



LAKE GENEVA TOURISM COMMISSION

Monday, June 10, 2024 - 4:00 PM

Lake Geneva City Hall; Council Chambers

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. Election of Tourism Commission officers
5. Approval of the May 13, 2024 Tourism Commission minutes as prepare and distributed
6. Update from Heather Jones (Independent Contractor for Tourism Commission) Meet at the Lake Promotional Activity
7. Update from Tourism Entity (VISIT Lake Geneva) on Promotional Activity, Calendar, and Hotel performance
8. Update from Lake Geneva Business Improvement District (events and mission)
9. Written financial update regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements, list of outstanding (unpaid) tourism grants awarded
10. Discussion/Action on Tourism Promotional Grant Program and Requests: **Maximum ten (10) minute presentation per request:**
 - a. Data service software for downtown events; continued (BID)
 - b. Venetian Fest (Lake Geneva Jaycees)
11. Final event evaluations from organizations receiving tourism grants
 - a. Wee Whiskey Fest
 - b. Cheese Fest
 - c. The Balloon Adventure
 - d. Veterans' Park Ball Diamonds
12. Discussion/Action concerning possible revisions to tourism grant application webpage

13. Discussion/Action regarding Tourism Commission related forms / paperwork / grant procedures review

14. Future Agenda Items (next meeting date: Monday, July 8, 2024 at 4:00 p.m.)

15. Adjournment

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

TOURISM COMMISSION MINUTES
Monday, May 13, 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, Cathy Stoodley; Mayor Krause (Ex-Off)

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

Comments from the Public limited to 5 minutes, limited to items on the agenda: Chair Waspi read into the record a letter of correspondence from resident and business owner, Luke Pfeiffer, regarding the BID Grant request and its legality according to State Statute.

Approval of Tourism Commission minutes from April 8, 2024

Motion by Waspi, second by Pirzada, to approve the minutes from April 8, 2024. Unanimously carried.

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

Jones gave an overview of her April report noting that the catering financials were not updated from the comptroller. Heather noted that the website pageviews showed an increase of 105 over last month. Bookings are down for 2024 likely from peak bookings after Covid. The new average will most probably be the current number (50) for future. Convention bookings at the Riviera hold steady with parking and breakout rooms a challenge.

Update from Tourism Entity – Visit Lake Geneva, Deanna Goodwin

Restaurant Week was an enormous success, according to Goodwin, with 37 participating restaurants and 5100 ballots returned. Charity Check winners will be announced at the May Partner meeting.

Concerts in the Park will begin June 27. Another long list of Earned Media was included with this article that was written directly as a result of last year's Geiger Tour: [Lake Geneva, Wisconsin Travel Guide \(travelandleisure.com\)](https://www.lakegeneva.com)

Visit website numbers continue to show growth. There will be a new mobile app coming soon for Visit including a section with the Shore path.

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

Binanti was excited to announce that Downtown Lake Geneva, BID's website, experienced a 170% increase in site sessions over last month. www.downtownlakegeneva.org
Facebook, Instagram, and Tik-Tok continue to see increases in users.

The Spring Wine Walk, in spite of or possibly because of, the rainy weather, proved to be successful with shoppers spending more time browsing in the downtown stores than previous events. Mural in Motion kicks off next with a week full of activities as a segway into the permanent mural collection.

Main Street Community status was applied for in April with a determination in June.

Written financial update provided by City Comptroller

No report.

Tourism Promotional Grant Program and Requests

Data Service Software - BID, Alexandria Binanti

Binanti explained that the software can capture data city-wide and tracked back to the marketing efforts thus applicable to Tourism funding. Binanti firmly believes that the wording in State Statute covers operational expenses for the Tourism Commission which would be a partner in the software purchase and annual cost. The Tourism Commission would then also have access to pull data from/for other grant applications. Goodwin shared that Visit has a new subscription. Binanti will arrange for a company demo for the Commission no later than the August meeting.

Event Evaluations-

None.

City Website link and Grant Application revision

Heather Jones is close to launching a Tourism website for the express purpose of listing City Hotels for use on marketing materials in grants awarded. Motion by Fesenmaier, second by Pirzada, to add the Tourism Commission logo plus Hotels and Lodging as a graphic (live linked to the new Tourism Commission website listing hotels in the City limits) to the bottom of the City Website AND the Tourism Commission page on the City Website. Carried with a no vote by Howell.

Future meeting agenda items and next meeting date –

- 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 \(cityoflakegeneva.gov\)](https://cityoflakegeneva.gov/tourism-commission)
- 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
- BID Data Service Software
- **Monday, June 10 at 4:00 PM**

Motion by Howell, second by Waspi, to adjourn at 5:30 p.m. Carried.

Respectfully submitted,
Alderman Fesenmaier
Secretary

Riviera Ballroom/MATL Update- Tourism Commission Meeting June 2024

Marketing Update

- Website Analytics Update: Past 30 Days:
 - Site Sessions: 1,892 (-16%)
 - Site Sessions by traffic source
 1. Google (891)
 2. Direct (612)
 3. BID Website (103)
 4. City of Lake Geneva (80)
 5. Social Media Ads (50)
 - Active Inquiries: 64 (+9 from last month), 42 recorded for May 2023
 - Avg. Session Duration: 2min 50sec (- 25%)
 - Site Bounce Rate: 56.2% (-8%)
- WeddingWire & TheKnot: May Stats
 - 170 Visitors
 - 20 Link Clicks
 - 17 Saves
 - 7 leads (-8 from last month)
- Hotels & Lodging Analytics Update Past 30 days:
 - 126 Page Views (-281 from last month)
 - Avg. time spent on page: 0min 56sec (-8sec)

**Reports generated on June 3rd*
- Coming Soon- www.lakegenevahotels.org Analytics
- Prepping for a 'Christmas in July' solicitation efforts
- Social media campaign started June 1st- Runs through August. Added in some more Geofences to get in front of more tourists

Sales Update

	2018	2019	2020	2021	2022	2023	2024	2025
Weddings	45	28	9	54	55	52	43	15
Social	4	1	0	1	5	4	4	
Corporate	4	2	1	1	2	3		
Non-Profit	7	10	0	3	1	5	4	2
Event Total	60	41	10	60	62	64	51	17
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							1	

- Sales by Year May 2024:
 - 2024 Events- One non-profit event contract returned.
 - 2025 Events- Two wedding contracts returned and two non-profit event contracts returned. Three contracts out for signature.
 - Last Year- Reported on June 5th; 62 events booked for 2023 and 27 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	\$249,926.98
CATERING REVENUE						
\$29,159.74	\$14,688.76	\$4,337.68	\$32,970.09	\$46,691.72	\$48,795.80	\$4,875.52



**Lake Geneva Tourism Commission
June 10, 2024
VISIT Lake Geneva Update**

June Partner Events

- VLG Monthly Partner Meeting – Tuesday, June 18, 8:00-9:00am at Timber Ridge Lodge & Waterpark
- 2024 State of the County Conference – Tuesday, June 18, 7:30-9:00am at The Ridge Hotel
- Partner Ribbon Cuttings
 - June 7, 2:00pm – Something Sweet (235 Broad St.)
 - June 18, 9:00am – Timber Ridge Waterpark
 - June 18, 10:00am – The Commons at Grand Geneva
 - June 21, 10:00am – Wisconsin History Makers Tour at Lake Geneva Public Library
 - June 21, 3:00pm – Exodus Fitness Center (N3072 WI-67)
 - June 25, 10:00am – Buona Beef & The Original Rainbow Cone (393 Edwards Blvd.)

Public Events

- Concerts in the Park – Thursdays June 27 – August 8, 6-8pm
- Lake Geneva Electric Christmas Parade – Saturday, December 7
- Winterfest – January 29 – February 2, 2025

Earned Media Highlights – May 2024

- [7 of the Most Walkable Towns In Wisconsin](#) | World Atlas
- [It's a Bug Love Story in Lake Geneva](#) | Wisconsin Newspaper Assoc.
- [They're here, rare and beautiful. Meet the blue-eyed cicadas](#) | The Washington Post
- [Fond du Lac Audubon group plans field trip to Cicadapalooza](#) | KFIZ Radio
- [Periodical cicadas won't be coming to Madison](#) | The Cap Times
- [Your Ultimate Guide to Summer Fun In Wisconsin](#) | Only in Your State
- [Lake Geneva's Cicadapalooza celebrates all things cicada](#) | NBC5 Chicago
- [You can try beer, and a dessert, made with cicadas at Lake Geneva's 'Cicadapalooza'](#) | Milwaukee Journal Sentinel
- [Visit Lake Geneva Hosts Cicadapalooza](#) | WCLO Radio
- [Cicada-Infused Malort Tests Mother Nature's Boundaries](#) | Eater Chicago
- [Cicada Mania! Lake Geneva joins in on celebrating the bug](#) | TMJ4 Milwaukee
- Vicki McKenna Show: Lake Geneva Cicadapalooza | WIBO Radio (Madison)
- [Cicada beer coming to Lake Geneva](#) | Bloomer Advance
- [Cicada beer? Lake Geneva plans 'Cicadapalooza' event](#) | Yahoo.com
- [Cicada beer? Lake Geneva plans 'Cicadapalooza' event](#) | Fox6 Milwaukee
- [Lake Geneva hotbed for historic cicada emergence, businesses capitalizing on phenomenon](#) | CBS58 Milwaukee
- [The Best Weekend Escapes from Chicago](#) | Observer.com
- [Lake Geneva preparing to kick off boating season: Memorial Day weekend travel expected to hit record highs](#) | TMJ4 Milwaukee
- [Summer Rays in Picturesque Lake Geneva](#) | Shepherd Express
- [10 Beautiful Beaches to Visit Away from Hurricanes This Summer](#) | Travelpulse.com

- [This Charming Lake Town Is Known as The 'Newport of The Midwest' - How To Visit](#) | Travel + Leisure Asia
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- [Follow Hidden Tunnels and Red Lights to the Coolest Speakeasies in the Midwest](#) | Midwest Living Magazine
- [The Coolest Small City in Every State](#) | MSN.com
- [House of Music brings rhythm and fun to region](#) | WNA.com

Marketing Metrics – MAY 2024

WEBSITE – VisitLakeGeneva.com

- Sessions – 114,093 (-3%)
- Pageviews – 394,272 (+27%)
- Users – 88,119 (-3%)
- Online Guide Visits – 5,045
- **Top Pages**

1. Events	88,997 Pageviews
2. Things to Do	30,670
3. Home	23,055
4. Stay Hotels & Resorts	13,216
5. Things to Do Family Fun	9,772
6. Food & Drink	9,327
7. Things to Do Shopping	8,631
8. Things to Do Shore Path	8,291
9. Things to Do Tours & Sightseeing	7,394
10. Things to Do Adventure	6,539
- **Top Cities**

1. Chicago	23,759 Users
2. (not set)	5,804
3. Milwaukee	2,445
4. Lake Geneva	1,847
5. Dallas	1,593
6. Ashburn	1,201
7. Madison	775
8. New York	753
9. Minneapolis	648
10. Burlington	428

SOCIAL MEDIA

- Facebook – 71,144 Followers (+196 MoM) | 342,691 Monthly Reach
- Instagram – 14,073 Followers (+199 MoM) | 11,332 Monthly Reach
- X – 3,538 Followers (+5 MoM) | 1,100 Monthly Impressions
- LinkedIn – 1,621 Followers (+89 MoM) | 5,521 Monthly Impressions
- TikTok – 1,142 Followers (+31 MoM) | 8,128 Monthly Views

EMAIL SUBSCRIBERS

- Subscribers – 52,697 (-11)
- Open Rate – 29.2%

VISITOR CENTER ACTIVITY

- Walk-ins – 1,446 (-140) | YTD 5,001 (+59)
- Phone Calls – 256 (-2) | YTD 1,399 (+231)
- Emails – 842 (-253) | YTD 4,260 (-489)
- Visitors Guides Fulfilled – 731 (-337) | YTD 4,031 (-649)

HOTEL ACTIVITY – APRIL 2024

- Occupancy – 39.5% (+4.8%) | YTD 42.3% (+6.6%)
- ADR - \$142.18 (-6.2%) | YTD \$156.54 (-3.8%)
- RevPar - \$56.14 (-1.7%) | YTD \$66.29 (+2.6%)

Meetings & Events RFP Activity – MAY 2024

RFP#	Total Room Nights	Total Attendees	Type	Properties Sourced
1347	100	100	Education	Grand Geneva, Lake City Social, Horticulture Hall, Celebration on Wells, Harbor Shores
1348	150	150	Association	Grand Geneva, The Abbey, Lake Lawn Resort, Geneva National, The Ridge
1349	10	175	Social	The Abbey Resort
1350	20	50	Social	Covenant Harbor
1351	66	70	Corporate	The Abbey, Geneva National, The Ridge, Grand Geneva, Lake Lawn Resort
1352	400	130	Corporate	Geneva National, The Ridge, Grand Geneva
1353	826	180	Corporate	The Abbey, Grand Geneva
1354	72	98	SMERF	The Abbey Resort, Geneva National, The Ridge, Grand Geneva,
1355	48	350	SMERF	The Abbey Resort, Grand Geneva, Lake Lawn Resort
1356	530	200	Corporate	Grand Geneva
1357	313	100	Education	The Abbey, Geneva National, The Ridge, Grand Geneva
1358	22	15	Corporate	The Abbey, Comfort Suites , Delavan Lakes Resort, Fairfield Inn , Geneva National, The Ridge, Grand Geneva, Lake Lawn, Maxwell Mansion , Lakewood Farms, Timber Ridge
1359	45	15	Corporate	The Abbey Resort, Geneva National, The Ridge, Grand Geneva
1360	135	65	Military	Geneva National, The Ridge, Lake Lawn Resort, The Cove
1361	54	18	Military	Abbey, Geneva National, Grand Geneva, Lake Lawn, Maxwell Mansion , Timber Ridge
1362	465	125	Corporate	Abbey, Grand Geneva
1363	168	40	Corporate	Abbey, Grand Geneva
17	3424	1881	May 2024 Totals	

Year-to-Date

RFPs Distributed – 67 | RFP Room Nights – 14,367 | RFP Attendees – 7,396

Other

- FAM Tour (June 4) – hosted group of Norwegian tour operators, journalists, and representative from Icelandair
- Cicacapalooza Media Day (June 5) - hosted reporters from Telemundo, USA Today/Gannett, Milwaukee Journal Sentinel, Wisconsin Public Radio, Wisconsin State Journal, CBS58, Fox6, and Lake Geneva Regional News
- Cicadapalooza (June 8) – event recap
- Discover Wisconsin TV filming June 2-7; additional shoot dates in early July. Air dates Aug 31-Sep 1
- Staff Update - new Social Media Manager starting June 24 | new Event Manager position now open

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 \$	-	5/1/2024
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	3,316.00 \$	-	4/30/2024
April	Bacon Fest	25,000.00	Amplified Wisconsin/Lake Geneva Regional News	May 31st-June 2, 2024	- \$	-	
	Murals in Motion	23,549.00	BID	May 15-19, 2024	- \$	-	
May	No Grants						

**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	71,887.05	152,450.05	224,337.10
April			-
May			-
June			-
July			-
August			-
September			-
October			-
November			-
December			-
	<u>192,046.91</u>	<u>152,450.05</u>	<u>344,496.96</u>

2024

	Room Tax Regular	Room Tax Marketplace	Net Totals
January	46,345.11	15.52	46,360.63
February	66,449.53	43.29	66,492.82
March	84,536.65	172,059.59	256,596.24
April	42,837.68	20.01	42,857.69
May			-
June			-
July			-
August			-
September			-
October			-
November			-
December			-
	<u>240,168.97</u>	<u>172,138.41</u>	<u>412,307.38</u>

Variance 67,810.42

Note: Marketplace Providers now pay on a quarterly basis

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-11111 FUND CASH					
		02/29/2024 (02/24) Balance	.00 *	.00 *	909,303.24
CA	11	Cash Allocation - Created: 05/10/24 5:04 PM		3,608.55-	
CA	5	Cash Allocation - Created: 04/25/24 3:01 PM	3,608.55		
CA-CDA	5	CDA Fund Allocation - Created: 03/01/24 12:28 P		65.35-	
CA-CDA	16	CDA Fund Allocation - Created: 03/08/24 1:18 PM		12,933.34-	
CA-CDA	38	CDA Fund Allocation - Created: 03/22/24 11:26 A		7,171.97-	
CA-CDA	48	CDA Fund Allocation - Created: 03/25/24 3:27 PM		5,833.34-	
CA-CDA	57	CDA Fund Allocation - Created: 03/27/24 4:09 PM		65.35-	
CA-JE	20	JE Fund Allocation - Created: 05/10/24 5:04 PM	3,608.55		
		03/31/2024 (03/24) Period Totals and Balance	7,217.10 *	29,677.90- *	886,842.44
CA-CDA	7	CDA Fund Allocation - Created: 04/05/24 3:33 PM		11,999.00-	
CA-CDA	44	CDA Fund Allocation - Created: 04/19/24 2:42 PM		119.98-	
CA-CDA	54	CDA Fund Allocation - Created: 04/24/24 12:22 P		5,833.34-	
CA-JE	17	JE Fund Allocation - Created: 05/29/24 3:32 PM	4,105.55		
		04/30/2024 (04/24) Period Totals and Balance	4,105.55 *	17,952.32- *	872,995.67
47-00-00-13920 ACCTS RECEIVABLE					
		02/29/2024 (02/24) Balance	.00 *	.00 *	.00
		04/30/2024 (04/24) Period Totals and Balance	.00 *	.00 *	.00
47-00-00-21100 ACCOUNTS PAYABLE					
		02/29/2024 (02/24) Balance	.00 *	.00 *	7,165.35-
AP	118	Summary Transactions from AP System		5,833.34-	
AP	340	Summary Transactions from AP System		7,000.00-	
AP	506	Summary Transactions from AP System		12,170.97-	
AP	542	Summary Transactions from AP System		5,833.34-	
AP	670	Summary Transactions from AP System		65.35-	
CDA	85008	US CELLULAR	65.35		
CDA	85012	JONES, HEATHER	5,833.34		
CDA	85039	NEI-TURNER MEDIA	7,100.00		
CDA	85160	ASR EVENTS LLC	7,000.00		
CDA	85232	CHARTER COMMUNICATIONS	171.97		
CDA	85240	JONES, HEATHER	5,833.34		
CDA	85252	US CELLULAR	65.35		
		03/31/2024 (03/24) Period Totals and Balance	26,069.35 *	30,903.00- *	11,999.00-
AP	637	Summary Transactions from AP System		119.98-	
AP	731	Summary Transactions from AP System		5,833.34-	
AP	799	Summary Transactions from AP System		65.35-	
CDA	85290	VISIT LAKE GENEVA	11,999.00		

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-21100 ACCOUNTS PAYABLE (continued)					
CDA	85492	CHARTER COMMUNICATIONS	119.98		
CDA	85509	JONES, HEATHER	5,833.34		
		04/30/2024 (04/24) Period Totals and Balance	17,952.32 *	6,018.67- *	65.35-
47-00-00-21900 ACCRUED EXPENSES					
		02/29/2024 (02/24) Balance	.00 *	.00 *	.00
		04/30/2024 (04/24) Period Totals and Balance	.00 *	.00 *	.00
47-00-00-34800 RESTRICTED FUND BALANCE					
		02/29/2024 (02/24) Balance	.00 *	.00 *	907,882.50-
		04/30/2024 (04/24) Period Totals and Balance	.00 *	.00 *	907,882.50-
47-00-00-41210 ROOM TAX					
		02/29/2024 (02/24) Balance	.00 *	.00 *	.00
		04/30/2024 (04/24) Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual	.00	Total	.00
YTD Budget	1,400,000.00-	Unearned	1,400,000.00		
47-00-00-46100 TOURISM MISC REVENUE					
		02/29/2024 (02/24) Balance	.00 *	.00 *	.00
		04/30/2024 (04/24) Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual	.00	Total	.00
YTD Budget	.00	Unearned	.00		
47-00-00-48110 INTEREST INCOME					
		02/29/2024 (02/24) Balance	.00 *	.00 *	7,558.72-
JE	33	REC MAR LGIP ACTIVITY		3,608.55-	
		03/31/2024 (03/24) Period Totals and Balance	.00 *	3,608.55- *	11,167.27-
JE	20	REC APR LGIP ACTIVITY		4,105.55-	
		04/30/2024 (04/24) Period Totals and Balance	.00 *	4,105.55- *	15,272.82-
YTD Encumbrance	.00	YTD Actual	15,272.82-	Total	15,272.82-
YTD Budget	10,000.00-	Unearned	5,272.82-		
47-00-00-49100 APPL. PRIOR YR APPROPRIATIONS					
		02/29/2024 (02/24) Balance	.00 *	.00 *	.00
		04/30/2024 (04/24) Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual	.00	Total	.00
YTD Budget	.00	Unearned	.00		
47-00-00-49350 TRANSFER FROM GENERAL FUND					
		02/29/2024 (02/24) Balance	.00 *	.00 *	.00

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-49350 TRANSFER FROM GENERAL FUND (continued)					
		04/30/2024 (04/24) Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual .00 Total .00	YTD Budget .00	Unearned .00	
47-00-00-57100 HOTEL/MOTEL ASSN-CHAM OF COMM					
		02/29/2024 (02/24) Balance	.00 *	.00 *	.00
		04/30/2024 (04/24) Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual .00 Total .00	YTD Budget 680,000.00	Unexpended 680,000.00	
47-00-00-57210 EVENTS COORDINATOR					
		02/29/2024 (02/24) Balance	.00 *	.00 *	.00
		04/30/2024 (04/24) Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual .00 Total .00	YTD Budget .00	Unexpended .00	
47-00-00-57212 EVENTS COORDINATOR-RIVIERA					
		02/29/2024 (02/24) Balance	.00 *	.00 *	5,833.34
AP	99	JONES, HEATHER	2,916.67		
		**Desc: RIVIERA EVENTS COORDINATOR-MAR 2024			
AP	100	JONES, HEATHER	2,916.67		
		**Desc: RIVIERA EVENTS COORDINATOR-MAR 2024			
AP	536	JONES, HEATHER	5,833.34		
		**Desc: RIVIERA EVENTS COORDINATOR-APR 2024			
		03/31/2024 (03/24) Period Totals and Balance	11,666.68 *	.00 *	17,500.02
AP	688	JONES, HEATHER	5,833.34		
		**Desc: RIVIERA EVENTS COORDINATOR-MAY 2024			
		04/30/2024 (04/24) Period Totals and Balance	5,833.34 *	.00 *	23,333.36
YTD Encumbrance	.00	YTD Actual 23,333.36 Total 23,333.36	YTD Budget 70,000.00	Unexpended 46,666.64	
47-00-11-15900 DUE TO/FROM GENERAL FUND					
		02/29/2024 (02/24) Balance	.00 *	.00 *	.00
		04/30/2024 (04/24) Period Totals and Balance	.00 *	.00 *	.00
47-00-40-15900 DUE TO/FROM LAKEFRONT FUND					
		02/29/2024 (02/24) Balance	.00 *	.00 *	.00
		04/30/2024 (04/24) Period Totals and Balance	.00 *	.00 *	.00

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-40-15900 DUE TO/FROM LAKEFRONT FUND (continued)					
47-70-00-57150 PROMOTIONAL GRANT					
		02/29/2024 (02/24) Balance	.00 *	.00 *	.00
AP	297	ASR EVENTS LLC	7,000.00		
		**Desc: TOURISM GRANT-ABOMINABLE SNOW RACE			
AP	435	VISIT LAKE GENEVA	11,999.00		
		**Desc: TOURISM GRANT-WINTERFEST 24			
		03/31/2024 (03/24) Period Totals and Balance	18,999.00 *	.00 *	18,999.00
		04/30/2024 (04/24) Period Totals and Balance	.00 *	.00 *	18,999.00
YTD Encumbrance	.00	YTD Actual 18,999.00 Total	18,999.00	YTD Budget 150,000.00 Unexpended	131,001.00
47-70-00-57155 TOURISM MUNICIPAL DEVELOPMENT					
		02/29/2024 (02/24) Balance	.00 *	.00 *	7,469.99
AP	620	US CELLULAR	65.35		
		**Desc: RIVIERA CELL-HEATHER			
AP	438	CHARTER COMMUNICATIONS	171.97		
		**Desc: INTERNET SVC MAR 2024			
		03/31/2024 (03/24) Period Totals and Balance	237.32 *	.00 *	7,707.31
AP	781	US CELLULAR	65.35		
		**Desc: RIVIERA CELL-HEATHER			
AP	629	CHARTER COMMUNICATIONS	119.98		
		**Desc: INTERNET SVC APR 2024			
		04/30/2024 (04/24) Period Totals and Balance	185.33 *	.00 *	7,892.64
YTD Encumbrance	.00	YTD Actual 7,892.64 Total	7,892.64	YTD Budget 271,425.00 Unexpended	263,532.36
47-70-00-59400 TRANSFER TO CAPITAL PROJECTS					
		02/29/2024 (02/24) Balance	.00 *	.00 *	.00
		04/30/2024 (04/24) Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual .00 Total	.00	YTD Budget .00 Unexpended	.00
47-70-00-59500 TRANSFER TO LAKEFRONT FUND					
		02/29/2024 (02/24) Balance	.00 *	.00 *	.00
		04/30/2024 (04/24) Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual .00 Total	.00	YTD Budget .00 Unexpended	.00
47-70-00-59600 TRANSFER TO DEBT SERVICE FUND					
		02/29/2024 (02/24) Balance	.00 *	.00 *	.00

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-70-00-59600 TRANSFER TO DEBT SERVICE FUND (continued)					
		04/30/2024 (04/24) Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual .00 Total	.00	YTD Budget 238,575.00 Unexpended	238,575.00
Number of transactions: 42 Number of accounts: 20			Debit	Credit	Proof
Grand Totals:			92,265.99	92,265.99-	.00

CITY OF LAKE GENEVA

BALANCE SHEET

APRIL 30, 2024

FUND 47 - TOURISMASSETS

47-00-00-11111	FUND CASH	872,995.67	
	TOTAL ASSETS		872,995.67

LIABILITIES AND EQUITYLIABILITIES

47-00-00-21100	ACCOUNTS PAYABLE	65.35	
	TOTAL LIABILITIES		65.35

FUND EQUITY

47-00-00-34800	RESTRICTED FUND BALANCE	907,882.50	
	REVENUES OVER EXPENDITURES - YTD	(34,952.18)	
	TOTAL FUND EQUITY		872,930.32
	TOTAL LIABILITIES & EQUITY		872,995.67

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	7,714.10	15,272.82	10,000.00	5,272.82-	152.73
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:		7,714.10	15,272.82	1,410,000.00	1,394,727.18	1.08
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	17,500.02	23,333.36	70,000.00	40,833.30	41.67
47-70-00-57150	PROMOTIONAL GRANT	18,999.00	18,999.00	150,000.00	112,684.40	24.88
47-70-00-57155	TOURISM MUNICIPAL DEVELOPMENT	422.65	7,892.64	271,425.00	263,412.38	2.95
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:		36,921.67	50,225.00	1,410,000.00	1,335,505.08	5.28
Net Total TOURISM:		29,207.57-	34,952.18-	.00	59,222.10	.00
Net Grand Totals:		29,207.57-	34,952.18-	.00	59,222.10	.00

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:	<u>5/6/2024</u>
Organization:	<u>Lake Geneva Business Improvement District DBA Downtown Lake Geneva</u>
Contact Person:	<u>Alexandria Binanti</u>
Phone Number:	<u>262-716-9529</u>
Street Address:	<u>PO Box 910</u>
City, State, Zip:	<u>Lake Geneva WI 53147</u>
Email Address:	<u>director@downtownlakegeneva.org</u>
Name of Event:	<u>Placer.ai software</u>
Date(s) of Event:	<u>annual software</u>
Deadline for receipt submittal to the City (45 days after event ending):	<u>For June Expenses</u>
Location of Event:	<u>Downtown Lake Geneva geofencing</u>
Type of Event:	<u>Data service for event performance</u>
(Festival, Cultural, Convention, Tour, Sporting, Other)	
Estimated Number of Attendees:	<u>N/A</u>
Have you Applied Before? Yes or No; Explain:	<u>No</u>
Where is this event physically located? (street address and governmental jurisdiction):	<u>Various Lake Geneva businesses and events</u>
What other governmental bodies have been approached for support and what amount has been received?	<u>WALCO Co-op opportunity</u>
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 <u>N/A</u>	

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.**

<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: _____



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.



Placer.ai

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”

By:
Name:
Title:
Date:

“WCVB”

Walworth County Visitors Bureau
By:
Name:
Title:
Date:



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.

CITY OF LAKE GENEVA TOURISM COMMISSION



TOURISM PROMOTION GRANT INFORMATIONAL GUIDE

Revised August 2023

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- 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: 5-1-2024
Organization: Lake Geneva Jaycees
Contact Person: Ryan Lasch
Phone Number: 262-749-6332
Street Address: N1623 Center Dr. Geneva City
City, State, Zip: Geneva City, WI 53147
Email Address: lgjc.president18@gmail.com
Name of Event: Venetian Fest
Date(s) of Event: August 14-18th
Deadline for receipt submittal to the City (45 days after event ending): Oct 2nd
Location of Event: Flat Iron, Library, and Seminary Parks
Type of Event: Festival

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

Estimated Number of Attendees: 20,000 +

Have you Applied Before? Yes or No; Explain: Yes for advertising in 2022 and 2023

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

Flat Iron Park, Library Park, Seminary Park

What other governmental bodies have been approached for support and what amount has been received? City of L.G. has provided 10K for Fireworks

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

Estimated Number of Overnight Stays: With this grant we are hoping to fill hotels for all 5 night of the festival including weekdays.

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: \$50,000

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.**

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: _____

**Lake Geneva Jaycees
Venetian Fest 2024 Budget Request**

Item	2024 Budget
Social Media	
Cutwing Marketing	\$6,700
VLG Marketing	\$800
<i>Subtotal</i>	<i>\$7,500</i>
Fireworks	
Tourism	\$22,945
<i>Subtotal</i>	<i>\$22,945</i>
Radio & Onlin	
Hwy 12 Billboard	\$450
Spectrum Reach	\$9,525
US99	\$2,080
Star 105.5 & Alpha Media	\$7,500
<i>Subtotal</i>	<i>\$19,555</i>
<i>Grant Request</i>	<i>\$50,000</i>



**LAKE GENEVA
JAYCEES**

Lake Geneva Jaycees

P.O. Box 411 ~ Lake Geneva, WI 53147

Email: info@lakegenevajaycees.com

<http://www.lakegenevajaycees.org>

May 1st, 2024

To: Lake Geneva Tourism Commission
From: Ryan Lasch, Chairman - Venetian Fest

RE: 62nd Annual Venetian Festival

Dear Tourism Board

The Lake Geneva Jaycees are entering their 62nd year as a club which means this will be our Golden Anniversary for Venetian Fest. We are requesting this grant to help make this year's festivities bigger than ever which means driving more traffic into town and the hotels. The proposed budget includes funds for targeted social media marketing, radio ad spends, online commercials to attract visitors from outside our local area, and funds to help with the fireworks show.

We now have the opportunity to continue to make Venetian Fest and Lake Geneva the host for the largest fireworks show of the year on the lake. With it being our 62nd anniversary, we would like to market to locals and visitors alike that we are increasing the fireworks show for them. With your help we can make that happen.

We know the purpose of the tourism commission is to put "heads in beds", so we are focusing our advertising on outlying communities to drive visitors from farther away to stay overnight. Our radio and social media ad spend will target communities more than an hour away with extra emphasis on Sunday night to keep visitors in town to close out the festival with the Water Ski Show, Lighted Boat Parade, and Fireworks show.

Attached is a proposed budget for the tourism commission, a budget from Cutwing Marketing for our social media marketing, Alpha Media and Spectrum for online and streaming reach, and US99 and Star 105.5 for our radio advertising

Thank you for your time and the opportunity to promote this event.

Sincerely

Ryan Lasch
Venetian Chairman
262-749-6332
lgjcpresident18@gmail.com

~ Blanket the Lake Geneva Area ~

DIGITAL BILLBOARD

- Wisconsin State Highway 12 •
(Four miles south of LAKE GENEVA, WI)

Our Billboard Traffic

TRAFFIC

40,000 - 43,000/day

300k - 322k/week

1.2m - 1.289m/month



VIEWS

60,000 - 64,500/day

399k - 450k/week

1.8m - 1.93m/month

Traffic is based on estimated WI DOT 2021 traffic count data. Views assume avg. 1.5 people per car according to 2020 Nielsen data

Our Monthly Rates

HALF-RUN

7.5 SECOND AD
EVERY 2 MINUTE INTERVALS

FULL-RUN

7.5 SECOND AD
EVERY MINUTE INTERVAL

1 MONTH

3 MONTH

1/2 YEAR

1 YEAR

\$499

\$449

\$399

\$299

\$999

\$849

\$799

\$699

SCAN TO SEE THE
BILLBOARD IN ACTION!



30 ft x 10ft

The Digital Advantage

- ✓ **No Vinyl Print -** Avoid the installation and printing expense that comes with a traditional static billboard. Digital allows you to change your ad copy quickly and easily.
- ✓ **Avoid Segmentation-** Other media is segmented and consumers have options. Everyone drives by billboards.
- ✓ **Develop Brand Awareness-** Add customers to your sales funnel by developing long-term brand awareness and also drive immediate conversions.
- ✓ **Always On-** The billboard runs 24/7 and that maximizes your chance of reaching your next customer.
- ✓ **More Creative Opportunities-** Include multiple creatives to your campaign to target different consumers or send different messages. Campaigns can also change based on time of day and weather



DAYPARTING

We can deliver a different message based on the time of day. In the morning, a restaurant can promote its breakfast specials and the messaging can shift throughout the day.



WEATHER

Your message can change based on real-time weather conditions. We can also include the current temperature in your ad to help improve visibility.



RSS FEED

We can create a dynamic feed that updates based on your current inventory. This is perfect for real estate agents and auto dealers.



COUNTDOWN

We can add a countdown to any creative to build anticipation for your event, grand opening or special offer or sale.

Creative Suggestions

Use big, thick fonts. If fonts are too small, or if there is too much text, motorists won't have time to read it. **Keep the message succinct.** Use fewer words to capture the attention of a motorist. **Keep it simple.** A billboard isn't a newspaper ad or a brochure. There should be one idea or message per ad. If you want to include multiple messages, we will create multiple ads and rotate the creative.

Size and Creative Specifications:

Size: 928x288 px Resolution: 72DPI Color Mode: RGB File Types Accepted: JPG, PNG, BMP, or GIF

- Geneva Lifestyles -

Contact Phil Bonyata at 262-949-8852 or phil@genevalifestyles.com to learn more



Remit Payment to:
18064 170th Avenue
Yarmouth, IA 52660
Phone: 319-394-3890
Fax: 267-392-3890

Invoice

Invoice Date:_____

Deposit Date:_____

Balance Due Date:_____

Customer ID:_____

Bill To:

Ship To:

Event Date	P.O. Number #	Order #	Sales Rep.	FOB	Ship Via	Terms	Tax ID

Quantity	Description	Unit Price	Total
		Subtotal	
		Sales Tax	
		Total Amount	
		Deposit	
		Balance Due	

Please make checks payable to J & M Displays, Inc.

We accept MasterCard, Visa, Discover, & American Express

If you have any questions concerning this invoice, please call our Corporate Office @ (319) 394-2654.

Thank you for your business!

Sounds good. I will work on it this week!!

Sincerely,

Tammie Carstensen

CEO - HARBOR SHORES HOTEL MANAGEMENT



300 Wrigley Drive

Lake Geneva, WI 53147

888-746-7371

[VISIT OUR WEBSITE](#)

From: Ryan Lasch <lgjcpresident18@gmail.com>

Sent: Monday, September 11, 2023 2:55 PM

To: Tammie Carstensen <tammie@harborshoreslg.com>

Subject: Re: Venetian Room Occupancy

[Quoted text hidden]

Ryan Lasch <lgjcpresident18@gmail.com>

Wed, Sep 27, 2023 at 3:35 PM

To: Tammie Carstensen <tammie@harborshoreslg.com>

Hi Tammie,

Did you have any luck finding occupancy rates for before, during, and after venetian for this year?

Thank you.

[Quoted text hidden]

2 attachments



Outlook-kbrwxw33.gif
7K



Outlook-kbrwxw33.gif
7K

Tammie Carstensen <tammie@harborshoreslg.com>

Wed, Sep 27, 2023 at 3:40 PM

To: Ryan Lasch <lgjcpresident18@gmail.com>

Holy cow! The first time in my 28 years that we sold out EVERY night of venetian. 100% Wed thru Sunday!!!!

[Quoted text hidden]

Tammie Carstensen <tammie@harborshoreslg.com>

Wed, Sep 27, 2023 at 3:42 PM

To: Ryan Lasch <lgjcpresident18@gmail.com>

So, Harbor Shores has 107 rooms

These 5 nights brought over \$13,000 in room tax dollars to the City. If this number helps!

[Quoted text hidden]

Ryan Lasch <lgjcpresident18@gmail.com>
To: Tammie Carstensen <tammie@harborshoreslg.com>

Wed, Sep 27, 2023 at 3:47 PM

Wow!
13K in room tax from just Harbor Shores is incredible.

Awesome news!

Thank you!!
[Quoted text hidden]

Ryan Lasch <lgjcpresident18@gmail.com>
To: Tammie Carstensen <tammie@harborshoreslg.com>

Wed, Sep 27, 2023 at 3:53 PM

So it's safe to say that occupancy is much higher that week vs the week before and the week after?
[Quoted text hidden]



2024 EVENT CAMPAIGN

PRESENTED BY

MARK ARTHUR

Mark.Arthur@AlphaMediaUSA.com

04/2024

ALPHAMEDIA
ON-AIR , ON-SITE , ON-DEMAND

GOALS & **OBJECTIVES**

KEY **AUDIENCE INSIGHTS**

- + Raise awareness of Venetian Fest - heads in beds
- + Emphasis on Kiddieland
- + Give back to the community



AUDIENCE PROFILE

Targeting the right audience in marketing ensures your message reaches those most likely interested, maximizing impact and boosting conversions. Understanding your audience's needs enhances marketing efficiency, leading to better ROI and stronger relationships.

TARGET AUDIENCE

- Families
- Families and individuals who live at least an hour away

GEOGRAPHIC TARGET

IL towns: Schaumburg, Elk Grove Village, Rosemont, Palatine, Arlington Heights, Des Plaines, Hoffman Estates, Glenview, Lake Forest, Deerfield, Waukegan, Zion, Elgin

WI: Menomonee Falls, Ozaukee County, Washington County

AUDIENCE EXTENSION WITH **DIGITAL AUDIO**

Expand the reach and scale of your Radio campaign with a group of very interested customers

- + Digital Audio campaigns expand the reach and scale of your campaign by adding groups of audience segments that specifically target customers most interested in your business
- + Digital Audio gives you the ability to add audience groups exclusively focused by demographic, geographic and any behavioral activity that indicates an interest to purchase
- + Our predictive targeting uses machine learning to allow you to speak directly to individual customers who have the highest likelihood of taking a desired action with very little waste
- + Combining the Power of Sound with advanced targeting gives you the most direct path to customer acquisitions and positive ROI



YOUTUBE TRUEVIEW

NO MORE SCATTER SHOT: REACH YOUR IDEAL AUDIENCE, EVERY TIME ON YOUTUBE

TrueView ads are opt-in, so each viewer can decide whether or not to engage with the ad content. Ads are served in-stream either before or during the video content and are skippable after :05 seconds.

TARGETING METHODS

- + Demographic groups
- + Devices
- + Life events
- + Interests (behaviors) or topics



- + Every week 92% of internet users watch some form of YouTube video ⁴
- + 70% of users report a high awareness of a brand ⁴

CTV REACH BASED

We simplify the CTV buying process by providing audience centric networks built on direct partnerships with channel publishers! Direct placement means you know the channels where your message will run, and our transparent reporting will demonstrate how your budget was spent. Alpha's Reach Based networks provide the most complete solution for effective reach.

KEY BENEFITS:

- + Transparent, channel level reporting
- + CTV Only delivery
- + Competitive pricing with direct placement
- + Fully managed service

NETWORKS AVAILABLE

- | | |
|------------------------------|------------------|
| + The Great Outdoors | + Working Man |
| + Home & Garden | + Automotive |
| + News & Sports | + College Bound |
| + Upscale Women | + Upscale Men |
| + Moms & Families | + plus many more |



MOMS & FAMILIES NETWORK

CTV NETWORK AUDIENCES

Designed to reach moms and families, our network is built on direct partnerships with the channels that specialize in relevant content. Our direct placement means you know the channels and content environment your commercial will run in. With no "middle men" involved, you know your ad budget will be fully dedicated to commercial delivery. For reaching your target, Alpha's Mom's and Families Network is the most complete solution for effective reach.

BENEFITS

- + Competitive pricing with direct publisher placement
- + Full-service campaign management
- + Transparent, channel level reporting
- + CTV Only delivery



DATABIT TARGETING

Data Bit unlocks 10,000+ data points for hyper-targeting the exact audience you crave. Think of it as supercharged Google Display Network advertising. While Google offers valuable targeting options, Data Bit takes it to the next level. We go beyond basic demographics and website visits, delving into purchase history, lifestyle choices, and even offline interactions. This allows us to craft incredibly precise audience segments that are uniquely receptive to your message.

KEY BENEFITS

- + Custom campaigns tailored to demographics, behaviors, geography, interests, psychographics, and more.
- + Our data covers diverse consumer factors like age, income, credit, homeownership, brand affinity, children's age, TV preferences, and more.



CAMPAIGN REPORTING

MONTHLY REPORT

Each month, you will receive a detailed report on campaign performance and how each tactic within the campaign is performing to get you the results to meet your objectives.



GOOGLE ANALYTICS

If you have Google Analytics installed on your website, you can add us as collaborators in your account and we will provide an audience analysis of your current website visitors for your review. We'll also be able to report deeper, more impactful data and be better equipped to optimize your campaign to ensure the best results possible.

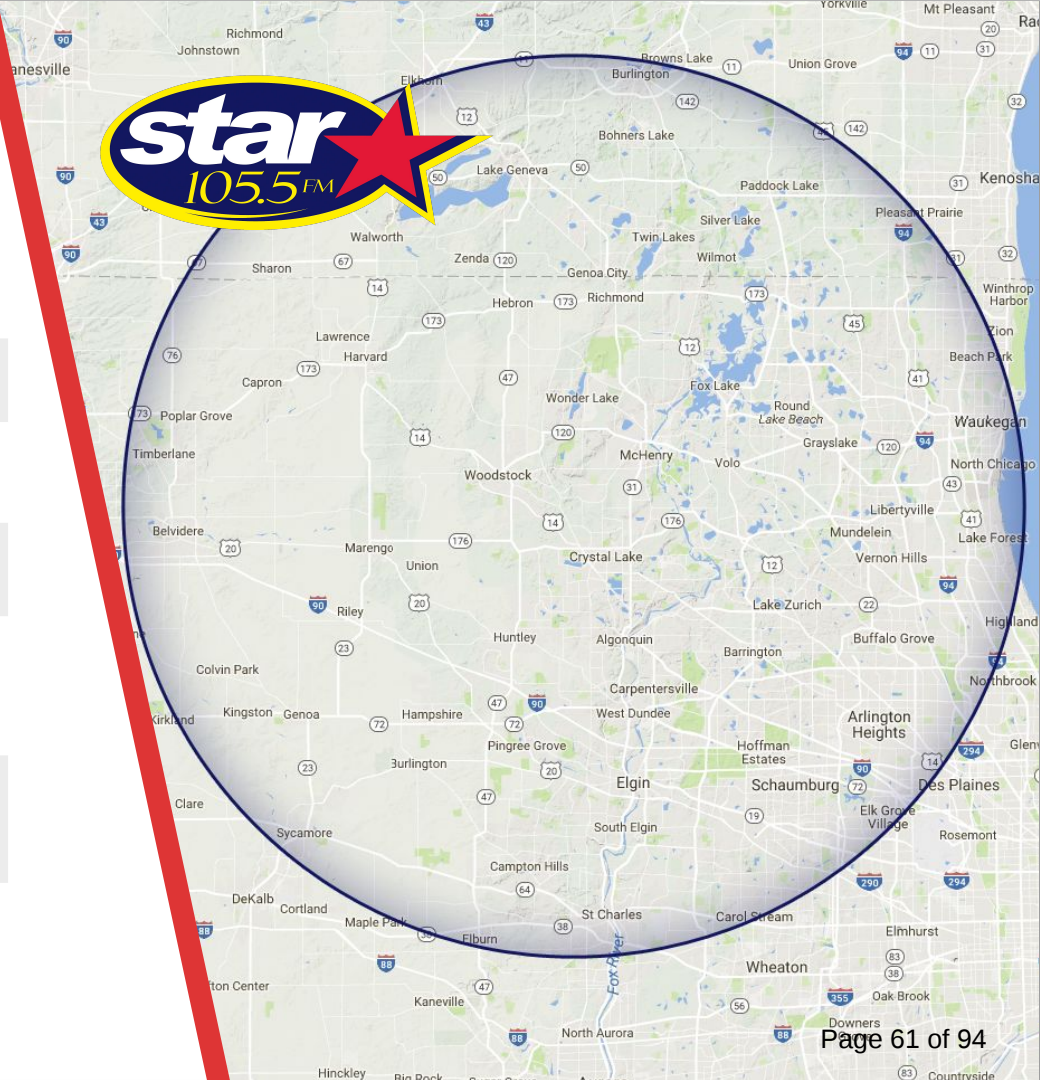
JUST FOLLOW THESE STEPS:

1. In Google Analytics, click 'Admin' at the bottom of the left-side menu
2. Select "User Management" on the Account level, just under "Account Settings" in the first column
3. In the box ("Add permissions for") enter the email address: **alpha.analytics@alphamediausa.com**
4. Select the desired permission-level
5. Check the box to notify

RADIO STATION

Demographics

Station	WZSR-FM
Format	Adult contemporary
Age	25-54
Gender	Female: 60% Male: 40%
Social	www.facebook.com/star1055fm
Website	Star105.com





WZSR -FM

2 WEEK CAMPAIGN

8/1/24 - 8/14/24

	MON	TUE	WED	THU	FRI	SAT	SUN
5A - 10A	2	1	1	1	1	1	1
10A - 3P	1	2	1	1	1	1	1
3P - 7P	1	1	2	1	1	1	1
7P - 12A	1	1	1	2	1	1	1
12AM- 5A	1	1	1	1	2	1	1

Summary:

- + Week 1 : 8/1 - 8/7
- + Week 1 : 8/8 - 8/14
- + (40) :60 sec commercials per week on air
- + (40) :60 sec commercials per week on stream

Your Investment: \$1295 per week

CAMPAIGN INVESTMENT



Digital Product - 7/14/2024 - 8/18/2024	5-Week Investment
Digital Audio - 75K Impressions	\$1,500
DataBit Targeting - 125K Impressions	\$1,875
CTV Reach Moms and Families Network - 70K Impressions	\$2,660
YouTube - 4,500 views	\$900
Radio Plan - WZSR (2 weeks)	2-Week Investment
Air Dates: 8/1/24 - 8/14/24 (40) :60 sec commercials per week on air (40) :60 sec commercials per week on stream	\$2,590
TOTAL INVESTMENT	\$9,525

Client Name _____ Client Signature _____ Date _____

*Client accepts total investment and Terms & Conditions on the following page.

TERMS & CONDITIONS

The organization (advertising agency, media buying service or other client representative) contracting for digital advertising covered by this contract (hereinafter called "AGENCY") and the Alpha Media accepting this contract (hereinafter called "STATION") hereby agree that this contract shall be governed by the terms and conditions hereof. For purposes of this contract, unless otherwise noted, "broadcast" includes transmission over Station's broadcast facilities, as well as transmission, distribution, or publication of the announcements identified in this contract by any means, whether now known or hereafter devised, including but not limited to distribution over digital platforms or the Internet. This contract is binding on the party on whose behalf the AGENCY is purchasing digital advertising (hereinafter called "Advertiser"). When no representative is involved, all references to AGENCY in this contract shall be deemed to refer to Advertiser; provided, however no agency commission will be paid to Advertiser.

1. PAYMENT AND BILLING

(a) STATION will, from time to time at intervals following broadcasts hereunder, bill AGENCY on behalf of Advertiser. Payment is required thirty (30) days from invoice date, unless Station, at its sole and absolute discretion, has determined that payment is to be made in advance of the broadcast/digital display or other performance under this Agreement. AGENCY shall deliver payment to STATION at the address on the invoice. (b) Any time of broadcast on an invoice shall be accurate within 15 minutes. Any invoice identifying commercial announcements and their date and time of broadcasts, when sworn to by STATION, shall constitute an affidavit of performance or proof-of-performance. All invoices shall be deemed to be correct unless proven otherwise. (c) In the event that payment on any contract becomes past due and STATION in its sole discretion refers the contract to a collection agency or attorney for collection, the discount accorded to AGENCY under this contract will become null and void. (d) STATION is entitled to the maximum interest allowable by law on any past due balance. (e) In the event that STATION in its sole discretion, refers the contract to a collection agency or attorney for collection, AGENCY will be responsible for all costs, including, but not limited to, reasonable attorney's fees and costs and court costs, incurred. (f) Notwithstanding to whom invoices are rendered, AGENCY and Advertiser, jointly and severally, shall remain obligated to pay to STATION the amount of any invoices rendered by STATION within the time specified and until payment in full is received by STATION. Payment by Advertiser to AGENCY shall not constitute payment to STATION. (g) In the event any commercial announcements under this contract are purchased pursuant to a cooperative advertising arrangement, AGENCY is acknowledged to be the agent of the source of the cooperative advertising funds. (hereinafter called "Vendor") and Vendor shall be jointly and severally liable with AGENCY and Advertiser for payment in full of the entire cost of said announcements within the time specified and until payment in full is received by STATION. Payment by Vendor to AGENCY or Advertiser shall not constitute payment to STATION.

2. TERMINATION

(a) Unless otherwise specified on the face hereof or other written agreement between STATION and AGENCY, commercial announcements or programs may be canceled by STATION or AGENCY upon 14 days prior notice (or where this contract covers broadcast of programs or sponsorship or partial sponsorship of programs(s) upon at least 28 days prior notice), but no such cancellation shall be effective until 14 days after start of broadcasting hereunder (or where this contract covers broadcast of programs or sponsorship or partial sponsorship of program(s) until at least 28 days after start of broadcasting hereunder). (b) If AGENCY cancels contract, earned rates will apply, if STATION cancels contract, AGENCY shall have the benefit of the same discounts which it would have earned had it been allowed to complete the contract.

3. EFFECT OF BREACH

(a) STATION reserves the right to cancel this contract upon default by AGENCY in the payment of bills or other material breach of the terms hereof at any time upon prior notice. Upon such cancellation, all charges for broadcasts completed hereunder and not paid shall become immediately due and payable to AGENCY shall also pay, as liquidated damages, a sum equal to (i) the amount that AGENCY would have been obligated to pay hereunder if, on the date on which STATION gives such notice of termination, AGENCY had given notice of termination pursuant to Paragraph 2(a) hereof at the earliest date permitted thereunder and (ii) the actual, non-cancelable out-of-pocket costs necessarily incurred by STATION through the date of such termination. (b) In the event of a material breach by STATION in performing this contract, AGENCY reserves the right to cancel this contract at any time upon prior notice. STATION shall pay as liquidated damages, a sum equal to the lesser of the following: (i) the actual, non-cancelable out-of-pocket costs necessarily incurred by AGENCY through the date of such termination; or (ii) the total which would be due to STATION hereunder if, on the date on which AGENCY gives notice or cancellation STATION had given notice of termination pursuant to Paragraph 2(a) hereof effective at the earliest date permitted thereunder.

4. FAILURE TO BROADCAST

(a) If due to public emergency or necessity, force majeure, restriction imposed by law, act of God, act of terrorism, mechanical or electrical breakdown, labor dispute or for other similar or dissimilar cause beyond STATION'S control, STATION fails to make a broadcast as required hereunder, STATION shall not be in breach of this contract. STATION may suggest a substitute time period for the broadcast of the interrupted or omitted commercial announcement or program. If STATION does not suggest a substitute time period of if no such substitute time period is acceptable to AGENCY, the time charges allocable to the omitted broadcast shall be waived. If a material part, but not all, of a scheduled broadcast is omitted, the time charges relating thereto shall be appropriately reduced. AGENCY shall have the benefit of the same discounts which would have been earned if there had been no interruption or omission of the broadcast. STATION shall have no other liability to AGENCY as a result of any interruption or omission.

5. SUBSTITUTION OF PROGRAMS OF PUBLIC SIGNIFICANCE

(a) STATION shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program which, in its absolute discretion, it deems to be of public interest or significance. In any such case, STATION will notify AGENCY in advance, if reasonably possible, but where such notice cannot reasonably be given, STATION will notify AGENCY within a reasonable period after such scheduled broadcast has been canceled. (b) If AGENCY and STATION cannot agree upon a satisfactory substitute day and time the broadcast time so preempted shall be deemed canceled without affecting the rates, discounts, or rights provided under this contract, except that AGENCY shall not have to pay any time charges allocable to the canceled broadcast.

6. PACKAGE AND PREEMPTIBLE SPOTS Notwithstanding the provisions of Paragraphs 4 or 5 hereof, if the omitted or preempted commercial announcement was purchased as part of a package or at a preemptible rate, STATION may preempt for any reason whatsoever and in all events AGENCY shall continue to pay the full charge (no credit or refund will be given), but AGENCY shall be provided another announcement at a substitute date and time reasonably consistent with those dates and times permitted by the terms of the package buy or preemptible rate.

7. PROGRAM AND COMMERCIAL MATERIAL

(a) Unless otherwise noted on the face of this contract or other written agreement between STATION and AGENCY all program material excluding commercial announcements shall be furnished by STATION and all commercial announcement material shall be furnished by AGENCY. If prior to the first scheduled broadcast, AGENCY so requests, STATION shall return AGENCY material to AGENCY at the end of the scheduled run. If AGENCY does not so request, STATION shall have the right, but not the obligation, to dispose of such material. All expenses connected with the delivery of material to be provided by AGENCY to STATION, and with return to AGENCY from STATION, if return is directed, shall be paid by AGENCY. (b) All commercial and program materials shall be furnished by AGENCY and delivered to STATION at AGENCY'S sole cost and expense. AGENCY shall deliver all materials, including scheduling instructions, no later than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. STATION is required to advise AGENCY by telephone or telecopy if such materials do not so arrive. If such materials do not arrive at STATION within 24 hours after STATION has notified AGENCY, STATION may bill AGENCY and AGENCY shall be liable for the time reserved. (c) Program and commercial material provided by AGENCY is subject to STATION approval and STATION, in its sole discretion, may exercise a continuing right to reject such material, including without limitation, a right to reject for unsatisfactory technical quality. In the event the material is unsatisfactory, STATION shall notify AGENCY by telephone or telecopy and unless AGENCY furnishes satisfactory material 24 hours in advance of broadcast, STATION shall have the right to substitute its own program or commercial material with no liability of STATION to AGENCY. AGENCY shall also pay, as liquidated damages, the amount that AGENCY would have been obligated to pay hereunder if, on the date the rejected material was scheduled to run, AGENCY had given notice of termination pursuant to Paragraph 2(a) hereof at the earliest date permitted thereunder.

8. POLITICAL ADVERTISING

Additional requirements may apply to Political Advertising, including but not limited to advertising authorized by a candidate, his or her authorized political committee, or its agents, and non-candidate issue advertisements.

9. BROADCAST LIABILITIES

STATION agrees to indemnify and hold harmless AGENCY and Advertiser and their affiliated entities and their officers, directors, employees and assigns against all liability resulting from or relating to the broadcast of (1) program material except program material furnished by AGENCY and (2) musical compositions licensed for broadcasting by a music licensing organization of which STATION is a licensee. AGENCY agrees to indemnify and hold harmless STATION and its affiliated entities and their officers, directors, employees, licensees and assigns against all liability resulting from or relating to the broadcast of commercial material or program material furnished by AGENCY or Advertiser except musical compositions licensed as stated above. The indemnified party will promptly notify the indemnifying party of any claim or obligation to which the indemnity set forth herein applies. STATION may assume the defense of any such claim or litigation against AGENCY and STATION may require AGENCY to assume the defense of any such claim or litigation against STATION, in which event the indemnifying party's obligation with respect thereto shall be limited to the payment of any judgment or settlement approved by the indemnifying party. The provisions of this paragraph shall survive the termination or expiration of this contract.

10. GENERAL

(a) STATION shall exercise normal precautions in handling of property and mail, but assumes no liability for loss of or damage to program or commercial material furnished by AGENCY in connection with broadcasts hereunder. (b) STATION shall have the right to retransmit or authorize the retransmission of STATION'S signal, including, without limitation, the commercial announcements and programs covered by this contract, by any means now known or hereafter developed. (c) AGENCY may not assign or transfer this contract or the rights hereunder without first obtaining the prior written consent of STATION nor may STATION be required to broadcast hereunder for the benefit of any other Advertiser than the one named on the face of this contract. Failure of STATION or AGENCY to enforce any of the provisions herein shall not be construed as a general relinquishment or waiver as to that or any other provision. (d) STATION'S obligations hereunder are subject to the terms and conditions of licenses held by it and to applicable federal, state and local laws and regulations. (e) This contract contains the entire agreement between the parties relating to the subject matter herein contained, and no change or modification of any of its terms and provisions shall be effective unless made in writing and signed by both parties. (f) Except as otherwise specifically provided herein, all notices hereunder shall be in writing and shall be given by personal delivery, registered or certified mail or nationally recognized overnight courier service (prepaid), at the respective addresses set forth on the face hereof, or such other address or addresses as may be designated by either party. (g) Advertiser and Agency hereby give permission for Station to utilize Advertiser's company logos, registered trademarks, and/or service marks for purposes connected with the business of the Station, including but not limited to on-the-air, in marketing, advertising and promotional material, and on the Station's website. Advertiser and Agency hereby release the Station from all liability relating to the publication of such logos/trademarks/service marks. (h) Alpha Media and its affiliated companies do not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Any advertiser certifies that it is not buying broadcast time on Alpha Media's stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



MARK **ARTHUR**



(815) 451-7691



Mark.Arthur@AlphaMediaUSA.com



www.**ALPHAMEDIAUSA**.com

THANK **YOU**



ALPHAMEDIA



US*99
• CHICAGO'S COUNTRY STATION •

On-Air Dates

July 22nd - Aug 15th

JAN	M	T	W	T	F	S	S
	1	2	3	4	5	6	7
FEB	8	9	10	11	12	13	14
	15	16	17	18	19	20	21
MAR	22	23	24	25	26	27	28
	M	T	W	T	F	S	S
APR	29	30	31	1	2	3	4
	5	6	7	8	9	10	11
MAY	12	13	14	15	16	17	18
	19	20	21	22	23	24	25
JUN	M	T	W	T	F	S	S
	26	27	28	29	1	2	3
JUL	4	5	6	7	8	9	10
	11	12	13	14	15	16	17
AUG	18	19	20	21	22	23	24
	25	26	27	28	29	30	31
SEPT	M	T	W	T	F	S	S
	1	2	3	4	5	6	7
OCT	8	9	10	11	12	13	14
	15	16	17	18	19	20	21
NOV	22	23	24	25	26	27	28
	M	T	W	T	F	S	S
DEC	29	30	1	2	3	4	5
	6	7	8	9	10	11	12
JAN	13	14	15	16	17	18	19
	20	21	22	23	24	25	26
FEB	M	T	W	T	F	S	S
	27	28	29	30	31	1	2
MAR	3	4	5	6	7	8	9
	10	11	12	13	14	15	16
APR	17	18	19	20	21	22	23
	24	25	26	27	28	29	30
MAY	M	T	W	T	F	S	S
	1	2	3	4	5	6	7
JUN	8	9	10	11	12	13	14
	15	16	17	18	19	20	21
JUL	22	23	24	25	26	27	28
	M	T	W	T	F	S	S
AUG	29	30	31	1	2	3	4
	5	6	7	8	9	10	11
SEPT	12	13	14	15	16	17	18
	19	20	21	22	23	24	25
OCT	M	T	W	T	F	S	S
	26	27	28	29	30	31	1
NOV	2	3	4	5	6	7	8
	9	10	11	12	13	14	15
DEC	16	17	18	19	20	21	22
	23	24	25	26	27	28	29



Same Schedule as last year

July 22 nd - 28 th (All :30's)								
	22 nd	23 rd	24 th	25 th	26 th	27 th	28 th	
	<u>Mon</u>	<u>Tues</u>	<u>Wed</u>	<u>Thur</u>	<u>Fri</u>	<u>Sat</u>	<u>Sun</u>	<u>Rate</u>
(:30) 7pm – 10pm Evenings	1x	1x	1x	1x	1x			\$40
(:30) 8am – 6pm Weekend Prime						4x	4x	\$60

July 29 th - Aug 4 th (All :30's)								
	29 th	30 th	31 st	1 st	2 nd	3 rd	4 th	
	<u>Mon</u>	<u>Tues</u>	<u>Wed</u>	<u>Thur</u>	<u>Fri</u>	<u>Sat</u>	<u>Sun</u>	<u>Rate</u>
(:30) 7pm – 10pm Evenings	1x	1x	1x	1x	1x			\$40
(:30) 8am – 6pm Weekend Prime						4x	4x	\$60

Aug 5 th - Aug 11 th (All :30's)								
	5 th	6 th	7 th	8 th	9 th	10 th	11 th	
	<u>Mon</u>	<u>Tues</u>	<u>Wed</u>	<u>Thur</u>	<u>Fri</u>	<u>Sat</u>	<u>Sun</u>	<u>Rate</u>
(:30) 7pm – 10pm Evenings	1x	1x	1x	1x	1x			\$40
(:30) 8am – 6pm Weekend Prime						4x	4x	\$60



Aug 12 th - 15 th (All :30's)								
	12 th	13 th	14 th	15 th				
	<u>Mon</u>	<u>Tues</u>	<u>Wed</u>	<u>Thur</u>	<u>Fri</u>	<u>Sat</u>	<u>Sun</u>	<u>Rate</u>
(:30) 7pm – 10pm Evenings	1x	1x	1x	1x				\$40

Campaign Summary

US99 (WUSN-FM) 99.5 FM

Total commercials: 43x
Total Investment: \$2200 net

Audience Delivery Adults 18+
Net Reach: 308,900
Frequency: 1.8
Gross Impressions: 550,500

This schedule will reach 308,900 different people an average of 1.8 times each creating 550,500 gross impressions.



Same Budget as last year

July 22 nd - 28 th (All :30's)								
	22 nd	23 rd	24 th	25 th	26 th	27 th	28 th	
	<u>Mon</u>	<u>Tues</u>	<u>Wed</u>	<u>Thur</u>	<u>Fri</u>	<u>Sat</u>	<u>Sun</u>	<u>Rate</u>
(:30) 7pm – 10pm Evenings	1x	1x	1x	1x	1x			\$40
(:30) 8am – 6pm Weekend Prime						4x	3x	\$60

July 29 th - Aug 4 th (All :30's)								
	29 th	30 th	31 st	1 st	2 nd	3 rd	4 th	
	<u>Mon</u>	<u>Tues</u>	<u>Wed</u>	<u>Thur</u>	<u>Fri</u>	<u>Sat</u>	<u>Sun</u>	<u>Rate</u>
(:30) 7pm – 10pm Evenings	1x	1x	1x	1x	1x			\$40
(:30) 8am – 6pm Weekend Prime						4x	3x	\$60

Aug 5 th - Aug 11 th (All :30's)								
	5 th	6 th	7 th	8 th	9 th	10 th	11 th	
	<u>Mon</u>	<u>Tues</u>	<u>Wed</u>	<u>Thur</u>	<u>Fri</u>	<u>Sat</u>	<u>Sun</u>	<u>Rate</u>
(:30) 7pm – 10pm Evenings	1x	1x	1x	1x	1x			\$40
(:30) 8am – 6pm Weekend Prime						4x	4x	\$60



Aug 12 th - 15 th (All :30's)								
	12 th	13 th	14 th	15 th				
	<u>Mon</u>	<u>Tues</u>	<u>Wed</u>	<u>Thur</u>	<u>Fri</u>	<u>Sat</u>	<u>Sun</u>	<u>Rate</u>
(:30) 7pm – 10pm Evenings	1x	1x	1x	1x				\$40

Campaign Summary

US99 (WUSN-FM) 99.5 FM

Total commercials: 41x
Total Investment: \$2080 net

Audience Delivery Adults 18+
Net Reach: 298,200
Frequency: 1.7
Gross Impressions: 517,100

This schedule will reach 298,200 different people an average of 1.7 times each creating 517,100 gross impressions.



Added Value



In conjunction with your advertising schedule on US99, we will re-post the event to the US99 Instagram/Facebook Page with details about the festival/performance by Kelly Daniels and link to buy tickets (if applicable) or link to the festival page.

Note: You will need to post something on your Facebook/Instagram page for US99 to re-post.



Venetian Festival - 2024 Plan

*Plan based on 2023 budget with small increase

Product	Audiences	Flight	Gross CPM	Gross Total Cost	Total Impressions Ordered
Online Video (:15 spot)	Family, Parenting, Concerts & Music Festivals, Events & Listings, Arts & Entertainment	7/8-8/17/2024	\$18	\$2,000	111,111
Display	Family, Parenting, Concerts & Music Festivals, Events & Listings, Arts & Entertainment	7/8-8/17/2024	\$10	\$2,000	200,000
Display Keyword Retargeting	As someone searches online for your listed keyword "venetian festival" (for example), they will receive a Display ad	7/8-8/17/2024	\$10	\$500	50,000
Linear/Cable (:30 spot)	Milwaukee Brewers games in select zones (West Bend zone)	7/8-8/17/2024		\$1,500	
Total				\$6,000	

For the digital keyword retargeting, I will review the bands and attractions and create a list of keywords. I will get this to you to review and we can make any changes!



Venetian Festival - 2024 Plan

*Plan includes Streaming along with an increase in budget

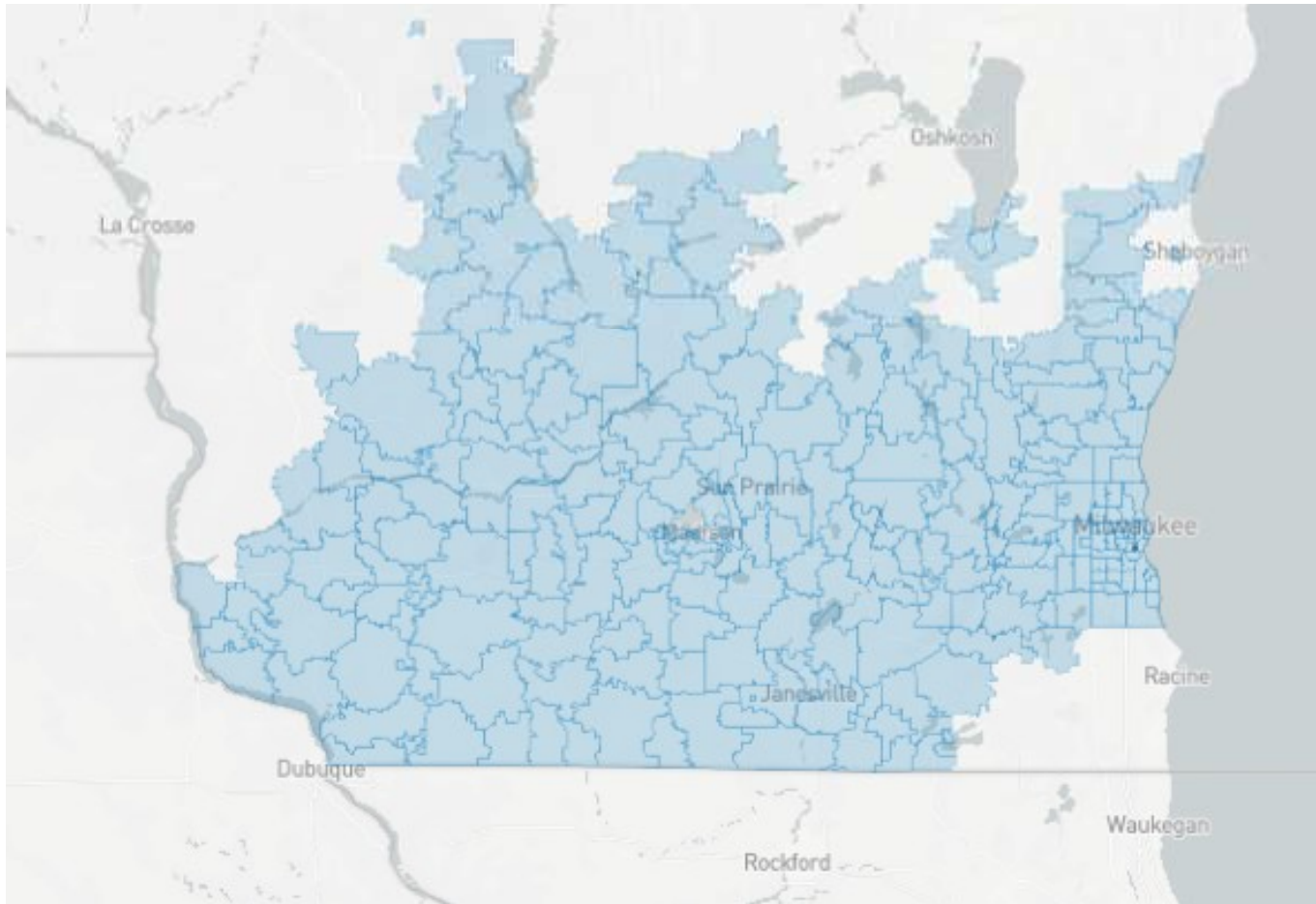
Product	Audiences	Flight	Gross CPM	Gross Total Cost	Total Impressions Ordered
Online Video (:15 spot)	Family, Parenting, Concerts & Music Festivals, Events & Listings, Arts & Entertainment	7/8-8/17/2024	\$18	\$2,000	111,111
Display	Family, Parenting, Concerts & Music Festivals, Events & Listings, Arts & Entertainment	7/8-8/17/2024	\$10	\$2,000	200,000
Display Keyword Retargeting	As someone searches online for your listed keyword "venetian festival" (for example), they will receive a Display ad	7/8-8/17/2024	\$10	\$500	50,000
Linear/Cable (:30 spot)	Milwaukee Brewers games in select zones (West Bend zone)	7/8-8/17/2024		\$1,500	
Streaming/OTT (:30 spot)	Run your :30 spot in selected zip codes targeting same audiences as above	7/8-8/17/2024	\$34	\$1,500	44,118
Total				\$7,500	

For the digital keyword retargeting, I will review the bands and attractions and create a list of keywords. I will get this to you to review and we can make any changes!



Venetian Festival 2024

Geography



Geography:

The Milwaukee zones north and west of Lake Geneva and the entire Madison DMA.

Tourism Grant Evaluation

1) Media Synopsis

The *Wee Whiskey Fest* captivated audiences far and wide, drawing in a staggering number of responses from eager attendees keen to partake in the festivities. With over 400 whiskey enthusiasts flocking to the event, it proved to exceed our expectations for our first year!

Media coverage played a pivotal role in the festival's triumph, with a strategic blend of traditional and digital platforms amplifying its reach. From captivating features in leading area radio programming to dynamic social media campaigns across Facebook and Instagram; the festival resonated with diverse audiences across demographics and geographies.

The festival's success was further fueled by targeted outreach to key markets, including men and women ages 29-60 from the greater Chicagoland and southern Wisconsin area; with a 85% to 15% split, respectively. Surprisingly, the festival garnered a notably higher response from women, showcasing their growing enthusiasm and presence in the world of whiskey appreciation.

Across our five campaigns, *Wee Whiskey Fest* was able to achieve impressive surge in unique clicks to the website, well over 200,000. Our total reach across the campaigns was over 2 million individuals eagerly exploring the event's offerings and securing their tickets for an unforgettable whiskey experience.

Targeting both seasoned whiskey aficionados and curious newcomers, the festival's media strategy leveraged the allure of luxury and the promise of discovery. Engaging content showcased the exquisite offerings of the event, enticing connoisseurs with rare expressions and enticing novices with immersive tasting experiences.

As the curtains close on our unforgettable inaugural *Wee Whiskey Fest*, the echoes of praise and excitement linger in the air. We heard a great deal of positive feedback from many other local downtown business owners, attendees and distilleries alike.

2) Attendees

In our grant proposal, we estimated 300-500 whiskey-loving enthusiasts to join us. Our final numbers for the main tasting event was 325 attendees, then we estimated another 100 plus enthusiasts join us throughout the weekends events; which included several all carte tastings, two Saturday night after parties, Sunday's Cocktail Contest, and the 'Irish Goodbye' closing party.

3) Overnight Stays

During the *Wee Whiskey Fest*, the surrounding downtown hotels experienced a significant influx of guests, with an estimated 120 hotel stays booked over the duration of the event. While there is no way for us to supply specific numbers due to not knowing if each guest disclosed that they were in town for the Fest. However, our estimate of actual overnight stays is closer to 160. These calculations for overnight stays was made with the assumption that we had roughly 40% of attendees stay in downtown over the course of the weekend, due to the demographics of our attendees.

4) Income & Expense Statement

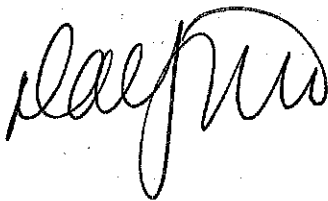
See attached expense form

5) Additional Information

In regards to reimbursement form attached; the total of invoices submitted are \$665 over the total grant awarded. By no means are we asking for the commission to reimburse anything over the \$20,500 that was approved. We just wanted to submit what we had to cover the awarded funds. We actually spent another \$2,330 on Facebook marketing and \$15,900 on the website creation as well, but didn't see the need to add that to the form as we were already over the awarded amount.

On behalf of the entire team at the *Wee Whiskey Fest*, I extend our heartfelt gratitude for your support and enthusiasm for fostering a continued partnership. Your dedication to promoting our event and showcasing the beauty of the Lake Geneva region has been instrumental in our success, and we are truly grateful for the collaborative spirit that has characterized our relationship. Here's to many more years of fruitful collaboration and shared success.

Cheers,
Dana Trilla

A handwritten signature in black ink, appearing to read 'Dana Trilla', with a large, stylized flourish at the end.

Cheese Fest Grant Recap

1. Provide a final media synopsis that includes the following information

a. Number of customer responses generated from type of media utilized.

We served more than 1.5 million digital ad impressions during the campaign. During the time period when our campaign was live we had more than 28K visitors to our website. The boosted TikTok post had more than 156K views, 4,768 likes, 454 bookmarks and 2,199 shares.

Please see the separate reports on media impressions, clicks and other information.

b. What media did you use in your use in your campaign?

Website, Search Engine Marketing, Facebook, Instagram, TikTok, Targeted Email, Print (added value)

c. What were your target markets?

Primarily the northern Chicago suburbs. However, we ran SEM in the northern Chicago suburbs, Milwaukee and Madison markets.

2. In your grant application you listed estimated number of attendees. What were your actual results?

We hoped to draw 3,000 to 5,000 attendees to the first annual Cheese Fest. We fell short of that goal. However, we feel this is a strong event that will attract more visitors in future years.

The event, which was held May 17, 18 and May 19, 2024, drew approximately 2,390 people.

According to Placer Ai, the breakdown was as follows:

Friday, May 17, 2024: 556

Saturday, May 18, 2024: 993

Sunday, May 19, 2024: 841.

This attendance is similar to what we see from our ticket sales. Sunday was a free day, which is difficult to measure without the Placer data.

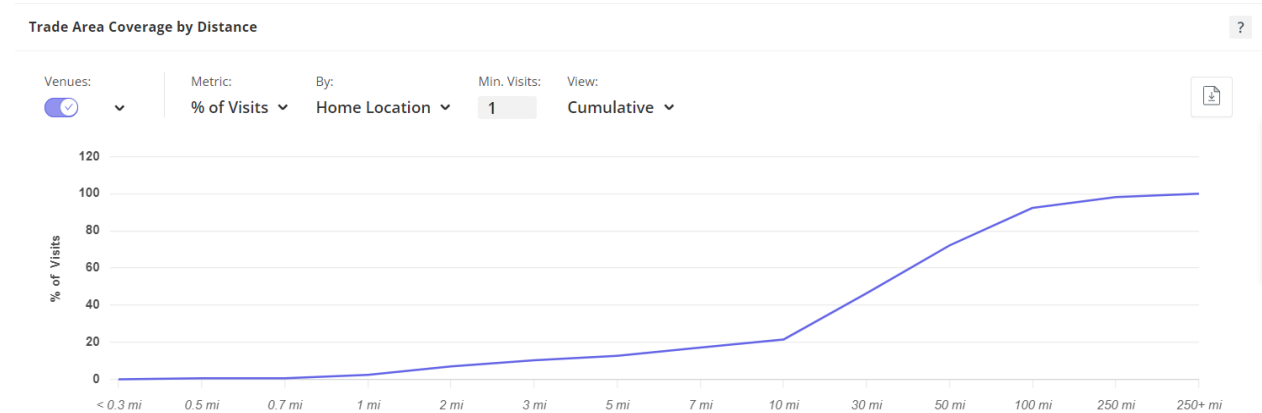
3. In your grant application you listed an estimated number of overnight stays. Please estimate the approximate number of City of Lake Geneva hotel room nights booked and how that estimate was attained.

We hoped to generate 450 to 700 overnight stays. It is difficult to determine exactly how many guests stayed at Lake Geneva Hotels. However, we partnered with Harbor Shores and the Lake Geneva Lodge to provide free tickets to individuals who stayed at their hotels for the event. We

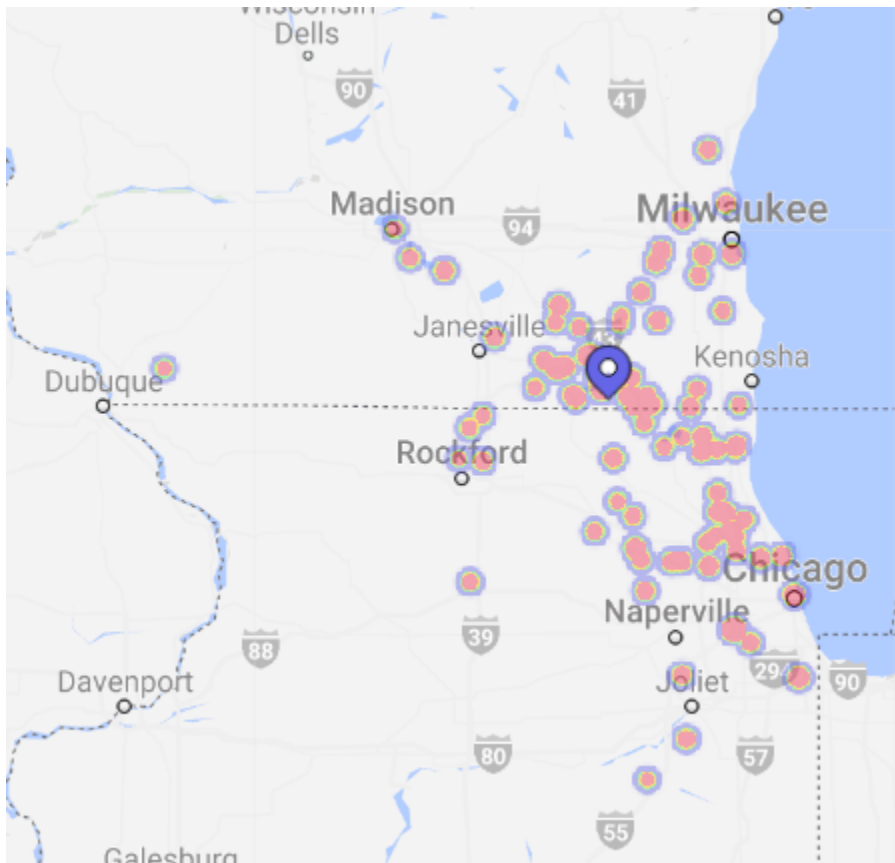
extended this offer to all of the hotels in the city, but these were the only two to accept our offer. We didn't offer this to any hotels outside of the city.

The grant dollars were used to market outside of the immediate area. Roughly 80% of our visitors traveled more than 10 miles to attend the event and about 60 percent traveled more than 30 miles to attend. The heat map below also indicates that we had a large number of visitors from Chicago, Milwaukee and Madison.

Distance traveled



Heat Map



Demographically, we drew a more affluent crowd with a median HHI of \$91.3K, 40.3% of our visitors had a bachelor's degree or higher and the median age is 40. About 6.4% of our visitors came directly from a hotel and 7 percent left and went directly to a hotel. With the estimated attendance.

My previous experience with events is that about 15% of the attendees will stay overnight. Based on the travel patterns and other data I would anticipate that would be true for this event. This likely drove about 358 overnight stays. We tried to gear as many of these stays into the city by partnering with Lake Geneva hotels. Our website also has a lodging page, which directs visitors to only Lake Geneva hotels. <https://www.cheesefestwi.com/lodging>

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.

Per my conversation with the Chairman, he advised that we do not include a P&L.

5. Please include any additional information you would consider pertinent in summarizing your promotion/event.

For a first year event, this was a success and one that we can build off of in 2025. We involved multiple Lake Geneva businesses in the event including The Cheese Shop, Stinebrink's Piggly Wiggly, The Baker House and The Lake Geneva Pie Company.

Date: 05.31.2024

Name of Organization: Santa Cause Inc.

Contact: Kimberly Voller

Email: kvoller@santacauses.org

Phone: 815.354.2619



GRANT EVALUATION

City of Lake Geneva Tourism Commission

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: Kimberly Voller Date: 05/31/2024
Name of Organization: Santa Cause Inc.
Email: kvoller@santacauses.org Phone: 815.354.2619



Balloon Adventure Statistics	
Total Attendees	Over 2600 (number does not reflect non ticketed attendees)
Total PreEvent Ticket Sales	1250 Attendees (415 Ticket Transactions)
Number of PreEvent Tickets (not local)	154 Ticket Transactions
Location of non-local sales (over 2 hours)	Illinois, Iowa, Massachusetts, Michigan, Michigan, Wisconsin
Walk– In Ticket Sales	1340 Attendees
Overnight Stays	37% (based on PreEvent Tickets Sales)
Total Volunteers	Over 90 volunteers

Other Balloon Adventure Statistics

- 14 Balloon Artists spent 3.5 days building the design.
- The artists came from Canada, New Jersey, Utah, Florida, Alabama, Illinois, Wisconsin
- 100,000 balloon were used in the Wizard of Oz themed balloon display.
- The Yellow Brick Road was a huge sticker that took about 8 hours to apply on the floor.
- The balloon mosaics were very impressive; however, when viewed through a camera, the mosaic design was much clearer.
- What took 3.5 days to construct took just over 3 hours to deconstruct.
- Wizard of Oz enthusiasts came from all over to see the balloon exhibit.

HOW ATTENDEES HEARD ABOUT THE BALLOON ADVENTURE				
Online	VISIT Lake Geneva	Fox 6 Brian Kramp	WGN Radio	Google Ads
Facebook	Email	Travel Wisconsin	Milwaukee 99.1	Instagram
Pier 290	Stephanie Klett	Santa Cruise	Harbor Shores	Posters
Grand Geneva	Rackcards	Newspaper Articles	Balloon Artists	Word of Mouth



Balloon Adventure 2024 - Reporting

Google Ads

Impressions	609,024
Clicks	13,790
Search Terms and Clicks	
balloon adventure	78
the balloon adventure	61
lake geneva balloon festival	45
balloon festival lake geneva	18
santa cause	11
balloons lake geneva wi	9

Facebook Ads

Ad Set	Link Clicks	Reach	Impressions	Amount Spent
Seniors, Local	14,805	308,045	1,420,583	\$7010
Family, Out of Town	10,058	364,456	1,091,119	\$4300
Seniors, Out of Town	8,373	237,118	654,523	\$3200
Family, Local	13,778	342,604	1,465,817	\$7410

Email Blasts

Email Send Date	Open Percentage	Click Percentage
2/12/24	51%	3%
2/20/24	48%	2%
2/29/24	47%	1%
4/4/24	50%	2%
4/15/24	42%	1%
4/20/24	37%	1%

Google Analytics

February 1st - April 21st, 2024



Primary Channel	New Users	Engaged Sessions
Organic Social	23,946	7,179
Display	5,684	1,826
Paid Social	3,439	731
Direct	2,826	2,019
Paid Search	2,710	1,010
Email	2,599	1,653
Referral	1,276	1,095
Unassigned	1,170	703
Organic Search	1,041	916
Paid Other	217	58

Region	Users	Engaged Sessions
Illinois	23,067	7,980
Wisconsin	13,331	5,835
Iowa	1,553	574
Texas	1,238	537
Minnesota	740	248
Indiana	606	164



Medium	Users	Sessions	Engaged Sessions
Facebook Posts	283	340	140
Facebook Ads	21,345	24,960	5,966
Facebook Event	309	378	188
Constant Contact	121	184	90
Visit Lake Geneva	937	1,166	655
Visit Lake Geneva	12	15	8
Visit Lake Geneva	420	464	194
Poster QR Code	18	26	6
Rack Card QR Code	59	77	46
Postcard QR Code	156	205	104
Press Release	6	7	2
Google Ads	263	340	170



Wisconsin Balloon Décor Media Reach

Accounts Reached	25,558
Impressions	66,769
Post	22.9K
Reels	9125
Stories	1344
Videos	26
OVERVIEW	
Accounts	25.5K
Accounts Engaged	1787
Total Followers	298K
CONTENT SHARED	
Posts	9
Stories	58
Reels	2
Post About Finished Project	111 Comments; 32 Shares



Exclusive Email – 3/12/24 @ 2pm

Discover Exciting Balloon Adventure Ticket Options!

- Sent to 52,810 recipients
- Successful Deliveries = 52,704, 99.8% of audience
- Total opens = 24,185
- Open rate = 33.2%, which is above average for both VLG and the Travel and Transportation Industry.
- Total Clicks = 389
- Clicks per unique open = 1.3%
- Last opened/clicked on 4/9/24

Exclusive Email – 4/11/24 @ 11am

Step into the Magical World of Oz!

- Sent to 52,768 recipients
- Successful Deliveries = 52,686, 99.8% of audience
- Total Opens = 19,680
- Open rate = 28.8% which is above average for both VLG and the Travel and Transportation industry
- Total Clicks = 616
- Clicks per unique open = 2.5%
- Last opened/clicked on 4/23/24

April 12, 2024

View results

Promote again

Performance

\$79.95 spent over 8 days

Link clicks

535

Cost per Link Click
\$0.15

Similar to others

Reach

13,874

Usually \$0.10 - \$0.20

Activity

Post engagement

0.01

Link clicks

1.15

Post interactions

12

Post shares

18

Post comments

4

Post saves

1

See Less

Audience

This ad reached 13,874 people in your audience

People

Placements

Locations

5-17 Women

18-24

25-34

35-44

45-54

55-64

65+

75+

85+

95+

100+

110+

120+

130+

140+

150+

160+

170+

180+

190+

200+

210+

220+

230+

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Santa Cause Inc.
2024 - The Balloon Adventure

Balloon Adventure Budget		
	Estimated Income/Expenses	Final Income/Expenses
Income		
Sponsors	\$ 120,000.00	\$ 27,250.00
Ticket Sales	\$ 105,000.00	\$ 45,707.12
Lake Geneva Tourism Commission Grant	\$ -	\$ 30,000.00
Travel Wisconsin - Jem Grant	\$ -	\$ 25,000.00
Total Estimated Income	\$ 225,000.00	\$ 127,957.12
Expenses		
Marketing/Promotion	\$ 58,000.00	\$ 63,790.32
Balloon Costs	\$ 25,000.00	\$ 25,000.00
Framework/Fabrication	\$ 15,000.00	\$ 15,000.00
Artists Stipend	\$ 40,000.00	\$ 40,000.00
Travel Expenses	\$ 10,000.00	\$ 10,000.00
Hotel	\$ 7,500.00	\$ 1,269.00
Food	\$ 5,000.00	\$ 959.49
Miscellaneous	\$ 10,000.00	\$ 14,468.71
Total Estimated Expenses	\$ 170,500.00	\$ 170,487.52
Marketing Budget		
Cutwing Marketing (Marketing Firm)	\$ 4,500.00	\$ 7,150.00
Media Packages	\$ 17,000.00	
Facebook/Instagram (Digital Ads)		\$ 21,920.00
Snapchat		\$ -
TikTok		\$ -
Email Marketing	\$ 1,350.00	\$ 679.65
Press Release	\$ 400.00	\$ -
Nel-Turner Media Group- Magazine Ad	\$ 1,540.00	\$ 1,540.00
Graphic Design	\$ 1,500.00	\$ -
Communication Works	\$ -	\$ 1,000.00
Stateline Klds (Influencer/Social Media)	\$ -	\$ 375.00
Travel Wisconsin	\$ 2,400.00	\$ -
Visit Lake Geneva	\$ 2,550.00	\$ 2,400.00
Copies & Prints Plus	\$ 2,500.00	
Radio (Milwaukee & Chicago)	\$ 5,000.00	
WGN Radio		\$ 10,000.00
99.1 Milwaukee (Audacy Operations)		\$ 5,120.40
Lake 96.1 FM		\$ 1,000.00
Ethan Middleton (Digital Media Promotions)	\$ 7,500.00	\$ -
Direct Mailing	\$ 5,000.00	
Rackcards/Posters		\$ 2,906.80
ABT Mailcom	\$ -	\$ 4,222.71
Digital Ads	\$ 7,500.00	\$ 3,795.78
Website Services	\$ -	\$ 1,679.98
Total Estimated Marketing Budget	\$ 58,740.00	\$ 63,790.32

Santa Cause Inc.

2024 - The Balloon Adventure

Balloon Adventure Sources of Income

SPONSORS

Gage Marine Corp	\$ 25,000.00
Williams Bay Business Association	\$ 1,250.00
Lake Like A Local	\$ 500.00
Grand Geneva	\$ 500.00
Lake Geneva Tourism Commission Grant	\$ 30,000.00
Travel Wisconsin - Jem Grant	\$ 25,000.00
Sponsor Total	\$ 82,250.00

IN-KIND DONATIONS

Harbor Shores (Artist Rooms)	\$ 10,000.00
Yunker Industries	\$ 5,000.00
Gage Marine - Boat Showroom Rental	\$ 25,000.00

In Kind Sponsors/Gifts Total **\$ 40,000.00**

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.

A total of 10 weekend tournaments were estimated for the 2024 baseball/softball season. A total of 10 weekend tournaments have been scheduled.

b. What media did you use in your campaign?

The Geneva Lakes Family YMCA does not directly market these tournaments. Availability of Veterans Park for tournament play is emailed to a number of organizations that include: Baseball 265, Crush Tidal Waves (CTW) Softball and American Legion Post 24. They send out this information to all travel teams throughout the Midwest to schedule their tournament space. However, the YMCA does create a "Data & Deals" page on their website that is communicated to all travel teams when they register for tournament play at Veterans Park. This website page helps identify places to stay, eat, shop and visit in the City of Lake Geneva.

c. What were your target markets?

Our target markets were baseball/softball organizations throughout Wisconsin and portions of the Midwest that are involved in tournament travel play.

2. In your grant application you listed estimated number of attendees. What were your actual results?

To date, we have hosted five tournaments at Veterans Park bringing in an average of 30 teams per tournament (which is up from our initial proposal of 25 teams per tournament). Based on this increase we have had approximately 6,750 visitors at Veterans Park since tournament play began in April. This is an increase of 1,125 more attendees.

Baseball and softball games are still being played at Veterans Park through July of 2024, there is a break in August and then the final tournament is scheduled in September 2024.

3. In your grant application you listed estimated number of overnight stays. Please approximate number of City of Lake Geneva hotel room nights booked and how that estimate was attained.

To date, there have been five tournaments played through June 1, 2024. We estimate that there have been 3,375 overnight stays. This estimate is based on the following calculation:

A total of five-weekend tournaments (Friday-Sunday) have been hosted at Veterans Park since April 2024. Each tournament brings in an average of 30 teams. There is approximately 15 players and coaches on each team which represents 15 families per team with an average of 3 individuals per family unit.

Based on that conservative number a total of 6,750 attendees have been present at Veterans Park for the 2024 baseball/softball tournament play since April. (30 teams X 15 players per team=450 team players X 3 (average size of family/guests accompanying player)=1,350 X 5 tournaments to date=6,750 attendees.

Given the distance these teams are coming to play in the tournament and the length of tournament play (double elimination), it is guaranteed that they will all stay a MINIMUM of one night. If there are 15 families per team and there are 30 teams that participate in ONE tournament there are approximately 450 families (15 families X 30 teams) that will need overnight accommodations for at LEAST ONE NIGHT, FOR ONE TOURNAMENT.

To be conservative, we will then say that at LEAST HALF of these teams will need to stay one additional night which would equate to an additional 225 overnight stays (450/2). We then need to take 450 stays for one night and add the additional 225 stays for those families needing to spend a second night in Lake Geneva for tournament play on Sunday. That total then equals 675 overnight weekend stays for ONE tournament.

A total of five tournaments have been played to date. We need to take the approximate 675 overnights for one tournament with an average of 30 teams and multiply that by five to get the approximate number of 3,375 overnight stays to date.

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.

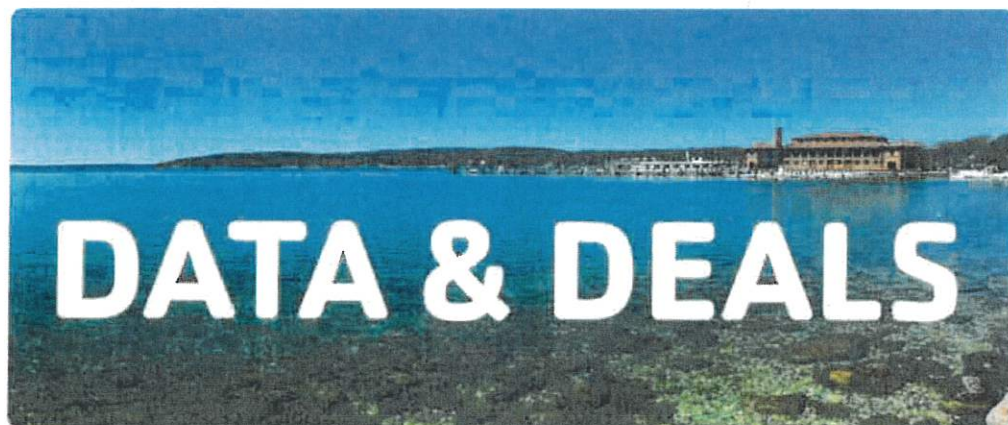
There is not a need to provide an income/expense statement. There was only one vendor who provided the service that generated only one invoice that totaled the amount in our initial grant request. That backup has been attached to this reimbursement form.

5. Please include any additional information you would consider pertinent in summarizing your promotion/event.

The City of Lake Geneva Tourism Commission logo was added to our "Data & Deals" website page. A copy of this can be found in this packet or it can be viewed at GenevaLakesYMCA.org/baseball.

Completed by: Ann Fulmer, Sr. Director of Marketing & Development, Geneva Lakes Family YMCA
ann.fulmer@glymca.org | 262.248.6211 x17 | 6.5.24

Data & Deals



Welcome to the beautiful City of Lake Geneva! We know you will be here enjoying the baseball and softball tournaments at Veterans Park. To help you enjoy your stay, we have created this "Data & Deals" page. This page (also available to our YMCA members and guests) will provide helpful links to information in and around the Lake Geneva area pertaining to dining, lodging, shopping and more! In addition, if you have any time between tournament games or want to extend your stay, please check out our "Deals." Many of our businesses have come together to offer special savings to our tournament teams. This is a great way to explore and experience the area on a discount!

Again, welcome and enjoy the sights, sounds and serenity of our beautiful community!



Data

This section provides helpful links to prepare a visit to the Lake Geneva area.