



LAKE GENEVA TOURISM COMMISSION

Monday, July 8, 2024 - 4:00 PM

Lake Geneva City Hall; Council Chambers

MEMBERS:

Chairperson Brian Waspi, Cathy Stoodley, Troy Migut, Zakia Pirzada, Alderperson Fesenmaier and Alderperson Howell; Ex-Officio Members: Mayor Todd Krause, Comptroller Laura Pisarcik, and VISIT Lake Geneva President Stephanie Klett

AGENDA

1. Chairperson Waspi - Call Meeting to Order
2. Roll Call
3. Comments from the public limited to 5 minutes, limited to items on this agenda
4. Approval of the Special Tourism Commission minutes from June 25, 2024
5. Update from Heather Jones "Meet at the Lake" promotional activity
6. Update from Tourism Entity (VISIT Lake Geneva) on promotional activities, calendar and hotel performance
7. Update from Lake Geneva Business Improvement District
8. Written financial update regarding room tax dollars collected, financials, current budget & disbursements and list of outstanding (unpaid) tourism grants awarded
9. Discussion/Action on Tourism Promotional Grant Program and requests:
(Maximum ten (10) minute presentation per request.
 - a. Placer.ai data service software for downtown events; Lake Geneva Downtown Improvement District (*continued from June 25, 2024, Special Tourism Commission meeting*)
 - b. Lake Geneva Beer & Spirits Festival; Nei-Turner Media Group, Inc
10. Final event evaluations from organizations receiving tourism grants
 - a. Women's Weekend 2024
11. Discussion/Action concerning possible revisions to the tourism grant application webpage
12. Tourism Commission related forms, paperwork and grant procedures review

13. Future meeting agenda items - Next meeting date: Monday, August 12, 2024 @ 4:00 PM

14. Adjourn

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, June 25, 2024
COUNCIL CHAMBERS, CITY HALL

Meeting was called to order by Chair Waspi at 2:06 p.m.

Roll Call

Present: Chair Brian Waspi, Alderman Fesenmaier, Alderman Howell, Cathy Stoodley

Absent: Vice Chair Zakia Pirzada, Troy Migut, Mayor Krause (Ex-Off), Stephanie Klett (Ex-Off), Comptroller Laura Pisarcik (Ex-Off),

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

Tourism Promotional Grant Program and Requests

Pacer.ai Data Service Software - BID, Alexandria Binanti

Patricia Bladow, Walworth County Visitors Bureau, gave an online presentation of the Pacer.ai program. She explained that there is data gathered from your phone, tracking our use and location especially through Google Maps. She demonstrated how the Pacer.ai can narrow down to different locations including geopolitical boundaries. There is extensive training provided by the company. Bladow zeroed in on specific locations right in Lake Geneva to show the depth of property reports giving data for the past 12 months: where a visitor has been before and went after that location, zip code of where visitor is from, tracks overnight visits, ethnicity, income, number living in household, etc. The data reports can be created back to 2017. Bladow also shared that there are six other entities who share access to Pacer.ai through the Bureau. Chair Waspi reviewed the statute criteria for funding uses: marketing projects, targeted marketing, and assessing the effectiveness of grant previously awarded. These uses are very specific and are in line with Pacer.ai data that is generated.

Motion by Howell, second by Stoodley, to award the BID \$5,000 as a one-year commitment to partner with Walworth County Visitors Bureau for access to Pacer.ai.

Further discussion centered around the grant being contingent on an agreement for BID to report monthly with shared data on marketing projects and grants awarded.

Motion by Fesenmaier, second by Stoodley, to continue to the July 8, 2024, in order to view a written agreement with BID. Carried 3 to 1 with Howell voting No.

Motion by Howell, second by Waspi, to adjourn at 2:46 p.m. Carried.

Respectfully submitted,
Alderman Fesenmaier
Secretary

Next meeting: Monday, June 8 at 4:00 PM

THE RIVIERA BALLROOM - PROGRAMMATIC

DATES:

June 1st - June 30th, 2024

OVERVIEW:

Impressions

101,350**Addressable Geo-Fencing:****0.10% CTR / 1 conversion**

- We used our CSW Planners List

Clicks

125**Retargeting from Riviera Ballroom Website:****0.25% CTR / 14 conversions****Retargeting from CSW Website:****0.18% CTR / 1 conversion**

CTR

0.12%**Keyword Targeting: 0.19% CTR****Geo-Fencing: 0.08% CTR**

- Gary Gygax Memorial - 3
- Maxwell Mansion Hotel - 2
- Lake Geneva Visit Center - 1
- Chinawest Jewelers - 1

Conversions

23**CREATIVE:**

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

THE RIVIERA BALLROOM - PAID SOCIAL

DATES:

June 1st - June 30th, 2024

OVERVIEW:

Impressions

18,960

Age Mix:

55-64: 41%

45-54: 28%

35-44: 16%

25-34: 12%

18-24: 3%

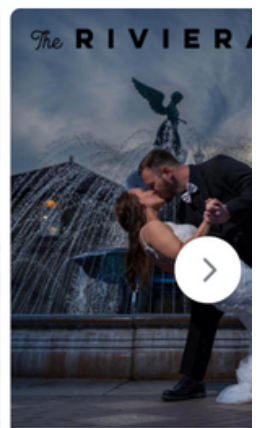
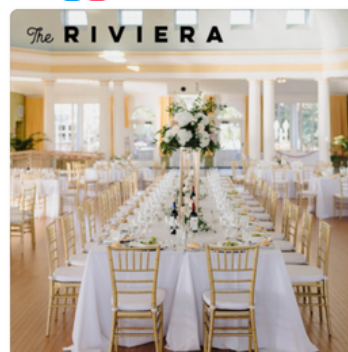
Targeted: Ages 18-64, Newly
Engaged (3-12 months),
Wedding Interest

The Riviera Ballroom

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

Open and
Bright[Learn more](#)Sparkling
Lake ViewsRadiant &
Romantic...[Learn more](#)Airy with
Natural Light[Learn more](#)Sparkling
Lake Views[Learn more](#)

Clicks (all)

460

Gender Mix:

Female: 87%

Male: 13%

CTR (all)

2.43%

Reach

9,746

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



**Lake Geneva Tourism Commission
July 8, 2024
VISIT Lake Geneva Update**

July Partner Events

- Walworth County [Multi-Chamber Business After Hours](#) – Wednesday, July 10, 5-7pm at Ribfest
- VLG Monthly Partner Meeting – Tuesday, July 16, 8-9am at the American Legion Frank Kresen Post 24
- Ribbon Cutting at Coquette (607 W. Main St.) – Thursday, July 17, 3pm

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 – JUNE 2024

- [9 Picturesque Small Towns in Wisconsin to Visit In 2024](#) | World Atlas
- [7 Budget-Friendly Towns in The Great Lakes for Retirees](#) | World Atlas
- [7 Cheap Vacations That Bring on the Fun Without Breaking the Bank](#) | Brit + Co
- [The 6 Best Road Trips in The Midwest](#) | Patch .com
- [3 Essential Birdwatching Destinations to Explore Across Wisconsin](#) | Forbes
- [Wisconsin Brewery Has Created a New Beer Using Bugs](#) | KROC Radio
- [I Wandered Through the Yards of The Rich and Famous on Lake Geneva's Lake Shore Path In Wisconsin](#) | Only in Your State
- [Marriage is about weathering any sort of storm](#) | WISN12 Milwaukee
- [Dancing in the dark](#) | CBS58 Milwaukee
- [The Top 15 Boating Locations in the Midwest](#) | GetMyBoat.com
- [21 Gorgeous Lake Towns That You'll Want to Visit ASAP](#) | MSN.com
- [Top 5 U.S. Lake Destinations Revealed In New Report](#) | Travel Off Path
- [The buzz about cicadas](#) | UW-Madison
- [9 Coziest Towns to Visit In Wisconsin In 2024](#) | World Atlas
- ['It's 4 days of intense focus': businesses brace for the economic impact of RNC](#) | TMJ4 Milwaukee
- [More than one of the Great Lakes is superior, according to USA TODAY readers](#) | Indy Star
- [These Wisconsin lakes were winners in USA Today's 10Best Readers' Choice Awards](#) | Milwaukee Journal Sentinel
- [Put Your Toes in the Sand at These Stateline Beaches](#) | MSN.com
- [Road Trip to These 6 Must-Visit Beaches in Illinois & Wisconsin](#) | WROK Radio
- [Why are 17-year cicadas so loud, and how do they make noise?](#) | Milwaukee Journal Sentinel
- [Here's how a Lake Geneva brewery made cicada-infused beer](#) | Milwaukee Journal Sentinel
- [Cicadapalooza' in Lake Geneva this weekend](#) | APG Wisconsin
- [Cicadapalooza' in Lake Geneva giving people something to 'buzz' about](#) | Fox6 Milwaukee
- [Lake Geneva gears up for first ever Cicadapalooza](#) | CBS58 News
- [Cicadapalooza Party Set for Saturday in Lake Geneva](#) | Wisconsin State Journal
- [Visit Lake Geneva believes cicadas present unique tourism opportunity](#) | Spectrum 1 News
- [Wisconsin Hidden Gem?](#) | WROK Radio

Marketing Metrics – JUNE 2024

WEBSITE – VisitLakeGeneva.com

- Sessions – 162,516 (+1.1%) | YTD 829,282 (+8.7%)
- Pageviews – 551,256 (+35.2%) | YTD 2,538,411 (+32.2%)
- Users – 123,548 (+2.3%) | YTD 633,536 (+8.0%)
- Online Guide Visits – 7,052 | YTD 23,665

- **Top Pages**

1. Events	131,124 Pageviews
2. Home	43,428
3. Things to Do	38,940
4. Stay Hotels & Resorts	17,935
5. Things to Do Family Fun	15,107
6. Food & Drink	14,112
7. Things to Do Shopping	11,649
8. Things to Do Shore Path	9,924
9. Things to Do Tours & Sightseeing	9,693
10. Things to Do Adventure	8,349

- **Top Cities**

1. Chicago	37,633 Users
2. (not set)	9,519
3. Milwaukee	3,401
4. Dallas	2,798
5. Lake Geneva	2,276
6. Ashburn	1,546
7. Madison	1,191
8. New York	1,130
9. Minneapolis	952
10. Rockford	656

SOCIAL MEDIA

- Facebook – 71,369 Followers (+225 MoM) | 517,203 Monthly Reach
- Instagram – 14,252 Followers (+179 MoM) | 10,345 Monthly Reach
- X – 3,544 Followers (+6 MoM) | 1,100 Monthly Impressions
- LinkedIn – 1,691 Followers (+70 MoM) | 4,100 Monthly Impressions
- TikTok – 1,178 Followers (+36 MoM) | 7,519 Monthly Views

EMAIL SUBSCRIBERS

- Subscribers – 53,073 (+376)
- Open Rate – 27.2%

VISITOR CENTER ACTIVITY

- Walk-ins – 1,922 (+47) | YTD 6,923 (+106)
- Phone Calls – 278 (-39) | YTD 1,677 (+192)
- Emails – 1,296 (-274) | YTD 5,556 (-763)
- Visitors Guides Fulfilled – 1,192 (-355) | YTD 5,223 (-104)

Hotel Activity – MAY 2024

- Occupancy – 49.5% (+5.3%) | YTD 43.8% (+6.6%)
- ADR - \$164.58 (-3.1%) | YTD \$158.41 (-3.6%)
- RevPar - \$81.45 (+2.0%) | YTD \$69.41 (+2.5%)

Meetings & Events RFP Activity – JUNE 2024

RPF #	Total Room Nights	Total Attendees	Type	Properties Sourced
1364	20	20	Education	Grand Geneva
1365	0	5	Corporate	Lake Geneva Public Library , Comfort Suites , Harbor Shores , The Ridge, Grand Geneva
1366	300	150	Association	Grand Geneva, Abbey Resort, The Ridge, Geneva National, Lake Lawn, The Cove
1367	0	40	SMERF	Rushing Waters Fisheries, Royal Oak Farm, Elegant Farmer, Lake City Social , The Getaway
1368	49	55	Corporate	Geneva National, The Ridge, Grand Geneva, Lake Lawn, Timber Ridge
1369	50	50	Corporate	Grand Geneva, The Abbey
1370	43	13	Corporate	The Abbey, Geneva National, The Ridge, Grand Geneva, Lake Lawn
1371	28	14	Corporate	Grand Geneva
1372	225	75	Corporate	Grand Geneva
1373	585	200	Corporate	Geneva National, The Ridge, Grand Geneva, Timber Ridge
1374	330	110	Corporate	Grand Geneva
1375	30	80	Corporate	The Abbey, Grand Geneva, Geneva National, The Ridge, Lake Lawn, The Cove
1376	100	150	Corporate	The Abbey, Grand Geneva
1377	111	55	Association	The Abbey, Grand Geneva
1378	200	50	Corporate	Lake Lawn
15	2071	1067	June 2024 Totals	

Year-to-Date

RFPs Distributed – 82 | RFP Room Nights – 16,438 | RFP Attendees – 8,463

Six remaining M&C shows August – December

More...

- 2024 Discover Wisconsin TV Episode – Final filming July 8. Changed premiere date from August to October to become the 600th Discover Wisconsin episode; date TBA. Public premiere party will be held for the local community.
- Visit Lake Geneva 2024 Impact Awards – [Nominations open through August 31](#). Annual Partner Dinner & Impact Awards – October 15 at Grand Geneva Resort.
- Wisconsin Athletic Hall of Fame Golf Outing – July 29 at Grand Geneva Resort – Donald Driver, Jordy Nelson, and other celebrity athletes appearing; public [spectator tickets](#) available at Grand Geneva website.



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

Executive Director's Report

June Recap

Website & Social:

Site sessions decreased by 64% from last month based on the closure of mural event. Most viewed pages were /dine, /events, and /shop. Most popular channels were google, direct, and facebook.

Promotions on social have been focused on 4th of July, Shopping, and summer outdoor rec.

- i. Mural Auction
- ii. Father's Day
- iii. Summer Planning
- iv. Events in the community; memorial day, chasing sunsets, interview with a local

	DEC 2023	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV
Visitor Sessions	(962)	(1347)	(1591)	(2027)	(4948)	(11856)	(3,573)					
Mobile	678	871	1136	1443	3940	9138	2806					
Desktop	270	443	423	506	903	2306	710					
Tablet	14	33	32	44	105	416	57					
Pageviews												
	1336	2094	2441	3265	8292	20829	5927					
2024 Other												
Users	962	1347	1591	2027	4948	9410	3573					
New Visitors	693	995	1252	1545	4221	8800	3015					

Avg Time on site	3m34s	4m16s	3m16s	5m20s	3m14s	3m31s	2m14s					
Social												
	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV
Facebook												
Followers	10557	10863	11,196	11,503	11687	11705	11785					
MoM Change	165	306	333	307	184	18	80					
Reach	57,303	84,195	97,238	93,200	81510	175,993	33546					
Post Engagement	7,302	21,094	15,427	16,671	12432	64,460	6773					
Instagram												
Followers	2,931	2980	2998	3034	3071	3160	3216					
MoM Change	60	49	18	36	37	89	56					
Reach	1870	2811	2196	1811	2187	4541	4180					
Engagement	261	526	396	249	200	621	425					
Tik-Tok												
Followers	-	-	188	252	305	675	690					
MoM Change	-	-	32	64	53	370	15					
Video Views	-	-	3,545	2556	2876	145,000	2761					
Engagement	-	-	114	122	61	8863	101					

Events:

All Events listed for 2024:

- i. Maxwell Street Days August 23-25 – page updated, collecting offers from businesses, booking musicians. Event permit pending approval
- ii. Added a New Event: Lemonade Crawl. 18 participating locations, attendees anticipated 250.
- iii. Oktoberfest October 12-13 – Committee meetings for band bookings and for mapping out vendors, next meeting July 8
- iv. Wine Walk (Fall) November 3
- v. Light Up Lake Geneva & Shop Small Weekend November 29 - December 1

Beautification:

- i. Spring Plantings – Flower baskets installed by Memorial Day weeken, purchase of evergreen banners made in June

Business Communications, Organization & General Marketing:

- i. 11 (101ytd) Business Retention Visits. Added a new event after surveying businesses and partnering with two other organizations for additional event.
- ii. Main Street Application was due April 12th, first review was June 7th, final decision to be made July 22nd.

**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	66,450.06	-	66,450.06
May	103,584.65	-	103,584.65
June			-
July			-
August			-
September			-
October			-
November			-
December			-
	<u>362,081.62</u>	<u>152,450.05</u>	<u>514,531.67</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	60,394.76	20.09	60,414.85
May	31,884.47	118.54	32,003.01
June			-
July			-
August			-
September			-
October			-
November			-
December			-
	<u>289,610.52</u>	<u>172,257.03</u>	<u>461,867.55</u>

Variance (52,664.12)

Note: Marketplace Providers now pay on a quarterly basis

CITY OF LAKE GENEVA
BALANCE SHEET
MAY 31, 2024

FUND 47 - TOURISM

ASSETS

47-00-00-1111	FUND CASH	952,577.41	
	TOTAL ASSETS		952,577.41

LIABILITIES AND EQUITY

FUND EQUITY

47-00-00-34800	RESTRICTED FUND BALANCE	907,882.50	
	REVENUES OVER EXPENDITURES - YTD	44,694.91	
	TOTAL FUND EQUITY		952,577.41
	TOTAL LIABILITIES & EQUITY		952,577.41

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 \$	-	6/19/2024
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 \$	-	6/19/2024
	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	14,964.46 \$	1,035.54	7/3/2024
	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	16,281.60 \$	-	6/19/2024
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	20,000.00 \$	-	6/19/2024
	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	- \$	25,000.00	
	Murals in Motion	23,549.00	BID	May 15-19, 2024	- \$	23,549.00	
May	No Grants						
June	Venetian Fest	50,000.00	Lake Geneva Jaycees	August 14-18, 2024	- \$	50,000.00	

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-11111 FUND CASH					
		04/30/2024 (04/24) Balance	.00 *	.00 *	922,926.05
CA	15	Cash Allocation - Created: 06/13/24 11:09 AM		4,426.46-	
CA	6	Cash Allocation - Created: 06/13/24 11:08 AM	4,426.46		
CA-CDA	5	CDA Fund Allocation - Created: 05/03/24 11:45 A		65.35-	
CA-CDA	15	CDA Fund Allocation - Created: 05/09/24 9:25 AM		18,316.60-	
CA-CDA	65	CDA Fund Allocation - Created: 05/24/24 1:42 PM		5,953.32-	
CA-JE	8	JE Fund Allocation - Created: 06/13/24 11:09 AM	4,426.46		
CA-JE	15	JE Fund Allocation - Created: 07/01/24 1:52 PM	49,560.17		
		05/31/2024 (05/24) Period Totals and Balance	58,413.09 *	28,761.73- *	952,577.41
47-00-00-13920 ACCTS RECEIVABLE					
		04/30/2024 (04/24) Balance	.00 *	.00 *	.00
		05/31/2024 (05/24) Period Totals and Balance	.00 *	.00 *	.00
47-00-00-21100 ACCOUNTS PAYABLE					
		04/30/2024 (04/24) Balance	.00 *	.00 *	65.35-
AP	103	Summary Transactions from AP System		18,316.60-	
AP	604	Summary Transactions from AP System		119.98-	
AP	736	Summary Transactions from AP System		5,833.34-	
CDA	85539	US CELLULAR	65.35		
CDA	85551	CELEBRATIONS MANAGEMENT LLC	15,000.00		
CDA	85590	SCHMIDT CUSTOM FLOORS	3,316.60		
CDA	85769	CHARTER COMMUNICATIONS	119.98		
CDA	85773	JONES, HEATHER	5,833.34		
		05/31/2024 (05/24) Period Totals and Balance	24,335.27 *	24,269.92- *	.00
47-00-00-21900 ACCRUED EXPENSES					
		04/30/2024 (04/24) Balance	.00 *	.00 *	.00
		05/31/2024 (05/24) Period Totals and Balance	.00 *	.00 *	.00
47-00-00-34800 RESTRICTED FUND BALANCE					
		04/30/2024 (04/24) Balance	.00 *	.00 *	907,882.50-
		05/31/2024 (05/24) Period Totals and Balance	.00 *	.00 *	907,882.50-
47-00-00-41210 ROOM TAX					
		04/30/2024 (04/24) Balance	.00 *	.00 *	49,930.38-
JE	25	TRANSFER ROOM TAX-MAY 2024		49,560.17-	
		05/31/2024 (05/24) Period Totals and Balance	.00 *	49,560.17- *	99,490.55-
YTD Encumbrance	.00	YTD Actual 99,490.55- Total	99,490.55- YTD Budget	1,400,000.00- Unearned	1,300,509.45
47-00-00-46100 TOURISM MISC REVENUE					
		04/30/2024 (04/24) Balance	.00 *	.00 *	.00

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-46100 TOURISM MISC REVENUE (continued)					
		05/31/2024 (05/24) 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					
		04/30/2024 (04/24) Balance	.00 *	.00 *	15,272.82-
JE	18	REC MAY LGIP ACTIVITY		4,426.46-	
		05/31/2024 (05/24) Period Totals and Balance	.00 *	4,426.46- *	19,699.28-
YTD Encumbrance	.00	YTD Actual 19,699.28- Total 19,699.28-	YTD Budget 10,000.00-	Unearned 9,699.28-	
47-00-00-49100 APPL. PRIOR YR APPROPRIATIONS					
		04/30/2024 (04/24) Balance	.00 *	.00 *	.00
		05/31/2024 (05/24) 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					
		04/30/2024 (04/24) Balance	.00 *	.00 *	.00
		05/31/2024 (05/24) 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					
		04/30/2024 (04/24) Balance	.00 *	.00 *	.00
		05/31/2024 (05/24) 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					
		04/30/2024 (04/24) Balance	.00 *	.00 *	.00
		05/31/2024 (05/24) 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					
		04/30/2024 (04/24) Balance	.00 *	.00 *	23,333.36
AP	711	JONES, HEATHER	5,833.34		

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-57212 EVENTS COORDINATOR-RIVIERA (continued)					
		**Desc: RIVIERA EVENTS COORDINATOR-JUN 2024			
		05/31/2024 (05/24) Period Totals and Balance	5,833.34 *	.00 *	29,166.70
YTD Encumbrance	.00	YTD Actual	29,166.70	Total	29,166.70
		YTD Budget	70,000.00	Unexpended	40,833.30
47-00-11-15900 DUE TO/FROM GENERAL FUND					
		04/30/2024 (04/24) Balance	.00 *	.00 *	.00
		05/31/2024 (05/24) Period Totals and Balance	.00 *	.00 *	.00
47-00-40-15900 DUE TO/FROM LAKEFRONT FUND					
		04/30/2024 (04/24) Balance	.00 *	.00 *	.00
		05/31/2024 (05/24) Period Totals and Balance	.00 *	.00 *	.00
47-70-00-57150 PROMOTIONAL GRANT					
		04/30/2024 (04/24) Balance	.00 *	.00 *	18,999.00
AP	1	SCHMIDT CUSTOM FLOORS	3,316.60		
		**Desc: RIVIERA FLOOR-BUFF COAT			
AP	82	CELEBRATIONS MANAGEMENT LLC	15,000.00		
		**Desc: 2024 BRIDAL EXPO/CONVENTION TOURISM GRANT			
		05/31/2024 (05/24) Period Totals and Balance	18,316.60 *	.00 *	37,315.60
YTD Encumbrance	.00	YTD Actual	37,315.60	Total	37,315.60
		YTD Budget	150,000.00	Unexpended	112,684.40
47-70-00-57155 TOURISM MUNICIPAL DEVELOPMENT					
		04/30/2024 (04/24) Balance	.00 *	.00 *	7,892.64
AP	588	CHARTER COMMUNICATIONS	119.98		
		**Desc: INTERNET SVC MAY 2024			
		05/31/2024 (05/24) Period Totals and Balance	119.98 *	.00 *	8,012.62
YTD Encumbrance	.00	YTD Actual	8,012.62	Total	8,012.62
		YTD Budget	271,425.00	Unexpended	263,412.38
47-70-00-59400 TRANSFER TO CAPITAL PROJECTS					
		04/30/2024 (04/24) Balance	.00 *	.00 *	.00
		05/31/2024 (05/24) 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					
		04/30/2024 (04/24) Balance	.00 *	.00 *	.00

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-70-00-59500 TRANSFER TO LAKEFRONT FUND (continued)					
		05/31/2024 (05/24) 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					
		04/30/2024 (04/24) Balance	.00 *	.00 *	.00
		05/31/2024 (05/24) 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: 21 Number of accounts: 20			Debit	Credit	Proof
Grand Totals:			107,018.28	107,018.28-	.00

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	49,560.17	99,490.55	1,400,000.00	1,300,509.45	7.11
47-00-00-46100	TOURISM MISC REVENUE	.00	.00	.00	.00	.00
47-00-00-48110	INTEREST INCOME	4,426.46	19,699.28	10,000.00	9,699.28-	196.99
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:		53,986.63	119,189.83	1,410,000.00	1,290,810.17	8.45
47-00-00-57100	HOTEL/MOTEL ASSN-CHAM OF COM	.00	.00	680,000.00	654,535.51	3.74
47-00-00-57210	EVENTS COORDINATOR	.00	.00	.00	.00	.00
47-00-00-57212	EVENTS COORDINATOR-RIVIERA	5,833.34	29,166.70	70,000.00	34,999.96	50.00
47-70-00-57150	PROMOTIONAL GRANT	18,316.60	37,315.60	150,000.00	16,438.34	89.04
47-70-00-57155	TOURISM MUNICIPAL DEVELOPMENT	119.98	8,012.62	271,425.00	261,709.20	3.58
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:		24,269.92	74,494.92	1,410,000.00	1,206,258.01	14.45
Net Total TOURISM:		29,716.71	44,694.91	.00	84,552.16	.00
Net Grand Totals:		29,716.71	44,694.91	.00	84,552.16	.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: 11,000.00

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: _____

Contract Agreement

This Contract Agreement ("Agreement") is made effective as of July 5, 2024, by and between the Lake Geneva Business Improvement District ("BID") of [Address], and the Lake Geneva Tourism Commission ("Tourism Commission") of [Address].

1. Purpose

This Agreement outlines the terms and conditions regarding the partnership development of marketing data administration, specifically in the awarding of the tourism marketing grant to the BID.

2. Terms and Conditions

a. Administration of Placer.ai:

- The BID is designated as the sole administrator of Placer.ai software.

b. Monthly Analytics Reports:

- The BID agrees to provide the City of Lake Geneva with monthly marketing analytics reports. These reports will include data on visitor spending, trends, and demographic results, particularly focusing on the likelihood of overnight stays.

c. Analytical Reports for Marketing Grant Applicants:

- The BID will generate analytical reports when Marketing Grant applicants submit an application request. These reports are intended to support effective marketing strategies.
- Post-event/campaign analysis reports will be provided to assess the return on investment of the grants.

d. Report Delivery Timeline:

- Reports will be delivered within a 45-day window following the reimbursement of post-event expenses.
- The reports will be provided to both the Tourism Commission and the granted organization/business.

e. Additional Reports for Tourism Development:

- The BID will collect additional reports requested by the Tourism Commission for research purposes related to tourism development grants. These reports will be generated as needed, based on the parameters set by the Tourism Commission.

3. Duration and Termination

This Agreement is valid for one year from the effective date, with the possibility of annual renegotiation and renewal.

4. Consideration

The cost of the Marketing Grant requested is \$11,000. This amount covers the expenses for the Placer.ai software and administrative maintenance.

5. Confidentiality

Both parties agree to maintain the confidentiality of all data and information exchanged under this Agreement that is not publicly known.

6. Dispute Resolution

Any disputes arising out of or in connection with this Agreement shall be resolved through mediation. If mediation fails, disputes will be settled in the courts of [Jurisdiction].

7. Governing Law

This Agreement shall be governed by and construed in accordance with the laws of [Jurisdiction].

8. Signatures

By signing below, the parties agree to the terms and conditions of this Agreement.

[Representative Name]

Lake Geneva Business Improvement District (BID)

[Representative Name]

Lake Geneva Tourism Commission

Please ensure that the representative names and addresses are filled in before finalizing the contract. Additionally, consider having a legal professional review the contract to ensure all legal requirements are met.

City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

Revised June 2023

Date Submitted: July 1, 2024

Organization: Nei-Turner Media Group, Inc.

Contact Person: Ashley Duchemin / Barb Krause

Phone Number: 262-215-0162 / 262-215-5344

Street Address: 400 Broad St., Unit D

City, State, Zip: Lake Geneva WI 53147

Email Address: and@ntmediagroup.com / bar@ntmediagroup.com

Name of Event: Lake Geneva Beer & Spirits Festival

Date(s) of Event: October 26, 2024

Deadline for receipt submittal to the City (45 days after event ending): 12/12/24

Location of Event: The Ridge Hotel

Type of Event: Tasting Festival

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

Estimated Number of Attendees: 650-750

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

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

The Ridge Hotel, W4240 Hwy. 50, Lake Geneva

What other governmental bodies have been approached for support and what amount has been received? none

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

Estimated Number of Overnight Stays: 100 to 150 (15-30% of attendees spending the night, calculated based on prior years.)

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: \$ 19,500

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

YOUR BOO IS BACK!



BEER & SPIRITS

BREWS, BITES AND SO MUCH FUN... IT'S SCARY.

~ OCTOBER 26, 2024 • 1-5 P.M. ~

THE RIDGE, LAKE GENEVA WI | WWW.LGBEERFEST.COM



LAKE GENEVA BEER & SPIRITS FESTIVAL SATURDAY, OCTOBER 26, 2024

EVENT OVERVIEW/DESCRIPTION

After a five-year hiatus, the Lake Geneva Beer & Spirits Festival will return to The Ridge Hotel on Saturday, October 26. From 1 to 5 p.m., guests can enjoy an afternoon filled with exceptional craft beers, seltzers and spirits from more than 40 renowned breweries and distilleries across the Midwest.

Our goal is to provide an unique experience for all attendees, with an impressive selection of craft beverages, delicious food and fun activities to celebrate the season. We select a balanced variety of beer and seltzers from Midwestern breweries, with fun seasonal beers and new releases. We also include a few distilleries who offer small samples.

General admission tickets include a commemorative tasting glass along with unlimited samples. A limited number of VIP tickets are also available, offering an exclusive experience with early entry at noon, special VIP-only samples, a commemorative souvenir and a tasting glass. Additionally, designated driver tickets are offered, which include a special designated driver commemorative cup and unlimited samples of craft sodas and mocktails.

In addition to the wide array of beverages, the festival will feature delicious food samples from local retailers and grocery stores, a live DJ, photo booth and a Halloween costume contest to boost festive spirits. Attendees are encouraged to wear costumes.

From 2010 to 2019, the Lake Geneva Beer & Spirits Festival was a beloved local event that brought together craft beverage enthusiasts in a festive, Halloween-themed setting. Over the years, the festival was held at the Ridge, the Abbey and Grand Geneva Resort. After pausing the festival in 2020 due to the COVID-19 pandemic, we have relaunched this event and revived the tradition this fall. With possible grant funds for marketing expenses, we feel we can promote the event better than past years and bring visitors to Lake Geneva for the weekend.

EVENT BUDGET

Venue Rental, Security	\$8,000
Additional Insurance	\$1,000
Beer Expense	\$9,500
Promotional Items (glasses, wristbands, etc.)	\$2,500
Event Management and Staff Expenses	\$5,000
Entertainment	\$2,500
Website development	\$3,000
Marketing (Grant Funds)	\$26,585
Total Event Budget	\$58,085

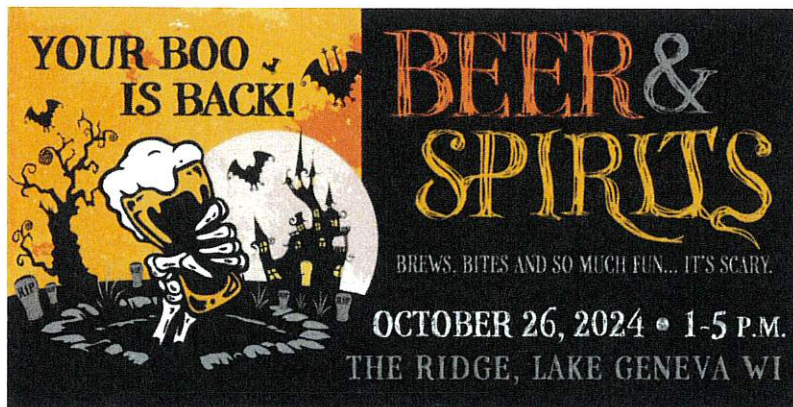
SAMPLE MARKETING MATERIALS

All materials will be branded with our 2024 image, details about the event and sponsor logos.
The Tourism Commission's logo will be incorporated into all materials.

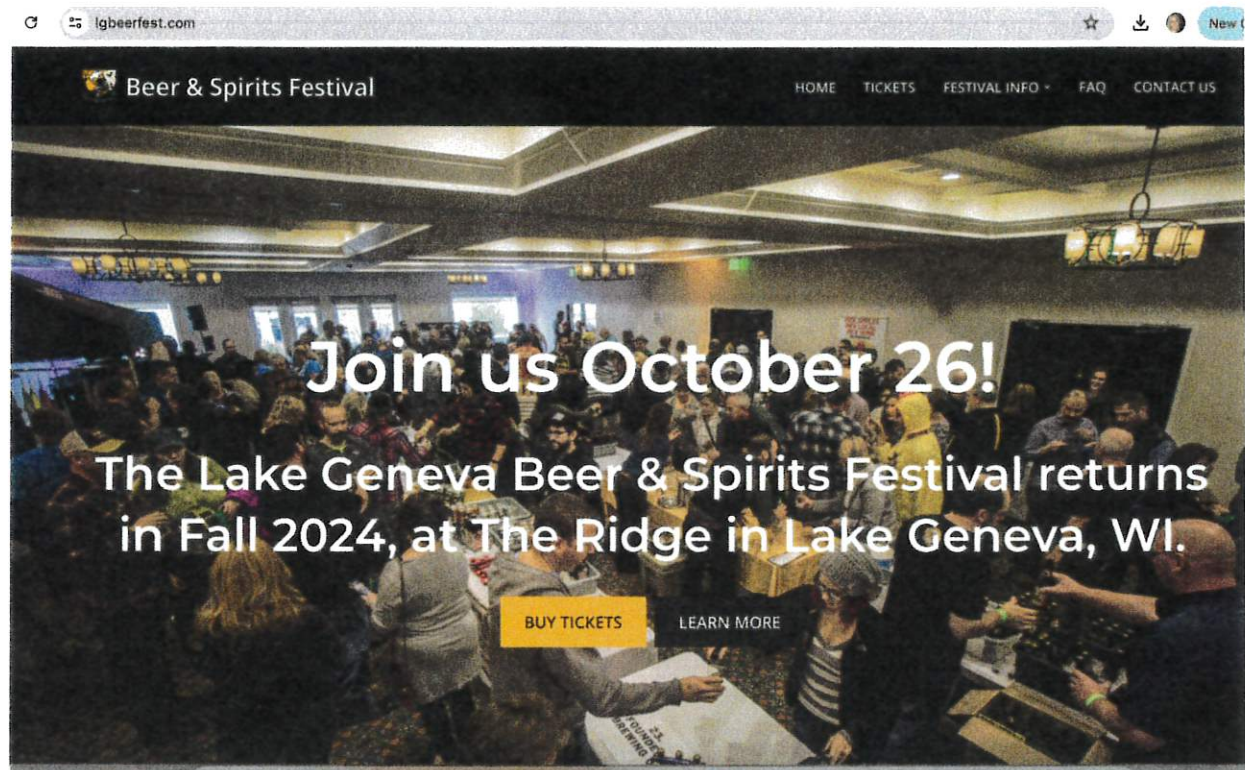
Ticket page header:



Sample Digital ad:



Website Screen Shots:



Tickets go on sale July 15!

After a five-year hiatus, the highly anticipated Beer & Spirits Festival, "Your Boo is Back," is making its grand return to The Ridge in Lake Geneva, WI, on Saturday, October 26, 2024. From 1:00-5:00 p.m., guests will have the opportunity to enjoy an afternoon filled with exceptional craft beers, seltzers, and spirits from over 40 renowned breweries and distilleries across the Midwest.

In addition to the wide array of beverages, the festival will feature delicious food samples, music by DJ Felix Entertainment, a photo booth, a Halloween costume contest to get everyone into the festive spirit and more! Guests must be 21 or older to attend. Photo ID is required upon entrance.

Beer & Spirits Festival 2024

Saturday, October 26 1 - 5pm CDT

General Admission

Sales start on Jul 15, 2024

\$60.00 +\$5.87 Fee / +\$3.62 Sales Tax

This ticket includes unlimited beer and spirits samples plus a commemorative tasting glass.

Designated Driver Admission

Sales start on Jul 15, 2024



MARKETING PLAN

The goal of the marketing campaign is to drive traffic to lgbeerfest.com to buy tickets and book overnight stays. Our target audience is mainly from the greater Chicago area, so our efforts will be primarily focused on that region.

Media/Company	Description	Cost
At the Lake Magazine – Autumn Lake Dogs Issue	2-page spread in magazine	\$3,695
Atthelakemagazine.com	Digital Sponsorship Quarterly Package: July 15-Oct. 26	\$895
At the Lake Magazine Facebook and Instagram	Paid social media mentions	\$250
Experience Wisconsin Magazine	Competitive digital package: full page ad, custom eblast, website ads, boosted social media posts, sponsored content feature	\$2,495
WLKG Radio	Radio ad campaign in September and October	\$1,500
WGN Radio	Radio ad campaign in October	\$5,500
Targeted Display Advertising	300,000 targeted digital impressions between July 15-October 26. This campaign will target past attendees of Wee Whiskey Fest and RibFest, and the Chicago area.	\$3,000
Paid Social Media	Dominant paid social advertising campaign for 3 months	\$3,150
Print materials	Posters, postcards, drink coasters, rack cards and festival guide for local distribution.	\$3,250
Dedicated eblast	Visit Lake Geneva eblast partnership	\$350
Press Release	Deployed to Wisconsin and Illinois media outlets.	\$0
Streaming video	Targeted impressions	\$2,500
TOTAL MARKETING BUDGET		\$26,585

Amount requested from Tourism Commission: \$19,500

OVERNIGHT STAYS AND CALCULATION

Our event is uniquely poised for maximum overnight stays, as attendees don't want to drink and drive. We encourage attendees to make a weekend of it, and several hotels have offered free shuttles in the past back to Lake Geneva. In addition, we offer a designated driver ticket and contact information for Uber and taxi drivers in the area.

Our event is likely to generate paid overnight stays by transient tourists at more than one hotel in the Lake Geneva area, on which a room tax is imposed. In addition, our event is taking place during the non-peak period between Labor Day and Memorial Day.

We anticipate up to 750 attendees at the festival. In past years, we have had a 55-room block at the Ridge, plus rooms at Harbor Shores and Comfort Suites. This year we again have the room block at the Ridge and are in the process of setting up rates with other hotels.

A fair estimate of room nights would be 15-30% of our attendees staying at least one night at a Lake Geneva hotel, which equals about 112 to 225 overnight stays. In the years of the event at the Ridge prior to 2019, we know we sold out more than the 55-room block allocated to our festival. We also know that other attendees stayed at Harbor Shores and Comfort Suites, so we have some historical data to back up our calculation. We feel that 100 to 150 overnight stays is a fair, conservative estimate.

ADDITIONAL INFORMATION – ABOUT NEI-TURNER MEDIA GROUP, INC.

Founded in 1997 with the launch of *At The Lake* magazine for the Lake Geneva area, Nei-Turner Media Group has grown exponentially over the past two decades with new magazine launches, contract publishing and acquisitions. Today we publish more than 40 magazine issues per year, including BRAVA Magazine, Lakeshore Living, Chicago Style Weddings, Atlanta Style Weddings, Midwest Meetings, Wisconsin Meetings and the Geneva Lakes Area Visitors Guide. Nei-Turner also publishes high-quality, regional guides and magazines for tourism organizations and trade associations. Our comprehensive publishing packages include advertising sales, design and layout, editorial content, photography, prepress and printing.

Prior to the pandemic, Nei-Turner also had a robust events division, which included the Madison Women's Expo, Madison Kids Expo, Milwaukee Kids Expo, Chicago Kids Expo, Lake Geneva Kids Expo, Beer & Spirits Festival and career/networking events for BRAVA magazine. We have since scaled back our events, but are cautiously re-launching a select few with new ideas and creative approaches.

Thank you for your consideration!

Ashley Duchemin, Events Manager
and@ntmediagroup.com

Barb Krause, Publisher/CEO
bak@ntmediagroup.com

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: 11/06/2023

Organization: Geneva Lake Women's Association (GLWA)

Contact Person: Kathy Papcke, Chair, Women's Weekend 2023 Committee

Phone Number: 262-496-6016

Street Address: PO Box 671

City, State, Zip: Lake Geneva, WI 53147

Email Address: wwlakegeneva@gmail.com

Name of Event: Women's Weekend 2024- Diamonds are a Girls Best Friend

Date(s) of Event: Friday, April 26 to Sunday, April 28

Deadline for receipt submittal to the City (45 days after event ending): June 12, 2024

Location of Event: Downtown Lake Geneva, various locations and venues

Type of Event: Fundraiser for GLWA philanthropic fund
(Festival, Cultural, Convention, Tour, Sporting, Other)

Estimated Number of Attendees: 250-300

Have you Applied Before? Yes or No; Explain: Yes, GLWA applied for and received funding in 2020, 2021, 2022 and 2023.

Where is this event physically located? (street address and governmental jurisdiction):
Weekend activities occur at various business and venues, including LG Cruise Line and Riviera.

What other governmental bodies have been approached for support and what amount has been received? None

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

Estimated Number of Overnight Stays: Estimated 500 overnight stays.

2 nights x 250-300 attendees (some guests are local or stay in the same room)

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: \$16,000

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.

Please send the completed application with required additional information, 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

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: Kathleen Papcke Date: 11/06/2023

Name of Organization: Geneva Lake Women's Association

Email: wwlakegeneva@gmail.com Phone: 262-496-6016



Women's Weekend 2024 Summary

Geneva Lake Women's Association

Description: Women's Weekend 2024 brought visitors from across the Midwest together for a three-day, fun-filled weekend in Lake Geneva, April 26-28. Managed by Geneva Lake Women's Association (GLWA), and backed by local business and community sponsors, the weekend blended activities for relaxation, learning, pampering, shopping, wining and dining. Three premier events punctuated the weekend, included a fashion show, a boat cruise and a themed party at The Riviera. Raffle prize gift cards, swag bag coupons and lanyard discounts encouraged engagement with local businesses. The Diamonds Are a Girl's Best Friend theme representing the 60th anniversary of GLWA infused a sparkling touch to the weekend.

About GLWA: GLWA members support the critical needs of the community and people of Walworth County through direct service projects and financial contributions. Proceeds from Women's Weekend go to a philanthropic fund to support charitable organizations in Walworth County. The organization is celebrating its 60th anniversary in 2024.

Marketing strategy:

Multi-channel – A combination of paid, social and earned media, in traditional and new media channels, including digital, broadcast, print and outdoor outlets. Aggressive print brochure campaign for awareness of event with winter visitors.

Reach – Walworth, Kenosha and Racine Counties encouraged residents to invite friends and family for the weekend. Extended reach to Greater Chicago, Madison, Milwaukee and Rockford markets encouraged overnight "girl getaway" stays.

Demographic – Primary target is women age 25-64; medium to high disposable income

Creative – "Diamond" theme encouraged fun and sparkling experiences.

Timing – Three phased approach: pre-event, early registration and final push

Results: 176 attendees from five states: IL, WI, FL, IN, OR. Attendees participated in 625 sessions, including premier events.

Where they're from

State	Number
Illinois	71
Wisconsin	97
Other	8

Where they stayed (avg 2 nights)

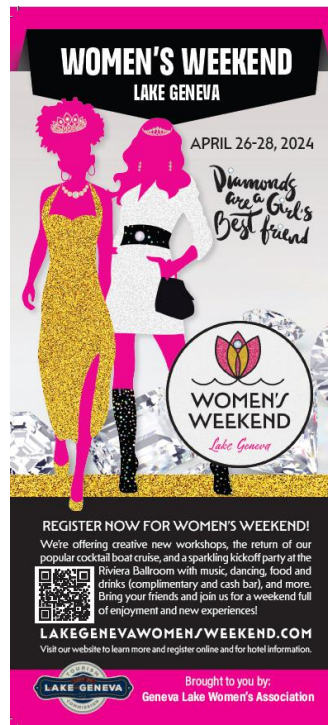
Location	Number
At a friend's	33
Hotel/B&B (x2)	71 (142)
Live here	72

Women's Weekend Marketing – Tactical Summary

Tactic	Category	Timing	Target/Notes	Estimated Reach
GLWA Website	Web	ongoing	Links to Eventbrite – Feb 1	5,000
Women's Weekend Website	Web	Jan-Apr	Links to Eventbrite – Feb 1	5,000
Visit Lake Geneva Website	Web	Nov-Apr	Member benefit	200,000
Partner sites	Web	Jan-Apr	Charities and sponsors	5,000
Registration live email #1	email	Feb	Previous attendees	700
Registration live email #2	email	March	Previous attendees + Bridal Fair attendees	800
Visit Lake Geneva email	Social	March	Co-op Marketing	10,000
Visit Lake Geneva FB	Social	March	Co-op Marketing	10,000
Facebook, Instagram	Social	Jan-Apr	link to EB, paid boosts	12,000
Facebook, Instagram	Social	Jan-Apr	Organic content (ongoing)	10,000
Bridal Fairs: Booth at event, inserts in 3 newspapers	Event Mkt	Feb-Mar	Added value: attendee list, in-bag insert (3 events)	26,000
CTJ Communications WLKG, and Life Matters segment	Broadcast	Mar-Apr	WLKG Lake Geneva Community corner	325,000
Hubbard Radio WSHE	Broadcast	Mar	1003 WSHE – Chicago area	232,200
The Morning Blend	Broadcast	April	Milwaukee area	200,000
Townsquare media 97ZOK	Broadcast	April	97ZOK – Rockford area	195,000
Chicago Daily Herald	Print ads	March	Added value: FB and calendar	170,240
LG Regional – Resorter	Print ads	Mar-Apr	Coming events	10,000
At the Lake magazine	Print ads	Spring	Added value: 150 magazines, event listing	25,000
Wisconn Valley LG Regional	Digital	Mar-Apr	Milwaukee, SE WI, Madison	500,000
POS – print collateral	Print collateral	Nov-Apr	Rack cards, handbills – LG venues	NA
Local newspapers/digital calendars N. IL S. WI	Earned media	Mar-Apr	Event calendars – est value \$4000	200,000
Lake Geneva Regional News	Earned media	Feb	Tourism board approval coverage - est value \$3000	5,000
Lake Geneva Resorter	Earned media	Mar/Apr	Event feature – est value \$3000	10,000
At the Lake Magazine	Earned media	Feb	60 th anniversary, events	25,000
Lamar Advertising	Outdoor	April	Outdoor board in Rockford	10000

Creative samples

Save the date card and rack card



**Women's Weekend
Lake Geneva**
is brought to you by the
**Geneva Lake
Women's Association**

The Geneva Lake Women's Association is an active social service organization bringing together women of greater Walworth County with diverse backgrounds and unique talents.

Our organization thrives on having a good time doing what we love - raising money and raising awareness for our community partners through a variety of events throughout the year. Partners include but are not limited to:

- ♥ Agape House
- ♥ Alzheimer's Association
- ♥ Badger FFA
- ♥ Bethel House
- ♥ Blackpoint Estate
- ♥ Fellow Mortals
- ♥ Friends of Lake Geneva Public Library
- ♥ Geneva Lake Museum
- ♥ Geneva Lakes Family YMCA
- ♥ Inspiration Ministries
- ♥ Kisses From Keegan
- ♥ Lake Geneva Fire Department
- ♥ Lakeland Animal Shelter
- ♥ Never Say Never Playground
- ♥ New Beginnings
- ♥ Shield of Sisters
- ♥ Side by Side
- ♥ Studio 84
- ♥ Twin Oaks Shelter
- ♥ Walworth County Adult Special Olympics
- ♥ Walworth Co. Community Thanksgiving Dinner
- ♥ Walworth County Fair Foundation Barnyard Adventures
- ♥ Walworth County Food and Chapter Bank
- ♥ YMCA Dream Team

Proceeds from Women's Weekend will go to our Philanthropic Fund to help charitable organizations of Greater Walworth County.

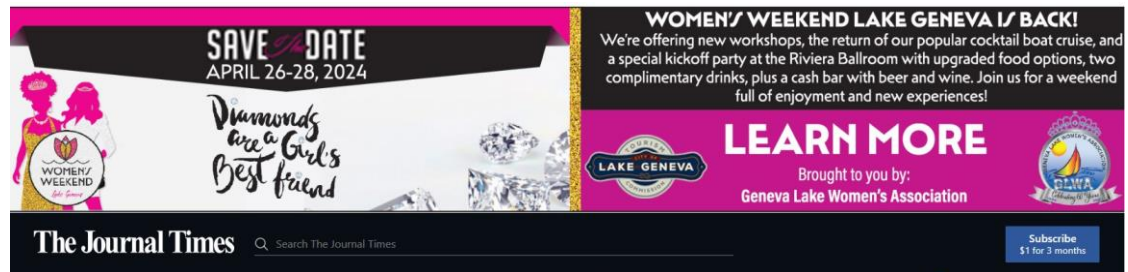


**Geneva Lake
Women's Association**
P.O. Box 671
Lake Geneva, WI 53147
info@glwa.net

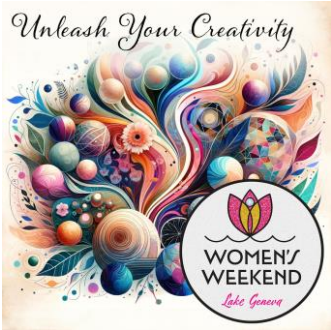
[GenevaLakeWomensAssociation](https://www.facebook.com/GenevaLakeWomensAssociation)
[geneva_lake_womens_association](https://www.instagram.com/geneva_lake_womens_association)

GLWA is a 501(c)(3) 39-1549915

Digital ad: Journal
Times
Print ad – Daily
Herald
Display flyer



Social media campaign



The Morning Blend



Rockford outdoor





GLWA's Women's Weekend brings sparkle to Lake Geneva events, venues and experiences

Women's Weekend 2024 was a sparkling affair, bringing 176 visitors, along with 40+ volunteers, to downtown Lake Geneva for a weekend of activities and fun. Women gathered with friends and family to enjoy a weekend they could design around their interests and schedule. In honor of the 60th Anniversary of GLWA, a diamond theme added sparkle to all the events and activities, and garnered additional publicity for the Women's Weekend.

Three stellar events punctuated the weekend with glamor and glitz.

- The Friday night kick-off party at the Riviera was memorable for its sparkling diamond theme and inspiring music. What set this event apart this year was the presentation of special Diamond Grants of \$5,000 to six worthy charities.
- Saturday's Fashion Show was a hit as attendees enjoyed the beautiful ambiance of the Baker House, while partaking in high tea fare, and getting a firsthand look at the latest fashions from premier Lake Geneva-area shops.
- No visit to Lake Geneva would be complete without a cruise on Geneva Lake. Saturday's Boat Cruise event provided just that, along with drinks and dancing.

Creative workshops and activities generated excitement and interest. This year, extra effort was made to incent participants to visit stores, shops and restaurants, including reaching out to all BID members and encouraging participation. Raffle prize gift cards, swag bag coupons and special promotions drove participants to local businesses and shops and enticed them to return to Lake Geneva to see more.

Diamond-level sponsors included City of Lake Geneva, Kunes Auto, Harbor Shores Hotel, The Space, The Baker House, The Bottle Shop, Grand Geneva Resort and Kikkoman. Plus, 35 other sponsors included retail shops, real estate agents, restaurants and bars, artisans and crafters, food and wine specialists, and more. The whole community welcomed Women's Weekend.

With all activities taking place in and around downtown, the downtown area was abuzz with attendees carrying the signature lanyard or wearing Women's Weekend logoed attire, energized and enjoying all our city has to offer.

Proceeds from Women's Weekend Lake Geneva will go to the GLWA Philanthropic Fund, to support charitable organizations across Walworth County.

We're grateful for the support of the City of Lake Geneva to help make this weekend possible.



Sincerely,
The Women's Weekend 2024 Committee





For immediate release:
Feb. 26, 2024

Media contact: Anne Kordus
(414) 801-9664
wwlakegeneva@gmail.com

Women's Weekend Lake Geneva April 26-28

Registration for the diamond-themed event now open

Lake Geneva, WI: Registration is now live for the 2024 Women's Weekend Lake Geneva, an annual event scheduled for Apr. 26-28, 2024. This year's theme of "Diamonds Are A Girl's Best Friend" pays homage to the Geneva Lake Women's Association 60th Anniversary.

Women's Weekend offers a variety of activities from which attendees may choose, including wellness classes, wine and food experiences, creative workshops, and a cocktail boat cruise sponsored by Kunes. A popular weekend option is the diamond-themed kick-off party at the historic Riviera Ballroom on Friday night, where six \$5,000 special "Diamond Grants" will be awarded.

Learn more about the schedule of sessions offered, hotel discounts and local sponsors, and register for Women's Weekend, at the [Women's Weekend Lake Geneva website](#) and the [Women's Weekend Facebook page](#).

Women's Weekend Lake Geneva is hosted by the Geneva Lake Women's Association (GLWA). Key sponsors include the City of Lake Geneva, Kunes Auto, Grand Geneva Resort, Harbor Shores Hotel, and The Space Wellness Studio.

Proceeds from Women's Weekend go to the GLWA Philanthropic Fund, which benefits charitable organizations throughout Walworth County, Wis.

Register directly at <https://womensweekend2024.eventbrite.com/>

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About The Geneva Lake Women's Association

Raising Funds ~ Raising Hopes ~ Raising Spirits

Throughout our history, the Geneva Lake Women's Association (GLWA) has supported charitable organizations serving those in need. GLWA was originally an extension of the Lake Geneva Jaycees known as the Lake Geneva Jaycettes. This dedicated group of women devoted their time and talents to the community through direct service projects. In 1986, the group declared itself independent of the Jaycees and became the Geneva Lake Women's Association. Throughout its history, GLWA members have been innovators in developing and administering programs to answer the needs and issues facing the Greater Walworth County community including Meals on Wheels, Safety Town, Special Olympics, and many more. For more information about GLWA, find us on Facebook or at www.glwa.net.

April 25, 2024



Media contacts:

Anne Kordus 414-801-9664
Rowena Koschke 262-441-0827
www.lakegeneva@gmail.com

MEDIA ALERT: Women's Weekend Lake Geneva, April 26-28
*Recipients of six \$5,000 "Diamond Grants" will be revealed
at the Friday night kickoff event*

Lake Geneva, WI: Members of the news media are invited to attend the Friday night kickoff party for Women's Weekend 2024 at the Riviera Ballroom, where the recipients of six \$5,000 "Diamond Grants" will be revealed. Women's Weekend Lake Geneva is hosted by the Geneva Lake Women's Association (GLWA). The special one-time grants are in recognition of GLWA's 60th Anniversary.

Who: Geneva Lake Women's Association. GLWA President Pam Wenc and Past President Laurie Hallmark will be available for interview

What: Women's Weekend Lake Geneva 2024 Kickoff Party and Diamond Grant presentation

Where: The Riviera Ballroom, 812 Wrigley Dr., Lake Geneva

When: Friday, April 26. Doors open at 7 p.m.; Diamond Grant presentations will take place at 7:30 p.m.

Women's Weekend is an annual event offering three days of activities from which attendees may choose, including wellness classes, wine and food experiences, creative workshops, a boat cruise and more. Key sponsors include the City of Lake Geneva, Kunes Auto, Grand Geneva Resort, Harbor Shores Hotel, The Baker House, The Bottle Shop, Kikkoman and The Space Wellness Studio. Learn more at the [Women's Weekend Lake Geneva website](#) and the [Women's Weekend Facebook page](#).

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