



**CITY OF LAKE GENEVA
626 GENEVA STREET
LAKE GENEVA, WI
TOURISM COMMISSION MEETING
MONDAY, MARCH 11, 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

ATTEND IN-PERSON OR VIRTUALLY:

Please join my meeting from Google Chrome on your computer.
<https://meet.goto.com/669723861>

Get Chrome
<https://www.google.com/chrome/browser>

AGENDA

1. Chairperson 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 February 12, 2024
5. Update from Heather Jones (Independent Contractor for Tourism Commission) Meet at the Lake Promotional Activity
6. Update from Tourism Entity (VISIT Lake Geneva) on Promotional Activity, Calendar, and Hotel performance
7. Update from Lake Geneva Business Improvement District
8. Written financial update regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements, list of outstanding (unpaid) tourism grants awarded
9. Discussion/Action on Tourism Promotional Grant Program and Requests: **Maximum ten (10) minute presentation per request:**
 - a. Riviera Ballroom Wood Floor Project
 - b. Fall 2024 & Winter 2025 Promo

- c. Tavern League of Wisconsin Spring Conference 2024
 - d. Wee Whiskey Fest
- 10. Discussion: Link on City website and revision to Tourism Grant Application listing City website page showing City hotels and lodging
- 11. Discussion/Action: debrief/follow-up form; making this a permanent agenda item after the Grant Requests agenda item
- 12. Future Agenda Items; next meeting date: Monday, April 8, 2024, 4:00 pm
- 13. **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.

THE RIVIERA BALLROOM - PROGRAMMATIC

DATES:

January 1st - February 29th, 2024

OVERVIEW:

Impressions

196,251

Addressable Geo-Fencing:

0.14% CTR / 10 conversions

Clicks

260

Retargeting from Riviera Ballroom Website:

0.16% CTR / 29 conversions

CTR

0.13%

Retargeting from CSW Website:

0.14% CTR / 1 conversion

Keyword Targeting: 0.11% CTR

Event Targeting: 0.41% CTR

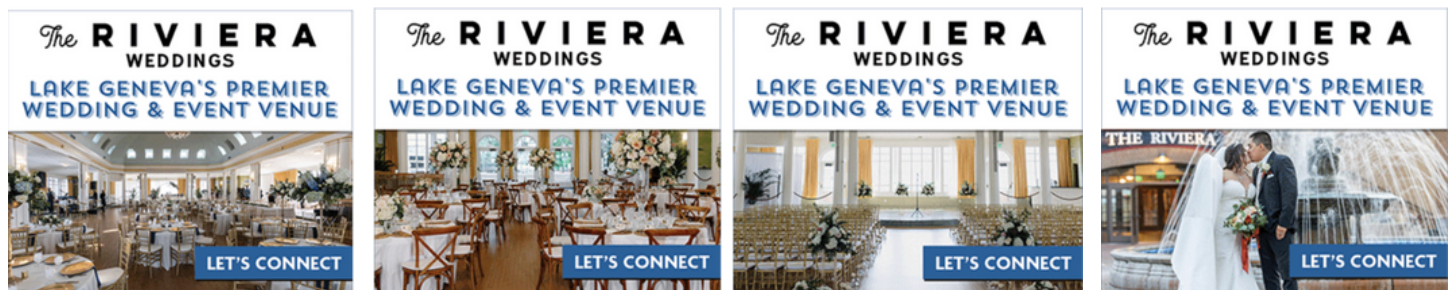
Conversions

42

Geo-Fencing: 0.11% CTR

- Victoria Sdoukos Couture Bridal - 1

CREATIVE:



*CTR means Click-Through Rate - The National Average is 0.08% CTR

THE RIVIERA BALLROOM - PAID SOCIAL

DATES:

January 1st - February 29th, 2024

OVERVIEW:

Impressions
50,339

Total click...
1,309

CTR (all)
2.60%

Reach
22,342

Age Mix:
45-54: 30%
55-64: 29%
35-44: 24%
25-34: 14%
18-24: 3%

Gender Mix:
Female: 82%
Male: 18%

Targeted: Ages 18-64, Newly Engaged (3-12 months), Wedding Interest



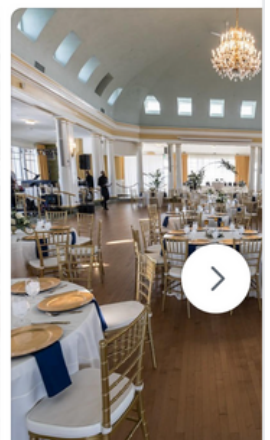
The Riviera Ballroom
Sponsored · 🌐



Considering a truly memorable Lake Geneva Wedding Experience? The Riviera Ballroom is a historic and elegant venue with breathtaking views of Geneva Lake located in the heart of Lake Geneva.



A True Lake Geneva Wedding Experience
Beautiful ceremonies



Newly Renovated Riviera Ballroom
Gorgeous crystal chandeliers



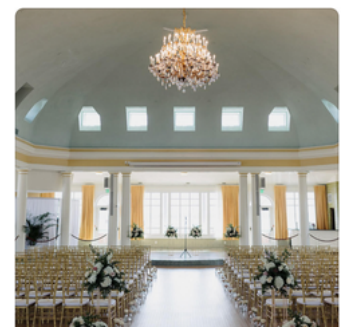
A True Lake Geneva Wedding Experience
Beautiful ceremonies



A Most Desirable Location
Exclusive vendors & catering



Newly Renovated Riviera Ballroom
Gorgeous crystal chandeliers



Open and Bright
Grand Windows & Vaulted Ceilings

*CTR means Click-Through Rate - The National Average is 0.8% CTR

Riviera Ballroom/MATL Update- Tourism Commission Meeting March 2024

Marketing Update

- Website Analytics Update: Past 30 Days:
 - Site Sessions: 2,184 (7% increase)
 - Site Sessions by traffic source
 1. Google (643)
 2. Facebook (581)
 3. Direct (479)
 4. Santa Cause (144)
 5. Social Media Ads (73)
 - Active Inquiries: 71 (-28 from last month), 63 recorded for February 2023
 - Avg. Session Duration: 3min 12sec (1% decrease)
 - Site Bounce Rate: 66.2% (+12%)
- WeddingWire & TheKnot: February Stats
 - 70 Storefront Views, compared to 51 avg in our market/category
 - 9 leads (-5 from last month)
- Hotels & Lodging Analytics Update Past 30 days:
 - 162 Page Views (+125 from last month)
 - Avg. time spent on page: 1min 37sec (-4min 53sec)

**Reports generated on March 5th*

Social Media Ad Campaign started up December 15th, running through April 15th (see analytics)

Grant Request for promotion to boost fall 2024 and winter 2025 interest.

Sales Update

	2018	2019	2020	2021	2022	2023	2024	2025
Weddings	45	28	9	54	55	52	43	10
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	2
Rescheduled	0	0	20	4		1	1	
Comp			5	2	5	6	6	
Pending Comp Req								

- Sales by Year February 2024:
 - 2024 Events-No Change.
 - 2025 Events- Five wedding contracts returned and 3 contracts out.
 - Last Year- Reported on March 6th; 58 events booked for 2023 and 15 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	\$215,747.73
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
MARCH 11, 2024
VISIT Lake Geneva Update**

March Partner Events

- **VLG Monthly Partner Meeting** – Tuesday, March 19, 8-9am at Hawk's View Golf Club
- **Multi-Chamber Business After Hours** – Wednesday, March 6, 5-7pm at Lake Geneva Tennis & Pickleball

Upcoming Public Events

- **Lake Geneva Restaurant Week** – April 20 – 28, 2024
 - 30+ participating restaurants
 - Charity Check Ballot to award \$10,000 in donations
 - Fox6 Milwaukee live remote
- **Concerts in the Park** – Thursdays June 27 – August 8, 2024
- **Lake Geneva Electric Christmas Parade** – Saturday, December 7, 2024

Earned Media Highlights – February 2024

- [Head Back to the Roaring '20s by visiting these 4 Wisconsin...](#) | Crazy Family Adventures
- [50 Most Romantic Hotels in Every State](#) | Reader's Digest & MSN.com
- [House of Thune takes second at national...](#) | Community Reporter (St. Paul, MN)
- [21 Best Day Trips from Chicago in 2024](#) | The Planet D
- [February has started off especially warm. Winter activities are feeling...](#) | Chicago Tribune
- [Coolest Winter Family Destinations in Wisconsin](#) | MadisonMom.com
- [Photo gallery: U.S. National Snow Sculpting Championship](#) | GazetteXtra
- [Crowds admire ice sculptures in Lake Geneva amid...](#) | TMJ4 Milwaukee
- [Team North Dakota looks to defend their title at...](#) | KFVR TV (Bismarck, ND)
- [Lake Geneva Winterfest](#) | LakeCountryFamilyFun.com
- [Best U.S. snow sculptors compete in above freezing temperatures in...](#) | ABC12 Milwaukee
- [Lake Geneva hosting annual Winterfest Snow Sculpting Competition](#) | ABC7 Chicago
- [Warm temperatures challenge Lake Geneva's Winter Fest](#) | Spectrum News 1
- [Snow sculptors race against the sunshine at Lake Geneva's Winterfest](#) | CBS58 Milwaukee
- [Lake Geneva's Annual Winterfest](#) | Scripps News
- [Lake Geneva Winterfest 2024](#) | Fox6 Milwaukee
- [Festivals, arts and more things to do in the Milwaukee area...](#) | Milwaukee Journal Sentinel
- [Dubuque team competes in US Snow Sculpting Championship in...](#) | ABC9 Dubuque
- [Snow sculpting festival in Lake Geneva](#) | Racine Journal Times
- [Snow sculpting festival in Lake Geneva](#) | Kenosha News
- [This Team of Indigenous Women Sculpts Stories in Snow](#) | Atlas Obscura

Marketing Metrics – FEBRUARY 2024

WEBSITE – VisitLakeGeneva.com

- Sessions – 158,629 (-7.5%) | YTD 346,500 (+12.7%)
- Pageviews – 428,689 (+4.4%) | YTD 934,949 (+24.1%)
- Users – 114,603 (+-11.4%) | YTD 260,835 (+10.3%)
- Online Guide Visits – 1,943 | YTD 4,703
- **Top Pages**

1. Events	93,313 Pageviews
2. Winterfest	44,280
3. Winterfest Event Program	21,307
4. Home	18,241
5. Things to Do	16,652
6. Winterfest People's Choice	9,700
7. Explore Visitors Guide	9,235
8. Stay Hotels & Resorts	8,270
9. Food & Drink	7,920
10. Winterfest Teams	7,334
- **Top Cities**

1. Chicago	28,403 Users
2. (not set)	7,742
3. Milwaukee	3,308
4. Dallas	1,939
5. Lake Geneva	1,747
6. Warsaw	1,533
7. Madison	1,365
8. Ashburn	1,337
9. New York	889
10. Minneapolis	807

SOCIAL MEDIA

- Facebook – 70,419 Followers (+243 MoM) | 835,164 Monthly Reach
- Instagram – 13,411 Followers (+113) | 12,349 Monthly Reach
- X – 3,532 Followers (+4) | 1,328 Monthly Impressions
- LinkedIn – 1,441 Followers (+20) | 2,110 Monthly Impressions
- TikTok – 1,086 Followers (+13) | 6,629 Monthly Views

EMAIL SUBSCRIBERS

- Subscribers – 52,827 (+11)
- Open Rate – 31.8%

VISITOR CENTER ACTIVITY

- Walk-ins – 1,722 (-394) | YTD 2,125 (-268)
- Phone Calls – 419 (+136) | YTD 177 (+233)
- Emails – 778 (-70) | YTD 1,765 (-223)
- Visitors Guides Fulfilled – 757 (-87) | YTD 1,827 (141)

HOTEL ACTIVITY – JANUARY 2024

- 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 – FEBRUARY 2024

RFP#	Total Room Nights	Total Attendees	Meeting Type	Properties Sourced
1306	0	100	Social	Lake Lawn Resort, Geneva National, The Ridge, The Cove , The Abbey Resort, Hawks View Golf Club, The Geneva Inn, Grand Geneva Resort
1307	250	110	Association	Lake Lawn Resort, Geneva National Resort, The Ridge, The Abbey Resort, Grand Geneva Resort
1308	70	20	Corporate	Grand Geneva, The Ridge, The Abbey Resort, Lake Lawn Resort, The Cove , Harbor Shores , Maxwell Mansion , Bella Vista Suites , The Geneva Inn
1309	35	100	Religious	Lake Lawn Resort, The Ridge, The Abbey Resort, Grand Geneva, Harbor Shores
1310	50	150	Social	The Ridge, Lake Lawn Resort, The Abbey Resort, The Riviera , Grand Geneva, Horticultural Hall , LaRocque Farms
1311	275	250	Social	Grand Geneva Resort, The Abbey Resort
1312	11	25	Social	Grand Geneva, The Abbey Resort, The Ridge, Lake Lawn Resort, Harbor Shores , Comfort Suites , Fairfield Inn & Suites , Lake Geneva Lodge , The Cove
1313	310	100	Government	Grand Geneva, The Abbey Resort, The Ridge, Lake Lawn Resort
1314	0	56	Social	Royal Oaks Apple Orchard, Lake City Social, Lake Geneva Cruise Line, Geneva Lake Museum, Apple Barn Orchard & Winery
1315	675	225	Corporate	The Abbey Resort, Grand Geneva, Lake Lawn Resort
1316	121	30	Corporate	Fairfield Inn , Grand Geneva
1317	84	0	Government	The Abbey Resort, Geneva National, Lake Lawn
1318	52	30	Corporate	The Abbey Resort, Geneva National
1319	18	20	Social	The Abbey, Timber Ridge Lodge & Waterpark
1320	81	20	Association	Grand Geneva Resort
1321	280	140	Corporate	The Abbey Resort, Geneva National, Grand Geneva
1322	1063	350	Corporate	Grand Geneva Resort
1323	139	45	Government	The Abbey, Grand Geneva
1324	263	150	Association	Geneva National, Grand Geneva, Harbor Shores , Lake Lawn Resort
1325	54	18	Corporate	The Abbey Resort, Geneva National, Grand Geneva, The Geneva Inn, Timber Ridge
1326	60	30	Corporate	Grand Geneva, Geneva National
1327	69	23	Corporate	The Abbey, Grand Geneva
22	3,960	1,992		February Totals

Year to Date

RFPs Distributed – 32 (+4) | Total RFP Room Nights – 7,903 | Total RFP Attendees – 4,080

OTHER

- 2024 Wisconsin Governor's Conference on Tourism March 10-12 at Grand Geneva Resort
 - 700+ attendees; open night Monday
 - Stephanie Klett nominated for Governor's Legacy Award
 - Visit Lake Geneva arranging itineraries for three freelance travel writers



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

2024 BID Marketing Plan



Organized By: Alexandria Binanti

Overview: The Lake Geneva Business Improvement District receives budget dollars to go towards marketing initiatives in the community to promote business, to enhance destination awareness through strategic events and seasonal campaigns, and to develop opportunity for future investment in the city's physical landscape. In house marketing takes place for website presence and social media promotion for individual businesses as well as organizational initiatives to promote physical space as well as brand.

Per Event:

Wine Walks: Spring & Fall (April 7 & November 3)

	Planned:	Measurement of Success:
Budget:	\$3850	Actual Spend: _____
Types of Marketing:	Digital - \$1500 Facebook Boosted Ads, E-blast coop Print - \$2350 Passports, signage, banners In-Kind - Ads in Geneva Shore Report, Calendar inclusion in VISIT Lake Geneva	Targeting to Chicago, Madison, and Milwaukee Markets. Collecting demographic data with ticket purchases. Post Event Reporting to see ad reach and engagement.
Goals:	Business Goals: Foot traffic exposure, Increased sales, Introduction to new customers Organization Goals: Ticket Sales to raise funds, Add email subscribers, Increase website and social media reach to outside markets	Tickets selling out Post event survey for customer and business satisfaction

Murals in Motion (May 15 -19)

	Planned:	Measurement of Success:
Budget:	\$24,999	Actual Spend: _____ JEM Grant: \$10,000 Tourism Grant: _____ BID Expenditure: _____
Types of Marketing:	APG Ad Agency - \$13,000 Various markets of digital, OTT, social boost, and newsletter drops Backyard Dream Studios -\$9,399 Video footage for social and documentary video creation for advertising and for program investment WGN Radio - \$2000 Specialty spotlights, commercials, and exclusive interviews in Chicago market Boosted Ads - \$500 Internal for Facebook, Instagram, and Tik-Tok VISIT Co-Op - \$1000 e-newsletter and website insertions In-Kind - Ads in Geneva Shore Report, Calendar inclusion in VISIT Lake Geneva, VISIT Lake Geneva Spring Media Kit	Targeting to Chicago, Madison, and Milwaukee Markets. Collecting demographic data with ad agency metric reports. Funds raised for future years based on digital and film footage will be able to attribute ROI data. Increase in followers and web traffic in preparation of the event and following the event with digital guide will lend report data of success.
Goals:	Business and Community Goals: Increase tourism which increases foot traffic Create a new long-lasting art/beautification attraction and audience for event Increase heads-in-beds during an off-season time for lodging establishments Organizational Goals: Solicit future investment in public art and historic preservation of district Raise web and social visibility Offer digital guides to market art and other local landmarks	Attendance records at added value events such as alleyway dinners and pop-up beer garden from partnering businesses, Increase funds raised for following installation Earned Media Collaboration Post event survey with businesses on sales and traffic Post event recap with City departments based on parking usage, safety, etc.

Oktoberfest (October 12-13)

	Planned:	Measurement of Success:
Budget:	\$15,000	Actual Spend: _____ Tourism Grant: _____
Types of Marketing:	Radio - \$3000 WGN & 96.1 Ads and commercials with interview VISIT Lake Geneva: \$1000 Co-op ad placement for exclusive newsletters, website display ads APG Ad Agency: \$8000 Various markets of digital, OTT, social boost, and newsletter drops Graphic Design: \$1000 For website, schedule of events, and banners New Banners: \$1500 For downtown placement; through Copies and Plus Boosted Ads: \$500 In House on social media Facebook, Instagram, & Tik-Tok In-Kind - Ads in Geneva Shore Report, Calendar inclusion in VISIT Lake Geneva, Lake Geneva Regional News Article	Marketing reports are all provided by ad agency and co-op insertions. Open rates from e-newsletters Post event survey with businesses on sales and traffic Traffic counting will compare from previous years.
Goals:	Business & Community Goals: Increased foot traffic New targeted markets Added subscribers Spark community interest with unique event setting in the heart of downtown. Organizational Goals: Raise funds for continued beautification initiatives in the community	Post event survey with businesses on sales and traffic Post event recap with City departments based on parking usage, safety, etc. Sales reviews from activities, vendor feedback, and beer sales

Light Up Lake Geneva & Shop Small Weekend

	Planned:	Measurement of Success:
Budget:	\$3000 (out of \$5000) *2000 used for tree lighting material costs	Actual Spend: _____
Types of Marketing:	Digital - \$1500 boosted social ads, VISIT coop newsletter Radio Spotlights - \$1000 96.1 commercials Print - \$500 Rackcards, flyers for school district Organic Marketing - \$0 window decorating contest coverage, website landing page, interviews with newspapers	Attendance Count at Tree Lighting Reports on reach and engagement Votes calculated for contest
Goals:	Increase foot traffic off season Encourage shop small shopping incentives for the holidays	Post Event Survey from businesses on increased traffic and utilization of specials

Additional Promotions in General Marketing (Per Budget):

General Marketing Total (Per Budget): \$24,000

Website, Social, & Graphic Design Coordinator Position: \$15,000

Details: Supports the updates of website, designs materials for events, and assists with curating social media posts for Facebook, Instagram & Tik-Tok.

Maxwell Street Days: \$3,000

Details: While this is a physical event, according to budget this is considered part of the general marketing budget as most of the event operations are at the responsibility of the business owners. BID applies for event permit and collects promotional materials to list on special designed webpage with SEO investment. Also promotes through radio and local newspaper ads. Remaining budget goes towards music enhancements for the experience.

Holiday Open House & Host Santa: \$1000

Details: Earned media from local papers are used, boosted social ads, and Santa payment for photo opportunities.

Annual Meeting & BID Connects Networking Events: \$5,000

Details: This programming is for business development and retention strategies. Addresses the costs of printed materials and social boosts, along with cost of meeting space for physical events.

Proposed Promotion Added: \$2000 for Vintage Shop Hop for Fall & Spring

Details: This state-wide event takes place two times a year in off-season and is a great opportunity to allow for co-op marketing in the district. We would apply for participation for each business as a scholarship, then used boosted ads and giveaway incentives for traffic.

Misc. Marketing: \$3000

Details: Categorized for varying marketing materials for organizational advertising and specialty promotions such as Springo Bingo. Consideration of passport programming, punch card deals, and We Love Local campaign to come in 2024. Incorporates print, digital, and social media purchases.

2024 Marketing plan is subject to adaptations through-out the year based on the discretion of Executive Director and/or board of directors.

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-11111 FUND CASH					
		11/30/2023 (11/23) Balance	.00 *	.00 *	1,244,125.43
CA-CDA	6	CDA Fund Allocation - Created: 12/07/23 3:47 PM		18,250.00-	
CA-CDA	27	CDA Fund Allocation - Created: 12/22/23 2:46 PM		119.98-	
CA-CDA	36	CDA Fund Allocation - Created: 12/29/23 12:13 P		5,897.66-	
CA-JE	13	JE Fund Allocation - Created: 01/09/24 4:05 PM	5,084.17		
		12/31/2023 (12/23) Period Totals and Balance	5,084.17 *	24,267.64- *	1,224,941.96
CA-JE	17	JE Fund Allocation - Created: 02/16/24 4:25 PM	291,070.37		
		12/31/2023 (13/23) Period Totals and Balance	291,070.37 *	.00 *	1,516,012.33
47-00-00-13920 ACCTS RECEIVABLE					
		11/30/2023 (11/23) Balance	.00 *	.00 *	.00
		12/31/2023 (13/23) Period Totals and Balance	.00 *	.00 *	.00
47-00-00-21100 ACCOUNTS PAYABLE					
		11/30/2023 (11/23) Balance	.00 *	.00 *	18,250.00-
AP	483	Summary Transactions from AP System		119.98-	
AP	724	Summary Transactions from AP System		5,897.66-	
CDA	84272	LAKE GENEVA BID	11,150.00		
CDA	84274	NEI-TURNER MEDIA	7,100.00		
CDA	84457	CHARTER COMMUNICATIONS	119.98		
CDA	84483	JONES, HEATHER	5,833.34		
CDA	84488	US CELLULAR	64.32		
		12/31/2023 (12/23) Period Totals and Balance	24,267.64 *	6,017.64- *	.00
AP	454	Summary Transactions from AP System		280.00-	
AP	667	Summary Transactions from AP System		607,849.83-	
		12/31/2023 (13/23) Period Totals and Balance	.00 *	608,129.83- *	608,129.83-
47-00-00-21900 ACCRUED EXPENSES					
		11/30/2023 (11/23) Balance	.00 *	.00 *	.00
		12/31/2023 (13/23) Period Totals and Balance	.00 *	.00 *	.00
47-00-00-34800 RESTRICTED FUND BALANCE					
		11/30/2023 (11/23) Balance	.00 *	.00 *	525,302.27-
		12/31/2023 (13/23) Period Totals and Balance	.00 *	.00 *	525,302.27-
47-00-00-41210 ROOM TAX					
		11/30/2023 (11/23) Balance	.00 *	.00 *	1,274,629.29-
JE	37	TRANSFER ROOM TAX TO TOURISM FUND-DE		199,092.15-	
JE	37	TRANSFER ROOM TAX TO TOURISM FUND-DE		91,978.22-	

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-41210 ROOM TAX (continued)					
		12/31/2023 (13/23) Period Totals and Balance	.00 *	291,070.37- *	1,565,699.66-
YTD Encumbrance	.00	YTD Actual 1,565,699.66- Total	1,565,699.66-	YTD Budget 1,100,000.00- Unearned	465,699.66-
47-00-00-46100 TOURISM MISC REVENUE					
		11/30/2023 (11/23) Balance	.00 *	.00 *	.00
		12/31/2023 (13/23) 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					
		11/30/2023 (11/23) Balance	.00 *	.00 *	27,539.65-
JE	20	REC DEC LGIP ACTIVITY		5,084.17-	
		12/31/2023 (12/23) Period Totals and Balance	.00 *	5,084.17- *	32,623.82-
		12/31/2023 (13/23) Period Totals and Balance	.00 *	.00 *	32,623.82-
YTD Encumbrance	.00	YTD Actual 32,623.82- Total	32,623.82-	YTD Budget 1,000.00- Unearned	31,623.82-
47-00-00-49100 APPL. PRIOR YR APPROPRIATIONS					
		11/30/2023 (11/23) Balance	.00 *	.00 *	.00
		12/31/2023 (13/23) 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					
		11/30/2023 (11/23) Balance	.00 *	.00 *	.00
		12/31/2023 (13/23) 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					
		11/30/2023 (11/23) Balance	.00 *	.00 *	150,000.00
AP	609	LAKE GENEVA CONVENTION	607,849.83		
		**Desc: FINAL PYMT 2023			
		12/31/2023 (13/23) Period Totals and Balance	607,849.83 *	.00 *	757,849.83
YTD Encumbrance	.00	YTD Actual 757,849.83 Total	757,849.83	YTD Budget 540,000.00 Unexpended	217,849.83-
47-00-00-57210 EVENTS COORDINATOR					
		11/30/2023 (11/23) Balance	.00 *	.00 *	29,827.34

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-57210 EVENTS COORDINATOR (continued)					
AP	682	JONES, HEATHER	2,916.67		
		**Desc: RIVIERA EVENTS COORDINATOR-JAN 2024			
		12/31/2023 (12/23) Period Totals and Balance	2,916.67 *	.00 *	32,744.01
		12/31/2023 (13/23) Period Totals and Balance	.00 *	.00 *	32,744.01
YTD Encumbrance	.00	YTD Actual 32,744.01 Total	32,744.01	YTD Budget 32,650.00 Unexpended	94.01-
47-00-00-57212 EVENTS COORDINATOR-RIVIERA					
		11/30/2023 (11/23) Balance	.00 *	.00 *	29,827.34
AP	683	JONES, HEATHER	2,916.67		
		**Desc: RIVIERA EVENTS COORDINATOR-JAN 2024			
		12/31/2023 (12/23) Period Totals and Balance	2,916.67 *	.00 *	32,744.01
		12/31/2023 (13/23) Period Totals and Balance	.00 *	.00 *	32,744.01
YTD Encumbrance	.00	YTD Actual 32,744.01 Total	32,744.01	YTD Budget 32,650.00 Unexpended	94.01-
47-00-11-15900 DUE TO/FROM GENERAL FUND					
		11/30/2023 (11/23) Balance	.00 *	.00 *	.00
		12/31/2023 (13/23) Period Totals and Balance	.00 *	.00 *	.00
47-00-40-15900 DUE TO/FROM LAKEFRONT FUND					
		11/30/2023 (11/23) Balance	.00 *	.00 *	.00
		12/31/2023 (13/23) Period Totals and Balance	.00 *	.00 *	.00
47-70-00-57150 PROMOTIONAL GRANT					
		11/30/2023 (11/23) Balance	.00 *	.00 *	213,914.57
		12/31/2023 (13/23) Period Totals and Balance	.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					
		11/30/2023 (11/23) Balance	.00 *	.00 *	19,226.53
AP	466	CHARTER COMMUNICATIONS	119.98		
		**Desc: INTERNET SVC DEC 2023			
AP	591	US CELLULAR	64.32		
		**Desc: RIVIERA CELL-HEATHER			
		12/31/2023 (12/23) Period Totals and Balance	184.30 *	.00 *	19,410.83
AP	381	ASPINALL, NEAL	280.00		

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-70-00-57155 TOURISM MUNICIPAL DEVELOPMENT (continued)					
	**Desc: TOURISM LOGO DESIGN				
	12/31/2023 (13/23)	Period Totals and Balance	280.00 *	.00 *	19,690.83
YTD Encumbrance	.00	YTD Actual	19,690.83	Total	19,690.83
		YTD Budget	50,000.00	Unexpended	30,309.17
47-70-00-59400 TRANSFER TO CAPITAL PROJECTS					
	11/30/2023 (11/23)	Balance	.00 *	.00 *	.00
	12/31/2023 (13/23)	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					
	11/30/2023 (11/23)	Balance	.00 *	.00 *	.00
	12/31/2023 (13/23)	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					
	11/30/2023 (11/23)	Balance	.00 *	.00 *	158,800.00
	12/31/2023 (13/23)	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: 23			Debit	Credit	Proof
Grand Totals:			934,569.65	934,569.65-	.00

Report Criteria:

Actual amounts

All accounts

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

**CITY OF LAKE GENEVA
ROOM TAX COMPARISONS
2022 AND 2023**

2022

	Room Tax Regular	Room Tax Marketplace	Totals
January	54,550.20	-	54,550.20
February	74,545.47	-	74,545.47
March	77,487.03	146,570.32	224,057.35
April	73,954.48	-	73,954.48
May	114,045.78	-	114,045.78
June	188,107.19	196,339.25	384,446.44
July	313,020.56	-	313,020.56
August	254,487.85	1,540.39	256,028.24
September	179,651.19	204,625.28	384,276.47
October	121,157.80	-	121,157.80
November	67,923.21	-	67,923.21
December	64,679.83	110,820.58	175,500.41
	<u>1,583,610.59</u>	<u>659,895.82</u>	<u>2,243,506.41</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	144,090.97	-	144,090.97
November	73,055.01	-	73,055.01
December	73,835.76	122,728.93	196,564.69
	<u>1,530,154.15</u>	<u>706,559.65</u>	<u>2,236,713.80</u>

Variance (6,792.61)

Note: Marketplace Providers now pay on a quarterly basis

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

47-00-00-11111	FUND CASH	1,516,012.33	
	TOTAL ASSETS		1,516,012.33

LIABILITIES AND EQUITYLIABILITIES

47-00-00-21100	ACCOUNTS PAYABLE	608,129.83	
	TOTAL LIABILITIES		608,129.83

FUND EQUITY

47-00-00-34800	RESTRICTED FUND BALANCE	525,302.27	
	REVENUES OVER EXPENDITURES - YTD	382,580.23	
	TOTAL FUND EQUITY		907,882.50
	TOTAL LIABILITIES & EQUITY		1,516,012.33

Account Number	Account Title	2023-23 Prior year Actual	2023-23 Prior year Budget	Variance Current year	% of Budget
TOURISM					
TOURISM					
TOURISM					
47-00-00-41210	ROOM TAX	1,565,699.66	1,100,000.00	465,699.66-	142.34
47-00-00-46100	TOURISM MISC REVENUE	.00	.00	.00	.00
47-00-00-48110	INTEREST INCOME	32,623.82	1,000.00	31,623.82-	3,262.38
47-00-00-49100	APPL. PRIOR YR APPROPRIATIONS	.00	.00	.00	.00
47-00-00-49350	TRANSFER FROM GENERAL FUND	.00	.00	.00	.00
Total TOURISM:		1,598,323.48	1,101,000.00	497,323.48-	145.17
TOURISM					
47-00-00-57100	HOTEL/MOTEL ASSN-CHAM OF COM	757,849.83	540,000.00	217,849.83-	140.34
47-00-00-57210	EVENTS COORDINATOR	32,744.01	32,650.00	94.01-	100.29
47-00-00-57212	EVENTS COORDINATOR-RIVIERA	32,744.01	32,650.00	94.01-	100.29
Total TOURISM:		823,337.85	605,300.00	218,037.85-	136.02
Total TOURISM:		2,421,661.33	1,706,300.00	715,361.33-	141.92
DEPARTMENT: 70					
PROGRAM: 00					
47-70-00-57150	PROMOTIONAL GRANT	213,914.57	150,000.00	63,914.57-	142.61
47-70-00-57155	TOURISM MUNICIPAL DEVELOPMENT	19,690.83	50,000.00	30,309.17	39.38
47-70-00-59400	TRANSFER TO CAPITAL PROJECTS	.00	.00	.00	.00
47-70-00-59500	TRANSFER TO LAKEFRONT FUND	.00	.00	.00	.00
47-70-00-59600	TRANSFER TO DEBT SERVICE FUND	158,800.00	167,375.00	8,575.00	94.88
Total PROGRAM: 00:		392,405.40	367,375.00	25,030.40-	106.81
Total DEPARTMENT: 70:		392,405.40	367,375.00	25,030.40-	106.81
TOURISM Revenue Total:		1,598,323.48	1,101,000.00	497,323.48-	145.17
TOURISM Expenditure Total:		1,215,743.25	972,675.00	243,068.25-	124.99
Net Total TOURISM:		382,580.23	128,325.00	254,255.23-	298.13
Net Grand Totals:		382,580.23	128,325.00	254,255.23-	298.13

2024 Tourism Grant Commitments

Meetings	Events	Amount committed	Vendor	Date of Event	Paid to Date	Remaining Balance
2023-Meetings						
August	The Balloon Adventure	30,000.00	Santa Cause, Inc.	April 10-21, 2024	- \$	30,000.00
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 13-15, 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 2024 Committed Grants		125,000.00				
December	Baseball/Softball Travel Tournaments	16,281.60	Geneva Lakes Family YMCA	Summer 2024	- \$	- Municipal Development
2024-Meetings						
January	No Grants					
February	Art in the Park	17,850.00	Geneva Lake Arts Foundation, Inc.	August 10-11, 2024	- \$	-

City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

Revised June 2023

Date Submitted: 3/4/24
Organization: The Riviera Ballroom
Contact Person: Heather Jones / Sam Borghgraef
Phone Number: 262.344.8246
Street Address: 812 Wrigley Dr
City, State, Zip: Lake Geneva WI 53147
Email Address: lake geneva riviera@gmail.com
Name of Event: Wood floor Project
Date(s) of Event: March 2024
Deadline for receipt submittal to the City (45 days after event ending): April 30, 2024
Location of Event: The Riviera Ballroom
Type of Event: Wood floor Project

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

Estimated Number of Attendees: N/A

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

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

The Riviera Ballroom

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

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

Estimated Number of Overnight Stays: _____

N/A

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

Annual Event (Yes/No): TBD

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: \$3,316.00

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



Riviera Ballroom Wood Floor Refinish Project

The wood floors installed with the 2020 renovations are in need of refinishing from the wear and tear of hosting many events in the last few years. There are currently areas of the floor with scuffs, potentially exposing the wood floor to stains if something should get spilled.

Please see attached quote for the floors to be buffed and recoated.

If approved, we would plan to have the floor project completed in late March 2024.

Post-Event Grant Payout:

By April 30th, 2024, an invoice for completed work will be submitted to the Tourism Commission for payment.

Marketing

N/A



N8 W22590 JOHNSON DR. 262-547-8763
WAUKESHA, WI 53186

CITY OF LAKE GENEVA 812 WRIGLEY DRIVE LAKE GENEVA, WI 53147	Proposal	3-001400
	Today's Date	2/27/2024 10:28 AM
	Quote Date	2/06/2024
	Salesperson Name	DENNIS WIERZBA

Notes and Special Instructions	Ship To
	CITY5648 / 0000 CITY OF LAKE GENEVA P 262-344-8246 812 WRIGLEY DRIVE LAKE GENEVA, WI 53147

Description	Amount
BUFF AND COAT	\$3,316.60
BUFF AND COAT - WOOD LABOR WD-1 (2,874 Sq Ft) Maple Wood Flooring Buff & Coats revitalize the sheen on your floor. However, it will not remove gouges, dents, deep scratches, heel dents or discoloration. We cannot guarantee adhesion of finish due to possible use of cooking or cleaning products used on the floor.	

All furniture to be moved from job area by others.

Grand Total	\$3,316.60
Deposit	\$0.00
Balance	\$3,316.60

TO SCHEDULE A PROJECT, PLEASE CONTACT CHELSEA GAGLIANO AT (262) 899-9418.

Customer Signature: _____

City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

Revised June 2023

Date Submitted: 3/4/24

Organization: The Riviera Ballroom

Contact Person: Heather Jones

Phone Number: 262-344-8246

Street Address: 812 Wrigley Dr

City, State, Zip: Lake Geneva WI 53147

Email Address: lake geneva riviera @ gmail.com

Name of Event: Fall 2024 & Winter 2025 Promo

Date(s) of Event: Oct 1 2024 - April 1 2025

Deadline for receipt submittal to the City (45 days after event ending): April 30 2025

Location of Event: The Riviera Ballroom

Type of Event: Meetings, weddings & other social events
(Festival, Cultural, Convention, Tour, Sporting, Other)

Estimated Number of Attendees: TBD

Have you Applied Before? Yes or No; Explain: Yes, Approved for Winter 2023

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

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

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

Estimated Number of Overnight Stays: 120 or more

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

Annual Event (Yes/No): Potentially

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.

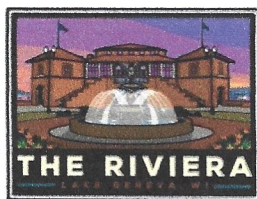
Grant Amount Requested: TBD - Based on number of qualified events

Provide as attachment the following:

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

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

Completed applications with required additional information must be submitted by noon, one week prior to meeting, to cityadmin@cityoflakegeneva.gov



Riviera Ballroom 2024 Fall & 2025 Winter Event Promo

This promotion offers targeted groups 25% off their Riviera rental fee if they book a **minimum** of 30 room nights at a City of Lake Geneva hotel between October 1st 2024 – April 1st 2025. The grant money requested will pay the 25% difference for each group that books to the City of Lake Geneva to ensure the city collects their standard rental fee in full. Because the average size of events at The Riviera is approximately 200 guests, it is likely that the groups will book closer to 40+ room nights.

The grant money requested will only be used when a group has committed to contracting a minimum of 30 room nights at a City of Lake Geneva hotel, so if no groups take advantage of the offer, none of the grant money will be used. The goal is to book at least 4 events with this promotion. The grant amount total is based on booking events with the highest rental fee option; however, it is likely that we will book a few events at a lower rental fee thus reducing the amount of grant money required or allowing us to book additional groups.

Examples:

Event Rental Fee (Corporate weekday event): \$1,250

Client pays \$937.50 to city & commits to 30+ overnight stays at a City of Lake Geneva hotel

Grant amount used for this event: **\$312.50** ($\$1,250 \times 30\%$)

Event Rental Fee (2023 Saturday off-peak): \$5,800

Client pays \$4,350 to city & commits to 30+ overnight stays at a City of Lake Geneva hotel

Grant Amount used for this event: **\$1,450** ($\$5,800 \times 30\%$)

Post-Event Grant Payout:

After April 1st, 2025, proof of discounted room rentals and amounts will be presented to the Tourism Commission along with the grant evaluation. Grant funds would then be paid at the conclusion of the promotion by the Tourism Commission to the City of Lake Geneva.

Marketing

Heather will create a flyer to be available on The Riviera Ballroom website, as well as provided to all inquiries.

We will run 4 email/online campaigns to target potential clients and generate awareness of the promotion: Chicago Style Weddings Social Media Campaign, Visit Lake Geneva Carousel Ad, Storefront Promotion on The Knot & follow-up emails booking incentive.

The grant money WILL NOT be used to pay for the marketing efforts tied to this promotion.

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: FEBRUARY 9, 2024
Organization: TAVERN LEAGUE OF WISCONSIN
Contact Person: TINA CONLEY
Phone Number: (414) 755-3353
Street Address: 11801 W. Silver Spring Dr., Suite 200
City, State, Zip: MILWAUKEE, WI 53225
Email Address: tina@tlw.org
Name of Event: 2024 TAVERN LEAGUE OF WISCONSIN Spring Conference
Date(s) of Event: April 8, 2024 - April 11, 2024
Deadline for receipt submittal to the City (45 days after event ending): _____
Location of Event: GRAND GENEVA RESORT & SPA
Type of Event: CONVENTION & TRADESHOW

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

Estimated Number of Attendees: 950

Have you Applied Before? ☒ Yes or No; Explain: WALWORTH COUNTY TAVERN LEAGUE

WAS DENIED FOR PROPOSED USE. STATE LEAGUE WILL USE FOR MARKETING / PROMOTION.

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

7036 GRAND GENEVA WAY, 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 _____ CALLED AND WAS TOLD APPROVAL WAS NOT REQUIRED @ GRAND GENEVA RESORT.

Estimated Number of Overnight Stays: 1,243

Sun = 101 , Mon = 382 , Tues = 372 , Wed = 382 , Thurs = 6

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

Annual Event (Yes/No): _____

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

Grant Amount Requested: \$10,000

Provide as attachment the following:

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

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

Completed applications with required additional information must be submitted by noon, one week prior to meeting, to cityadmin@cityoflakegeneva.gov

Actual	TLW 2024 Spring Conference Budget	Fee/Cost	Actual
	Income		
	Sponsorships Total		10,000.00
33	Member Standard Booth	\$700.00	23,100.00
22	Non-Member Standard Booth	\$900.00	19,800.00
9	Member Corner Booth	\$1,000.00	9,000.00
3	Non-Member Corner Booth	\$1,100.00	3,300.00
14	Corporate Member Standard	\$0.00	0.00
5	Corporate Member Corner	\$0.00	0.00
	Upgrade	\$1,500.00	1,500.00
6	Nonprofit booths	\$0.00	0.00
	Exhibitor Registration Total		56,700.00
424	Member Registration	\$50.00	21,200.00
0	Non-member Registration	\$70.00	0.00
60	One Day Pass (Member Reg)	\$30.00	1,800.00
0	One Day Pass (Non-member Reg)	\$50.00	0.00
47	On-site Member Registration	\$60.00	2,820.00
7	On-site Non-member Registration	\$70.00	490.00
72	On-site One Day Pass (Member Reg)	\$40.00	2,880.00
1	On-site One Day Pass (Non-member Reg)	\$45.00	45.00
51	Complimentary	0	0.00
	Registration Total		29,235.00
	Guest Room Rebate		6,215.00
	Mass Appeal Royalties		300.00
	Olive Promotions Royalties		405.80
	Additional Revenue Total		6,920.80
	TOTAL MEETING INCOME		102,855.80
	Expense		
	Awards		106.56
	Raffle Drawing Prizes		800.00
	Badges		127.98
	Ribbons & Carrying Cases		289.55
	Credit Card Fees		2,918.50
	Bags		795.03
950	Lanyards		1,096.32
	Onsite Supplies		313.45
	Signage		597.14
	Administrative Total		7,044.53
98	Exhibitor Fees	77.73	7,617.77
	Meeting AV		6,388.04
	Meeting Food & Beverage		698.74
	Meeting Room Rental		2,875.00
	Presidents Reception		834.67
	Speaker Fees		6,500.00
	Tuesday Night Reception Band		0.00

	Tuesday Night Reception Bar		4,765.14
	Photographer		622.73
	Onsite Total		30,302.09
	BOD Rooms		11,969.10
	BOD Per Diem		14,700.00
	Staff Rooms		1,409.10
	Staff Travel (mileage and meals)		1,408.37
	Lobbyist Travel		669.12
	Executive Director Travel		563.64
	Site Visit		277.17
	Travel Expense Total		30,996.50
	TOTAL MEETING EXPENSES		68,343.12
	Net Profit or Loss		34,512.68





TAVERN LEAGUE OF WISCONSIN PRESENTS THE
GRAND CHALLENGE AT THE GRAND GENEVA

2024 SPRING CONFERENCE

ROOM BLOCK OPEN • SPONSORSHIP AVAILABLE



April 8-11, 2024

Grand Geneva Resort & Spa

7036 Grand Geneva Way, Lake Geneva, WI 53147

» REGISTER TODAY

CONVENTION HOST:



KEYNOTE PRESENTATION

"Rising to the Challenge"

DR. RICK GRANDINETTI

Author, Business & Workplace Expert



TAKE ON THE GRAND CHALLENGE AT THE SPRING CONFERENCE

Grand Geneva Resort & Spa • Lake Geneva, WI

April 8-11, 2024



KEYNOTE SPEAKER
DR. RICK GRANDINETTI
Author, Business & Workplace Expert



» **REGISTER TODAY**

WWW.TLW.ORG



TAVERN LEAGUE OF WISCONSIN 2024

Prepared For:

The City of Lake Geneva

Prepared By:

Tina Conley | tina@tlw.org

Maiya Whelan | maiya@tlw.org

11801 W Silver Spring Drive, Suite 200, Milwaukee, WI 53225

www.tlw.org



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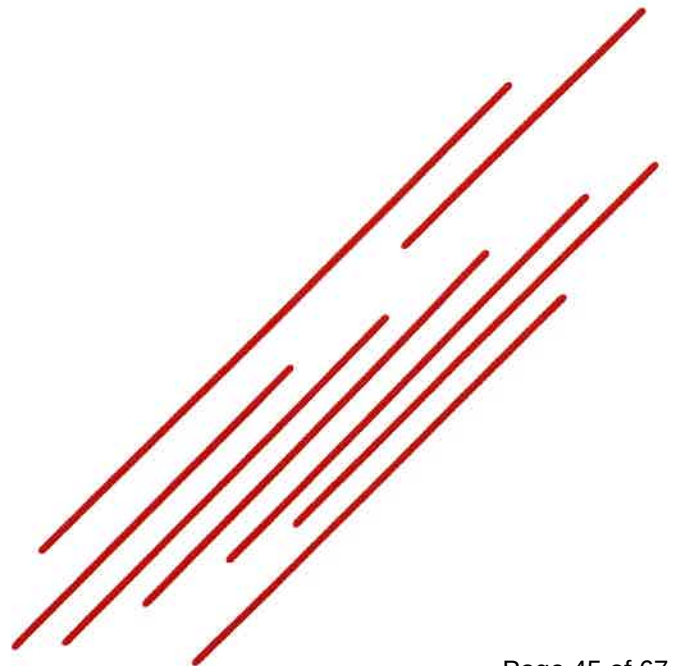
Benefits of Membership

5

Marketing Strategy

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Budget





About Tavern League of Wisconsin

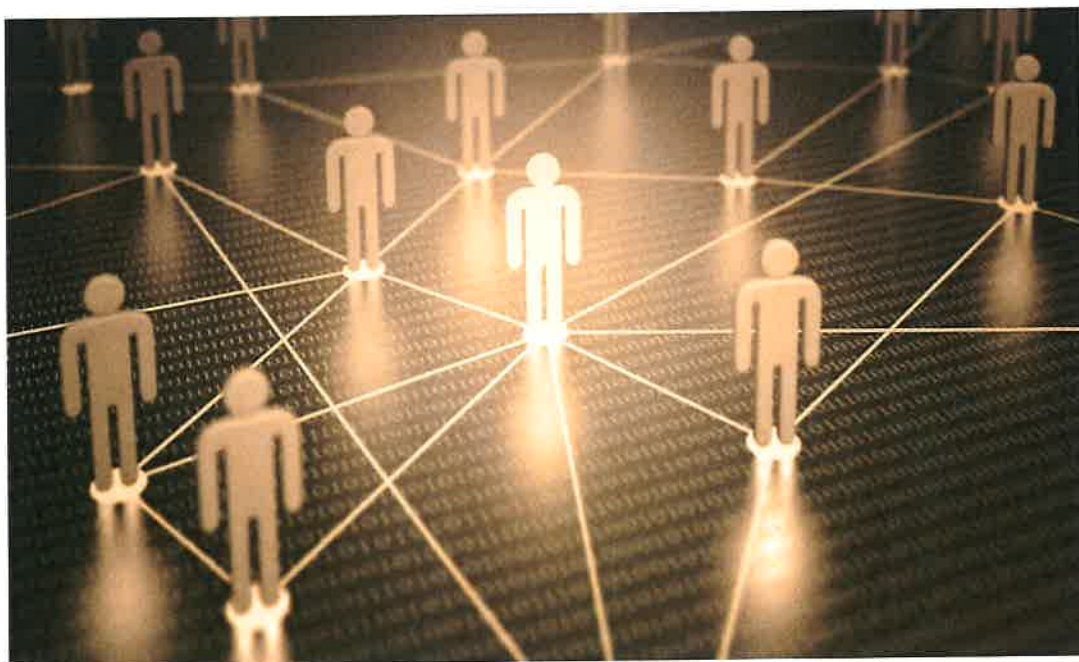
OUR OBJECTIVE

To represent the benefits of becoming a member, attending events and building relationships to existing and potential members.

OUR ASSOCIATION

The Tavern League of Wisconsin is an association headquartered in Milwaukee with local leagues in **67 counties** statewide. The Tavern League of Wisconsin is a **non-profit** trade association dedicated to serving the needs of the retail alcohol beverage segment of the hospitality industry in the State of Wisconsin.

The League exists to provide services to members that are not available to them as individuals; and to use the **collective strength** of its membership to accomplish, as a group, goals that cannot be accomplished alone. The League provides members services, legislative and governmental relations, legal information, educational services and promotes the industry on behalf of its membership.





Target Market



Class B License Holders

Wisconsin's tavern and restaurant scene continues to grow. There is a high volume of turn over and new establishments opening every day.



Class A License Holders

Our membership also includes retail establishments that sell products to the end consumer. One of the goals of the organization is to build this segment of the membership.



Affiliate Members

The third segment of our membership includes Affiliate Members. These are businesses that sell products or offer services that can be utilized by members.

Benefits for Our Target Market

Our prospective members are business owners, who are the **decision makers** for their establishments. They expect to walk away with new knowledge of industry specific topics, updates on the state association's activities and connections with **like-minded** individuals who have **shared experiences**.

This event is an excellent opportunity for our Affiliate Members to make **face-to-face** contact with existing and potential customers. Attendees come from **across Wisconsin** so vendors find the Conference to be efficient in covering a large segment of the state at once.



Marketing

Over the course of 2024, we will launch/ramp up our use of the following channels for educating our customers, generating leads, and developing brand awareness:

Website: www.TLW.org

Purpose: Brand awareness, informational, registration for events/conference

Metrics: Number of registered attendees & exhibitors

Facebook & X

Purpose: Brand awareness, direct traffic to website, sharable content to maximize distribution of marketing material

Metrics: Number of unique visits to the website & number of shares on each post

CRM Tool: GrowthZone

GrowthZone is the CRM that Tavern League uses for email communications, event registration and ecommerce. There are multiple locations of the Spring Conference & Tradeshow throughout the CRM, including landing pages, floorplans, hotel room blocs and ticket registration.

Email Marketing

The main avenue of marketing for the Spring Conference & Tradeshow is email communication. The Tavern League uses GrowthZone, a CRM platform to manage the email messaging and distribution.

Social Media Management

Utilize TLW branding and create in-house designs and schedules to execute throughout multiple platforms.

Video Hosting

The TLW YouTube Channel is used to host large size video files that can be linked in email messages and social media posts.



Budget

Over the course of 2024, given the cash allotted to the Marketing team, we expect to invest in the following items to ensure we meet the objectives outlined in this marketing plan:



OnPremise Magazine Advertising:

Bi-monthly magazine that gets sent out to the members. Contains membership information,

Conference Booklets:

Provides all information for the conference. Includes coupons to establishments throughout Walworth County, daily schedules, speaker information, and MUCH MORE!

Challenge Coins:

Each year a Challenge Coin is created and distributed to raise awareness for a charity. This year, the proceeds will be donated to Vets Roll, an organization that provides closure, gratitude and respect to America's senior-most Veterans for the incredible sacrifices they have made in the name of freedom.

On-Site Signage:

Signage is used to honor our sponsors, spread information and direct attendees throughout the weekend.

Conference Bags:

The staple of the convention. These are used to carry around the various items received at the convention.

Walworth County Tavern League Pamphlet:

Provided to promote all member businesses/establishments in Walworth County.

Total: \$14,700

THANK YOU

Contacts:

Tina Conley | tina@tlw.org

Maiya Whelan | maiya@tlw.org



We appreciate the consideration and look forward to working with the City of Lake Geneva in the future. There are many wonderful establishments in Walworth County that generate positive growth both socially and financially to the city, and we hope the partnership continues.

11801 W Silver Spring Drive, Suite 200, Milwaukee, WI 53225

www.tlw.org

City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

Revised June 2023

Date Submitted: 2/9/24
Organization: GENEVA LAKES WHISKEY CLUB
Contact Person: DANA TRILKA / SHERM LINDSEY
Phone Number: 815-715-0900 224-388-2401
Street Address: W 3741 FIR CT.
City, State, Zip: LAKE GENEVA, WI 53147
Email Address: info@weewhiskeyfest.com
Name of Event: WEE WHISKEY FEST
Date(s) of Event: APRIL 19-21, 2024
Deadline for receipt submittal to the City (45 days after event ending): 6/5/24
Location of Event: THE RIDGE + NUMEROUS DWTN LOCATIONS
Type of Event: TASTING / FESTIVAL
(Festival, Cultural, Convention, Tour, Sporting, Other)
Estimated Number of Attendees: 300-500
Have you Applied Before? Yes or No; Explain: NO

Where is this event physically located? (street address and governmental jurisdiction): RIDGE 4240 WIS-50 W, 327 WRIGLEY, 304 S. WELLS, 607 W. MAIN, 835 WRIGLEY, 642 W. MAIN, 401 E. SHERIDAN
BAKER MAXWELL BOTTLE SHOP BARRIAGE MAGPIES GLD

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

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

Wee Whiskey Fest - Lake Geneva April 19-21, 2024

1) Overview

The Geneva Lakes Whiskey Club was formed in early 2022, and now has over 800 members. We host monthly meetups and tastings throughout the Geneva Lakes area and have created a wonderful social group of Distinguished Hooligans! Now the club is ready to host a premium festival.

We have long been waiting to bring an event this size to our beloved little lake town, and we are proud to announce that this dream is coming to fruition! Join fellow Whiskey lovers as we enjoy an entire weekend of Whiskey festivities that start with a Grand Tasting at the Ridge Hotel's Aspen Ballroom off Lake Como. There, you will be able to sample over 100 premium Whiskies from exclusive distilleries of our Club's choosing, all while being swept into a Whiskey drinkin' atmosphere as we are serenaded by Scottish Bagpipes, Irish Dancers and Kentucky Bluegrass Bands! Then, multiple premium Whiskey pairing dinners followed by a lively Saturday Night Party for Distinguished Hooligans! Sunday-Funday festivities will include numerous Whiskey tastings at local establishments downtown Lake Geneva. A Whiskey Cocktail Contest will be in order as well from the best watering holes in town, plus much more. This will be a Whiskey sippin' weekend you won't want to miss!

This is something completely new for this area. We hope to bring 300-500 whiskey-loving enthusiasts for this unique event.

WeeWhiskeyFest.com

2) Event Budget

Website Creation	\$15,900
WGN Radio	\$8,000
ESPN1000 Chicago	\$5,250
Social Media (Facebook)	\$3,000
Wisconn Valley Media Group	\$2,500
Lake 96.1	\$1,500
Print Advertising (brochures, posters, banners)	\$2,600
Promotional Items (glassware, bags, t shirts, stickers, patches, etc)	\$6,700
Facility Rental	\$10,000
Entertainment	\$2,300
Transportation	\$1,200
Total Budget	\$58,950

3) Mock-up of Marketing Materials

See attached file for a banner mock-up.

We will also be extending all marketing benefits to the City of Lake Geneva Tourism Commission as if they were a *"Big Player"* partner. Which include:

- Priority placement of Company logo and website link on Fest Website: Home Page
- Level placement of Company logo and website link on Fest website: Partnership Page
- Company logo on Fest program
- Company shoutout (SPOTLIGHT) on Fest social media page(s) • Facebook and Instagram
- Company logo on Fest welcome banner
- Company recognition during Grand Tasting Event
- Priority level placement of Company logo on all other printed media
- A-Frame signs throughout event
- Company shoutout on radio advertisement

4) *Marketing Plan*

We are expecting over 200,000 unique clicks on our website leading up to Wee Whiskey Fest. With our website, social media, print and digital media, we are expecting an ad reach of 300,000. We will be sending out exclusive emails to our growing list of subscribers and will be advertising a radio spotlight regularly, starting in March 2024. We will also send targeted ads focusing on the Chicago, Madison, Milwaukee, Rockford and local markets with impression counts nearing 750,000 between our different media.

Marketing Breakdown

80% Chicagoland, 6% Milwaukee, 6% Madison, 5% Locally, 3% Rockford

Marketing Budget

Website Creation	\$15,900
WGN Radio	\$8,350 (<i>see attached file for campaign</i>)
ESPN1000 Chicago	\$5,250
Social Media (Facebook)	\$3,000
Wisconn Valley Media Group	\$2,500
Lake 96.1	\$1,500
Print Advertising (brochures, posters, banners)	\$2,600
Total	\$36,400
Grant Amount Requested	\$20,500

5) *Overnight Stays*

We are expecting 300-500 sophisticated guests to attend this festival over a three day period. Our marketing campaign is primarily focused on the Chicagoland area and other out of town locations. If we hit our estimated number of say 400 attendees, we predict that at least 30% of these guests will be staying overnight. That is equivalent to roughly 120 bookings. To support this estimate, we have already partnered with local Lake Geneva Hotels that include Harbor Shores, Bella Vista Suites, Maxwell Mansion, The Cove and Geneva Lakes Vacation Rentals. All of these hotels currently have room blocks for the event, and reflected on our festival website. In addition to our partnered hotels, we also have links on our lodging page to the following downtown

establishments: Mill Creek Inn, Fairfield Inn & Suites, Comfort Inn, The Baker House, Geneva Wells Motel, Lake Geneva Lodge and Seven Oaks Bed & Breakfast. The requested grant from the city would help support our marketing campaign to allow us to hit our predicted numbers.

Additional Information

We will be entertaining the type of clientele that Lake Geneva prefers to host, which is reflected in our ticket prices that range from \$125 to \$945. This festival is meant to be an annual event in Lake Geneva for years to come and something the city will be proud of.

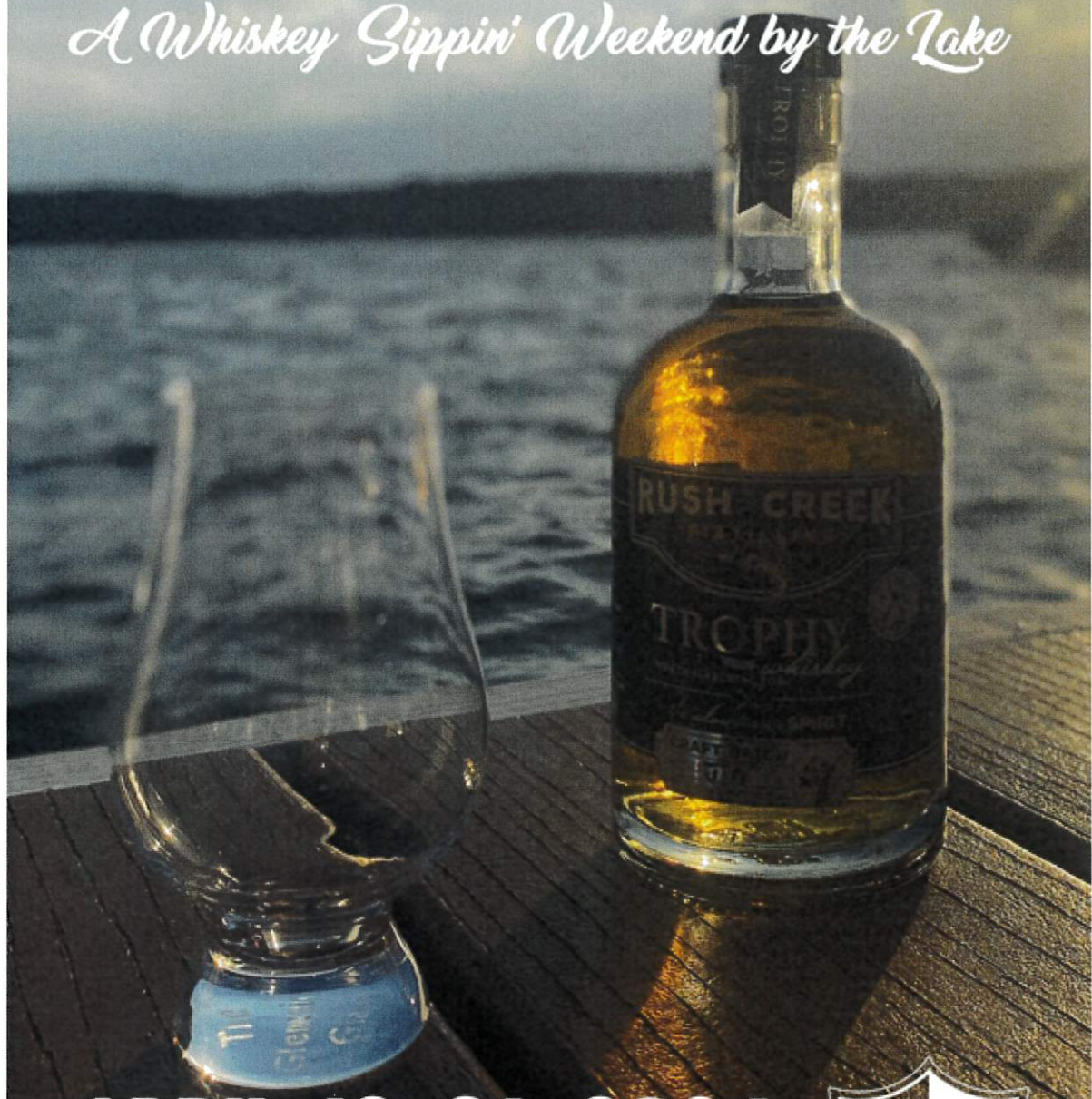
WHISKEY

LAKE GENEVA
Wisconsin

Fest ★

APRIL 19-21
2024
INAUGURAL

A Whiskey Sippin' Weekend by the Lake

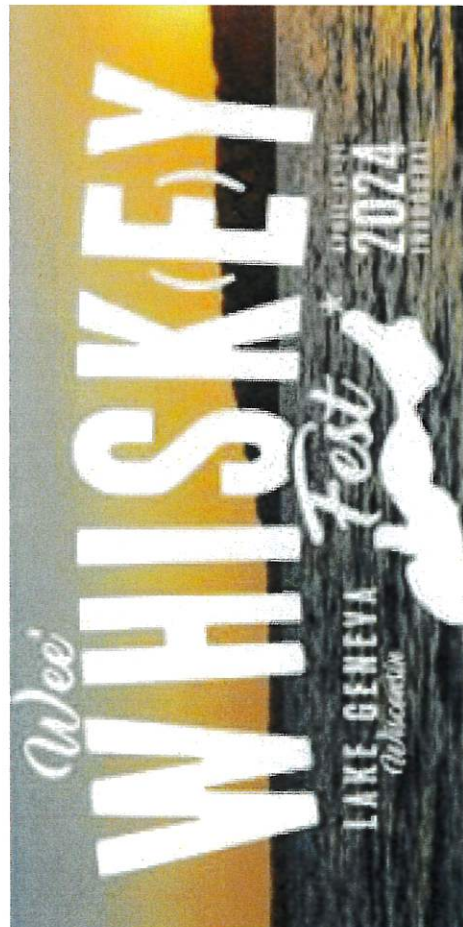


APRIL 19-21, 2024

Lake Geneva Wisconsin

PRESENTED BY THE GENEVA LAKES WHISKEY CLUB





Wee
WHISKEY FEST
LAKE
GENEVA
APRIL 19-21

4 REASONS WHY WGN RADIO SHOULD BE A PART OF YOUR MEDIA PLAN

1

Your message will be heard!

Reaching over 380,000 local Adults 18+ in the Chicago DMA each week.

WGN's 50,000 watt signal can also be heard across the Midwest in Indiana, Iowa, Michigan, Minnesota, Missouri, Ohio and Wisconsin.

And across the world on all streaming platforms and devices.

3

WGN Radio offers our advertisers **UNIQUE** programming including **Chicago Blackhawks Hockey** and **Northwestern Football/Basketball**.

WGN Programming focuses on relevant, up-to-the-minute reporting and content, including live traffic, weather, news, business and AG reports throughout the day. Our most effective tools are our **LIVE READS** and **RECORDED ENDORSEMENTS!**

2

WGN is a 100% LOCAL Personality-driven

station. Chicagoans and the Midwest have grown up with our personalities and are loyal to the advertisers who run in their favorite personality's show. By advertising with WGN Radio, your product is building instant credibility with our listeners and translating that into **RESULTS!**

4

WGN Radio is part of Nexstar Media.

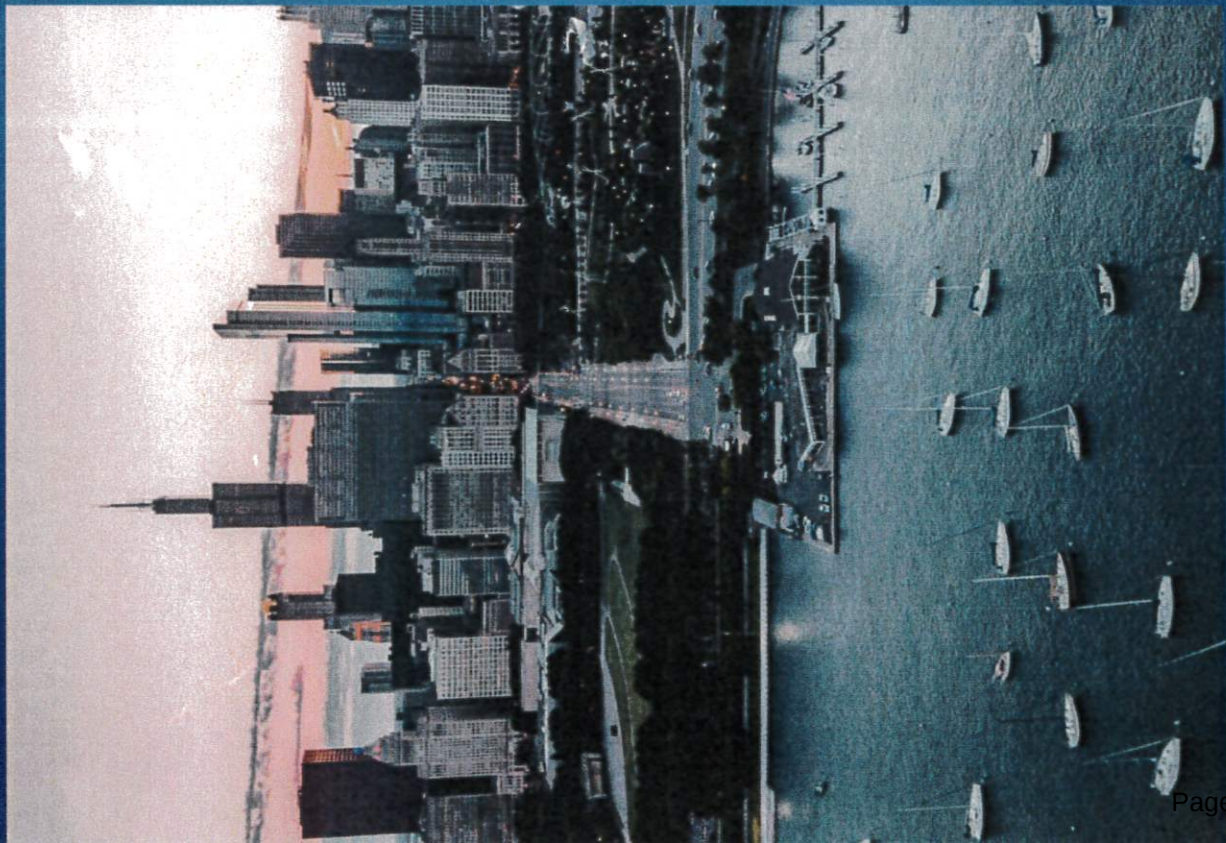
This gives your brand the opportunity to be integrated into Radio, Digital, TV, Events and much more!



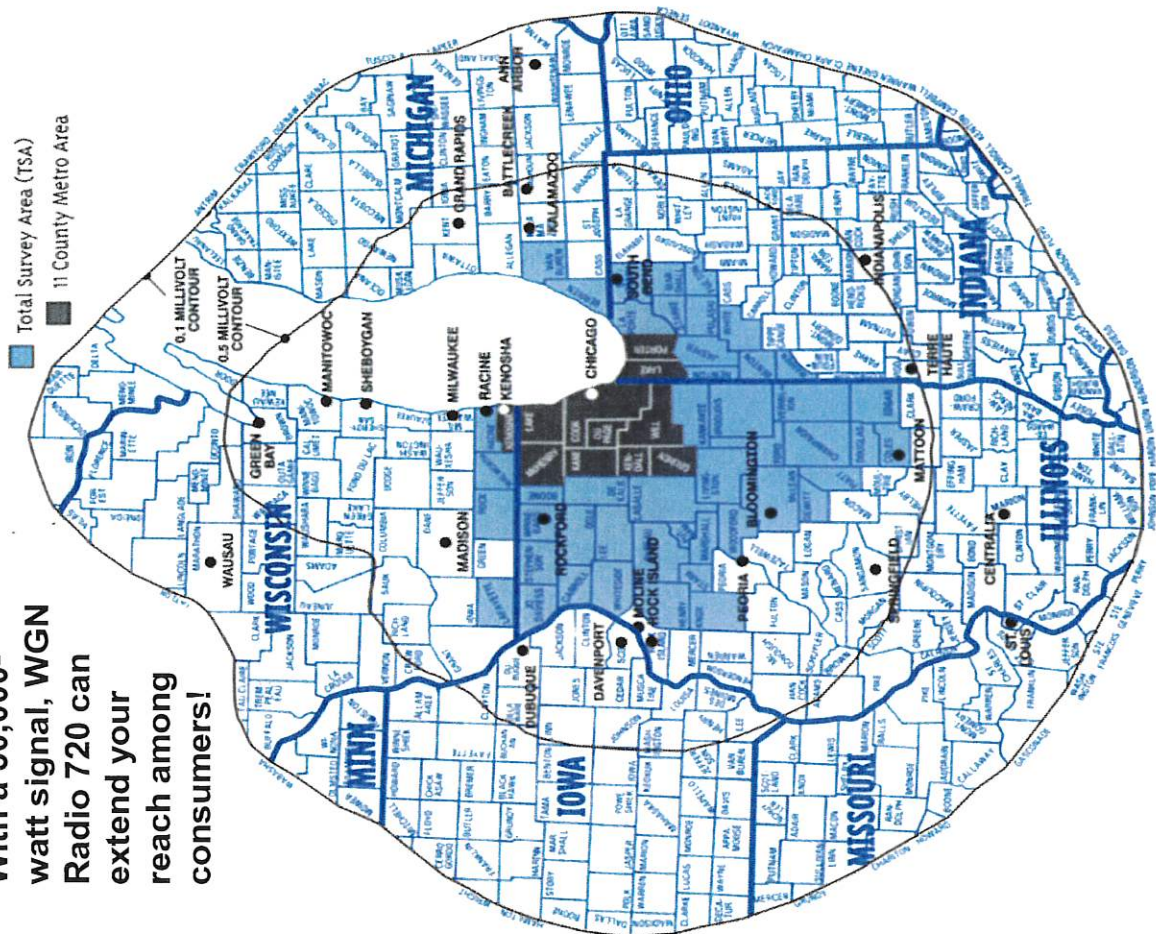
WGN RADIO 720

NEWS - WEATHER - TRAFFIC - SPORTS - BUSINESS - TALK

WGN COVERAGE REACHES LISTENERS ACROSS 8 STATES



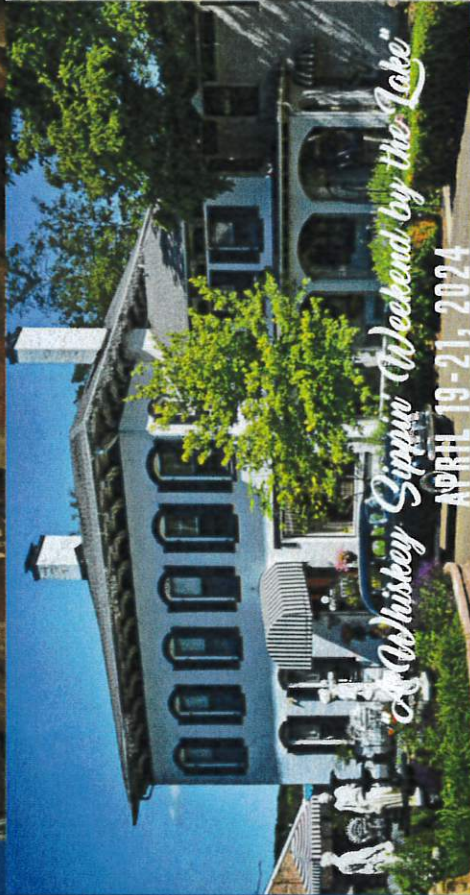
With a 50,000-watt signal, WGN Radio 720 can extend your reach among consumers!



Marketing Objectives

- 1 Drive attendance to the Wee Whiskey Fest
April 19-21
- 2 Brand The Wee Whiskey Fest to
the WGN Radio listening
audience
- 3 2- month promotional period with multiple
media touchpoints
- 4 On Air Interview on WGN Radio to Talk about
The Wee Whiskey Fest in Lake Geneva
- 5 On-Line contest for ticket giveaways
To take place over a 3-week period
Feb/Mar





Promotional, Digital & Social Support Details/Overview



- Social Media Support
 - Min 3x social media posts
- WGNRadio.com Homepage Takeovers
 - (1x)
- Social display Ads targeting Golf Enthusiasts
 - 100k impressions geo-targeted to Chicagoland.
- Dark post
 - WGN Radio will send out a dark post to FB followers of the conversations with a representative from Wee Whiskey fest- we will target people by age demographic, who are Whiskey Enthusiast
- Radio Campaign to run on WGN Radio
 - Schedule to run mid-Feb-mid April
- Live on-air segment – 5-7 minutes to talk about Wee Whiskey fest and Let people know where they go to purchase tickets

WGN Radio Social

Following:

- **Facebook: 84k**
- **Twitter: 55.9k**
- **Instagram: 14.5k**

Example Display campaign and Social display ad

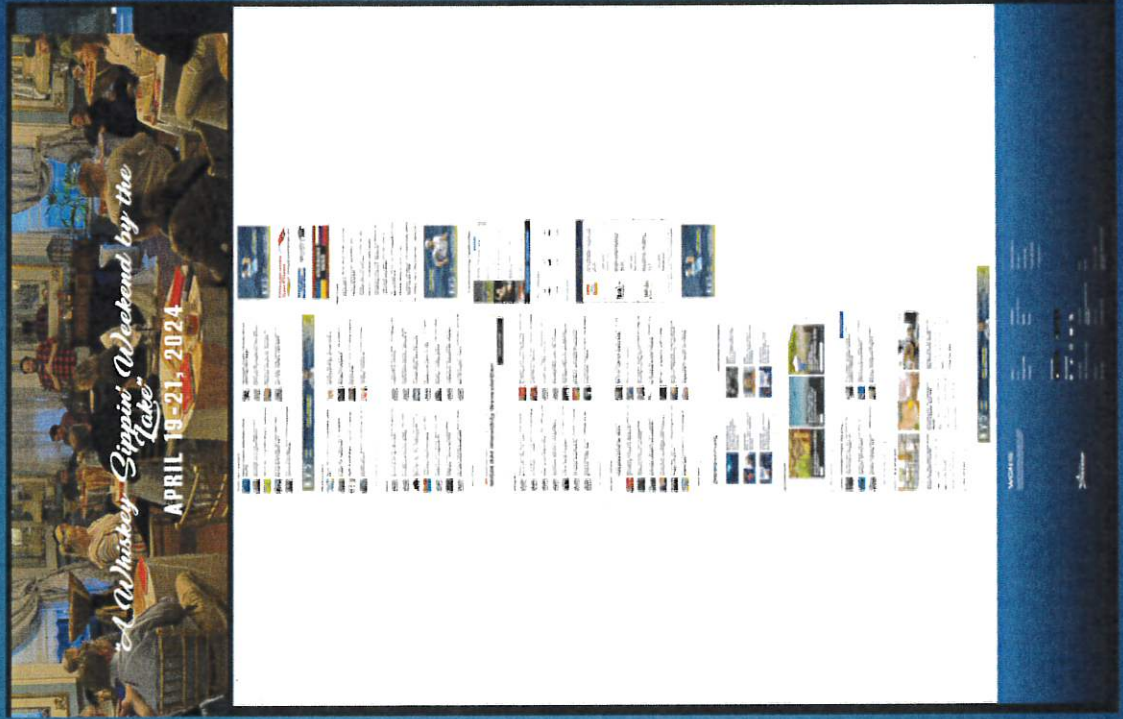
social post content will be inserted into an ad unit.

It appears as if it is a feed on the website targeting Whiskey Enthusiast, Certain geo areas, Income , age etc...



Example – Home Page takeover on WGNRadio.com

WEE WHISKEY ADS WILL APPEAR
ALL OVER WGN RADIO'S HOME PAGE
FOR ONE DAY



Campaign Elements

Live On-air Segments For Wee Whiskey Fest



Additional awareness will be achieved through an in-studio interview opportunity for Wee Whiskey Fest during one of Chicago's prime time show –Mon-Fr 6a-7p

You'll have the opportunity to engage with our listening audience and educate them on the benefits and importance of Life Insurance and how to make an informed decision

This will be a live in-studio or call-in opportunity



Campaign to run on WGN Radio

Mid -February - Mid- April -2024- Four (4) weeks

Radio Schedule to run- 4 weeks every other week mid – February- Mid April

- Mon- Fri- 6a-10a 3 x :30 second commercial
- Mon-Fri – 10a-3p 3 x :30 second commercial
- Mon-Fri- 3p-7p 2 x:30 second commercial
- Mon-Sun- 6a-12m 5 x :30 second commercial
- Sat/Sun – 6a-7p 2 x :30 second commercial
- Mon-Sun- 12m-12m 6 x :30 second commercial

Live on-air Interview to air on WGN Radio- (5-7 minutes)

- Date TBD

Digital

- Social display campaign – 100,000 impressions targeting both behavioral and geo to Whiskey lovers ,Income, age
- Dark post to go out after on air segment to FB followers
- 1x Home page takeover on WGN Radio.com
- On-Line Contest to run 2-3 weeks in February or March – winner will win tickets to Wee Whiskey fest. (2 pair to be given away)

Total Commercials – 84x

Investment- Radio & Digital - \$8350

Contact Us



Peggy Pegler
(312) 222-3058

   @WGNRadio

 ppegler@wgnradio.com

 WGNRadio.com