



LAKE GENEVA TOURISM COMMISSION

Tuesday, June 25, 2024 - 2:00 PM
Lake Geneva City Hall; Council Chambers

SPECIAL MEETING 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. Discussion/Action on Tourism Promotional Grant Program and Requests: **Maximum ten (10) minute presentation per request:**
 - a. Placer.ai data service software for downtown events; Lake Geneva Downtown Improvement District
5. 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.

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 <i>prior</i> 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.