LAKE GENEVA TOURISM COMMISSION

Monday, May 13, 2024 - 4:00 PM

Lake Geneva City Hall; Council Chambers

AGENDA

1. Call 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 April 8, 2024
5. Update from Heather Jones "Meet at the Lake" Promotional Activity
6. Update from Tourism Entity (VISIT Lake Geneva) on Promotional Activity, Calendar, and Hotel performance
7. Update from Lake Geneva Business Improvement District
8. Written financial update regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements, list of outstanding (unpaid) tourism grants awarded
9. Discussion/Action on Tourism Promotional Grant Program and Requests: **Maximum ten (10) minute presentation per request:**
    a. Data service software for downtown events (BID)
10. Final event evaluations from organizations receiving Tourism Grants-None Received
11. Discussion/Action regarding adding link for Tourism Commission website on City Website
12. Future Agenda Items; Next Meeting Date: Monday, June 10, 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, April 8, 2024
COUNCIL CHAMBERS, CITY HALL

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

Roll Call
Present: Chair Brian Waspi, Vice Chair Zakia Pirzada, Alderman Fesenmaier, Alderman Howell, Troy Migut; Mayor Klein (Ex-Off), Stephanie Klett (Ex-Off)
Absent: Linda Moritz; Comptroller Laura Pisarcik (Ex-Off),

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

Approval of Tourism Commission minutes from March 11, 2024
Motion by Pirzada, second by Waspi, to approve the minutes from March 11, 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. We are a bit behind year-to-date for rentals. The rental and catering revenue have each shown an increase year after year (since 2018 in the chart provided).

Update from Tourism Entity – Visit Lake Geneva
Goodwin highlighted the data from her monthly report. Most notable was that Stephanie Klett won the 2024 Governor's Legacy Award. Restaurant Week from April 20-28 is being hosted by 39 participants.

Update from Lake Geneva Business Improvement District (BID) –
Binanti's report included website (increase 14%) and social media analytics. They sold 375 tickets for the Spring Wine Walk with 342 actual check-in's. Fall Wine Walk will be held in November. The Annual Meeting took place on March 20 with 62 people in attendance. The Annual Report was presented.

Written financial update provided by City Comptroller
Balance Sheet dated **February 29, 2024** included in current packet
Total Assets - $909,303.24
Restricted Fund Balance - $907,882.50

Tourism Promotional Grant Program and Requests

Bacon Fest – Erin Fletch
Fletcher explained the date change for this year: May 31 through June 2. Permits are in the process of being approved. Previous year's attendance was over 4000. The hours were also expanded on Friday and Saturdays nights until 10:00 p.m. New pricing will be introduced for group rates, and they have added VIBE, Very Important Bacon Eater. Motion by Pirzada, second by Howell, to approve $25,000 for the 2024 grant including detailed marketing plan. Unanimously carried.

Murals in Motion - BID, Alexandria Binanti
Binanti explained the locations and project details using numerous artists and vendors for the whole week from May 15 to May 19. There will be a kick off event at Horticulture Hall and special dinner catered by Magpies. BID was also awarded the Travel Wisconsin Jem grant for digital and print marketing of $10,000 . Motion by Waspi, second by Pirzada, to approve the grant and marketing plan for $23,549. Unanimously carried.

Event Evaluations-
Downtown Ice Sculpture Walk - Visit Lake Geneva
The completed evaluation pages from the grant application were reviewed. Data and photos were included from the event. Commissioners discussed the success of the event and continued support for the grant. Alder Fesenmaier gave credit to Ms. Klett for actually initiating the idea of this review at the meetings rather than just through email. Discussion regarding how to capture previous year's data for the same event especially awarded amounts.

City Website link and Grant Application revision
In an effort to focus on City Hotel/Motels for grant recipient marketing, the Commission thinks it would be worth the money to purchase a URL and create our own simple website with list and link. Jones did some research on pricing with Wix which is the company used for the Riviera website. Motion by Waspi, second by Pirzada, to amend the Independent Coordinator contract and Marketing Budget to be used for City Hotel/Motel website Not to Exceed $2000. This amount should be enough to cover purchase of two domain names. Carried on a 4 to 1 voice vote.
Motion by Fesenmaier, second by Waspi, to refer to Finance, License, and Regulation approval of funding for this additional website for City Hotel/Motel listing. Unanimously carried.
The Riviera Events coordinator will submit a future grant request for the monthly website fee.

Future meeting agenda items and next meeting date –

- Note: Please include the members at the top of the agenda.
- Election of Officers

- Commissioners are encouraged to access the grant application online from the City Website to review for updates. Tourism Commission | Lake Geneva WI (cityoflakegeneva.gov)
- Include link to City Hotels on City website at bottom of front page and under Tourism tab
- Grant Application review and revisions - to include link to City Hotels from City website
- **Monday, May 13 at 4:00 PM**

Before adjournment, the Commission extended its thank to Mayor Klein for her years of service to the City.
Motion by Pirzada, second by Howell, to adjourn at 5:36 p.m. Carried.

Respectfully submitted,
Alderman Fesenmaier, Secretary

Riviera Ballroom/MATL Update- Tourism Commission Meeting
May 2024

Marketing Update

- Website Analytics Update: Past 30 Days:
    - Site Sessions: 2,218 (-8%)
        - Site Sessions by traffic source
            1. Google (768)
            2. Direct (663)
            3. Facebook (463)
            4. City of Lake Geneva (58)
            5. Social Media Ads (50)
    - Active Inquiries: 55 (-12 from last month), 45 recorded for April 2023
    - Avg. Session Duration: 3min 43sec (+ 14%)
    - Site Bounce Rate: 62.8% (-7%)

- WeddingWire & TheKnot: April Stats
    - 216 Visitors
    - 29 Link Clicks
    - 17 Saves
    - 15 leads (+1 from last month)

- Hotels & Lodging Analytics Update Past 30 days:
    - 407 Page Views (+105 from last month)
    - Avg. time spent on page: 1min 20sec (-15sec)

  **Reports generated on May 7th*

Sales Update

	2018	2019	2020	2021	2022	2023	2024	2025
Weddings	45	28	9	54	55	52	43	13
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**	**13**
Cancellation Total	0	0	40	11		3	2	2
Rescheduled	0	0	20	4		1	1	
Comp			5	2	5	6	6	
Pending Comp Req								

- Sales by Year April 2024:
    - 2024 Events-No Change.
    - 2025 Events- Two wedding contracts returned and 2 contracts out.
    - Last Year- Reported on May 6th; 60 events booked for 2023 and 24 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	$
CATERING REVENUE						
$29,159.74	$14,688.76	$4,337.68	$32,970.09	$46,691.72	$48,795.80	$

Lake Geneva Tourism Commission
MAY 13, 2024
VISIT Lake Geneva Update

May Partner Events

- VLG Monthly Partner Meeting – Tuesday, May 21, 8-9am at Geneva National Resort's Dance Floor
  - Announcement of Restaurant Week Charity Check Winners
  - National Travel & Tourism Week (May 19-25)
- Multi-Chamber Business After Hours Networking Event – May 30, 5-7 pm at The Abbey Resort
- Ribbon Cutting at Geneva Lakes Vacations – May 20, 4pm

Public Events

- Concerts in the Park – Thursdays June 27 – August 8, 2024
- Lake Geneva Electric Christmas Parade – Saturday, December 7, 2024
- Lake Geneva Restaurant Week Recap

Earned Media Highlights – April 2024

- 6 Ways to Spend a Rainy Day in Lake Geneva | Milwaukee Magazine (*illustration at right)*
- Lake Geneva Restaurant Week: Hunt Club Steakhouse | Fox 6 Milwaukee
- Lake Geneva Restaurant Week: culinary adventure ready for foodies | Fox 6 Milwaukee
- Lake Geneva Restaurant Week: culinary adventure ready for foodies | Aol.com
- 35 Top US Vacations Spots to Visit This Summer | Obsev.com
- Lake Geneva Restaurant Week | Fabulous Wisconsin
- It crawled from below 50 years ago: how the global Dungeons...| The Guardian
- Wisconsinites find camaraderie during solar eclipse watch party | Wisconsin Public Radio
- The Most Popular Lake Towns in Every State | Finance Buzz
- Wisconsin Destination Named The 'Most Popular' Lake Town In The State | iHeart Radio
- Lake Geneva: Susie Ellison Visits a Wisconsin Gem | Taste & Travel Magazine
- 9 Serene Towns In Wisconsin For A Weekend Retreat | World Atlas
- Follow Hidden Tunnels and Red Lights to the Coolest Speakeasies in the Midwest | Midwest Living Magazine
- This Charming Lake Town is Known as the 'Newport of the Midwest' | Travel + Leisure Magazine

Marketing Metrics – APRIL 2024

WEBSITE – VisitLakeGeneva.com

- Sessions – 103,350 (+12%)
- Pageviews – 331,431 (+40%)
- Users – 80,091 (+15%)
- Online Guide Visits – 2,921

- **Top Pages**

1. Events	74,287 Pageviews
2. Things to Do	21,024
3. Home	20,441
4. Restaurant Week	13,118
5. Restaurant Week | Restaurants	10,037
6. Stay | Hotels & Resorts	9,737
7. Explore | Visitor Guide Request	8,938
8. Food & Drink	7,918
9. Things to Do | Shopping	7,013
10. Things to Do | Family Fun	6,472

- **Top Cities**

1. Chicago	18,433 Users
2. (not set)	5,657
3. Milwaukee	2,189
4. Lake Geneva	1,759
5. Ashburn	1,446
6. Dallas	1,079
7. Madison	924
8. Minneapolis	780
9. New York	634
10. Burlington	510

SOCIAL MEDIA

- Facebook – 70,948 Followers (+308 MoM) | 525,012 Monthly Reach
- Instagram – 13,874 Followers (+253 MoM) | 14,819 Monthly Reach
- X – 3,533 Followers (+4 MoM) | 1,015 Monthly Impressions
- LinkedIn – 1,532 Followers (+48 MoM) | 3,719 Monthly Impressions
- TikTok – 1,111 Followers (+15 MoM) | 2,917 Monthly Views

EMAIL SUBSCRIBERS

- Subscribers – 52,708 (-114)
- Open Rate – 30.4%

HOTEL ACTIVITY – MARCH 2024

- Occupancy – 50.2% (+14.8%) | YTD 43.2% (+7.0%)
- ADR - $161.66 (-0.3%) | YTD $160.99 (-3.1%)
- RevPar - $81.10 (+14.5%%) | YTD $69.61 (+3.7%)

Meetings & Events RFP Activity – APRIL 2024

RFP#	Total Room Nights	Total Attendees	Meeting Type	Properties Sourced
1336	75	25	Social	Grand Geneva, Abbey, Lake Lawn, **Harbor Shores**, The Ridge, **Maxwell Mansion**, Geneva Inn, **Bella Vista Suites**, Comfort Suites, **Fairfield Inn**, **The Cove**
1337	200	150	Association/Gov't	Grand Geneva, Abbey, Lake Lawn, Geneva National
1338	10	40	Social	Lake Lawn, Grand Geneva, The Ridge, **The Cove**, Abbey, **Harbor Shores**, Geneva Inn, **Bella Vista Suites**
1339	40	40	Social	**Harbor Shores**
1340	80	40	Corporate	Abbey, Grand Geneva
1341	433	250	Corporate	Abbey, Grand Geneva, Geneva National, Lake Lawn, **The Cove**, Timber Ridge
1342	70	35	Corporate	Abbey, Grand Geneva
1343	76	25	Corporate	Abbey, Grand Geneva, Geneva National
1344	412	194	Government	Abbey, Grand Geneva
1345	50	25	Corporate	Abbey, Geneva National, The Ridge, Grand Geneva, Lake Lawn
1346	307	100	Corporate	Abbey, Geneva National, Grand Geneva
11	**1753**	**924**	**April 2024 Totals**	

Year-to-Date

RFPs Distributed – 50 | RFP Room Nights – 10,943 | RFP Attendees – 5,515

Other

- USA Today 10 Best Nominations – Geneva Lake: Best Lake + Best Lake for Swimming (vote now through 10:59am CST June
- Filming for Discover Wisconsin TV show first week of June; airing Aug 31-Sep 1
- 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
April Recap

Website & Social:

Site sessions increased by 170% from last month. Most viewed pages were /murals, /homepage, /winewalk and finally /scheduleofevents.
Search for our website has increased by 133% this month but social to website has increased this month by 169% with wine walk and murals promotions.

Traffic from Delavan has increased by 61% this month. /dining page was the longest time spent on website next to /muralshotelstays.

APG deployed marketing for digital ad placement, seo, and ott April 19 to run through May 19.
Social Posting Topics:

i. Murals in Motion
ii. Wine Walk
iii. Events in the community; restaurant week, wee whiskey fest, women's weekend

	DEC 2023	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV
Visitor Sessions	**(962)**	**(1347)**	**(1591)**	**(2027)**	**(4948)**							
Mobile	678	871	1136	1443	3940							
Desktop	270	443	423	506	903							
Tablet	14	33	32	44	105							
Pageviews												
	1336	2094	2441	3265	8292							
2024 Other												

Users	962	1347	1591	2027	4948							
New Visitors	693	995	1252	1545	4221							
Avg Time on site	3m34s	4m16s	3m16s	5m20s	3m14s							
Social												
	DEC	JAN	FEB	MAR	APR	**MAY**	**JUN**	**JUL**	**AUG**	**SEP**	**OCT**	**NOV**
Facebook												
Followers	10557	10863	11,196	11,503	11687							
MoM Change	165	306	333	307	184							
Reach	57,303	84,195	97,238	93,200	81510							
Post Engagement	7,302	21,094	15,427	16,671	12432							
Instagram												
Followers	2,931	2980	2998	3034	3071							
MoM Change	60	49	18	36	37							
Reach	1870	2811	2196	1811	2187							
Engagement	261	526	396	249	200							
Tik-Tok												
Followers	-	-	188	252	305							
MoM Change	-	-	32	64	53							
Video Views	-	-	3,545	2556	2876							
Engagement	-	-	114	122	61							

Events:

All Events listed for 2024:

i. Wine Walk (Spring) April 7 – 375 tickets sold. 349 attended; 71 early bird registration. –
   - Approximate net income of $6,000 based on advance purchases for fall wine walk and wine purchases.
   - Sent out business feedback survey, doodle poll for discussion of April vs May for 2025, and also sent out guest feedback surveys.
   - Despite the rain, guests overall enjoyed the experience notably commenting on the food pairings, the shopping options, and the wine selection. On average, participants made it to 11 stops indicating that the rain slowed progress but allowed for more shopping time.

ii. Murals in Motion May 15-19 –
   - Marketing deployed through APG. Print Materials Disburses. Website updated for activities.
   - Logistics for artists for lodging, material purchases, permits, and provided meals covered.
   - Corresponding events up to speed for activities including chalk art activity, beer garden, gallery night, musicians on the street, and sign ups for sidewalk sales.
   - Reminder Welcome Reception is Tuesday May 14 at 5pm.
   - $46,049 so far in sponsorship; plus a pending $10,000 grant to be announced in June. Anticipating $106,049 in estimated expenses.

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 – Purchased Mural in Motion Banners to be displayed in May. Summer Banners to be displayed in June.

Business Communications, Organization & General Marketing:

i. 31 (90ytd) Business Retention Visits in regards to Wine Walk & Murals in Motion planning

ii. Applied for $10,000 Beautiful Spaces Grant for mural installations in public spaces. Projects from April 2024- May 2025 considered.

iii. Main Street Annual Meeting took place April 19 in Green Bay. Downtown Lake Geneva was present.

iv. Main Street Application was due April 12, our community review is June 7th to advance to an official Main Street Community from a Connect Community.

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: 5/6/2024

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: Placer.ai software

Date(s) of Event: annual software

Deadline for receipt submittal to the City (45 days after event ending): For June Expenses

Location of Event: Downtown Lake Geneva geofencing

Type of Event: Data service for event performance

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

Estimated Number of Attendees: N/A

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

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

Various Lake Geneva businesses and events

What other governmental bodies have been approached for support and what amount has been received? WALCO Co-op opportunity

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

Estimated Number of Overnight Stays: _____

_____

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

Annual Event (Yes/No): Yes

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

Grant Amount Requested: 26,349.00

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*.**

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

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

Grant Evaluation Form

Revised September, 2021

The City of Lake Geneva Tourism Commission provided funds for your organization's promotional efforts. As required by our guidelines, in return for our investment, you must provide an evaluation of the results of this promotional effort within forty-five (45) days of its completion. This shall be remitted along with marketing materials and paid receipts before grant dollars will be authorized and distributed. Please note that evaluations will be reviewed when consideration of future grants are requested by your organization. Forward all of the required information to:

cityadmin@cityoflakegeneva.gov

or mail to

City of Lake Geneva

626 Geneva Street

Lake Geneva, WI 53147

1. Provide a final media synopsis that includes the following information
    a. Number of customer responses generated from type of media utilized
    b. What media did you use in your use in your campaign?
    c. What were your target markets?
2. In your grant application you listed estimated number of attendees. What were your actual results?
3. In your grant application you listed estimated number of overnight stays. Please estimate approximate number of City of Lake Geneva hotel room nights booked and how that estimate was attained.
4. Provide an income and expense statement to include actual paid receipts. Any items that are grouped together in a category (I.e. contributions cash or in-kind trade) must be detailed on a separate sheet.
5. Please include any additional information you would consider pertinent in summarizing your promotion/event.

Name:_____ Date:_____

Name of Organization:_____

Email:_____ Phone:_____

Placer.ai Partnership Proposal

Market Intelligence for Lake Geneva:

Placer.ai is an adaptive ai software for location analytics to unlock deep insights into locations, brands, and enterprises. This software can streamline the analytics process of impact on events from Tourism Commission grant recipients to measure a more accurate return on investment. It also aides in market trends and demographic data for future marketing potential for tourism growth.

Industries Served:

i. Retail - Analyze store performance and drive brick-and-mortar growth
ii. CRE - Inform decisions for retail, office, industrial, and multifamily properties
iii. Civic -Drive economic success with insights into any city, district, or region
iv. CPG - Understand your audience, reveal offline performance, and maximize reach
v. Entertainment - Analyze performance and drive visit growth with location analytics
vi. Brokerage Firms - Gain the key visitor and market insights necessary to drive revenue
vii. Advertising - Captivate prospective clients with trusted data and win new business
viii. Finance- Contextualize industry trends and make informed investment decisions

Data Intel:

i. **Customer Visitation** - Get accurate foot traffic counts and dwell time – filter by time, day of week, and customer segments. Understand how promotions, holidays, seasonality, and events impact business.
ii. **Trade Areas**- Discover True Trade Areas – where customers live and work. Focus marketing budget on ideal customers and forecast how new tenants will impact your reach.
iii. **Customer Insights -** Analyze aggregated customer demographics – income, gender, and other favorite shopping spots. Better understand target customers to optimize engagement.

iv. **Competitive Benchmarking -** Compare performance against local or distant competitors – providing complete transparency. Measure market share and regional dominance over time.
v. **Area Analysis -** Detailed insights into what is happening in the vicinity of a property, including traffic volumes for road segments, crime history near the property, and a view of nearby real estate development.
vi. **Data Feed -** Automatic, daily exports of Placer.ai's proprietary aggregated data, such as foot traffic, to be used by external services. Use it with a CRM system or to build advanced prediction models.
vii. Customer Visitation - Get accurate foot traffic counts and dwell time – filter by time, day of week, and customer segments. Understand how promotions, holidays, seasonality, and events impact business.

Cost Consideration:

Currently for our community of Lake Geneva, placer.ai is a $40,000 investment to obtain an annual membership. However, WALCO is offering the Business Improvement District and area partners the opportunity to purchase a membership as a co-op for $5,000.00

BID Partnership:

If Tourism Commission sponsors this software expense, the BID would purchase the software and act as administrative reporter for all Tourism Commission grant request results and deliver monthly data insight reports at Tourism Commission meetings for events and demographic marketing details in an effort to enhance the impact of Tourism funds.

The BID would also maintain this for geo-fencing data for Lake Geneva business marketing services in the community as a part of BID services.

SPECIAL OFFER

FOR WALCO TOURISM PARTNERS

Invest Today and Gather Your Own Data To Make Critical Decisions

SIGN UP TODAY

SCAN ME

Placer.ai

Location Intelligence & Foot Traffic Data Software

The Walworth County Visitors Bureau has invested in the Placer.ai platform to gain insights into:

- Visitor trends
- Visitor demographics
- Boosting visitors
- Driving and analyzing event success
- Recruiting and retaining sponsors
- Attracting business
- Targeted marketing and advertising
- Understanding regional competition
- Boosting WalCo tourism

This software is being offered to tourism partners who agree to contribute $5,000 to the cost of the platform. Financial partners will be able to gather their own unlimited insights using a gowalco.com log in for one year and have an option to renew annually.

FINANCIAL PARTNER ORDER FORM

Lake Geneva BID	("**Partner**")	Walworth County Visitors Bureau	("**WCVB**")
Address:	PO Box 910 Lake Geneva, WI 53147	Address:	PO Box 117 Delavan, WI 53115
Contact Person:	Alexandria Binanti	Contact Person	Patricia Bladow
Email:	director@downtownlakegeneva.com	Billing Contact Person:	Patricia Bladow
Phone:	262-210-8916	Billing Email:	contact@gowalco.com
Billing Contact Email:		Billing Phone:	262-728-6000

1. Services.

The services provided under this Order Form (the "**Services**") include:

- WCVB login credentials using gowalco.com domain
- Access, via Placer Venue Analytics Platform ("**Placer's Platform**"), to all major venues within the United States
- Partners may not provide access to any third-party agents acting on its behalf (including any consultants, contractors, or other agents of Partner) without prior written consent from Placer. Any such approved access may be subject to an additional fee pursuant to a written amendment to this Order Form
- Access, via Placer's Platform, to reports, including Visits, Trade Areas, Customer Journey, Customer Insights, Dwell Times, and Visitation by Hour/Day
- Actionable insights include:
    - Foot traffic counts and dwell time
    - True Trade Areas displaying frequent-visitors-density by home and work locations
    - Customers' demographics, interests, and time spent at relevant locations
    - Where customers are coming from and going to, and the routes they take
    - Benchmarking of Foot Traffic, Market Share, Audiences, and other key metrics
    - Competitive insights
    - Void Analysis Reports
- Premier Customer Support
    - Regular meetings with Placer's Customer Success Team
    - Live, Virtual Training support as reasonably needed
- Access to STI Demographics Bundle + Mosaic Data Set, and AGS CrimeRisk. The applicable Advanced Demographics and Psychographics are generated using the Input Datasets from the data vendors as set forth below:

Description	**Input Datasets Used**
STI Demographics Bundle	PopStats
	Spending Patterns
	Workplace
	Market Outlook
Experian Mosaic	Mosaic Segmentation
AGS CrimeRisk	CrimeRisk

2. Permitted Uses

The data, information, and materials accessible via the Services are referred to as "**Placer Data**". Partner may use Placer Data solely for the following purposes ("**Permitted Uses**"): (a) Partner may use Placer Data for Partner's internal business purposes; and (b) Partner may incorporate Placer Data into Research Data, as described and subject to the restrictions below.

"**Research Data**" means datasets and other materials created by Partner that result in any part from Partner's use of Placer Data. The Partner may share Research Data with current and potential Partners, and in marketing materials; provided that the Partner shall cite Placer as a provider of such information (for such purpose only, Placer grants Partner the rights to use the Placer.ai name and logo, provided that any such use of the Placer.ai name and logo must clearly indicate that Placer is the provider of data only, and is not involved in any analysis, conclusion, recommendation). Partner shall not, directly or indirectly, resell, distribute, sublicense, display or otherwise provide Placer Data to any third parties, except that Partner may display Placer Data as part of Research Data.

3. Term and Termination.

Initial Term: The initial term of this Order Form will begin after the order form is signed below and payment is received in full. Service will continue for 12 consecutive months thereafter (the "**Initial Term**"). Each renewal or additional term, if any, is referred to as "**Additional Term,**" and the Initial Term and any Additional Terms are referred to collectively as the "**Term.**"

Additional Term: Following expiration of the Initial Term, this Order Form shall be automatically renewed for additional periods of the same duration as the Initial Term, unless either party provides written notice of non-renewal at least thirty (30) days prior to the expiration of the then-current term.

Termination: Either party may terminate this Order Form upon thirty (30) days' notice if the other party materially breaches any of the terms or conditions of this Order Form or the Agreement (as defined below), and the breach remains uncured during such thirty (30) days. In addition, WCVB may immediately suspend Partner's access to the Services, or terminate the Order Form, in the event of non-payment by the Partner or breach by Partner of any restrictions regarding usage of the Services.

4. Fees.

$5,000/year invoiced: to be paid in full upon signing this Order Form and within 30 days for additional terms.

Invoice sent electronically to Partner's billing contact email. Partner shall pay the fees set forth above in this Order Form.

Future balances unpaid after 30 days will result in access to Placer.ai being discontinued.

If Partner believes that the WCVB has billed Partner incorrectly, Partner must contact the WCVB no later than thirty (30) days after the closing date on the first billing statement in which the error or problem appeared. Inquiries should be directed to the WCVB.

The WCVB may increase the Fees any time following the Initial Term (but not more frequently than once in any twelve (12) month period). The amount of such annual increase will be based on increases the WCVB will incur from Placer for their services and will not exceed 5%.

In the event of any termination, Partner will pay in full for the Services.

All billing will be sent via electronic invoice to the Partner contact indicated above. Partner shall pay all fees within thirty (30) days of the invoice date.

5. Support.

Placer will use commercially reasonable efforts to provide Partner service and technical support in connection with the Services on weekdays during the hours of 9:00 A.M. through 5:00 P.M. Pacific Time, with the exclusion of federal holidays. For any such support, please contact us at support@placer.ai.

6. Mutual NDA.

Each party (the "**Receiving Party**") understands that the other party (the "**Disclosing Party**") has disclosed or may disclose business, technical or financial information relating to the Disclosing Party's business (hereinafter referred to as "**Proprietary Information**" of the Disclosing Party). Proprietary Information of Placer includes, without limitation, non-public information regarding features, functionalities, and performance of the Services. The Receiving Party agrees: (i) to take reasonable precautions to protect such Proprietary Information, and (ii) not to use (except in performance of the Services or as otherwise permitted by the Agreement) or disclose to any third party any Proprietary Information. The foregoing shall not apply with respect to any information that the Receiving Party can document (a) is or becomes generally available to the public, (b) was in the possession of or known to the Receiving Party, prior to disclosure thereof by the Disclosing Party, without any restrictions or confidentiality obligations, (c) was rightfully disclosed to it, without any restrictions or confidentiality obligations, by a third party, (d) was independently developed without use of any Proprietary Information of the Disclosing Party, or (e) is required to be disclosed by law, provided that the Receiving Party provides the Disclosing Party with prompt written notice of such requirement and reasonably cooperates with the Disclosing Party to limit or challenge such requirement. These provisions regarding Proprietary Information shall apply in perpetuity and shall survive any termination of the Order Form or the Agreement.

This Order Form is entered into by and between Partner and WCVB effective as of the date of the last signature below.

"Partner"	"**WCVB**"
	Walworth County Visitors Bureau
By:	By:
Name:	Name:
Title:	Title:
Date:	Date: