Guides** arrived mid-January. More than 1,000 Guides were mailed out to consumers requesting a copy and over 2,000 accessed it online in January. Expanded distribution planned this year to cover more of Wisconsin in addition to Illinois.
- The annual **Wisconsin Governor's Conference on Tourism** (WIGCOT) will be held in Lake Geneva March 10-12, 2024 at Grand Geneva Resort. Over 1,000 delegates are expected to attend.



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

Executive Director's Report

January Recap

Website & Social:

Most visited pages were /murals and /shop. Murals Call to Artists was what bumped site sessions and pageviews this month. Site was most searched for in google, direct, then facebook.

Added all event dates to the website. Have added a blog section for our interviews with local series.

Reached 10k followers in December on Facebook and continue to raise reach and post engagement month over month.

Social Posting Topics:

- i. Murals in Motion
- ii. Winter Fun/what to do downtown during Winterfest
- iii. Placemaking: Interviews with a local

	DEC 2023	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV
Visitor Sessions (962) (1347)												
Mobile	678	871										
Desktop	270	443										
Tablet	14	33										
Pageviews												
	1336	2094										
2024 Other												
Users	962	1347										

New Visitors	693	995										
Avg Time on site	3m34s	4m16s										
Social												
	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV
Facebook												
Followers	10557	10863										
MoM Change	165	306										
Reach	57,303	84,195										
Post Engagement	7,302	21,094										
Instagram												
Followers	2,931	2980										
MoM Change	60	49										
Reach	1870	2811										
Engagement	261	526										

Events:

All Events listed for 2024:

- i. Wine Walk (Spring) April 7 – All business sign ups complete, event application has been submitted, committee has met to start ordering supplies, and solicit sponsorship
- ii. Murals in Motion May 15-19 – Call to Artists sent out, committee meeting in January to discuss scoring matrix and process for selection. Contacted another potential wall for utilization. Created sponsorship for event. Secured location for a welcome sponsor dinner.
- iii. Maxwell Street Days August 23-25
- iv. Oktoberfest October 12-13 – First Committee meeting to be held February 6
- v. Wine Walk (Fall) November 3
- vi. Light Up Lake Geneva & Shop Small Weekend November 29 - December 1

Beautification:

- i. Lighting – Holiday décor in Flat Iron Park has been removed prior to winterfest
- ii. Murals – Call of Artists Launched. Selections to be made in February. 58 designs submitted

Business Communications, Organization & General Marketing:

- i. 16 Business Retention Visits, 2 meetings in regards to upcoming vacancies
- ii. Strategic Plan session implemented and report developed
- iii. Planning Annual Meeting is underway for Mar 20th and creating an annual report
- iv. Nonprofit has met with accounting services for tax exemption and setting up quickbooks to take place in February
- v. January 24th will be hosted BID Connects Networking Event featuring a brief presentation from WEDC's Main Street Program at 5:30pm at Harbor Shores.
- vi. Hosted Downtown Tour and Meeting with City Hall with WEDC



Lake Geneva Business Improvement District Strategic Plan

Introduction:

On Wednesday, January 10, 2024 the Business Improvement District (BID) Board of Directors and Executive Director met in a public special meeting to develop a strategic plan for the commission for their 2024 operating plan. The session began with an overview of strategic planning:

- A management tool used to improve the performance of the commission.
- A document that outlines the commission's direction and priorities.
- A guideline to be used in the allocation of resources.
- A process the commission undertakes to build commitment in key stakeholders to the agreed upon direction and priorities.

The path for the session included:

- Beliefs and Values as a Commission
- Purpose and Mission Statement
- Vision Through SWAT Analysis

And to further identify, gain consensus on, and commit to the next few years'

- Goals
- Objectives
- And Measurement of Success



Lake Geneva Business Improvement District Strategic Plan

Post Session Analysis:

Beliefs and Values as a Commission:

As an arm of the City of Lake Geneva, it is our belief that we represent the authority of the businesses within the BID to communicate and advocate for development and enhancement of the district. We value building strong communication channels with our businesses, our city officials, and other stakeholders for the maintenance of a welcoming, historic, and thriving business district. We believe in positioning the downtown in a way that promotes visitors and local commerce as well as providing outlets for entertainment, unique streetscape activation, and business preservation.

BID Purpose:

It shall be the purpose of the Lake Geneva Business Improvement District (BID) to develop, manage and promote the BID within the City of Lake Geneva, as authorized by Wisconsin State statute.

The Lake Geneva BID exists as a funding vehicle to develop and promote the entire Lake Geneva Business Improvement District boundaries.

The BID is a private-public sector initiative for maintaining and enhancing the appeal of the downtown area. The BID will undertake projects on a private-public collective basis in areas traditionally not addressed by the municipality.

Mission Statement:

The Lake Geneva Business Improvement District's mission is to enhance downtown Lake Geneva in a way that benefits local residents, businesses, and visitors alike.

SWOT Discussion:

SWOT stands for the examination of the successes, weaknesses, opportunities, and threats to the commission's purpose and mission. In identifying these categories the commission can build a vision for goal setting its purpose. Determining the buckets of priorities was the first step to organize future development potential. The Lake Geneva BID focused on:

Organizational Development – meaning internal structuring and sustainability for financial and operating successes.

Economic Development – meaning the sustainability of existing businesses, the growth of business development, and the impact of preserving the geographical area of the BID

Beautification Development – meaning streetscape design and placemaking initiatives that enhance the landscape and the physical structures of the historic downtown

Promotions Development – meaning the marketing strategy of the downtown businesses and BID commission through events, digital marketing & print initiatives



Lake Geneva Business Improvement District Strategic Plan

Downtown Lake Geneva BID

Benchmark Performance Measurements 2023-2028

Vision: Downtown Lake Geneva is a culturally vibrant historic district that promotes and reflects a balanced mix of businesses and an engaged community.

Five-Year Goals:

- Increase Marketing Reach, Community Awareness and Effectiveness
- Activate and Connect Destinations and Public Spaces Across District through Strategic Installation and Promotional Activities
- Increase Diversity of Businesses and Foot Traffic

Increase Organization Effectiveness



Nonprofit created, grants applied for/awarded; in progress: increasing boundaries

5-Year Goal

Establish 501c3 arm to fundraise for capital projects.

Economic Development & Retention



Created newsletter, conduct business retention visits, host networking series

Improve business communications. Attract new business as well as assist on business retention strategies.

Invest in Beautification



Light Up Lake Geneva investment, adopt a flower basket program, mural program launching

Enhance holiday décor in Flat Iron Park. Fundraise for public art.

Business Marketing Enhancement



New marketing campaigns for shoulder season, enhanced marketing events, grew to 10k followers

Increase marketing reach, new campaigns, and social media growth.

Enhance Events



Grew Attendance, Conduct post event feedback for organization, add impactful events

Streamline event calendar, enhance attendance & promotion, net neutral, and increase register rings.

Business Advocacy



Deliver regular city updates, served on adhoc parking committee, initiated DOT committee

Main Street Accreditation, Communications with City & Organizational Partners



Current Performance as of 01/01/24



Lake Geneva Business Improvement District Strategic Plan

2024 SWOT Analysis:

Strengths Identified:

- Active board participation
- Well organized and thorough communications
- Board transparency
- Open communication with business community
- Fresh ideas brought to the board are welcomed
- Active businesses that want to participate
- Core values of understanding of how BIDs operate.
- Dynamic group of businesses, former government leaders, and representatives for tourism working for or with the board
- Advocacy for businesses is well established at City meetings
- Well attended events (ie Wine Walk, Oktoberfest, Christmas activities)
- Great optimization of streetscape design budget
- Built in promotional events
- Increased reach on social media and marketing presence
- Became a Connect Community
- Started a non-profit component to organization
- Grant Writing has allowed for additional funding opportunity
- Built programming of events and projects to offer advance information for planning for city, for businesses, and for public
- Increased Marketing Budget for businesses
- Organized event analysis metrics for measurement of success

Opportunities Identified:

- Expand community engagement through developing committees for events and projects within BID scope
- Finding unique ways to engage more businesses at events and projects
- Events that are net neutral or profitable for the commission
- Bring more people into town through marketing & placemaking plans
- Local marketing initiative – one night a week open we love our town Wednesdays
- Adding more unique promotion out of home for shoulder season marketing campaigns
- Growth of the BID district boundaries
- Need for planning committee for preemptive project planning before presenting to City
- Fundraising for Façade grant program
- More holiday décor investment
- Enhance our current physical wayfinding signs downtown
- Create an app of business map
- Get more engagement on website with blog stories and more specialized content

Weaknesses Identified:

- Communications with the City for collaboration
- Identifying BID board roles and responsibilities
- Ability to create more revenue
- Need for Sponsor relationships
- Expand community engagement through developing committees for events and projects within BID scope
- Need of Annual Report
- Need for better wayfinding
- Need for more marketing of “What the BID does”
- Community Needs: How to get ahead of the Hwy 50 resurface project, and need for a parking structure

Threats Identified:

- Liability for board members and executive director
- Funding needs for project goals
- Communication policy enforcement for board members in regards to public relation statements
- Need for annual report dispersed in the community
- Need for Inflation & Market Analysis for impact of small business



Lake Geneva Business Improvement District Strategic Plan

SWOT Conclusion and Establishment of Goals:

Focus Points	Goals	Procedures for Success
Organization	- Increasing BID boundaries - Become a 501c3 - Internal Task Management - Become Main Street Accredited - Fundraise through Annual Sponsorship Building, Friends of BID initiatives, Project Sponsorships - Grant Research and Writing - Building relationships with city and other organizations - Establish director roles & responsibilities	- Budget Maintenance - Fundraising logging - Build operating plans - Attending city council meetings & partnering org meetings - Acceptance into Connect Communities Main Street Program - Tourism Commission meetings - Monthly meeting progress check - Build board guidelines and invest in D&O insurance
Economic Development	- Attract new business - Business Retention Strategies - Partnership with development agencies and organizations for business attraction - Build Façade Improvement Grant	- BRE templates and site visits - Build program outlines for façade improvement program and log sponsor meetings - Build small business meetings quarterly for learning sessions, marketed through email and social media - Inventory of properties
Beautification	- Flowers & Holiday Décor - Mural Creation - Façade Grant Build - Unique Art Installation - Banners - Trolley	- Work with Treasure Hut for purchasing for outdoor décor - Mural program committee fundraise for initiative and create a mural painting event - Banner program for Veterans in 2023 – solicit partnership with American Legion and schools, design and purchase banners for installation - Bike Rack Installation
Promotion	- Marketing businesses - Maxwell Street Days - Spring Scavenger Hunt - Veterans Day History Walk - Events - Wine Walks - Oktoberfest - Tree Lighting Shop Small - Legislative Breakfast - Veteran's Day - Mural Event	- Newsletter for business communications, create a general consumer e-newsletter - Building photography and video library to promote businesses - Create a marketing plan and content calendar - Execute successful events for fundraising, community promotion, or ringing in cash registers



Lake Geneva Business Improvement District Strategic Plan

Public Events to Program in 2024:

- Wine Walk I – April 7
- Murals in Motion Event – May 15-19
- Maxwell Street Days - August 23-25
- Oktoberfest – October 12-13
- Wine Walk II – November 3
- Light Up Lake Geneva & Shop Small Weekend – November 29- December 1 (with window decorating contest)

Business Events to Program in 2024:

- BID Connects Networking Socials – January 24, April 24, July 31, October 30
- Annual Meeting – March 27
- Monthly Committee Meetings (Various Times)

Additional Future Goals for 2024-2026:

- | | |
|--|---|
| • Art in the streets “Make Music Day” | • Update Wayfinding signage |
| • Murals event fundraising “Murals in Motion” | • Evergreen Banners |
| • Sponsorship for flowerpots with plaques | • Parking Enhancements for preparation of Hwy 50 repavement project |
| • More floral installation and bushes | • Scavenger hunt for downtown |
| • Enhanced Main Street lights for the holidays | • “Art Comes Alive” event |
| • Veterans banner event & history walk | • Map for downtown |
| • Holiday Open House/window contest refresh | • Commercial development |
| | • Podcasts about small businesses |
| | • Artistic bike racks |
| | • Holiday story book walk |



Lake Geneva Business Improvement District Strategic Plan

Measurement of Success:

After identifying the goals for the BID, an action plan proposed for measurement of success is outlined as follows for each category:

Organizational Development –

- Update Operational Playbook detailing login credentials to all software, calendar of meetings/events/public engagement requirements, policy and procedures outline for events, beautification planning, committee requirements, handling financials, board meeting prep, etc. Also place these items on a shared drive accessible to all board of directors.
- Review Board of Directors Annual Onboarding Folders detailing schedule of meetings, schedule of events, board contacts, code of conduct statements, conflict of interest statements, conflict resolution policy, and budget/financial procedures along with copies of annual operational plans and bylaws and copy of d&o insurance.
- Update Bylaws with Amendment to who can serve on board according to state statute.
- Create Task Lists and Budgets for each event; project with monthly check in with board for progress.
- Financials organization including creating a chart of accounts, general ledger, and budget vs actuals that compares to City comptroller reports; deliver reports at every board meeting including event financial reports.
- Apply for grants for mural program and events through tourism commission and state funded programs for the arts, for placemaking, and for wayfinding.
- 501c3 status.
- Apply for Main Street accreditation by April 2024
- Expand BID boundaries.
- Create an Annual Report for community.
- Actively plan and participate in monthly board meetings; regularly attend city meetings as well as partnering organization meetings and presenting when necessary.

Economic Development –

- Inventory all properties for crm profiles of businesses.
- Create template for business retention surveys.
- Conduct regular business visits.
- Create monthly newsletters detailing pertinent business information.
- Relay statewide initiatives that help businesses from Wisconsin Economic Development Corporation.
- Work with local developers and commercial real estate businesses to fill vacant storefronts.
- Create a façade improvement program outline with design guidelines.
- Gain sponsorship for a façade improvement program for future grants towards business improvements.
- Initiate small business retention meetings focusing on pertinent teaching topics.



Lake Geneva Business Improvement District Strategic Plan

Beautification Development –

- Create operational and budget plan for each season's plantings detailing type of product, placement, and removal costs.
- Organize committee for holiday design ideas.
- Create sponsorship opportunities for flower baskets.
- Create sponsorship for mural project.
- Create a fundraising campaign for downtown murals with banner placement and secure payment options with a social media campaign; create a graphic for mailer for murals.
- Apply for grants for mural projects.
- Façade improvement program is both in the bucket of economic development and beautification.
- Design banners for Veterans for downtown
- Create a Trolley committee for downtown designated stops (this could also be in multiple buckets)

Promotion Development –

- Create an annual marketing plan for website, social media, and print
- Have a content calendar with themes established for marketing downtown
- Deliver monthly metrics to board on performance of marketing and promotions on social and website
- Develop Event Overview and Task lists with budgets, contacts, and procedures for every event
- Newsletter development for events and seasonal promotions downtown
- Apply for grants for marketing expenditure of building a photo and video assets for commercials and digital ads
- Apply for event grants for tourism
- Survey businesses and guests alike post event for return on investment
- Post event analysis will be conducted following every event; examining attendance, survey feedback, operational successes and needs for improvement, budget, and if the event was deemed successful by these considerations: Fundraised for BID projects, rang cash registers for BID businesses, and/or built community awareness for the district.
- Explore the use of creating a podcast for downtown businesses.
- Board of Directors and Executive Director attend the virtual Main Street Promotions seminar in April 2024 for educational development.

Additional Analysis for Program Success:

- The Executive Director will conduct an annual progress meeting to present effectiveness of all initiatives outlined in the strategic plan in November 2024.
- Budget planning will be conducted in October 2023 based on impact of Strategic Planning.
- Adaptations to the strategic plan can be made based on budget and assessment of performance discussed by board members and staff at regular board meetings.
- Continued initiatives and new strategies will be developed annually.

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-11111 FUND CASH					
		10/31/2023 (10/23) Balance	.00 *	.00 *	1,214,242.93
CA	16	Cash Allocation - Created: 12/07/23 3:52 PM		4,894.20-	
CA	6	Cash Allocation - Created: 12/07/23 3:51 PM	4,894.20		
CA-CDA	10	CDA Fund Allocation - Created: 11/10/23 10:08 A		37,567.29-	
CA-CDA	29	CDA Fund Allocation - Created: 11/27/23 2:56 PM		5,119.98-	
CA-CDA	38	CDA Fund Allocation - Created: 12/01/23 9:41 AM		5,900.63-	
CA-JE	16	JE Fund Allocation - Created: 12/07/23 3:52 PM	4,894.20		
		11/30/2023 (11/23) Period Totals and Balance	9,788.40 *	53,482.10- *	1,170,549.23
47-00-00-13920 ACCTS RECEIVABLE					
		10/31/2023 (10/23) Balance	.00 *	.00 *	.00
		11/30/2023 (11/23) Period Totals and Balance	.00 *	.00 *	.00
47-00-00-21100 ACCOUNTS PAYABLE					
		10/31/2023 (10/23) Balance	.00 *	.00 *	37,500.00-
AP	209	Summary Transactions from AP System		67.29-	
AP	411	Summary Transactions from AP System		5,000.00-	
AP	479	Summary Transactions from AP System		119.98-	
AP	711	Summary Transactions from AP System		24,150.63-	
CDA	84014	US CELLULAR	67.29		
CDA	84043	LAKE GENEVA CONVENTION	37,500.00		
CDA	84173	CHARTER COMMUNICATIONS	119.98		
CDA	84211	LAKE GENEVA LIONS CLUB	5,000.00		
CDA	84248	JONES, HEATHER	5,833.34		
CDA	84256	US CELLULAR	67.29		
		11/30/2023 (11/23) Period Totals and Balance	48,587.90 *	29,337.90- *	18,250.00-
47-00-00-21900 ACCRUED EXPENSES					
		10/31/2023 (10/23) Balance	.00 *	.00 *	.00
		11/30/2023 (11/23) Period Totals and Balance	.00 *	.00 *	.00
47-00-00-34800 RESTRICTED FUND BALANCE					
		10/31/2023 (10/23) Balance	.00 *	.00 *	525,302.27-
		11/30/2023 (11/23) Period Totals and Balance	.00 *	.00 *	525,302.27-
47-00-00-41210 ROOM TAX					
		10/31/2023 (10/23) Balance	.00 *	.00 *	1,201,053.09-
JE	22	TRANSFER ROOM TAX TO TOURISM FUND-NO		73,576.20-	
		11/30/2023 (11/23) Period Totals and Balance	.00 *	73,576.20- *	1,274,629.29-

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-41210 ROOM TAX (continued)					
YTD Encumbrance	.00	YTD Actual 1,274,629.29- Total	1,274,629.29-	YTD Budget 1,100,000.00- Unearned	174,629.29-
47-00-00-46100 TOURISM MISC REVENUE					
	10/31/2023 (10/23)	Balance	.00 *	.00 *	.00
	11/30/2023 (11/23)	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					
	10/31/2023 (10/23)	Balance	.00 *	.00 *	22,645.45-
JE	15 REC NOV LGIP ACTIVITY			4,894.20-	
	11/30/2023 (11/23)	Period Totals and Balance	.00 *	4,894.20- *	27,539.65-
YTD Encumbrance	.00	YTD Actual 27,539.65- Total	27,539.65-	YTD Budget 1,000.00- Unearned	26,539.65-
47-00-00-49100 APPL. PRIOR YR APPROPRIATIONS					
	10/31/2023 (10/23)	Balance	.00 *	.00 *	.00
	11/30/2023 (11/23)	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					
	10/31/2023 (10/23)	Balance	.00 *	.00 *	.00
	11/30/2023 (11/23)	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					
	10/31/2023 (10/23)	Balance	.00 *	.00 *	150,000.00
	11/30/2023 (11/23)	Period Totals and Balance	.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					
	10/31/2023 (10/23)	Balance	.00 *	.00 *	26,910.67
AP	681 JONES, HEATHER		2,916.67		
	**Desc: RIVIERA EVENTS COORDINATOR-DEC 2023				
	11/30/2023 (11/23)	Period Totals and Balance	2,916.67 *	.00 *	29,827.34

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-57210 EVENTS COORDINATOR (continued)					
YTD Encumbrance	.00	YTD Actual	29,827.34	Total	29,827.34
YTD Budget	32,650.00	Unexpended	2,822.66		
47-00-00-57212 EVENTS COORDINATOR-RIVIERA					
	10/31/2023 (10/23)	Balance	.00 *	.00 *	26,910.67
AP	680 JONES, HEATHER		2,916.67		
	**Desc: RIVIERA EVENTS COORDINATOR-DEC 2023				
	11/30/2023 (11/23)	Period Totals and Balance	2,916.67 *	.00 *	29,827.34
YTD Encumbrance	.00	YTD Actual	29,827.34	Total	29,827.34
YTD Budget	32,650.00	Unexpended	2,822.66		
47-00-11-15900 DUE TO/FROM GENERAL FUND					
	10/31/2023 (10/23)	Balance	.00 *	.00 *	.00
	11/30/2023 (11/23)	Period Totals and Balance	.00 *	.00 *	.00
47-00-40-15900 DUE TO/FROM LAKEFRONT FUND					
	10/31/2023 (10/23)	Balance	.00 *	.00 *	.00
	11/30/2023 (11/23)	Period Totals and Balance	.00 *	.00 *	.00
47-70-00-57150 PROMOTIONAL GRANT					
	10/31/2023 (10/23)	Balance	.00 *	.00 *	197,764.57
AP	311 LAKE GENEVA LIONS CLUB		5,000.00		
	**Desc: OCT/BAGTOBERFEST TOURISM GRANT REIMB				
AP	546 LAKE GENEVA BID		11,150.00		
	**Desc: REIMB-OCT FEST 2023 TOUR GRANT				
	11/30/2023 (11/23)	Period Totals and Balance	16,150.00 *	.00 *	213,914.57
YTD Encumbrance	.00	YTD Actual	213,914.57	Total	213,914.57
YTD Budget	150,000.00	Unexpended	63,914.57-		
47-70-00-57155 TOURISM MUNICIPAL DEVELOPMENT					
	10/31/2023 (10/23)	Balance	.00 *	.00 *	11,871.97
AP	137 US CELLULAR		67.29		
	**Desc: RIVIERA CELL HEATHER OCT				
AP	458 CHARTER COMMUNICATIONS		119.98		
	**Desc: INTERNET SVC NOV 2023				
AP	611 US CELLULAR		67.29		
	**Desc: RIVIERA CELL-HEATHER-NOV				
AP	552 NEI-TURNER MEDIA		7,100.00		

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-70-00-57155 TOURISM MUNICIPAL DEVELOPMENT (continued)					
	**Desc: CHICAGO STYLE WEDDINGS				
		11/30/2023 (11/23) Period Totals and Balance	7,354.56 *	.00 *	19,226.53
YTD Encumbrance	.00	YTD Actual	19,226.53	Total	19,226.53
			YTD Budget	50,000.00	Unexpended
					30,773.47
47-70-00-59400 TRANSFER TO CAPITAL PROJECTS					
		10/31/2023 (10/23) Balance	.00 *	.00 *	.00
		11/30/2023 (11/23) 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					
		10/31/2023 (10/23) Balance	.00 *	.00 *	.00
		11/30/2023 (11/23) 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					
		10/31/2023 (10/23) Balance	.00 *	.00 *	158,800.00
		11/30/2023 (11/23) 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: 26			Number of accounts: 20		
			Debit	Credit	Proof
Grand Totals:			87,714.20	161,290.40-	73,576.20-

**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	121,157.80	-	121,157.80
November	67,923.21	-	67,923.21
December	-	-	-
	<u>1,518,930.76</u>	<u>549,075.24</u>	<u>2,068,006.00</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	215,298.05	191,031.50	406,329.55
July	272,345.01	-	272,345.01
August	218,291.21	-	218,291.21
September	171,156.52	240,349.17	411,505.69
October	111,807.96	-	111,807.96
November	62,303.13	-	62,303.13
December	-	-	-
	<u>1,413,283.50</u>	<u>583,830.72</u>	<u>1,997,114.22</u>

Variance (70,891.78)

Note: Marketplace Providers now pay on a quarterly basis

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

47-00-00-11111	FUND CASH	1,244,125.43	
	TOTAL ASSETS		1,244,125.43

LIABILITIES AND EQUITYLIABILITIES

47-00-00-21100	ACCOUNTS PAYABLE	18,250.00	
	TOTAL LIABILITIES		18,250.00

FUND EQUITY

47-00-00-34800	RESTRICTED FUND BALANCE	525,302.27	
	REVENUES OVER EXPENDITURES - YTD	700,573.16	
	TOTAL FUND EQUITY		1,225,875.43
	TOTAL LIABILITIES & EQUITY		1,244,125.43

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	- \$	- *Did not Submit Reimbursement
	Big Balloon Build	6,390.00	Inspiration Ministries	March 19-26, 2023	6,390.00 \$	-
					127,335.74 \$	(0.00)

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				

December	Baseball/Softball Travel Tournaments	16,281.60	Geneva Lakes Family YMCA	Summer 2024	- \$	- Municipal Development
----------	--------------------------------------	-----------	--------------------------	-------------	------	-------------------------

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

Account Number	Account Title	2023-23 Period Actual	2023-23 Prior year Actual	Current year Budget	Variance Current year	% of Budget
TOURISM						
TOURISM						
47-00-00-41210	ROOM TAX	73,576.20	1,274,629.29	1,100,000.00	174,629.29-	115.88
	TOURISM Revenue Total:	73,576.20	1,274,629.29	1,100,000.00	174,629.29-	115.88
	Total TOURISM:	73,576.20	1,274,629.29	1,100,000.00	174,629.29-	115.88
TOURISM						
47-00-00-48110	INTEREST INCOME	4,894.20	27,539.65	1,000.00	31,623.82-	3,262.38
	TOURISM Revenue Total:	4,894.20	27,539.65	1,000.00	31,623.82-	3,262.38
	Total TOURISM:	4,894.20	27,539.65	1,000.00	31,623.82-	3,262.38
47-00-00-57100	HOTEL/MOTEL ASSN-CHAM OF COMM	.00	150,000.00	540,000.00	390,000.00	27.78
47-00-00-57210	EVENTS COORDINATOR	2,916.67	29,827.34	32,650.00	94.01-	100.29
47-00-00-57212	EVENTS COORDINATOR-RIVIERA	2,916.67	29,827.34	32,650.00	94.01-	100.29
47-70-00-57150	PROMOTIONAL GRANT	16,150.00	213,914.57	150,000.00	63,914.57-	142.61
47-70-00-57155	TOURISM MUNICIPAL DEVELOPMENT	7,354.56	19,226.53	50,000.00	30,589.17	38.82
47-70-00-59600	TRANSFER TO DEBT SERVICE FUND	.00	158,800.00	167,375.00	8,575.00	94.88
	Total TOURISM:	49,132.50	700,573.16	128,325.00	571,314.69-	545.21
	Grand Revenue Total:	78,470.40	1,302,168.94	1,101,000.00	1,101,000.00	.00
	Grand Expenditure Total:	29,337.90	601,595.78	972,675.00	972,675.00	.00
	Grand Totals:	49,132.50	700,573.16	128,325.00	571,314.69-	545.21

City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

Revised June 2023

Date Submitted: 8/7/2023

Organization: Santa Cause Inc. – (501 c3)

Contact Person: Kimberly Voller

Phone Number:

[REDACTED]

Street Address: PO Box 519

City, State, Zip: Williams Bay, WI 53191

Email Address:

[REDACTED]

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

Date(s) of Event: April 10 – April 21, 2024

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

Location of Event: Gage Marine - Pier 290

Type of Event: Fully immersive Balloon Event

Estimated Number of Attendees: Targeting 23,500 attendees

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

Where is this event physically located?

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

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

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

Estimated Number of Overnight Stays: 5000

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

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

We are extending the event to last for 10 days, which will include two weekends for attendees to enjoy Lake Geneva and the surrounding area.

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

Annual Event (Yes/No): YES

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

Amount Requested: \$75,000

Provide as attachment the following:

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

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

Please send the completed application with required additional information, one week

prior to meeting, to cityadmin@cityoflakegeneva.gov

Event Overview

Updated 1/7/2024

The Balloon Adventure

Theme: Follow the Yellow Brick Road

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

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

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

WEDNESDAY, April 10, 2024

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

THURSDAY, April 11, 2024 – Sunday, April 21, 2024

- Open to the public

MONDAY, April 15, 2024

- School Groups
- Private Groups

Santa Cause Inc.

The Balloon Adventure

Contact: Kimberly Voller | 815.354.2619 | kvoller@santacauses.org

Marketing Budget

	Estimated Income/Expenses
Income	
Sponsors	\$ 120,000.00
Ticket Sales	\$ 105,000.00
Total Estimated Income	\$ 225,000.00
Expenses	
Marketing/Promotion	\$ 58,740.00
Balloon Costs	\$ 25,000.00
Framework/Fabrication	\$ 15,000.00
Artists Stipend	\$ 40,000.00
Travel Expenses	\$ 10,000.00
Hotel	\$ 7,500.00
Food	\$ 5,000.00
Miscellaneous	\$ 10,000.00
Total Estimated Expenses	\$ 171,240.00
Marketing Budget	
Cutwing Marketing (Marketing Firm)	\$ 4,500.00
• Social Media posts, ad creation, scheduling and reporting	
• Media Packages (Chicago, Milwaukee, Madison, Rockford, MI, IN, IA, MN)	\$ 17,000.00
• Facebook/Instagram (\$15000)	
• Snapchat (\$1000)	
• TikTok (\$1000)	
• Email Marketing	\$ 1,350.00
• Press Release	\$ 400.00
• Nei-Turner Media Group - Magazine Ad	\$ 1,540.00
• Graphic Design (flyers, posters, banners, billboards)	\$ 1,500.00
Travel Wisconsin (media Package)	\$ 2,400.00
Visit Lake Geneva (Social Media posts/Emails)	\$ 2,550.00
Copies & Prints Plus	\$ 2,500.00
Radio (Milwaukee & Chicago)	\$ 5,000.00
Ethan Middleton (Digital Media Promotions)	\$ 7,500.00
Direct Mailing (10000 pieces)	\$ 5,000.00
Digital & Traditional Billboards	\$ 7,500.00
Total Estimated Marketing Budget	\$ 58,740.00

****Media Packages**

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

Marketing Plan Recap

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

The primary objective is to entice families to visit Lake Geneva, where they can enjoy a delightful and immersive experience. By extending the event from its initial 3 days (Big Balloon Build) to 11 days, we are creating an even more enticing prospect for potential visitors. During their stay, attendees will have the opportunity to explore and indulge in all the offerings the Lake Geneva area has in store, ensuring a memorable and enjoyable experience for everyone involved.

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

Marketing Materials Sampling

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

This post card was distributed during the Santa Cause Christmas Tree Festival /Lake Geneva Cruise Line Santa Cruise.



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: Jan 6, 2024

Organization: Geneva Lake Arts Foundation, Inc.

Contact Person: Jeff Russart

Phone Number: [REDACTED]

Street Address: 223 Broad Street

City, State, Zip: Lake Geneva, WI 53147

Email Address: [REDACTED]

Name of Event: Art in the Park

Date(s) of Event: August 10, 11

Deadline for receipt submittal to the City (45 days after event ending): Sept 25, 2024

Location of Event: Flat Iron Park

Type of Event: Art show

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

Estimated Number of Attendees: 2-3,000 per day x 2 days or 4-6,000 for the event

Have you Applied Before? Yes or No; Explain: Yes, we apply each year. This is the 44th year for Art in the Park.

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

Flat Iron Park, 201 Wrigley Drive, Lake Geneva, WI 53147

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

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

Estimated Number of Overnight Stays: 1085

The estimate is explained on the included Advertising Budget Summary

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: \$17,850

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.

Completed applications with required additional information must be submitted by noon, 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.**

Invoice Date	Invoice #	Vendor Name	Purchase Description	Purchase Amount	Date Paid

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: _____

City of Lake Geneva Tourism Commission: Tourism Promotion Grant Application Summary

Art in the Park: Lake Geneva's Summer Art Celebration

Section 1 - Overview

Art in the Park is a two-day art fair sponsored by the Geneva Lake Arts Foundation, Inc. (GLAF), a 501 3C non-profit corporation. GLAF's mission is to support and encourage individual artistic growth and to foster community awareness and appreciation of the Fine Arts. GLAF achieves its mission with artist exhibits, monthly programs, classes, lectures, a Gallery presence, an annual High School exhibit, programs at assisted living facilities and with the continuation of this well attended public art fair.

By the Numbers:

- 75-85 artists
- 3-6 food vendors
- 4,000 - 6,000 art show shoppers over two days

This vibrant event is an economic engine and a mainstay for Lake Geneva, injecting over \$300,000 into the community each year.

Section 2 - Event Budget

The proposed event budget is \$17,850. Please refer to the table in the appendix for details.

Section 3 - Mock-ups

One example is attached in the Appendix. Other marketing materials will closely follow the 2023 plan.

Section 4 - Marketing Plan

Target Audience:

Artists: Nationally, across diverse media

Attendees: Local Lake Geneva residents, Wisconsin, Illinois, and Midwest art enthusiasts

Campaign Theme:

"Lakeside Canvas: Masterpieces Unfold at Art in the Park, Lake Geneva"

Promotion Channels:

For Artists:

- Email targeting art communities: Partnering with national, regional, and genre-specific online art communities and galleries.
- Facebook groups, Instagram & online art forums: Post engaging stories and visuals, showcasing successful past artists and the stunning Lake Geneva backdrop.
- Social media ads: Targeted ads towards artists based on specific media and location interests.
- Dedicated landing page: The GLAF website has been completely revamped with a dedicated landing page and with clear/streamlined application details, FAQs, and highlights of our unique event.

Promotion Channels:

For Attendees:

- Email marketing: Segmented approach to the following groups: local residents, regional audiences, and the broader Midwest reach. Includes enticing visuals and artist previews.
- Digital advertising: Targeted ads on popular websites and social media platforms relevant to art enthusiasts and regional tourism.
- Local print media: Partnering with newspapers, magazines, and community calendars in Lake Geneva, surrounding areas, and key cities in neighboring states.
- Social media: Launch Facebook and Instagram campaigns. Share artist sneak peeks, and event updates.
- Radio: Multiple 30 second spots in the weeks leading up to the event
- Partnerships: Collaborate with local businesses, tourism boards, and cultural institutions for cross-promotion.
- Influencer marketing: Partner with local and regional art influencers to share their excitement and generate buzz.

Key Messages:

- Beautiful lakefront setting with excellent tourist amenities (restaurants, attractions, resorts, etc.)
- Well respected art show attracting established and emerging talents
- High-quality and diverse artwork (applicants are screened for quality by a jury)
- Family friendly activities (free family art activities, music, food, chalk art, etc)

Section 5 & 6 - Overnight Stays

Art in the Park has a long history and a great reputation with artists and attendees. It draws artists from around the country and art show shoppers from the local area, the surrounding States and the Midwest region. In 2023 we increased advertising to art show shoppers from distances far enough away that an attendee is likely to stay overnight. This seems to have had a very positive impact on attendance, therefore it will be a focus again in 2024.

Detailed calculations for overnight stays and economic impact are shown in the appendix. Estimates are based on prior years experience. We estimate 4-6,000 attendees, however the low end attendance was used to calculate room stays. This results in an estimated 1,085 overnight stays. If the attendance reaches 6,000, another 500 overnight stays will be needed.

The local economic impact from this event is estimated at over \$300,000. This estimate is based on the 2022 Wisconsin Department of Tourism data for their Joint Effort Marketing Program. Details are shown on the table in the Appendix.

Art in the Park 2024 Advertising Proposal

Vendor	Budget	Medium	Media Type	Description
Janesville Gazette/Evvnt	\$1,000	Evvnt	Digital	Email reaching 30,000 subscribers, Co-listing on 30 Midwest event sites
Southern Lakes News	\$1,600	LG Regional News	Print	1/2 pg color ad
		The Beacon	Print	1/4 page color ad
		My Kenosha/My Racine	Digital	Banner ads reaching Racine/Kenosha Counties
Daily Herald	\$3,200	Daily Herald	Print	3 print ads reaching 58,000 subscribers
		Summer Fun Guide	Print	1/4 page color ad
		Dailyherald.com	Digital	100,000 impressions
		Weekly Things To Do	Digital	Email blast to 23,000 subscribers
Nei Turner	\$1,820	At The Lake	Print	1/2 pg color ad
		Lake Geneva Area Visitors Guide	Print	1/2 pg color ad
Milwaukee Magazine	\$2,150	milwaukeeemag.com	Print	1/2 pg color ad
Visit Lake Geneva	\$400	visitlakegeneva.com	Digital	Email blast to 53,000 subscribers
A+ Graphics and Advance Printing	\$2,000	Printed Materials	Print	Postcards, rack cards, brochures, fliers, signage
Madison State Journal	\$2,000	Madison Magazine	Print	1/3 pg color ad
On Milwaukee	\$1,500	onmilwaukee.com	Digital	Ads on website, Facebook and Instagram boosted campaigns
Art Fair Calendar/Call for Artists	\$850	artfaircalendar.com	Digital	Event listing on website and targeted email blasts to 30,000 subscribers
Art Show advertising sites	\$550	artshow.com , festival.net	Digital	Event listing on website and targeted email blasts
WLKG	\$780	WLKG	Radio	49 - thirty second ads
Grand Total	\$17,850			

Appendix

Overnight Stay Calculations

Assumptions	Stays	Local Economic Impact	Amount
85 vendors each day with 50% needing rooms for two nights	85	85 overnights @ \$157/day	\$13,345
1000 overnight attendees (25% of 4,000 attendees for 1 night)	1000	1000 overnights @ \$157/day	\$157,000
2,000 day trip attendees	0	Day trip attendee @ \$75/day	\$150,000
1,000 local attendees	0	Local Attendee @ \$0/day	\$0
Total Overnight Stays	1085	Total Incremental Local Revenue	\$320,345

**44th Annual
Juried Fine Art
& Craft Fair**

~ Located in Flat Iron Park
on the beautiful lakefront
in Lake Geneva, WI ~

LAKE GENEVA

presented by
**GENEVA
LAKE
ARTS
FOUNDATION**

Visit our Gallery Downtown!
Gallery 223
223 Broad St. • Lake Geneva, WI



ART IN THE PARK



Best of Show 2023, James Wilbat

AUG. 10 & 11, 2024
Saturday 10 - 5
Sunday 10 - 4

- Over 80 Artists
- Free Admission
- Free Shuttle
- Silent Auction
- Kids Art Area
- Food & Beverages

More about GLAF &
Art in the Park



genevalakeartsfoundation.org