



**CITY OF LAKE GENEVA
626 GENEVA STREET
LAKE GENEVA, WI
TOURISM COMMISSION MEETING
MONDAY, APRIL 8, 2024 - 4:00 PM
LAKE GENEVA CITY HALL; COUNCIL CHAMBERS (MAIN LEVEL)**

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 March 11, 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 (events and mission)
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. Bacon Fest 2024
 - b. Murals in Motion
10. Final event evaluations from organizations receiving tourism grants
 - a. Evaluation from VISIT for the "Downtown Ice Sculpture Walk" grant
11. Discussion: Link on City website and revision to Tourism Grant Application listing City website page showing City hotels and lodging.
12. Future Agenda Items (next meeting date: Monday, May 13, 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.

TOURISM COMMISSION MINUTES
Monday, March 11, 2024
COUNCIL CHAMBERS, CITY HALL

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

Roll Call

Present: Chair Brian Waspi, Vice Chair Zakia Pirzada, Alderman Fesenmaier, Alderman Howell, Linda Moritz; Mayor Klein (Ex-Off)

Absent: Troy Migut; Comptroller Laura Pisarcik (Ex-Off), Stephanie Klett (Ex-Off)

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

Approval of Tourism Commission minutes from February 12, 2024

Motion by Waspi, second by Pirzada, to approve the minutes from February 12, 2024.

Unanimously carried.

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

Jones gave an overview of her monthly report included in the packet. The Social Media Ad Campaign that began in December 2023 runs through April 15, 2024.

Update from Tourism Entity – Visit Lake Geneva

Goodwin and Klett were attending the Wisconsin Governor's Conference on Tourism.

Monthly report was available to the Commissioners and the Public in the packet.

Update from Lake Geneva Business Improvement District (BID) –

Binanti's report was available in the packet. She was attending the Tourism Conference.

Written financial update provided by City Comptroller

Balance Sheet dated **December 31, 2023** included in current packet

Total Assets - \$1,516,012

Restricted Fund Balance - \$525,302.27

Tourism Promotional Grant Program and Requests

Riviera Ballroom Wood Floor Project – Heather Jones and Sam Borghgraef

The ballroom floor due is showing signs of deep wear including a sunken in section. Motion by Pirzada, second by Howell, to approve the grant for \$3,316 to refinish the Riviera Ballroom floor. Unanimously carried.

Fall 2024 and Winter 2025 Promotion – Heather Jones

Jones explained the media campaign for meetings, weddings, and other events at the Riviera Ballroom. The promotion targets groups who commit to 30 room nights at City of Lake Geneva hotels from October 2024 through April 2025. The promotion details will be available on the

website. Motion by Howell, second by Pirzada, to approve the grant not to exceed \$10,000 for the Fall 2024 and Winter 2025 Promotion of the Riviera. Unanimously carried.

Tavern League of Wisconsin Spring Conference 2024 -Tina Conley

Conley explained the details of the Conference. Commissioners expressed concern regarding the location. The following conditions will be included in the motion to approve the grant: a one-year ad in their On Premise publication and in the official Conference booklet, creation of an ad which will include the link to the hotels page on a landing page of their Conference event website, plus an ad on the state Tavern League website for one year. Motion by Waspi, second by Pirzada, to approve the grant not to exceed \$10,000. Unanimously carried.

Wee Whiskey Fest – Geneva Lakes Whiskey Club

Dana Trilla and Sherman Lindsey explained the new event. Some of the activities will be held outside the City along with numerous locations in the City downtown. The grant will be used for marketing overnight stays in City of Lake Geneva hotels. Motion by Waspi, second by Fesenmaier, to approve the grant not to exceed \$20,000. Unanimously carried.

City Website link and Grant Application revision

Heather Jones will continue to work with Administrator Nord to host a copy of the hotel list, using a separate domain, on the City's website. This list can easily be displayed on the bottom of the City website along with other clicks in various locations on website pages. Pirzada, who represented the Hoteliers on the Commission, continues to advocate for this list which includes the hotels outside the downtown but within the City limits.

Debrief /Follow-Up Form Review – Permanent Agenda Item

The City Administrator, who reviews and approves the invoices for grant reimbursement sends the complete form to the Commissioners. Discussion continued about including this form in the packet and an agenda item added to the monthly meeting for review by the Commissioners. Motion by Pirzada, second by Fesenmaier, to add the Grant Review information to the monthly meeting agenda as a permanent item, even if there are no submissions. The grant follow-up information aka completed Reimbursement Form in the grant application will be included in the packet. Unanimously carried.

Future meeting agenda items and next meeting date –

- Note: new Tourism Commission logo is now available on the City website for ad copy.
- Commissioners are encouraged to access the grant application online from the City Website to review for updates. [Tourism Commission | Lake Geneva WI \(cityoflakegeneva.gov\)](https://cityoflakegeneva.gov/tourism-commission)
- Reimbursement Form – permanent agenda item on the monthly meeting.
- Grant Application review and revisions.
- **Monday, April 8 at 4:00 PM**

Motion by Waspi, second by Pirzada, to adjourn at 5:20 p.m. Carried.

Respectfully submitted,
Alderman Fesenmaier, Secretary

Riviera Ballroom/MATL Update- Tourism Commission Meeting April 2024

Marketing Update

- Website Analytics Update: Past 30 Days:
 - Site Sessions: 2,140 (8% decrease)
 - Site Sessions by traffic source
 1. Facebook (644)
 2. Google (604)
 3. Direct (531)
 4. Santa Cause (120)
 5. Social Media Ads (59)
 - Active Inquiries: 67 (-4 from last month), 66 recorded for March 2023
 - Avg. Session Duration: 3min 12sec (2% decrease)
 - Site Bounce Rate: 67.1% (+2%)
- WeddingWire & TheKnot: March Stats
 - 106 Storefront Views (99 on theknot, 61 is the average in our market/category)
 - 11 saves
 - 14 leads (+5 from last month), 11 from theknot & 3 from weddingwire
- Hotels & Lodging Analytics Update Past 30 days:
 - 302 Page Views (+140 from last month)
 - Avg. time spent on page: 1min 35sec (-2sec)

**Reports generated on April 2nd*

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

Sales Update

	2018	2019	2020	2021	2022	2023	2024	2025
Weddings	45	28	9	54	55	52	43	11
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	11
Cancellation Total	0	0	40	11		3	3	2
Rescheduled	0	0	20	4		1	1	
Comp			5	2	5	6	6	
Pending Comp Req								

- Sales by Year March 2024:
 - 2024 Events-One cancellation.
 - 2025 Events- Two wedding contracts out, two wedding contract returned.
 - Last Year- Reported on April 3rd; 59 events booked for 2023 and 18 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

*as of 3/1/24

THE RIVIERA BALLROOM - PROGRAMMATIC

DATES:

March 1st - March 31st, 2024

OVERVIEW:

Impressions

104,904

Addressable Geo-Fencing:

0.11% CTR / 5 conversions

Clicks

104

Retargeting from Riviera Ballroom Website:

0.16% CTR / 19 conversions

Retargeting from CSW Website:

0.09% CTR / 2 conversions

CTR

0.10%

Keyword Targeting: 0.09% CTR / 1 conversion

Event Targeting: 0.10% CTR

Conversions

28

Geo-Fencing: 0.07% CTR

- All About the Gown - 1

CREATIVE:



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

THE RIVIERA BALLROOM - PAID SOCIAL

DATES:

March 1st - March 31st, 2024

OVERVIEW:

Impressions

22,334

Total click...

686

CTR (all)

3.07%

Reach

9,430

Age Mix:

35-44: 29%

45-54: 27%

25-34: 22%

55-64: 18%

18-24: 4%

Gender Mix:

Female: 87%

Male: 13%

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

The Riviera Ballroom

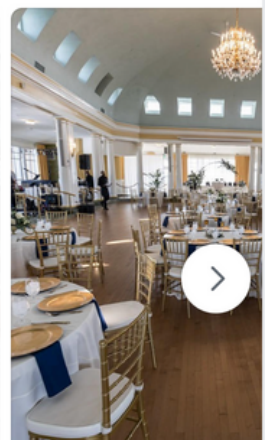
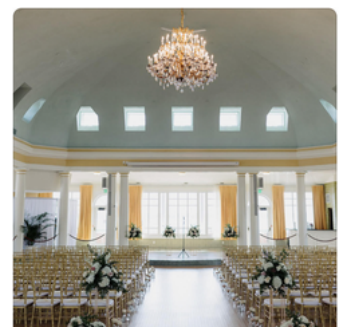
Sponsored · 🌐



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



Lake Geneva Tourism Commission
APRIL 8, 2024
VISIT Lake Geneva Update

April Partner Events

- VLG Monthly Partner Meeting – Tuesday, April 16, 8-9am at Lake Lawn Resort
- Multi-Chamber Business After Hours – Walworth County CVB Annual Meeting – Thursday, April 11, 5:30pm at The Duck Inn Supper Club, Delavan
- Ribbon Cuttings:
 - Friday, April 5, 9:30am at Lake Geneva Tennis & Pickleball
 - Friday, April 19, 4:00pm at The Lake Geneva Steak House at Baker House

Upcoming Public Events

- 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 – March 2024

- [30 Most Beautiful Lakes to Visit in America](#) | Places to Travel
- [Luxury at the Lake](#) | The Cottage Journal
- [Inside the 124-year-old observatory that birthed modern astrophysics](#) | National Geographic
- [Wisconsin Spring Break Staycation Ideas](#) | WGN Daytime Chicago
- [Wisconsin Historical Society: Celebrates 50th anniversary of Dungeons & Dragons](#) | Wisbusiness.com
- [The Dungeons & Dragons 50th Anniversary Began At Gary Con Last Weekend](#) | Forbes
- [The 7 Best Drivable Destinations Near Chicago](#) | Modern Luxury Magazine | Chicago
- [Hot Air Affair at Tourism Conference](#) | Pierce County Journal
- [3 Wisconsin Lakes Named Among The 'Most Beautiful Lakes' In America](#) | iHeart Radio
- [Wisconsin's 12 Most Underrated Towns to Visit in 2024](#) | World Atlas
- [Wisconsin is Home to One of America's Most Beautiful Towns](#) | 102.3 The Eagle
- [Dungeons & Dragons All Started In This Tiny Wisconsin Town](#) | Atlas Obscura

Marketing Metrics – MARCH 2024

WEBSITE – VisitLakeGeneva.com

- Sessions – 102,823 (+22%) | YTD 449,323 (+14.7%)
- Pageviews – 326,503 (+53.3%) | YTD 1,261,452 (+30.5%)
- Users – 80,091 (+18.2%) | YTD 340,926 (+12.1%)
- Online Guide Visits – 3,944 | YTD 8,647

- **Top Pages**

1. Events	78,127 Pageviews
2. Things to Do	22,511
3. Home	15,337
4. Things to Do Family Fun	9,816
5. Stay Hotels & Resorts	9,744
6. Explore Visitors Guide	9,594
7. Things to Do Shopping	8,028
8. Food & Drink	7,001
9. Things to Do Entertainment	5,234
10. Weddings	4,861

- **Top Cities**

1. Chicago	17,776 Users
2. (not set)	6,396
3. Milwaukee	1,791
4. Ashburn	1,608
5. Lake Geneva	1,447
6. Dallas	1,102
7. Minneapolis	738
8. New York	698
9. Madison	580
10. Atlanta	471

SOCIAL MEDIA

- Facebook – 70,640 Followers (+221 MoM) | 556,373 Monthly Reach
- Instagram – 13,621 Followers (+210 MoM) | 10,459 Monthly Reach
- X – 3,529 Followers (-3 MoM) | 1,281 Monthly Impressions
- LinkedIn – 1,484 Followers (+43 MoM) | 5,461 Monthly Impressions
- TikTok – 1,096 Followers (+10 Mom) | 4,899 Monthly Views

EMAIL SUBSCRIBERS

- Subscribers – 52,822 (-5)
- Open Rate – 32.4%

VISITOR CENTER ACTIVITY

- Walk-ins – 641 (+267) | YTD 2,766 (-1)
- Phone Calls – 164 (-16) | YTD 941 (+217)
- Emails – 872 (+125) | YTD 2,637 (-98)
- Visitors Guides Fulfilled – 814 (+71) | YTD 2,641 (-70)

HOTEL ACTIVITY – FEBRUARY 2024

- Occupancy – 43.9% (+3.9%) | YTD 39.5% (+2.3%)
- ADR - \$158.81 (-7%) | YTD \$160.55 (-4.7%)
- RevPar - \$69.69 (-3.3%) | YTD \$63.47 (-2.6%)

Meetings & Events RFP Activity – MARCH 2024

RFP#	Total Room Nights	Total Attendees	Meeting Type	Properties Sourced
1329	97	35	Corporate	Abbey, Grand Geneva
1330	571	210	Corporate	Abbey, Grand Geneva, Lake Lawn
1331	200	90	Corporate	Abbey, Geneva National, Grand Geneva, Lake Lawn, The Cove , Nippersink
1332	70	30	Association	Bella Vista , Abbey, Baker House , Delavan Lake Resort, Geneva National, Grand Geneva, Lake Lawn, Geneva Inn
1333	62	70	Corporate	The Abbey, Grand Geneva and Geneva National
1334	265	65	Corporate	Geneva National/The Ridge, Grand Geneva
1335	22	11	Corporate	Geneva National/The Ridge, Grand Geneva, Lake Lawn, Geneva Inn, The Cove , Harbor Shores , The Abbey
7	1,287	511	March 2024 Totals	

Year to Date

RFPs Distributed – 39 (even) | RFP Room Nights – 9,190 | RFP Attendees – 4,591

OTHER

- Wisconsin Governor’s Conference on Tourism held March 10-12 at Grand Geneva Resort
 - Stephanie Klett won the 2024 Governor’s Legacy Award
 - VLG spokesman Donald Driver made a surprise appearance at kick-off breakfast
- Filming for upcoming Discover Wisconsin TV show will take place in May for August air date
- Summer media kit and outreach underway
- Annual Geiger Media Tour is scheduled for September 3-6



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

Executive Director's Report

March Recap

Website & Social:

Site sessions increased by 22%. Most viewed pages were blog with interview with a local posts then /winewalk and finally /homepage

Organic search for our website has increased by 14% this month but organic social to website has increased this month by 18% with wine walk and murals promotions.

Added all event dates to the website. Have added a blog section for our interviews with local series. Interviews with a local series has increased due to the upcoming election. The BID interviewed candidates with an a-political approach focusing on the people behind the race and why they love Lake Geneva.

Social Posting Topics:

- i. Murals in Motion
- ii. Wine Walk
- iii. Placemaking: Interviews with a local

	DEC 2023	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV
Visitor Sessions	(962)	(1347)	(1591)	(2027)								
Mobile	678	871	1136	1443								
Desktop	270	443	423	506								
Tablet	14	33	32	44								
Pageviews												
	1336	2094	2441	3265								
2024 Other												

Users	962	1347	1591	2027								
New Visitors	693	995	1252	1545								
Avg Time on site	3m34s	4m16s	3m16s	5m20s								
Social												
	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV
Facebook												
Followers	10557	10863	11,196	11,503								
MoM Change	165	306	333	307								
Reach	57,303	84,195	97,238	93,200								
Post Engagement	7,302	21,094	15,427	16,671								
Instagram												
Followers	2,931	2980	2998	3034								
MoM Change	60	49	18	36								
Reach	1870	2811	2196	1811								
Engagement	261	526	396	249								
Tik-Tok												
Followers	-	-	188	252								
MoM Change	-	-	32	64								
Video Views	-	-	3,545	2556								
Engagement	-	-	114	122								

Events:

All Events listed for 2024:

- i. Wine Walk (Spring) April 7 – 29 businesses participating. 375 tickets sold. \$750.00 in sponsorship collected plus \$1000 in-kind from The Bottle Shop for glasses.
- ii. Murals in Motion May 15-19 –Artists selected and site plans under review for building permits. Event approved at City. \$17,500 so far in sponsorship. Anticipating \$80,000 in estimated expenses. Secured location for a welcome sponsor dinner.
- iii. Maxwell Street Days August 23-25
- iv. Oktoberfest October 12-13 – Committee meetings February 6 & 13, Met with CJW
- v. Wine Walk (Fall) November 3
- vi. Light Up Lake Geneva & Shop Small Weekend November 29 - December 1

Beautification:

- i. Spring Plantings – Flower baskets and pots will be installed by Memorial Day weekend.
- ii. Murals – Building Inspectors Office approved site plans, been to plan commission; artist contracts signed. Deposits down for work and material reimbursement
- iii. Banners – final designs will be ready in March for review and purchase for evergreen banners

Business Communications, Organization & General Marketing:

- i. 12 (59ytd) Business Retention Visits in regards to Wine Walk, business survey of growth and future planning.
- ii. Cosponsored KIVA match program for O2 Lounge with WEDC as a Connect Community to assist in funding of their business expansion.
- iii. Annual Meeting took place on March 20th. 62 guests in attendance at Bella Vista. Delivered Annual Report and updated community about upcoming beautification projects.
- iv. 2024 Marketing Plan Approved.

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
FUND CASH			01/01/2024 (00/24) Balance	47-00-00-11111			1,516,012.33
02/29/2024	CA	23	Cash Allocation - Created: 02/08/24 4:03 PM		4,780.92		
01/31/2024	CA	31	Cash Allocation - Created: 02/16/24 4:27 PM			4,780.92-	
01/31/2024	CA-CD	21	CDA Fund Allocation - Created: 01/18/24 5:09 P			119.98-	
01/31/2024	CA-CD	32	CDA Fund Allocation - Created: 01/26/24 11:31			5,833.34-	
01/31/2024	CA-JE	10	JE Fund Allocation - Created: 02/16/24 4:27 PM		4,780.92		
			01/31/2024 (01/24) Period Totals and Balance		9,561.84 *	10,734.24- *	1,514,839.93
03/31/2024	CA	20	Cash Allocation - Created: 03/19/24 12:33 PM		2,777.80		
02/29/2024	CA	30	Cash Allocation - Created: 04/03/24 3:17 PM			2,777.80-	
02/29/2024	CA-CD	11	CDA Fund Allocation - Created: 02/08/24 4:50 P			344.68-	
02/29/2024	CA-CD	28	CDA Fund Allocation - Created: 02/22/24 5:22 P			607,849.83-	
02/29/2024	CA-CD	39	CDA Fund Allocation - Created: 02/23/24 1:34 P			119.98-	
02/29/2024	CA-JE	13	JE Fund Allocation - Created: 04/03/24 3:17 PM		2,777.80		
			02/29/2024 (02/24) Period Totals and Balance		5,555.60 *	611,092.29- *	909,303.24
ACCOUNTS PAYABLE			01/01/2024 (00/24) Balance	47-00-00-21100			608,129.83-
01/31/2024	AP	149	Summary Transactions from AP System			119.98-	
01/31/2024	AP	254	Summary Transactions from AP System			5,833.34-	
01/18/2024	CDA	84663	CHARTER COMMUNICATIONS		119.98		
01/25/2024	CDA	84685	JONES, HEATHER		5,833.34		
			01/31/2024 (01/24) Period Totals and Balance		5,953.32 *	5,953.32- *	608,129.83-
02/29/2024	AP	161	Summary Transactions from AP System			64.68-	
02/29/2024	AP	492	Summary Transactions from AP System			7,100.00-	
02/29/2024	AP	573	Summary Transactions from AP System			119.98-	
02/29/2024	AP	830	Summary Transactions from AP System			65.35-	
02/07/2024	CDA	84730	ASPINALL, NEAL		280.00		
02/08/2024	CDA	84822	US CELLULAR		64.68		
02/21/2024	CDA	84921	LAKE GENEVA CONVENTION		607,849.83		
02/23/2024	CDA	84981	CHARTER COMMUNICATIONS		119.98		
			02/29/2024 (02/24) Period Totals and Balance		608,314.49 *	7,350.01- *	7,165.35-
RESTRICTED FUND BALANCE			01/01/2024 (00/24) Balance	47-00-00-34800			907,882.50-
			02/29/2024 (02/24) Period Totals and Balance		.00 *	.00 *	907,882.50-
INTEREST INCOME			01/01/2024 (00/24) Balance	47-00-00-48110			.00
01/31/2024	JE	14	REC JAN LGIP ACTIVITY			4,780.92-	
			01/31/2024 (01/24) Period Totals and Balance		.00 *	4,780.92- *	4,780.92-
02/29/2024	JE	18	REC FEB LGIP ACTIVITY			2,777.80-	
			02/29/2024 (02/24) Period Totals and Balance		.00 *	2,777.80- *	7,558.72-
YTD Encumbrance	.00	YTD Actual	-7,558.72 Total	-7,558.72 YTD Budget	-10,000.00 Unearned	2,441.28	
EVENTS COORDINATOR-RIVIERA			01/01/2024 (00/24) Balance	47-00-00-57212			.00
02/01/2024	AP	233	JONES, HEATHER		2,916.67		
			**Desc: RIVIERA EVENTS COORDINATOR-FEB 2024				
01/31/2024	JE	19	RECLASS TO PROPER ACCT		2,916.67		
			01/31/2024 (01/24) Period Totals and Balance		5,833.34 *	.00 *	5,833.34
			02/29/2024 (02/24) Period Totals and Balance		.00 *	.00 *	5,833.34
YTD Encumbrance	.00	YTD Actual	5,833.34 Total	5,833.34 YTD Budget	70,000.00 Unexpended	64,166.66	
TOURISM MUNICIPAL DEVELOPMENT			01/01/2024 (00/24) Balance	47-70-00-57155			.00
01/07/2024	AP	136	CHARTER COMMUNICATIONS		119.98		
			**Desc: INTERNET SVC JAN 2024				
			01/31/2024 (01/24) Period Totals and Balance		119.98 *	.00 *	119.98

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
01/12/2024	AP	102	US CELLULAR **Desc: RIVIERA CELL-HEATHER		64.68		
11/23/2023	AP	394	NEI-TURNER MEDIA **Desc: CHICAGO STYLE WEDDINGS		7,100.00		
02/07/2024	AP	529	CHARTER COMMUNICATIONS **Desc: INTERNET SVC FEB 2024		119.98		
02/12/2024	AP	716	US CELLULAR **Desc: RIVIERA CELL-HEATHER		65.35		
02/29/2024 (02/24) Period Totals and Balance					7,350.01 *	.00 *	7,469.99
YTD Encumbrance	.00	YTD Actual	7,469.99	Total	7,469.99	YTD Budget	271,425.00 Unexpended 263,955.01

Number of Transactions: 32 Number of Accounts: 6

Debit

Credit

Proof

Total TOURISM:

642,688.58

642,688.58-

.00

Number of Transactions: 32 Number of Accounts: 6

Debit

Credit

Proof

Grand Totals:

642,688.58

642,688.58-

.00

Report Criteria:

Actual Amounts

Only Accounts With Balances

Summarize Payroll Detail

Print Period Totals

Print Grand Totals

Include Only Description Comments

Page and Total by FUND

All Segments Tested for Total Breaks

[Report].Account Number = "47000011111"- "47700059500"

**CITY OF LAKE GENEVA
ROOM TAX COMPARISONS
2023 AND 2024**

2023

	Room Tax Regular	Room Tax Marketplace	Totals
January	50,649.40	-	50,649.40
February	69,510.46	-	69,510.46
March			-
April			-
May			-
June			-
July			-
August			-
September			-
October			-
November			-
December			-
	<u>120,159.86</u>	<u>-</u>	<u>120,159.86</u>

2024

	Room Tax Regular	Room Tax Marketplace	Net Totals
January	45,825.01	15.52	45,840.53
February	61,975.05	43.29	62,018.34
March			-
April			-
May			-
June			-
July			-
August			-
September			-
October			-
November			-
December			-
	<u>107,800.06</u>	<u>58.81</u>	<u>107,858.87</u>

Variance (12,300.99)

Note: Marketplace Providers now pay on a quarterly basis

CITY OF LAKE GENEVABALANCE SHEET
FEBRUARY 29, 2024**FUND 47 - TOURISM**ASSETS

47-00-00-11111	FUND CASH	909,303.24	
	TOTAL ASSETS		909,303.24

LIABILITIES AND EQUITYLIABILITIES

47-00-00-21100	ACCOUNTS PAYABLE	7,165.35	
	TOTAL LIABILITIES		7,165.35

FUND EQUITY

47-00-00-34800	RESTRICTED FUND BALANCE	907,882.50	
	REVENUES OVER EXPENDITURES - YTD	(5,744.61)	
	TOTAL FUND EQUITY		902,137.89
	TOTAL LIABILITIES & EQUITY		909,303.24

Account Number	Account Title	2024-24 Period Actual	2024-24 Current year Actual	Current year Budget	Variance Current year	% of Budget
TOURISM						
TOURISM						
47-00-00-41210	ROOM TAX	.00	.00	1,400,000.00	1,400,000.00	.00
47-00-00-46100	TOURISM MISC REVENUE	.00	.00	.00	.00	.00
47-00-00-48110	INTEREST INCOME	7,558.72	7,558.72	10,000.00	2,441.28	75.59
47-00-00-49100	APPL. PRIOR YR APPROPRIATIONS	.00	.00	.00	.00	.00
47-00-00-49350	TRANSFER FROM GENERAL FUND	.00	.00	.00	.00	.00
Total TOURISM:		7,558.72	7,558.72	1,410,000.00	1,402,441.28	.54
47-00-00-57100	HOTEL/MOTEL ASSN-CHAM OF COM	.00	.00	680,000.00	680,000.00	.00
47-00-00-57210	EVENTS COORDINATOR	.00	.00	.00	.00	.00
47-00-00-57212	EVENTS COORDINATOR-RIVIERA	5,833.34	5,833.34	70,000.00	52,499.98	25.00
47-70-00-57150	PROMOTIONAL GRANT	.00	.00	150,000.00	131,001.00	12.67
47-70-00-57155	TOURISM MUNICIPAL DEVELOPMENT	7,469.99	7,469.99	271,425.00	263,717.69	2.84
47-70-00-59400	TRANSFER TO CAPITAL PROJECTS	.00	.00	.00	.00	.00
47-70-00-59500	TRANSFER TO LAKEFRONT FUND	.00	.00	.00	.00	.00
47-70-00-59600	TRANSFER TO DEBT SERVICE FUND	.00	.00	238,575.00	238,575.00	.00
TOURISM Expenditure Total:		13,303.33	13,303.33	1,410,000.00	1,365,793.67	3.14
Net Total TOURISM:		5,744.61-	5,744.61-	.00	36,647.61	.00
Net Grand Totals:		5,744.61-	5,744.61-	.00	36,647.61	.00

2024 Tourism Grant Commitments

Meetings	Events	Amount committed	Vendor	Date of Event	Paid to Date	Remaining Balance	PAID
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 \$	-	3/20/2024
	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	11,999.00 \$	1.00	4/3/2024
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	- \$	-	
March	Spring Conference	10,000.00	Tavern League of Wisconsin	April 8-11, 2024	- \$	-	
	Whiskey Fest	20,000.00	Geneva Lakes Whiskey Club	April 19-21, 2024	- \$	-	
	Riviera Wood Floor Project	3,316.00	Riviera	March 2024	- \$	-	

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: _____

Organization: Amplified Wisconsin / Lake Geneva Regional News

Contact Person: Erin Fletcher

Phone Number: 262-631-1747

Street Address: 315 Broad Street

City, State, Zip: Lake Geneva, WI 53147

Email Address: erin.fletcher@amplifiedwisconsin.com

Name of Event: 4th Annual Lake Geneva Bacon Fest

Date(s) of Event: May 31st - June 2nd 2024

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

Location of Event: Flat Iron Park

Type of Event: Food & Music Festival

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

Estimated Number of Attendees: 6K+ attendees based on previous yrs with new hours for 2024

Have you Applied Before? Yes or No; Explain: Yes. Grant approved for 3 prior years

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

Flat Iron Park 201 Wrigley Dr, Lake Geneva, WI 53147 | City of Lake Geneva in Walworth County

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 in process

Estimated Number of Overnight Stays: based on 2022-2023 statistics we estimate at minimum
10% to 15% of the attendees would be overnight guests of area hotels for this event. (600-900 guests)

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

Annual Event (Yes/No): Yes (This will be 4th Annual)

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: \$25,000

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

Important points for your grant presentation at Tourism Commission:

Revised September, 2021

- Please verify permitting requirements with the City of Lake Geneva *Tourism Grant Applications will not be considered until any required permits or approvals by the City Council are obtained.
- Please be prepared to address the items outlined on page four of this packet when presenting to the Tourism Commission.
- If you are going to bring printed materials to the meeting as part of your presentation; bring seven (7) copies, so all members of the Tourism Commission and the meeting recorder will have copies.
- Presentations should not last more than ten (10) minutes. Additional time is reserved for members of the Tourism Commission to ask questions of the applicant.
- If you intend to present any digital materials to the Commission, you must provide those to the City Administrator one week prior to the meeting.

Important points before submitting your invoices to the Tourism Commission for reimbursement:

Revised September, 2021

- All reimbursable expenses must be listed on the attached Reimbursement Form and submitted to the City Administrator at one time
- All reimbursable expenses must be submitted to the City no later than forty-five (45) consecutive days after the event; not business days
- All expenses to be reimbursed must have an actual receipt included
- All reimbursable receipts must be marked “paid” by the vendor
- You must use the Tourism Commission Reimbursement Form provide. The form must correlate exactly with the individual receipts that are attached.
- Reimbursement forms need to include the Grant Evaluation Form before grant funds will be released.

Under no circumstances will the Tourism Commission reimburse invoices submitted which exceed the amount approved.

City of Lake Geneva Tourism Commission Reimbursement Form

Revised September, 2021

Name: _____

Organization Name: _____

Payment made Payable to: _____

Remittance Address: _____

Contact Phone #: _____ Email: _____

- Please use the table below to list invoices for reimbursement; remember to attach copies of paid invoices for verification. **Reimbursement forms need to include the Grant Evaluation Form before grant funds will be released.**

<u>Invoice Date</u>	<u>Invoice #</u>	<u>Vendor Name</u>	<u>Purchase Description</u>	<u>Purchase Amount</u>	<u>Date Paid</u>

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: _____



**4th Annual Lake Geneva Bacon Fest
Friday, May 31 - Sunday, June 2, 2024
Flat Iron Park**

Amplified Wisconsin & Lake Geneva Regional News would like to bring the Lake Geneva Bacon Fest back to Flat Iron Park in May/June 2024 for the 4th Annual Event.

2023 Event Recap:

The 3rd Annual Bacon Fest was held starting on Friday, May 12 and continued through Sunday, March 14th. With the additional day we expanded the total hours of the festival to Friday between the hours of 4-9PM, Saturday 11-7PM and Sunday, 11-5PM.

We continued pre selling tickets online and also offered a new 3 day pass option to attend all days.

- 18 food vendors were present including several from Lake Geneva (The Baker House, Piggly Wiggly, Elena in Home Catering, Lake Geneva Pie Co., for example).
- 8 non-food vendors

2023 Notable Statistics (Full Report Attached):

- Estimated Number of Attendees: 4K+ (cold and rainy weather all weekend, plus Sunday was Mother's Day played a significant role in attendance numbers)
- Attendees traveled from several areas outside of Lake Geneva/Walworth County. Approximately 60% of attendees were from outside of Walworth County.
 - IL Counties - Boone, Cook, Kane, Lake, McHenry, Will, Winnebago
 - WI Counties - Dane, Kenosha, Milwaukee, Racine, Waukesha
- Estimated Number of Overnight Stays: 8%% of total pre-event, 14% of total post-event.
 - See full attached report for a complete breakdown of Prior and Post Event Hotel Visits
- Almost 60% of attendees visited other local Lake Geneva establishments either prior or post event.
 - See Event Traffic in attachment for complete list.

2024 Event Overview:

Proposed Dates: Friday, May 31 (4PM-10PM), Saturday, June 1 (11AM-10PM), Sunday, June 2 (11AM-5PM)

Following the success of the 2021-2023 events, we will look to hold the festival over a three-day period including extended Friday and Saturday hours from 2023.

Event Features

- Food trucks and food vendors providing bacon-inspired dishes (and more).
- Musical acts under the pavilion. We already have contracts for our headliners for each event day who have significant following. Other event times will have lineups of other local and area performers.
- Family friendly contests. (In planning stages to potentially include local high school groups)
- Local non-food vendors and area shops will have the opportunity to participate as vendors on-site during the event.
- Vendor fees will be charged.
- Beer/Alcohol Tent
 - We will again partner with the Walworth County Food & Diaper Bank, a local non-profit to obtain the correct licensing.

2023 Press Coverage Event:

[Tickets go on sale this week for third annual Lake Geneva Bacon Fest](#)

[Kenosha band "Indigo Canyon" entertains at 2023 Lake Geneva Bacon Fest](#)

[In photos and video: Frying up fun at the third annual Lake Geneva Bacon Fest, May 12-14, 2023](#)

[Hog Wild! Rainy weekend fails to dampen enthusiasm for third annual Bacon Fest](#)

["Bacon Fest Guy" Bobby Zaloudek of Chicago talks about his love for Lake Geneva Bacon Fest](#)

[Creative dishes, local tunes & more this weekend at Lake Geneva's Bacon Fest](#)



2024 Marketing Plan & Budget

All of the requested grant money will be used on digital advertising and tactics targeted to individuals based on their online behavior, past website visits and propensity to travel, as well as, frequent event attendees, and music and food lovers. Geographically, we will target the Chicago area DMA based on prior attendees identified home locations and their surrounding areas.

- Updating the existing event website to include new information as well as a direct platform for ticket purchasing- baconfestwi.com
 - Ticket purchase link can include an opt in to receive information directly from the City of Lake Geneva, this list would be shared upon completion of the event.
- Targeted social and social remarketing
- Dedicated Bacon Fest Facebook page- www.facebook.com/LGBaconFest
- Targeted Email Blast
- Targeted and IP Targeted (addressable geo-fencing) display ads and website remarketing
- OTT/CTV commercials
- Mobile Location Targeted Ads - real time during current like events and past events

Tactic	Impressions	Cost	Additional Information
Website Updates		\$200	Adding an additional FAQ page, updates for 2024 event
Targeted Email	200,000	\$3,800	Email to identified individuals within Chicago area DMA based on prior attendees home locations and surrounding areas, interests identified as travelers, concert goers, and food enthusiasts, with pertinent other demographics (i.e. age, HHI, etc.)
IP Targeted Display	400,000	\$6,000	Display ads to home locations of those receiving the Targeted Email Blast at 2x frequency.
Remarketing	125,000	\$1,000	Remarketing display ads to those who have visited baconfestwi.com .
Social Media		\$6,000	Look-A-Like and Custom audience based on location, interests and individual demographics.
OTT/CTV	170,000	\$6,000	Targeting based on location, interests and individual demographics. Includes updated video assets.
Mobile Location Targeted Display		\$2,000	Real time and lookback display on mobile devices to attendees of previous and current like events in the area.
	TOTAL	\$25,000	

Added Value Marketing:

By partnering with the largest local media agency in the tri-county area, a large amount of added value will be included.

- High-impact and ROS advertisements on the websites for The Lake Geneva Regional News, Kenosha News, and Racine Journal Times.
- Print ads in all three print publications and The Resorter.

- Social media postings on Lake Geneva Regional News & Resorter, Kenosha News, and Journal Times Facebook pages
- Preview articles on our websites and across our three Facebook platforms which have almost 120,000 combined followers.
- Email notifications to our owned email lists and previous ticket purchasers.
- Display ads on our owned newsletters lists.
- Press coverage at the event, which will include articles and photo galleries.
- Other potential value added marketing on other Lee Enterprises news sites and newspapers: Madison and NWI
- Other organic efforts will be made to increase awareness through our musical talents, especially headliners who have proven traveling followers and vendors.

Sample Marketing Materials

**These are only art samples, specific details subject to change based on sponsorships, vendors, entertainment schedules, and city approvals.*

Print Ad Campaign

Examples of previous year's ads. All 2024 ads will have a refreshed look and contain all the updated information.



LAKE GENEVA BACON fest 2023

3rd ANNUAL LAKE GENEVA BACON FEST!

NOW 3 DAYS!
May 12-14, 2023

Tickets just \$5 when purchased before 4PM on May 11th!
Flat Iron Park
201 Wrigley Drive | Lake Geneva

★ Tickets on sale now. ★

Click here or visit BaconFestWI.com for more details.

Benefitting: Walworth County Food & Diaper Bank

Sponsored by: LAKE GENEVA, PATS SERVICES, INC., Bruno's Liquors

Get your tickets or learn more now at BACONFESTWI.COM



LAKE GENEVA BACON fest 2023

LAKE GENEVA REGIONAL NEWS

Lake Geneva's 3rd Annual BACON FEST

TICKETS ON SALE NOW!

Use discount code **LGBACON23** at checkout to receive \$1 off single day tickets through April 1, 2023

Now 3 Days!
Friday, May 12th - Sunday, May 14th
Flat Iron Park
201 Wrigley Drive Lake Geneva
IT'S AN EVENT YOU WON'T WANT TO MISS

Cash Bar Benefitting: Walworth County Food & Diaper Bank

Get your tickets at BaconFestWI.com

Images of food: salad, dumplings, skewers

Digital Ad Campaign

High-impact ads will appear on websites for Lake Geneva Regional News, Kenosha News, and The Journal Times in Racine.



LAKE GENEVA BACON fest 2022

2ND ANNUAL LAKE GENEVA BACON FEST!

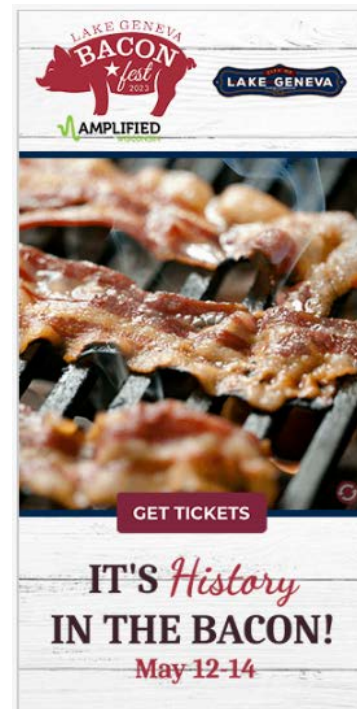
2 DAYS | Saturday, May 14-15

Flat Iron Park | Lake Geneva, WI

★ MORE BACON! ★

Food, drinks, music, & fun!

CLICK TO PURCHASE TICKETS AND LEARN MORE!



LAKE GENEVA BACON fest 2024

AMPLIFIED

LAKE GENEVA

GET TICKETS

IT'S *History* IN THE BACON!

May 12-14



LAKE GENEVA BACON fest 2024

AMPLIFIED

LAKE GENEVA

IT'S *History* IN THE BACON!

May 12-14

GET TICKETS



LAKE GENEVA BACON fest 2024

AMPLIFIED

LAKE GENEVA

IT'S *History* IN THE BACON!

May 12-14

GET TICKETS

2024 Working Creative Concept



Benefiting

Sponsored by

Brought to you by



CITY OF LAKE GENEVA

TOURISM COMMISSION



TOURISM PROMOTION GRANT

INFORMATIONAL GUIDE

Revised August 2023

I. INTRODUCTION:

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City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

Revised June 2023

Date Submitted: 3/30/2024 - Due by April 1st at noon

Organization: Lake Geneva Business Improvement District DBA Downtown Lake Geneva

Contact Person: Alexandria Binanti

Phone Number: 262-716-9529

Street Address: PO Box 910

City, State, Zip: Lake Geneva WI 53147

Email Address: director@downtownlakegeneva.org

Name of Event: Murals in Motion

Date(s) of Event: May 15-19 with scheduled rain date June 5-9

Deadline for receipt submittal to the City (45 days after event ending): July 3

Location of Event: Downtown Lake Geneva and Flat Iron Park

Type of Event: Cultural festival celebrating the arts while installing 5 murals

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

Estimated Number of Attendees: Conservatively 10,000

Have you Applied Before? Yes or No; Explain: Not for this type of event but for previous
successfully executed community events

Where is this event physically located? (street address and governmental jurisdiction):
Various downtown businesses, sidewalk sales, and Flat Iron Park for Paint-In

What other governmental bodies have been approached for support and what amount has been received? Travel WI JEM Grant awarded 10,000 for digital and print marketing

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

Estimated Number of Overnight Stays: 16 for artists and vendors for entire week
90 estimated based on 10% overnights from attendees x 2 night minimum

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

Annual Event (Yes/No): Yes, planned for 3 years

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: \$23,549.00

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

Important points for your grant presentation at Tourism Commission:

Revised September, 2021

- Please verify permitting requirements with the City of Lake Geneva *Tourism Grant Applications will not be considered until any required permits or approvals by the City Council are obtained.
- Please be prepared to address the items outlined on page four of this packet when presenting to the Tourism Commission.
- If you are going to bring printed materials to the meeting as part of your presentation; bring seven (7) copies, so all members of the Tourism Commission and the meeting recorder will have copies.
- Presentations should not last more than ten (10) minutes. Additional time is reserved for members of the Tourism Commission to ask questions of the applicant.
- If you intend to present any digital materials to the Commission, you must provide those to the City Administrator one week prior to the meeting.

Important points before submitting your invoices to the Tourism Commission for reimbursement:

Revised September, 2021

- All reimbursable expenses must be listed on the attached Reimbursement Form and submitted to the City Administrator at one time
- All reimbursable expenses must be submitted to the City no later than forty-five (45) consecutive days after the event; not business days
- All expenses to be reimbursed must have an actual receipt included
- All reimbursable receipts must be marked “paid” by the vendor
- You must use the Tourism Commission Reimbursement Form provide. The form must correlate exactly with the individual receipts that are attached.
- Reimbursement forms need to include the Grant Evaluation Form before grant funds will be released.

Under no circumstances will the Tourism Commission reimburse invoices submitted which exceed the amount approved.

City of Lake Geneva Tourism Commission Reimbursement Form

Revised September, 2021

Name: _____

Organization Name: _____

Payment made Payable to: _____

Remittance Address: _____

Contact Phone #: _____ Email: _____

- Please use the table below to list invoices for reimbursement; remember to attach copies of paid invoices for verification. **Reimbursement forms need to include the Grant Evaluation Form before grant funds will be released.**

<u>Invoice Date</u>	<u>Invoice #</u>	<u>Vendor Name</u>	<u>Purchase Description</u>	<u>Purchase Amount</u>	<u>Date Paid</u>

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: _____

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.



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

Downtown Lake Geneva Murals in Motion Event Plan

Date: May 15-19th with considered rain date of June 5-9th

Time: Painting starts at 10am Wednesday continuously through Sunday at 9pm (some paint prep may be required May 13-14th determined by artists and building inspector. Event component with outdoor sales and plein air (paint in) around downtown would be between the hours of 10am until 6pm. Alleyway dinners would be Friday/Saturday from 5-9pm.

Intended Attendance: Approximately 8,000-10,000 based on comparative community analysis.

Event Overview:

This first ever event is designed to bring in visitors to the downtown business improvement district to enjoy local shopping, entertainment, and lodging while seeing art come alive. Partnering with several organizations in the community and the school district, we are hosting a paint in for 5 murals to be installed in various locations pending plan commission approval. While the artists are painting, Downtown will feature live music on the streets, sidewalk sales and a plein air of local artists painting outdoors and selling their art throughout the day. Businesses are also encouraged to sign up for a temporary indoor art comes to life installation from sets designed with the help of Badger School. An alleyway dinner in a proposed painting location will be featured on Friday and Saturday evenings from a local restaurant with some proceeds going to fundraise for future art installations downtown. The downtown BID will also be featuring two or three additional muralists painting in Flat Iron Park on panels for artwork that will be installed at a future date when the appropriate walls become available. Attendance would be free to the public with a healthy marketing budget encouraging overnight stays and other opportunities of recreation in Lake Geneva.

Receiving financial support from the State Tourism Department and other local organizations, as well as having mural submissions and interest world-wide, we believe this event will be a highly visible event for tourism revenue in a time where business is traditionally a bit slower than “in-season” while also setting a precedence of stimulating the creative economy. Marketing materials last far beyond the event itself with continued marketing integration in evergreen campaigns and promotion for continued visiting of our mural & art trails.

Attached is a map indicating the proposed wall locations and alleyway closure. After meeting with various city departments, we came to the agreement that we would need 6 parking stalls over the course of the event for material and equipment loading/unloading, would need 2 Class III barricades for the alleyway closure, and cones indicating right away at 3 locations. Listed proposed mural locations are below:

101 Broad St (Geneva Towers Parking Garage) – with proposed community paint component. (would need cones; would need two parking stalls)

120 Broad St (Alleyway between Sterling Works South and Bob's Beach Shack) – with proposed paneled art installed after painting in Flat Iron Park. (would need cones, need two parking stalls)

234 Broad St (Alleyway between Avant and Geneva Stage) – with proposed paneled art previously mounted before painting; will require some ladders but no height equipment.

233 Center St (Side of Melges Real Estate Facing Starbucks) – with proposed painting from local artist, will require scaffolding and potentially scissor lift. (Would need two parking stalls)

858 W Main St (Side of Christine's facing Candle Mercantile & @ properties) – proposed painting over concrete exterior, will require scissor lift (possibly need cones for side walk right of way).

Flat Iron Park Component: Would have 3 muralists in the park with large tarps and supply tent. Additional security will be provided to protect the materials. Paint in spots will be allowed during the event of the plein air.

All locations may have spotlights on generators at locations pending the muralists timeline to work in the evenings. We will also be using a vehicle to drop off supplies and fresh water for cleaning.

Alleyway dinners would be hosted and catered by Magpie's as a pre-ticketed event from their business. The plein air component of sales is hosted by Gallery 223 artists. All other merchandise is directly considered a sidewalk sale from downtown businesses. Pop up beer garden taking place in Lake City Social Parking Lot Friday-Sunday.

Local Schools Community Gallery Night to take place Friday night throughout downtown businesses with displayed art pieces, reenacted famous paintings (think a live display Mona Lisa) and school musicians playing on the streets.

For overnight experience, based on our marketing radius in the Chicago/Madison/Milwaukee targets, we are focusing on multi-day entertainment. Comparative analysis of Port Washington's mural event suggested about 100 rooms occupied by this event. My estimate is conservative for the event as it is a first time occurrence in Lake Geneva. However, more than just room nights for the event itself, the long term marketing plan with this exposure indicates a new target traveler for year round increased traffic.

We hope to continue this event for the next three years before we shift towards other public art opportunities.

Budget Breakdown:

APG Marketing Agency: \$13,000

Attached Detail Plans with various markets

WGN: \$3,950

Attached Detailed Plans with various market audience. Interview timeslots included as added value

Backyard Dream Studio: \$7,399

3 days filming and editing for 2 commercial materials for future use, one segmented video of interviews for future solicitation of investment in Lake Geneva Arts programming, and 2 social reels for event plus broll footage for personal use in social/website.

VISIT Lake Geneva: \$1,250

ROS Ad, 2 Email Drops, Boosted Facebook

In House: \$750

For Facebook, Instagram, and Tiktok

Print: \$2,200

Copies Plus for Banners & Rackcards to be displayed in downtown businesses and hotels

= \$28,549.00

-Less than \$10,000 from JEM Contribution

For event marketing: \$18,549.00

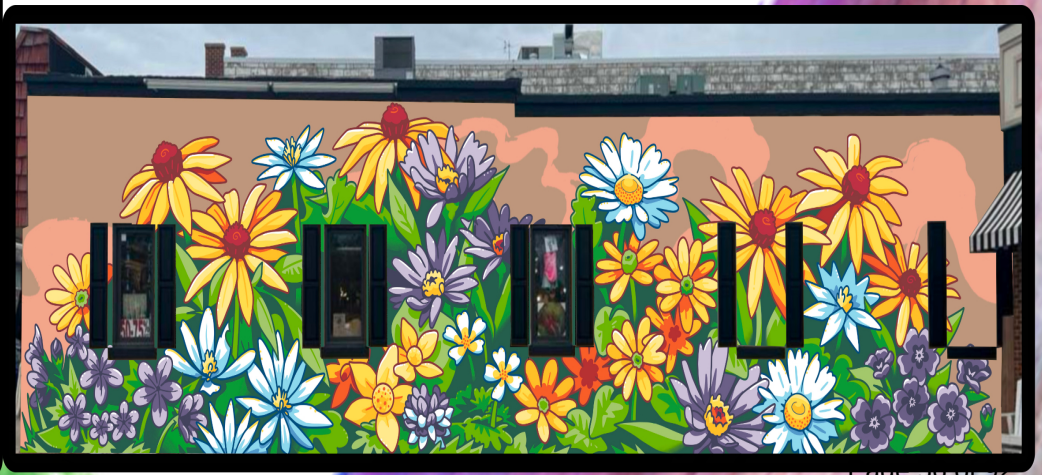
+Request of \$5,000 mural sponsorship that includes permanent advertising on website, future art stroll marketing materials and dedication plaque.

Total = \$23,549.00

MURALS

IN MOTION

PRESENTED BY DOWNTOWN LAKE GENEVA





MURALS

IN MOTION

PRESENTED BY DOWNTOWN LAKE GENEVA

Join us for this inaugural event celebrating artistry, music, and local history
made for the community.

May 15-19 2024

Picture this...gallery nights displayed inside charming boutiques, live art recreated and acted out around town by our schools' theatre and art departments, a paint-in from local artists creating and selling their wares along the sidewalks and lakefront park, music serenading you on the streets throughout the day, a pop up beer garden with live entertainment, yoga in the park, an alley way dinner with creative mocktails, plus more family friendly activities...all while five major murals are being painted and installed throughout downtown.

Watch art come alive honoring Lake Geneva's local history, its beautiful landscape, and its iconic destination for all to enjoy as we live by the mantra of Pablo Picasso, "Art washes away from the soul the dust of everyday life."

Stay tuned for more event details and the art to be installed!

SEEKING PAINT-IN PARTICIPANTS

New murals are being installed in Lake Geneva May 15-19 (Rain Date: June 5-9) at various participating locations. The BID is looking to host an event around this beautification project that promotes art in a variety of forms. We are seeking artists to participate in a local paint-in around the streets of Lake Geneva and Flat Iron Park. Create your masterpiece downtown and sell your wares in this Artisan Market. For more details and to sign up:

[JOIN US](#)



EVENT DETAILS



COMING SOON



COMING SOON



COMING SOON



COMING SOON

THANK YOU TO OUR SPONSORS





Downtown Lake Geneva & WGN Radio

2024 Partnership

DOWNTOWN LAKE GENEVA

Downtown Lake Geneva is the heart of our community. We are proud to provide a vibrant downtown filled with unique shops and restaurants, exciting events and activities, and a rich history. Our goal is to create a safe, beautiful, and enjoyable downtown experience for all. We strive to make Downtown Lake Geneva a place where locals and visitors alike can come together to appreciate the beauty of our city and make lasting memories. Come explore and discover all the wonders of Downtown Lake Geneva.



Downtown Lake Geneva

The Opportunity



WGN Radio invites Downtown Lake Geneva to utilize the power of WGN Radio 720 to build awareness

For Downtown Lake Geneva- WGN radio's on-air personalities will inform our listeners about everything -happening this Spring, Fall and Winter in Lake Geneva

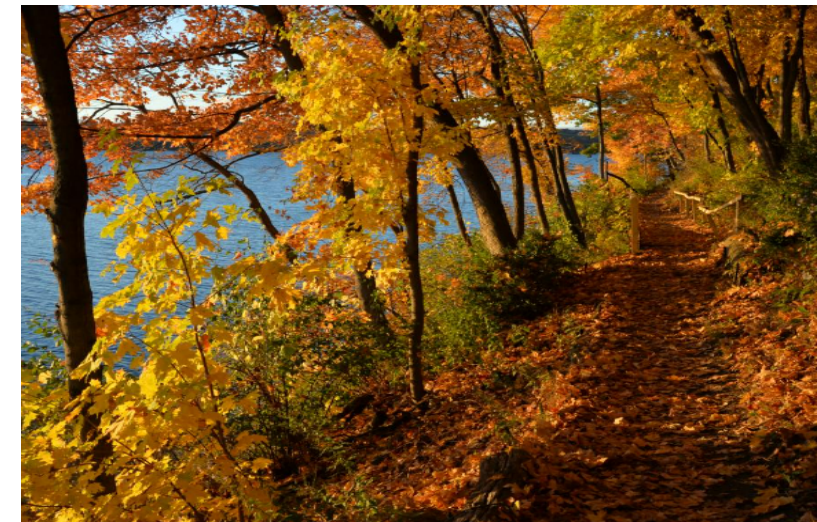
Downtown Lake Geneva will benefit from an integrated marketing campaign on WGN Radio and WGNRadio.com designed to deliver your messaging to the right target audience via the following elements:

- Commercials throughout all our dayparts
- Brand messaging in Best of the Midwest and On The Map
- In Studio Segments

One Live Segment in Best Of the Midwest

Each week from February thru December, we'll feature a different location in the Midwest and highlight all the amazing things available for our listeners to do during a long-weekend stay. From arts, to music, to hiking and biking, we'll cover it all each week. a representative from Visit Lake Geneva will be invited to join WGN Radio host , John Williams, to discuss your destination and why our listeners would love to visit.

To add a fun twist to your featured week, we will give one lucky listener the chance to win a weekend getaway to Lake Geneva, Promos will run on various shows and listeners will be driven to a dedicated page to enter to win. (We'll work with you to determine a prize). At the end of the contest we will provide a database of entrants who opted in to receive more info from your organization.



Downtown Lake Geneva Campaign

April- 2024

Radio schedule- weekly 1 or 2 - weeks -April/May to promote Murals in Motion

Schedule to run as follows:

- Monday-Friday- 6a-7p 10x- Recorded :30 seconds
- Friday- 6p-7p 1x – :30 second Recorded Commercial to air in On The Map
- Sat/Sun- 6a-7p 2x Recorded :30 seconds
- Monday-Sunday-5a-12m 6x Recorded :30 seconds
- Monday-Sunday 6a-6a 6x Recorded : 30 seconds

- 1x- News sponsorships each week

On air Segments-

(1x) Live Segments- on WGN Radio in “Best of the Midwest” and “On The Map”
Segments will highlight Downtown Lake Geneva & Murals in Motion

Weekly Investment- \$1975net

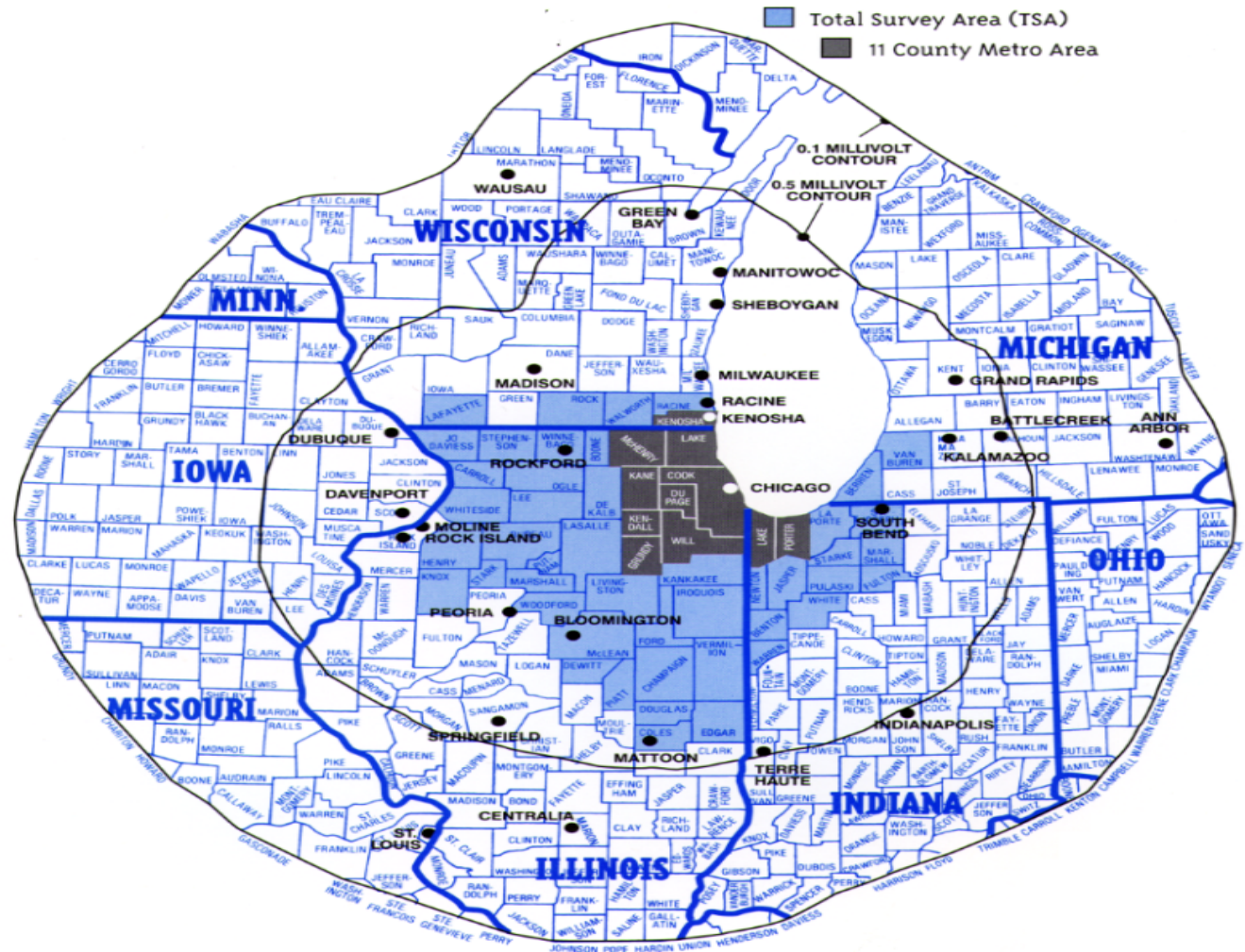
Total 2-week investment - \$3950





Coverage

WGN Radio Reaches listeners across 8 states



VISIT *Lake Geneva*

2024
CO-OP MARKETING
PROGRAM

Contents

① | Website Advertising

② | Social Media

③ | Email Marketing

④ | 2024 Insertion Order

The VISIT Lake Geneva cooperative marketing program is provided exclusively to current member Partners. An Insertion Order form is required to reserve space. Material deadlines are noted for each co-op opportunity. Advertising will be invoiced upon publication or deployment.



CO-OP CONTACT INFORMATION

VISIT Lake Geneva

Kellie Carper

Marketing Coordinator

kellie@visitlakegeneva.com

(262) 374-5595

1

Website Advertising

1.3 million visits & 4.1 million pageviews annually

Ad Unit	Monthly Price	Photo	Headline Copy	Body Copy
Home Page Premium	\$350	990 x 660 pixels	70 characters	192 characters
Interior Page Premium	\$300	990 x 660 pixels	70 characters	192 characters
ROS Premium	\$400	600 x 400 pixels	84 characters	192 characters
ROS Spotlight	\$200	600 x 400 pixels	70 characters	116 characters

Material Deadline: Two weeks prior to the first of the month.

Home Page Premium \$350 per month

- Featured Ad Placement
- Photo (990 x 660 pixels)
- Headline Copy (70 characters)
- Body Copy (192 characters)



Enjoy the perfect fall activity for the whole family! Lake Geneva Cruise Line

Join us aboard our lake cruises this October for an activity perfect for anyone who loves fall. See the leaves changing on the shoreline alongside epic estates that will take your breath away while enjoying fall snacks and drinks!

[→ READ MORE](#)

Interior Page Premium \$300 per page per month

- Targeted Placement on High Traffic Category Pages
- Photo (990 x 660 pixels)
- Headline Copy (70 characters)
- Body Copy (192 characters)
- Available Pages:

- Things to Do
- Shopping
- Outdoors
- Family Fun
- Tours & Sightseeing
- Arts & Entertainment
- Museums & History
- Spas & Salons
- Lessons, Classes & DIY

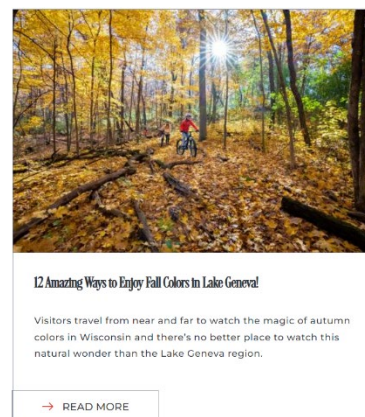
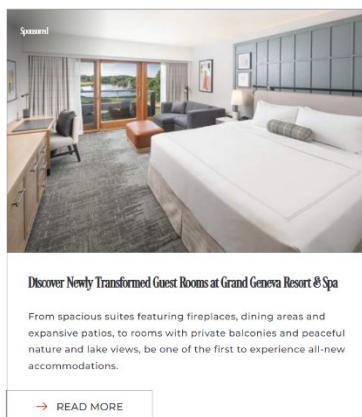
- Events
- Places to Stay
- Hotels & Resorts
- Vacation Rentals
- Bed & Breakfasts
- Campgrounds
- Food & Drink
- Wineries, Breweries & Distilleries

- Bars, Taverns, & Cocktail Lounges
- Bakeries, Coffee & Sweets
- Local Services
- Meetings & Groups
- Weddings

1 Website Advertising (cont'd)

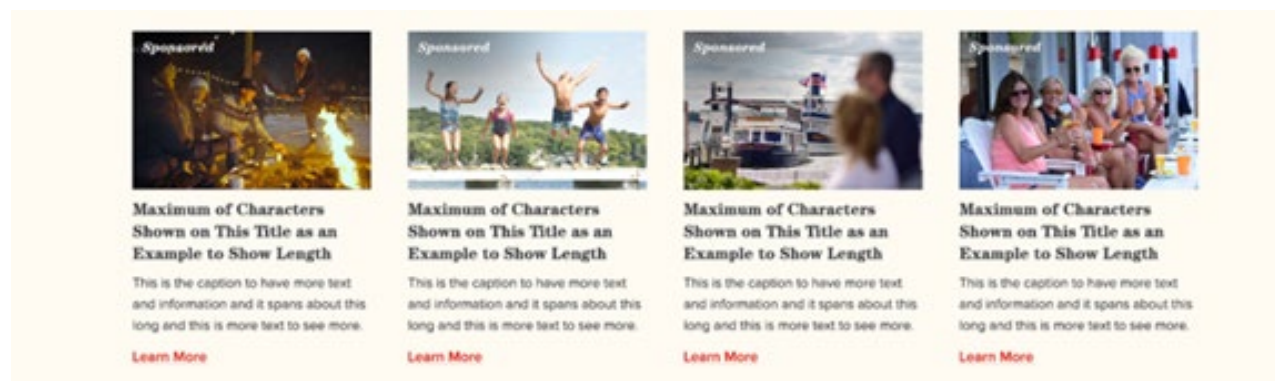
Run of Site Premium \$400 per month

- Side by Side 2 Across
- Photo (600 x 400 pixels)
- Headline Copy (84 characters)
- Body Copy (192 characters)
- Runs 80% of Site Pages



Run of Site Spotlight \$200 per month

- Side by Side 4 Across
- Photo (600 x 400 pixels)
- Headline Copy (70 characters)
- Body Copy (116 characters)
- Runs 80% of Site Pages



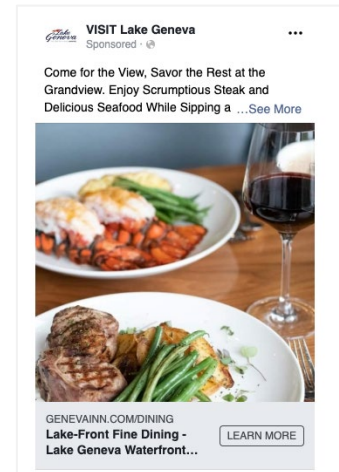
visitlakegeneva.com

2 Social Media

Exclusive Facebook Ad | \$150

Facebook co-op ads will feature participating partner businesses as individual posts within VISIT Lake Geneva's page. Half of the co-op cost will be invested in a media buy that will run for a period of 5-7 days to VISIT Lake Geneva's targeted audience. You provide:

- Up to 5 photos (no logos or photos containing text)
- Ad copy (VLG will optimize)
- Click-through URL
- Additional target parameters

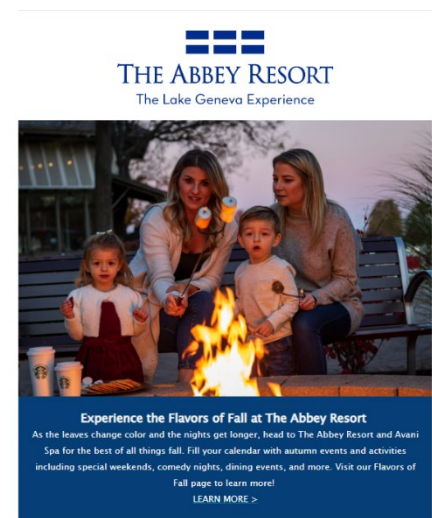


Material Deadline: Two weeks prior to the preferred run date.

3 Email Marketing

Monthly Insider Email | \$150

- 53,000 opt-in subscribers
- Deployed first full week of the month
- You provide:
 - Logo
 - Photo
 - Headline
 - Up to 50 words of copy
 - URL Link



Material Deadline: Two weeks prior to the first of the month.

3 Email Marketing (cont'd)

Exclusive Email | \$350

- 53,000 opt-in subscribers
- You choose your deployment date
- Limited to two participants per week
- You provide:
 - Subject line
 - Logo
 - Photo(s)
 - Headline
 - Copy (no limit)
 - URL Link(s)



Ready to Enhance Your Outdoor Living Space?

When it comes to designing your perfect outdoor space, choose the company with over 50 years of experience designing, building, and maintaining premium outdoor spaces. From paver patios, decks, and retaining walls to irrigation systems, lighting, and fire features, we have you covered. We're your single source for everything outdoors, providing a smooth and seamless execution while saving you the hassle and complexity of working with multiple contractors. With our highly-trained crew, we bring the skillset and know-how that's right for your custom design.

The Reesman Company has become a trusted partner and advisor for our clients. Our landscape professionals will guide you through your project from concept to completion. Combining creativity and strong landscape design with years of horticulture, irrigation and water management, excavation, and grading experience, we are the single source for all your landscaping needs. Experience The Reesman Company difference for yourself.

[LEARN MORE](#)

Material Deadline: Two weeks prior to requested deployment date.

4 | VISIT Lake Geneva 2024 Co-Op Insertion Order

Business/Organization Name: _____

Contact Name: _____

Billing Address: _____

Phone: _____ Email: _____

WEBSITE | VISITLAKEGENEVA.COM

HOME PAGE PREMIUM (\$350 per month)

Choose Month(s): ☐ JAN ☐ FEB ☐ MAR ☐ APR ☐ MAY ☐ JUN ☐ JUL ☐ AUG ☐ SEP ☐ OCT ☐ NOV ☐ DEC

INTERIOR PAGE PREMIUM (\$300 per page/per month)

Choose Month(s): ☐ JAN ☐ FEB ☐ MAR ☐ APR ☐ MAY ☐ JUN ☐ JUL ☐ AUG ☐ SEP ☐ OCT ☐ NOV ☐ DEC

Choose Page(s):

- ☐ Things to Do ☐ Shopping ☐ Outdoors ☐ Family Fun ☐ Tours & Sightseeing ☐ Arts & Entertainment
☐ Museums & History ☐ Spas & Salons ☐ Lessons, Classes & DIY ☐ Places to Stay ☐ Hotels & Resorts
☐ Vacation Rentals ☐ Bed & Breakfasts ☐ Campgrounds ☐ Events ☐ Food & Drink ☐ Wineries, Breweries & Distilleries
☐ Bakeries, Coffee & Sweets ☐ Bars, Taverns & Cocktail Lounges ☐ Local Services ☐ Meetings & Groups ☐ Weddings

ROS PREMIUM (\$400 per month)

Choose Month(s): ☐ JAN ☐ FEB ☐ MAR ☐ APR ☐ MAY ☐ JUN ☐ JUL ☐ AUG ☐ SEP ☐ OCT ☐ NOV ☐ DEC

ROS SPOTLIGHT (\$200 per month)

Choose Month(s): ☐ JAN ☐ FEB ☐ MAR ☐ APR ☐ MAY ☐ JUN ☐ JUL ☐ AUG ☐ SEP ☐ OCT ☐ NOV ☐ DEC

SOCIAL MEDIA

EXCLUSIVE FACEBOOK AD (\$150 each)

Choose Month(s): ☐ JAN ☐ FEB ☐ MAR ☐ APR ☐ MAY ☐ JUN ☐ JUL ☐ AUG ☐ SEP ☐ OCT ☐ NOV ☐ DEC

EMAIL MARKETING

MONTHLY INSIDER EMAIL (\$150 each)

Choose Month(s): ☐ JAN ☐ FEB ☐ MAR ☐ APR ☐ MAY ☐ JUN ☐ JUL ☐ AUG ☐ SEP ☐ OCT ☐ NOV ☐ DEC

EXCLUSIVE EMAIL (\$350 each)

Choose Month(s): ☐ JAN ☐ FEB ☐ MAR ☐ APR ☐ MAY ☐ JUN ☐ JUL ☐ AUG ☐ SEP ☐ OCT ☐ NOV ☐ DEC

AUTHORIZATION

Signature

Date

PLEASE SUBMIT YOUR COMPLETED INSERTION ORDER TO:

- Email: kellie@visitlakegeneva.com – or –
- Mail: VISIT Lake Geneva, Attn: Kellie Carper, 527 Center St., Lake Geneva, WI 53147

Advertising will be invoiced following each month's placements.

Lake Geneva Business Improvement District

Murals & Oktoberfest

February 2024 ▲

Rob Ireland
robert.ireland@adamspg.com



Overview

Population: 3,950,394

Target Geography

▲

Avg. Income
\$124,921/year

▲

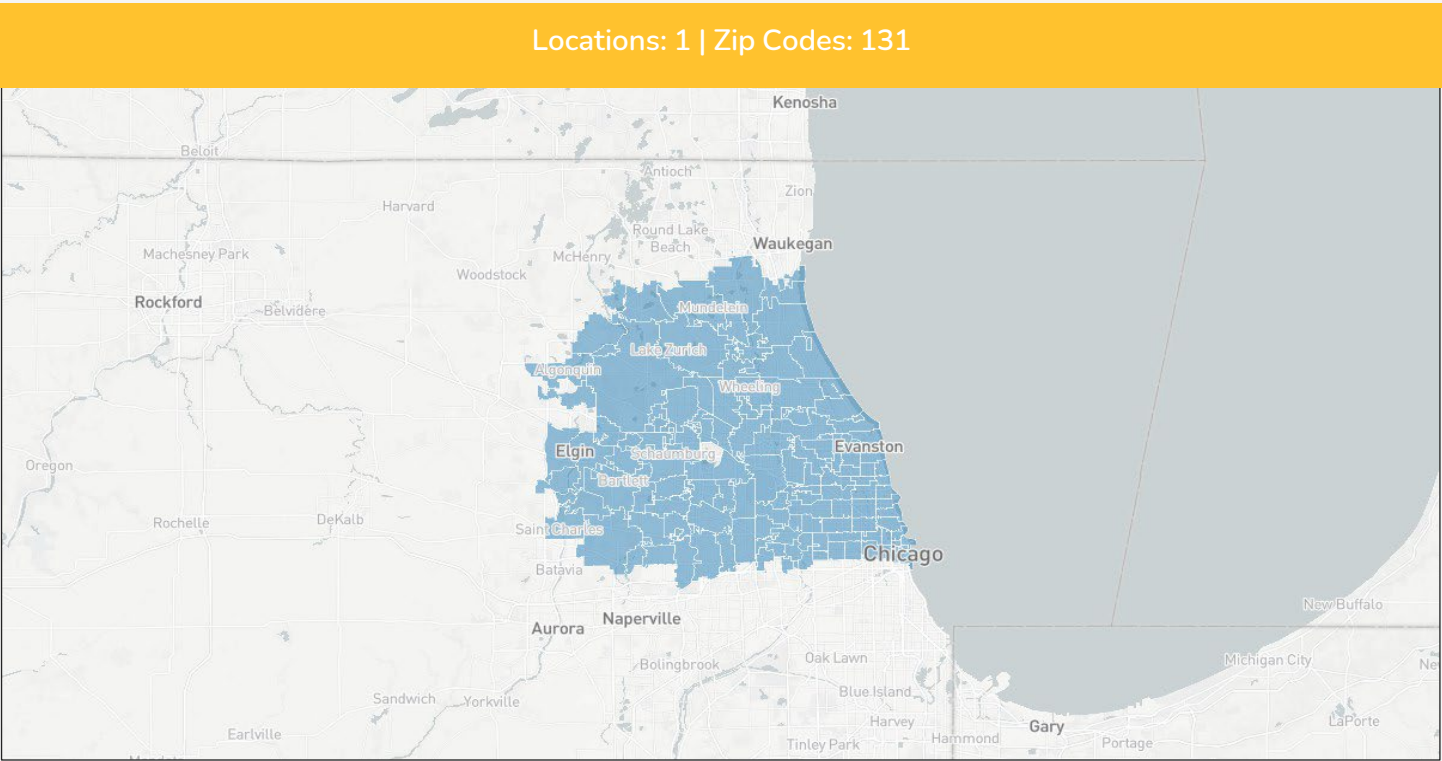
Avg. Home Value
\$349,408

▲

Median Age
39 years

▲

Avg. Commute Time
30.4 minutes



Device Inventory

🖥️

56.5% | Desktop

📱

35.3% | Mobile

📺

8.1% | Tablet

Search Engine Marketing

Budget 1

90+% Opportunity | 750 - 910 Clicks/Mo

*Please Note: Clicks are forecasts based on current search trends. These are used as a guideline and are not guaranteed. We also ran this analysis in February. We anticipate the cost to increase in the key months.

Increase the visibility of your brand and website on search engine results pages with SEM. Reach users who have already expressed an interest in your business or what you offer.

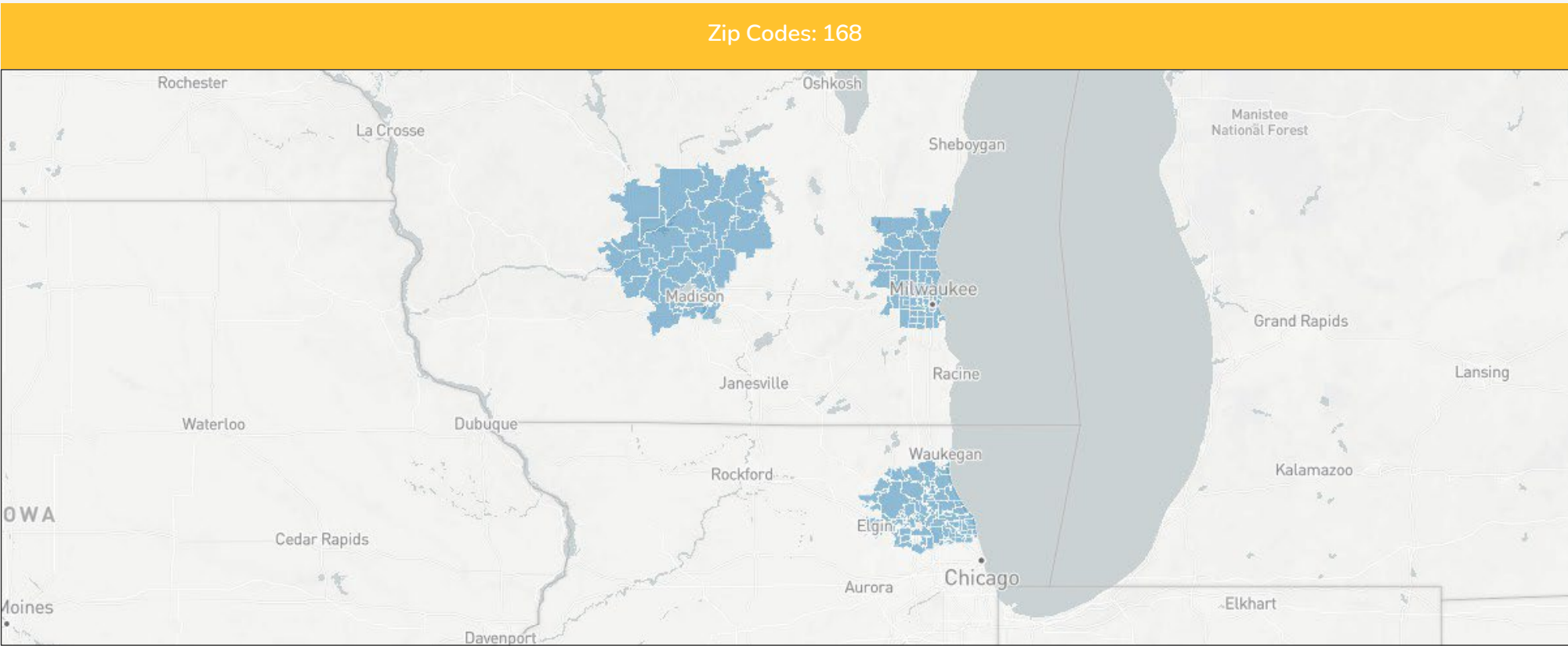
Sample Keywords

Murals In Motion Lake ...	Lake Geneva Events	Wisconsin Street Art Fe...	Familyfriendly Events L...	Weekend Activities In L...
Lake Geneva Summer F...	Outdoor Art Events Wi...	Lake Geneva Mural Pain...	Things To Do In Lake G...	Lake Geneva Summer A...
Art Festivals In Wiscon...	Lake Geneva Street Art ...	Family Fun Events Lake ...	Wisconsin Summer Fes...	Lake Geneva Mural Arti...
Street Art Weekend La...	Lake Geneva Communit...	Wisconsin Outdoor Art ...	Lake Geneva Street Pai...	Familyfriendly Festivals...
Lake Geneva Arts And ...	Wisconsin Summer Eve...	Lake Geneva Weekend ...	Outdoor Activities Lake ...	Lake Geneva Tourist Att...
Wisconsin Summer Vac...	Lake Geneva Communit...	Lake Geneva Public Art	Street Painting Events ...	Lake Geneva Summer H...
Wisconsin Family Vacat...	Lake Geneva Art Scene	Outdoor Festivals In Wi...	Lake Geneva Downtow...	Familyfriendly Activities...
Lake Geneva Mural Tours	Wisconsin Travel Desti...	Art Walks Lake Geneva	Street Art Showcase W...	Lake Geneva Muralists
Wisconsin Art Festivals	Lake Geneva Summer S...	Outdoor Painting Event...	Lake Geneva Weekend ...	Wisconsin Summer Fun
Lake Geneva Artist Co...	Street Art Exhibition W...	Lake Geneva Summer A...		

Locations –SEM only

Chicago, Chicago-Joliet-Naperville, IL-IN-WI Metro Area

Population	Avg. Income	Median Age	Ppl/Household	# of Businesses
3,829,083	\$106,622	39 years	2.5	110,264

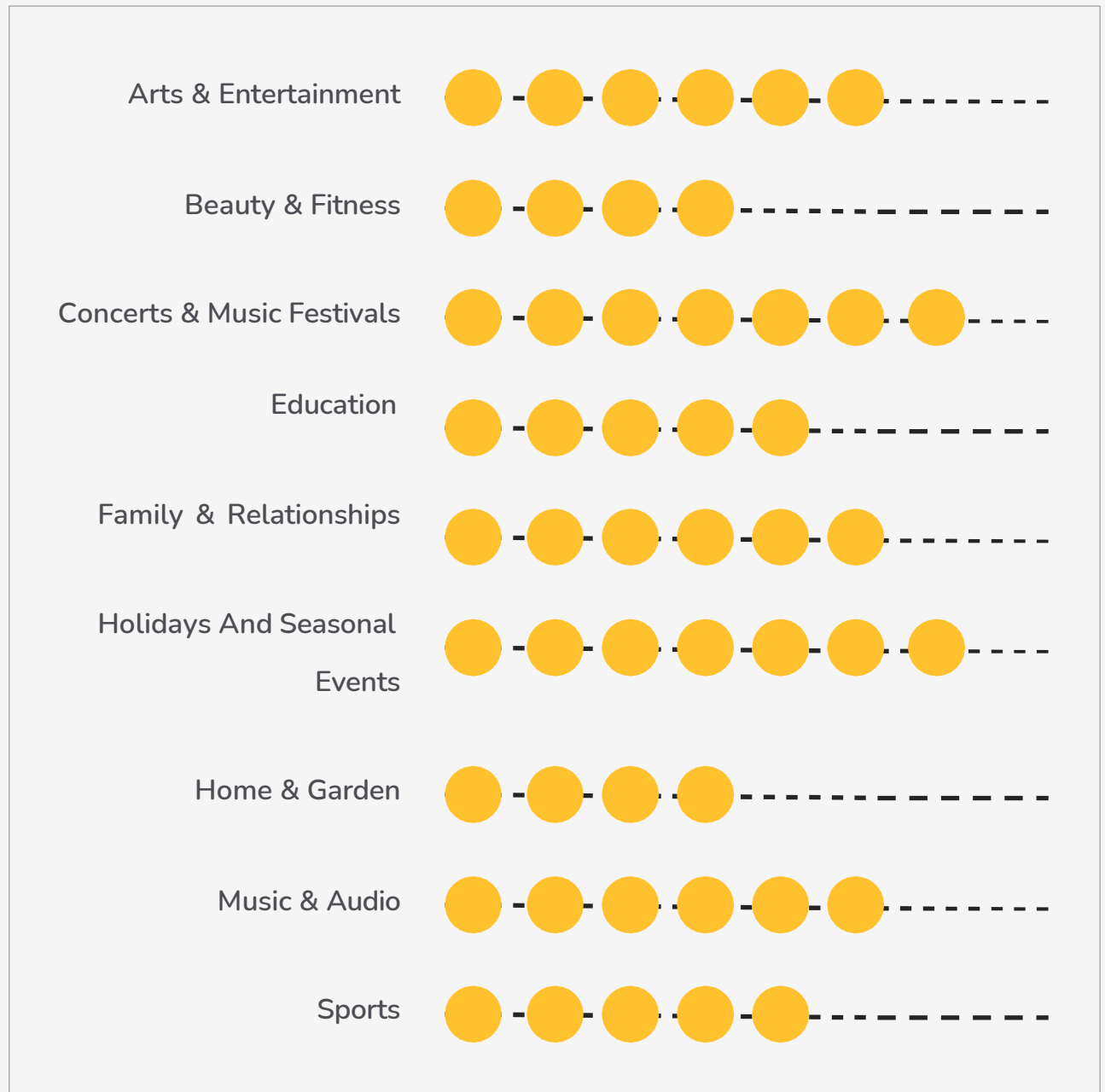


Audience Interests

Target your audience based on interests and demographics. The results give us a clear map of where to place your ads.

Target Demographics

Age	25-64
Gender	Female
Income	50k+
Education	All
Family	All



Email Marketing

Email Marketing is a cost efficient, powerful tool to promote your clients' products, services, and brands by sending their ads to targeted email lists.

Email Marketing lets you reach your ideal audience directly – right on their phones, computers, tablets or wrists!

- Responsive Email
- No Bots Guarantee
- The Quickest Turnaround Times in the Industry
- 100% CAN-SPAM Compliant Plus More

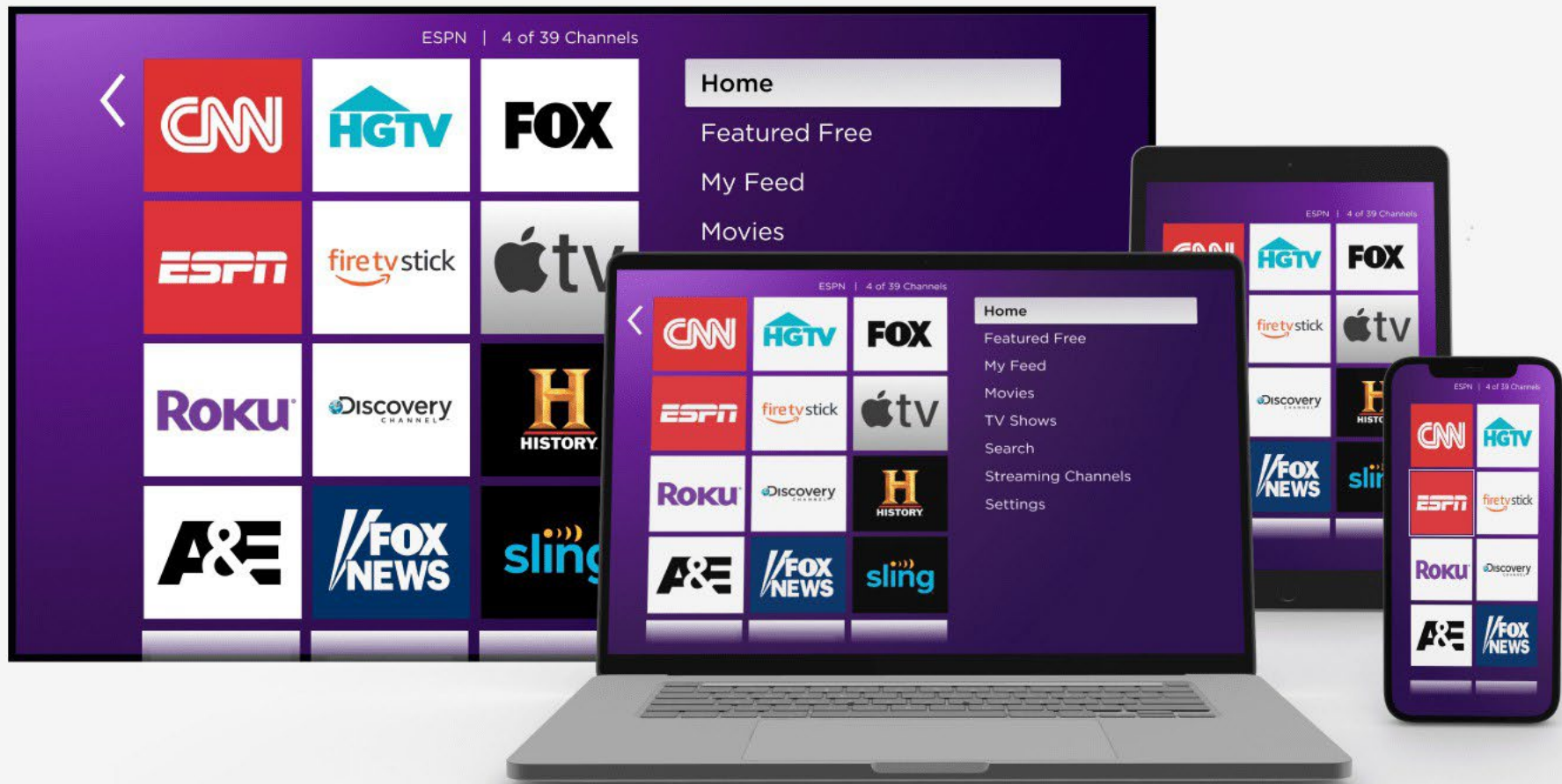
We aggregate data through websites that we own and manage including:

- ✓ 100% opt-in data
- ✓ 140+ million consumer and business emails with time stamps and URL to verify recipients consent
- ✓ 5+ million pieces of fresh data per month
- ✓ Survey and Sweepstake sites
- ✓ 3rd Party Data Sources



OTT

Deliver your message to an engaged audience watching their favorite shows or movies on any device - Television, Desktop, Tablet, or Mobile. With Over-The-Top advertising, your 15 or 30 second commercial is non-skippable and placed during premium network content.



Networks

Networks Where Your Ad May Appear

Harness the true power of CTV/OTT with enhanced network targeting. Optimize delivery to relevant networks based on your custom proposal selections. Find your audience on the channels they're most likely watching.



Demographics and Psychographics supported by Winter 2022 MRI-Simmons USA.

Retrieved from Simmons Insights Database.



HGTV



ABC



TLC



CBS



MTV



VH1



CMT



MTV 2



NBC



Bravo



OWN



Oxygen



USA



E!



Travel Channel



Lifetime



Cooking Channel



A&E



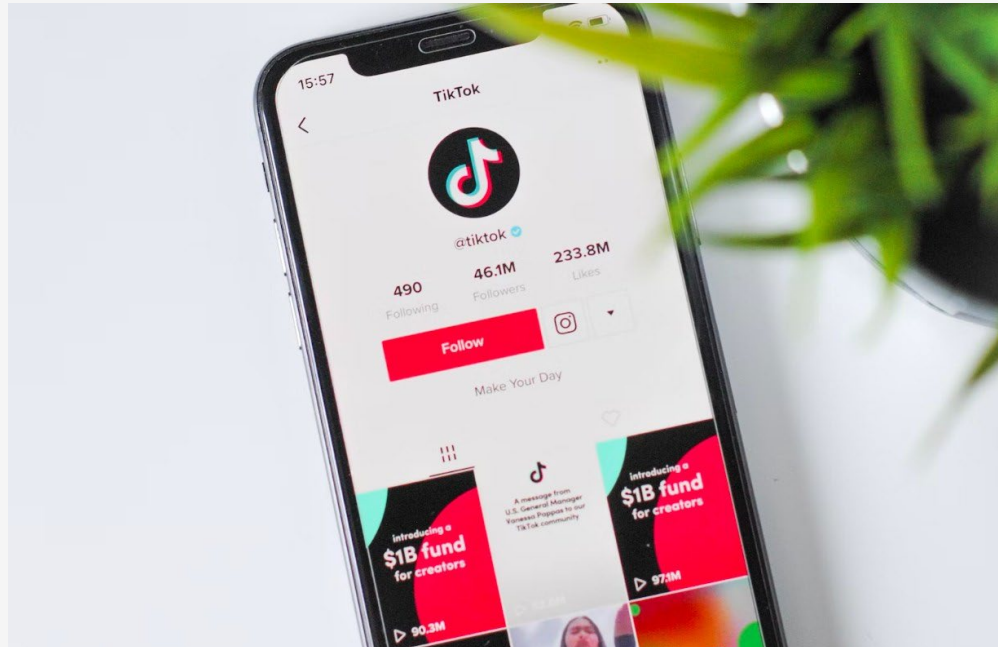
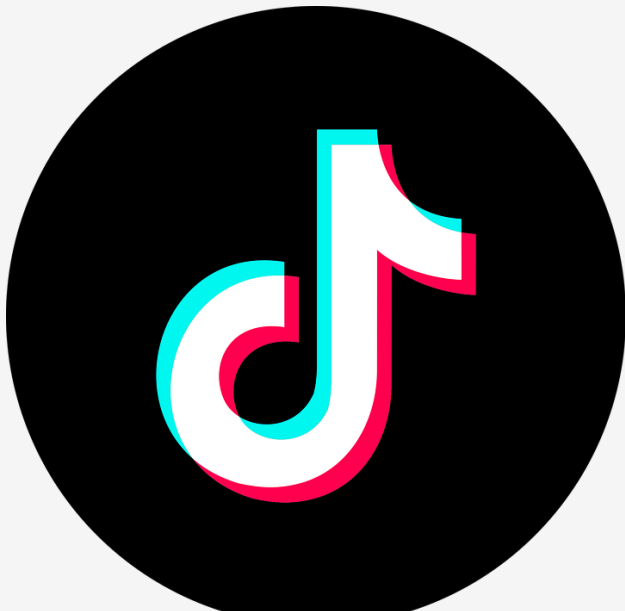
Bloomberg



NBC Universal

TikTok

Reach a younger demographic on the fastest growing social media platform in the United States. TikTok creative should be simple, catchy and not too highly-produced.



Streaming Audio

Reach listeners as they stream the music, news, podcasts, and digital radio they love. Streaming Audio ads are 15 or 30 seconds and delivered to your custom target geography in pure-play digital radio content on all devices.



Budget 1

1 Month

Products	Details	Totals
Display	200,000 Impressions/Month	\$1,800/Month
Pre Roll or TikTok	100,000 Impressions/Month	\$2,000/Month
OTT	57,143 Impressions/Month	\$2,000/Month
Streaming Audio	50,000 Impressions/Month	\$1,500/Month
Targeted Email	62,500	\$1,250
Targeted Email Redrops	10,000	\$500
SEM Impressions		\$3,950

APG Southern Wisconsin Signature

Grand Total

\$13,000

Date

Advertiser Signature

Date

ESTIMATE

Backyard Dream
5823 6th Avenue
Kenosha, WI 53140

accounting@backyarddream.io
+1 (262) 220-7033



Lake Geneva BID

Bill to
Lake Geneva BID

Estimate details
Estimate no.: 1068
Estimate date: 01/15/2024
Expiration date: 02/01/2024

#	Date	Product or service	SKU	Amount
1.		Video Production On Location Filming 3 days of on location filming Interviews B Roll		\$4,000.00
2.		Post Production Services (1) sizzle reel under 60 seconds (1) 5 minute event documentary Asset Library and Organization		\$3,000.00
3.		4TB SanDisk Hard Drive 4TB SanDisk Hard Drive		\$399.00

Total \$7,399.00

Ways to pay

BANK

Note to customer

75% down payment required to secure production pricing and dates. Remaining balance due with deliverables. Client provided room and per diem

Deposit due \$3,699.50
Expiry date 02/01/2024

SPONSORSHIP OPPORTUNITIES

Lake Geneva's Inaugural Mural Installation Event
May 15-19, 2024

PRESENTING SPONSOR

\$10,000

- Exclusive Speaking Opportunity at Welcome Reception
- Interview with Filming Crew for Event Video Curation
- Business Interview for Social Media Campaign "Interview with a Local" (boasting 55k reach)
- Reserved Table at Welcome Reception
- Prominent Logo Placement on All Marketing Materials & Website
- Digital Promotions for Business/Organization
- Logo on thank you plaque to the community & plus more!

GOLD SPONSOR

\$5000

- Sponsored Wall Selection
- Business Interview for Social Media Campaign "Interview with a Local"
- Dedication Art Plaque
- Reserved Table at Welcome Reception
- Prominent Logo Placement on All Marketing Materials & Website
- Digital Promotions for Business/Organization
- Logo Placement on Designated Meet the Artist Page
- plus more!

SILVER SPONSOR

\$2,500

- Business Interview for Social Media Campaign "Interview with a Local"
- Recognition at Hotels on Billboard
- Reserved Table at Welcome Reception
- Prominent Logo Placement on All Marketing Materials & Website
- Digital Promotions for Business/Organization
- Logo Placement in Event Lodging Section

BRONZE SPONSOR

\$1000

- Reserved Table at Welcome Reception
- Logo Placement on All Marketing Materials & Website
- Digital Promotions for Business/Organization

MEDIA SPONSOR

\$500

- 4 Tickets for Welcome Reception
- Logo Placement on All Marketing Materials & Website
- Digital Promotions for Business/Organization

FRIENDS OF DOWNTOWN SPONSOR

\$250

- 2 Tickets for Welcome Reception
 - Logo Placement on Website
- 

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: **Deanna Goodwin** Date: **March 18, 2024**

Name of Organization: **Visit Lake Geneva - Downtown Ice Sculpture Walk**

Email: **deanna@visitlakegeneva.com** Phone: **(262) 812-0021**



Lake Geneva Tourism Commission Grant Evaluation 2024 WINTERFEST ICE SCULPTURE WALK

Submitted March 18, 2024

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?

- Digital advertising
- Radio
- TV
- Collateral
- Email marketing
- Earned media

Digital Advertising

- SEM (Search Engine Marketing) – 53,281 clicks | above average CTR of 33.8%
- Facebook Click-to-Site Ads: 23,460 clicks | above average CTR of 3.2% | 1,337,242 impressions

Radio

- WLKG Radio ad campaign including 125 30-second commercials run January 2 through February 4 on WLKG 96.1
- Live interviews promoting Winterfest and the Downtown Lake Geneva Ice Sculpture Walk:
 - WGN Radio (Chicago)
 - WTMJ Radio (Milwaukee)
 - WLKG Radio (Lake Geneva/SE Wisconsin)

TV

- CBS58 TV (Milwaukee) Spotlight program aired January 27 and 28 featuring Winterfest and the Downtown Lake Geneva Ice Sculpture Walk

Collateral

- Poster – 200 pieces distributed throughout Lake Geneva region, including Visitor Center, hotels, restaurants, retail shops, and attractions.

CUSTOMER TRAFFIC & RESPONSES

Website Traffic

December 2023 – February 2024

- 11,748 total pageviews of dedicated Ice Sculpture Walk page featuring 45 participating businesses, sculpture maps and Lake Geneva Tourism Commission logo
- 281,730 total pageviews and 112,842 unique users on Winterfest pages
- 8,641 total pageviews of Winterfest Blog

Ice Sculpture Map Views/Downloads

- 8,223 PDF Map Views/Downloads
- 78,644 Google Map Views

Email Marketing

- December 5 – 53,260 Delivered | 17,714 Opens (33.4%) | 808 Clicks (1.5%)
- January 3 – 52,999 Delivered | 17,873 Opens (33.8%) | 807 Clicks (1.5%)
- January 10 – 52,986 Delivered | 17,600 Opens (33.5%) | 379 Clicks (0.7%)
- January 17 – 52,915 Delivered | 16,824 Opens (32.2%) | 422 Clicks (0.8%)
- January 24 – 52,935 Delivered | 16,927 Opens (32.4%) | 698 Clicks (1.3%)

Meta Reach (Facebook & Instagram)

- 661,100 post reach December 31, 2023 - February 5, 2024
- Facebook Event – 76,200 responses (Going/Interested)

Earned Media

December 2023 – February 2024

1. GazetteXtra - Photo gallery: U.S. National Snow Sculpting Championship
2. TMJ4 Milwaukee - Crowds admire ice sculptures in Lake Geneva amid unseasonably warm temperatures
3. KFVR TV (Bismark, ND) -Team North Dakota looks to defend their title at 29th U.S. Snow Sculpting Competition
4. Lake Country Family Fun.com - Lake Geneva Winterfest
5. ABC12 Milwaukee - Best U.S. snow sculptors compete in above freezing temperatures in Lake Geneva
6. ABC7 Chicago - Lake Geneva hosting annual Winterfest Snow Sculpting Competition
7. Spectrum News 1 - Warm temperatures challenge Lake Geneva's Winter Fest
8. CBS58 Milwaukee - Snow sculptors race against the sunshine at Lake Geneva's Winterfest
9. Scripps News - Lake Geneva's Annual Winterfest
10. Fox6 Milwaukee - Lake Geneva Winterfest 2024
11. Milwaukee Journal Sentinel - Festivals, arts and more things to do in the Milwaukee area in winter 2024
12. ABC9 Dubuque - Dubuque team competes in US Snow Sculpting Championship in Wisconsin
13. Racine Journal Times - Snow sculpting festival in Lake Geneva
14. Kenosha News - Snow sculpting festival in Lake Geneva
15. Atlas Obscura - This Team of Indigenous Women Sculpts Stories in Snow
16. Beloit Daily News - Lake Geneva hosts National Snow Sculpting Competition despite warm weather
17. AARP - Lake Geneva Winterfest
18. ABC12 Milwaukee - Lake Geneva Winterfest opens Thursday, runs through Sunday
19. Country Herald (IL) - Winterfest Lake Geneva 2024 Rescheduled to February 1: U.S. National Snow Sculpting Championship

20. Telegraph Herald - Playing in the snow: Driftless Snow Sculptors head to Lake Geneva for nationals
21. Greek Reporter.com - Snow Sculpture of Goddess Artemis Celebrates NASA Woman on Moon
22. Kenosha News - Celebrate winter in Wisconsin at these snowy festivals
23. News Center Maine (NBC) - All-women snow sculpting team from Maine heads to national championship
24. ABC7 Chicago - New ice attraction 'Winter Realms' opens in Lake Geneva
25. Madison Mom.com - Check Out Winterfest in Lake Geneva, WI
26. Forbes - Bundle Up and Head Outdoors to These Top Winter Festivals
27. Milwaukee Mom.com - Lake Geneva Winterfest 2024
28. Wisconsin State Journal - 10-day trips from Madison to keep you active and satisfy your taste buds this winter
29. Milwaukee Journal Sentinel - Festivals, arts, and more things to do in the Milwaukee area in winter 2024
30. World Atlas - 12 Best Towns in Wisconsin For A Winter Getaway
31. Up North News - 12 Experiences to Add to Your Wisconsin Winter Bucket List
32. Up North News - 9 Fun, Affordable Winter Weekend Getaways In Wisconsin
33. Dad Life - 6 Family-Friendly Spots for Your Winter Getaway
34. Kaukauna Community News - U.S. National Snow Sculpting Competition coming to Wisconsin in January

Participating Businesses

Forty-five Downtown Lake Geneva businesses participated in the 2024 Winterfest Ice Walk, an increase of 13 over 2023's event:

- | | |
|--|---------------------------------|
| 1. Baker House | 24. Lake Geneva Balloon Co. |
| 2. Barrique Bistro & Wine Bar | 25. Lake Geneva Harley-Davidson |
| 3. Bella Vista Suites | 26. Lake Geneva Lodge |
| 4. Board & Brush Lake Geneva | 27. Lake Geneva Spice Company |
| 5. Brick & Mortar Home | 28. Lake Life Market |
| 6. Brick & Mortar Home & Outdoor | 29. Magpie's Lake Geneva |
| 7. Circa | 30. Marigold |
| 8. Clear Water Outdoor | 31. Market of Lake Geneva |
| 9. Delaney Street Mercantile | 32. Maxwell Mansion |
| 10. Donna Brongiel - Compass | 33. Oakfire |
| 11. Edie Boutique | 34. Olive Oil Shops |
| 12. Egg Harbor Café | 35. Paws for Treats |
| 13. Elemental Skin & Body Medical Aesthetics | 36. Pink Moon Bay |
| 14. Evr Dry Gds | 37. Queen Bee Artisan Market |
| 15. Geneva Lakes Vacations | 38. REMAX Plaza |
| 16. Geneva Tap House | 39. Sopra |
| 17. Guac Star | 40. Sabai Sabai |
| 18. Harbor Shores on Lake Geneva | 41. The Bottle Shop |
| 19. Hogs & Kisses | 42. The Candle Mercantile |
| 20. Interstate Insurance | 43. Thumbs Up |
| 21. JAYNE | 44. Twelfth & Brown |
| 22. Kilwins | 45. Visit Lake Geneva |
| 23. Lake City Social | |

c. What were your target markets?

Chicago, Rockford, Peoria/Bloomington (IL) and Milwaukee, Madison, Green Bay and Wausau (WI) DMAs

2. In your grant application you listed estimated number of attendees. What were your actual results? The estimated attendance at Winterfest & Downtown Ice Sculpture Walk 2024 was on par with our application estimate of 65,000 people. Attendance estimates are substantiated by partner agencies including the City of Lake Geneva police, fire and public works departments based on

prior year estimates. The overall impression by City departments, as well as competition sanctioning organization Winter Fun USA, is that the 2024 attendance exceeded 2023 and years prior. This is particularly significant as the event was delayed by one day due to warm temperatures, officially starting Thursday, Feb. 1 instead of Wednesday, Jan. 31.

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. 1,000 room nights were estimated booked as a result of Winterfest & Downtown Ice Sculpture Walk 2024. Although we cannot confirm exact room nights (hotels do not provide this data), we do know that Lake Geneva area hotel occupancy was up 2.3% over 2023 figures, with an additional 1,183 room nights booked compared to the prior year.

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. *February 2024 financial reports are not available until mid-April.*

5. Please include any additional information you would consider pertinent in summarizing your promotion/event. VISIT Lake Geneva would like to thank the Tourism Commission for its continued support of the Downtown Ice Sculpture Walk. Since its inception in 2020, it has become a much-anticipated feature of the event and continues to grow in popularity among visitors and Downtown businesses. In its fifth year, the Downtown Ice Sculpture Walk attracted 45 participants, a record number. The Ice Walk was created to encourage Winterfest visitors to explore the Downtown district when visiting the U.S. National Snow Sculpting Championship at the lakefront. The ice sculptures have added significant entertainment value to Winterfest and have been a proven driver of traffic from the lakefront into the Downtown business district. Business owners continued to report increased foot traffic, higher sales, and overall satisfaction with the Winterfest event as a result of the Ice Walk being featured Downtown. Overall, the addition of the Downtown Ice Sculpture Walk has once again exceeded our goals of broadening the economic and marketing impact of Winterfest on the City of Lake Geneva. The financial assistance of the Tourism Commission grant to underwrite a portion of the ice cost has played a critical role in this success and makes participation more affordable to small Downtown businesses. We look forward to continuing the Downtown Ice Walk partnership into the future.

Submitted by:
Deanna Goodwin
Visit Lake Geneva
deanna@visittakegeneva.com
(262) 812-0021

Downtown Lake Geneva Ice Sculpture Walk 2024

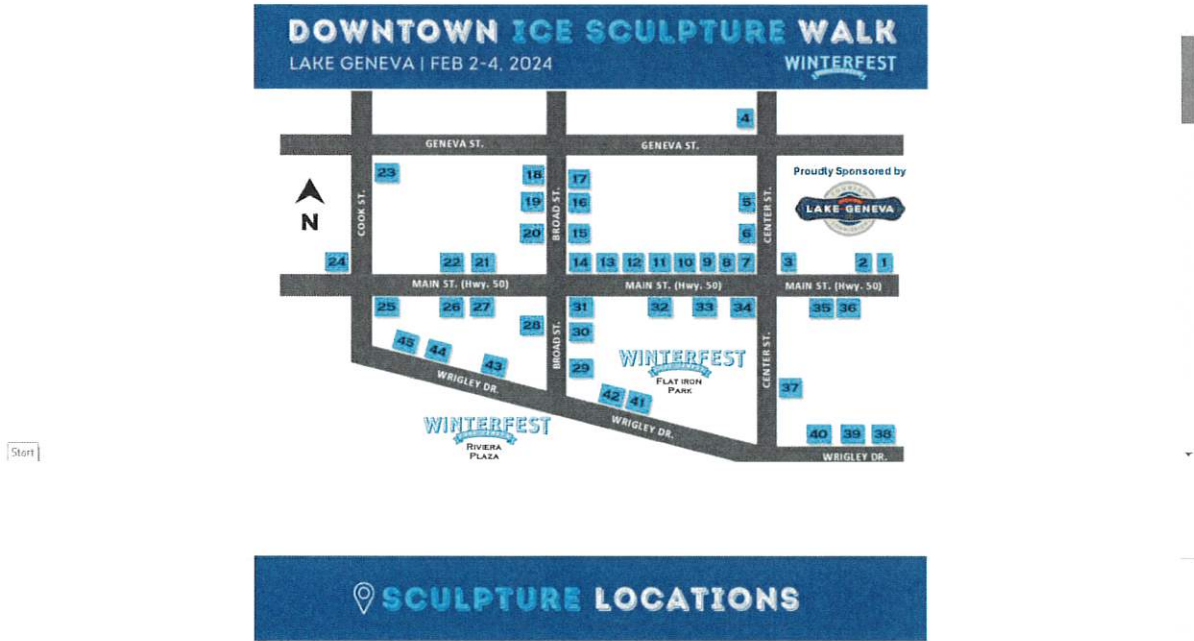
Photo Gallery



Downtown Lake Geneva Ice Sculpture Walk 2024
WEB PAGE | 11,748 Unique Pageviews



Just steps away from Winterfest's U.S. National Snow Sculpting Championship competition, you'll find 45 artfully crafted, Insta-worthy ice sculptures adorning the entrances to businesses throughout the Downtown district! Don't forget to share your favorite ice sculpture pics on Instagram and tag #winterfestlg!



1. [Lake Life Market](#) | 607 W. Main St.
2. [The Bottle Shop](#) | 617 W. Main St.
3. [Maxwell Mansion](#) | 685 W. Main St. (Starbucks)
4. [Sabai Sabai](#) | 306 Center St.
5. [Board & Brush Lake Geneva](#) | 262 Center St.
6. [Brick & Mortar Home & Outdoor](#) | 222 Center St.
7. [Compass Real Estate - Donna Brongiel](#) | 703. W. Main St.
8. [Geneva Lakes Vacations](#) | 703 Main St.
9. [Pink Moon Bay](#) | 717 W. Main St.
10. [Evr Drygds](#) | 719 W. Main St.
11. [Marigold](#) | 725 W. Main St.
12. [Twelfth & Brown](#) | 729 Main St.
13. [Edie Boutique](#) | 737 W. Main St.
14. [JAYNE Boutique](#) | 771 W. Main St.
15. [The Olive Oil Shops](#) | 221 Broad St.
16. [Circa](#) | 237 Broad St.
17. [Lake Geneva Spice Company](#) | 255 Broad St.
18. [Thumbs Up](#) | 260 Broad St.
19. [Geneva Tap House](#) | 252 Broad St.
20. [Elemental Skin & Body Medical Aesthetics](#) | 222 Broad St.
21. [Egg Harbor Café](#) | 827 Main St.
22. [Paws for Treats](#) | 851 W. Main St.
23. [Brick & Mortar Home](#) | 832 Geneva St.
24. [Delaney Street Mercantile](#) | 905 W. Main St.
25. [The Candle Mercantile](#) | 870 W. Main St.
26. [Market of Lake Geneva](#) | 830 W. Main St.
27. [Queen Bee Artisan Market](#) | 830 W. Main St.
28. [Guac Star](#) | 120 Broad St.
29. [REMAX Plaza](#) | 101 Broad St.
30. [Hogs & Kisses](#) | 149 Broad St.
31. [Kilwins](#) | 772 Main St.
32. [Clearwater Outdoor](#) | 744 W. Main St.
33. [Sopra Bistro](#) | 724 W. Main St.
34. [Lake Geneva Harley-Davidson](#) | 704 W. Main St.
35. [Magpie's Den & Pen](#) | 642 W. Main St.
36. [Lake Geneva Balloon Co.](#) | 642 W. Main St. (Magpie's)
37. [Lake City Social](#) | 111 Center St.
38. [Bella Vista Suites](#) | 339 Wrigley Dr.
39. [Baker House](#) | 327 Wrigley Dr.
40. [Harbor Shores on Lake Geneva](#) | 300 Wrigley Dr.
41. [VISIT Lake Geneva](#) | 201 Wrigley Dr.
42. [Lake Geneva Lodge](#) | 201 Wrigley Dr. (Visitor Center)
43. [Interstate Insurance Group](#) | 811 Wrigley Dr. (Popeye's)
44. [Oakfire](#) | 831 Wrigley Dr.
45. [Barricue Bistro & Wine Bar](#) | 835 Wrigley Dr.

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



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

[GOOGLE MAP >](#)

[< WINTERFEST HOME](#)