



LAKE GENEVA TOURISM COMMISSION

Monday, September 9, 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. Chairman, Waspi call the meeting to order
2. Roll Call
3. Comments from the public limited to 5 minutes, limited to items on this agenda
4. Approval of the Tourism Commission minutes from July 8, 2024
5. Update from Heather Jones (Independent Contractor for Tourism Commission) Meet at the Lake Promotional Activity
6. Update from Tourism Entity (VISIT Lake Geneva) on Promotional Activity, Calendar, and Hotel performance
7. Update from Lake Geneva Business Improvement District (events and mission)
8. Written financial update regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements, list of outstanding (unpaid) tourism grants awarded
9. Discussion/Action on Tourism Promotional Grant Program and Requests: **Maximum ten (10) minute presentation per request:**
 - a. Oktoberfest- Lake Geneva Business Improvement District (BID)
 - b. Abominable Trail Race-ASR Events, LLC
 - c. Abominable Snow Race-ASR Events, LLC
 - d. The Balloon Adventure-Santa Cause Inc.-DBA 531 Fund
10. Final event evaluations from organizations receiving Tourism Grants
11. Discussion/Action regarding revisions to the Tourism Grant Application form

12. Discussion/Action regarding links on the Tourism Commission webpage

13. Tourism Commission related forms, paperwork, and grant procedures review

14. Future Agenda Items

15. Adjournment

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

TOURISM COMMISSION MINUTES
Monday, July 8, 2024
COUNCIL CHAMBERS, CITY HALL

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

Roll Call

Present: Chair Brian Waspi, Vice Chair Zakia Pirzada, Alder Fesenmaier, Alder Howell, Troy Migut, Cathy Stoodley, Stephanie Klett (Ex-Off), Mayor Krause (Ex-Off),

Absent: Comptroller Pisarsik

Comments from the Public limited to 5 minutes, limited to items on the agenda

None.

Approval of Special Tourism Commission minutes from June 25, 2024

Motion by Stoodley, second by Waspi, to approve the minutes from June 25, 2023. Unanimously carried.

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

Jones presented two new reports in a different format with June data from the website in general and from the paid social media marketing campaign. She gave her regular report orally as it was not included in the packet.

Update from Tourism Entity – Visit Lake Geneva

Deanna Goodwin summarized her multi-page report: partner events, public events, numerous earned media links, marketing, social media, visitor center activity, hotel data, and RFPs. Caroline Carbonara has recently been added to Visit Lake Geneva's team as the social media manager.

Discover Wisconsin's 600th episode has shifted to October and is to be filmed in Lake Geneva. Nominations for Impact Awards are open now until August 31st

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

Alex gave her June Recap of social media, website, and events. She was encouraged by the first Main Street application review with final results expected at the end of July for BID certification in the program. There is also a new event for summer – the Lemonade Crawl on Tuesday, August 20, from 3:00 to 6:00 p.m. based on National Lemonade Day. Eighteen businesses are participating with sixty people registered at this time. Looks to be a fun event.

Written financial update provided by City Comptroller

Balance Sheet from May 31, 2024

Total Assets - \$952,577.41

Restricted Fund Balance - \$907,882.50

Discussion/Action on Tourism Promotional Grant Program and Requests:**Placer.ai Data Service Software for Downtown Events – Business Improvement District**

This grant was continued from the June 25th Special Meeting to allow a fuller discussion and to review the contract with BID for administration costs. Discussion centered around how the use of Placer.ai would help focus grant money on detailed marketing plans based on the specific local data from the software. Alex, Director of BID, was asking to be reimbursed for time spent pulling data into reports for the Commission. She estimated that each report would take two hours. Fourteen grants were given last year for an approximate 28 hours.

Motion by Waspi, second by Howell, to award the full grant amount of \$11,000.

Further discussion focused on the fact that BID would be using Placer.ai for their own marketing of events.

Based on those calculations, motion by Fesenmaier, second by Pirzada, to amend the grant amount down to \$5,500. Amendment failed on roll call vote: Yes – Fesenmaier, Pirzada;

No – Waspi, Howell, Stoodley, Migut. No further discussion. Original motion for \$11,000 passed on a roll call vote: Yes – Waspi, Howell, Stoodley, Migut; No – Fesenmaier, Pirzada.

Lake Geneva Beer and Spirits Festival – Nei-Turner Media Group, Inc.

The event will take place at The Ridge Hotel in Geneva Township. There are a limited number of rooms being blocked at The Ridge, and the balance of the attendees will be directed to the City Hotels list on the new Tourism Commission website which promotes and lists ONLY accommodations listed in the City limits. Duchemin and Krause noted that they do use Placer.ai to help determine marketing. When asked why the event is not planned for the Riviera, they noted the size could not hold their event. The event is off-season on October 26. City hotels will be encouraged to create and offer special package deals for this festival. The budget for the whole event is larger than the money requested for the grant. Motion by Pirzada, second by Stoodley, to approve the grant for \$19,500. Motion by Waspi, second by Howell, to amend by adding the requirement that a QR Code or link to the Tourism Commission website for City hotels be included on all promotional materials including the event website. Unanimously carried for the amendment and the amended original motion.

***Chair Waspi noted that Ms. Klett was excused to leave the meeting at 5:34 p.m.**

Final Event Evaluations from organizations receiving Tourism Grants**Women's Weekend 2024**

Commissioners noted the details given about marketing results. Suggested this grant application and evaluation be used as a Sample for future applicants.

Discussion/Act concerning possible revisions to the Tourism Grant application.

Alder Fesenmaier will work with City Clerk Jahns up include the Tourism Commission website link and requirements regarding including the link and/or QR code in grant promotional materials. Request by Pirzada to split the application into two sections.

Tourism Commission related forms, paperwork, and grant procedures review

Discussion from above.

Future meeting agenda items and next meeting date –

- Approve regular meeting minutes from June 3, 3024
- Tourism Link to City Hotels – make prominent on Tourism page of City website
- Link or QR Code on promotional materials (update grant application)

Monday, August 12, at 4:00 PM

Motion by Howell, by Waspi, to adjourn at 5:46 p.m. Carried.

Respectfully submitted,
Alderman Fesenmaier, Secretary

RIVIERA BALLROOM - PAID SOCIAL

DATES:

June 1st - August 31st, 2024

OVERVIEW:

Impressions
59,541Clicks (all)
1,464CTR (all)
2.46%Reach
27,394

Age Mix:

55-64: **41%**45-54: **26%**35-44: **14%**25-34: **14%**18-24: **3%**

Gender Mix:

Female: **86%**Male: **14%**

We are targeting people
Ages 18-64, Newly Engaged
(3-12 months), Wedding
Interest



The Riviera Ballroom

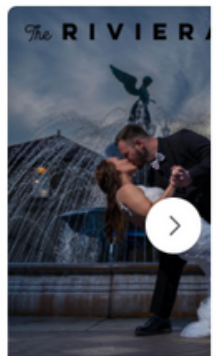
Sponsored ·

... ×

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

Open and
Bright

Learn more

Sparkling
Lake Views

Barb Montagano and 13 others

1 1

Airy with
Natural Light

Learn more

Sparkling
Lake Views

Learn more

Radiant &
Romantic...

Learn more

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

RIVIERA BALLROOM - PROGRAMMATIC

DATES:

June 1st - August 31st, 2024

OVERVIEW:

Impressions

303,973

Clicks

407

CTR

0.13%

Conversions

91**Retargeting from CSW Website:**

0.19% CTR / 6 Conversions

Retargeting from Riviera Website:

0.18% CTR / 46 Conversions

Keyword Targeting:

0.16% CTR / 1 Conversion

Addressable Geo-Fencing:

0.13% CTR / 14 Conversions

Geo-Fencing: 0.10% CTR

- Gary Gygax Memorial - 10
- Lake Geneva Visit Center - 4
- The Baker House - 2
- Maxwell Mansion Hotel - 2
- Chinawest Jewelers - 2
- Abbey Resort - 2
- Vwidon Bridal - 1
- All About the Gown - 1



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

Riviera Ballroom/MATL Update- Tourism Commission Meeting September 2024

Marketing Update

- Website Analytics Update: Past 30 Days:
 - Site Sessions: 2,437 (-8%)
 - Site Sessions by traffic source
 1. Google (1017)
 2. Direct (763)
 3. Social Media Ads- Facebook (254)
 4. City of Lake Geneva (129)
 5. Visit Lake Geneva (54)
 - Active Inquiries: 94, 68 recorded for August 2023
 - Avg. Session Duration: 2m 44s (-10%)
 - Site Bounce Rate: 57.9 (+3%)
- WeddingWire & TheKnot: August Stats
 - 39 Visitors
 - 15 Link Clicks
 - 2 Saves
 - 4 leads (26 in July 2024)
- Hotels & Lodging Analytics Update Past 30 days:
 - 142 Page Views (-3 from last month)
 - Avg. time spent on page: 1min 20sec (+29 sec)

**Reports generated on September 3rd*
- www.lakegenevahotels.org Analytics
 - 41 Site Sessions
 - 20 direct
 - 20 from Facebook
- Social media campaign ran June 1st- August 31st. See attachments for successes from the campaign!

Sales Update

	2018	2019	2020	2021	2022	2023	2024	2025	2026
Weddings	45	28	9	54	55	52	43	27	5
Social	4	1	0	1	5	4	5	1	1
Corporate	4	2	1	1	2	3			
Non-Profit	7	10	0	3	1	5	4	3	
Event Total	60	41	10	60	62	64	53	31	5
Cancellation Total	0	0	40	11		3	2	3	
Rescheduled	0	0	20	4		1	1		
Comp			5	2	5	6	6		
Pending Comp Req									

- Sales by year August 2024:
 - 2024 Events- no change
 - 2025 Events- Four wedding contracts returned and one corporate contract returned.
 - 2026 – one wedding contract returned
- Sales by Year September 2024:
 - 2024 Events- no change
 - 2025 Events- Four wedding contracts returned, one non-profit contract returned. Two contracts out for signature. One corporate contract cancellation.
 - 2026 – Four wedding contracts returned and one social contract returned. Two contracts out for signature.
 - Last Year- Reported on September 3rd; 63 events booked for 2023 and 39 events booked for 2024 and 1 event booked for 2025

ACTUAL RIVIERA BALLROOM REVENUE BY YEAR

CITY OF LAKE GENEVA RIVIERA REVENUE (NET REVENUE AFTER TAX)

2018	2019	2020	2021	2022	2023	2024 YTD
\$146,139.23	\$99,792.62	\$29,095.71	\$162,926.92	\$286,754.23	\$308,151.03	\$256,014.36
CATERING REVENUE						
\$29,159.74	\$14,688.76	\$4,337.68	\$32,970.09	\$46,691.72	\$48,795.80	\$35,153.43



**Lake Geneva Tourism Commission
September 9, 2024
VISIT Lake Geneva Update**

September Partner Events

- VLG Monthly Partner Meeting – Tuesday, Sept. 17, 8-9am at Lake Geneva Ziplines & Adventures

Public Events

- Lake Geneva Electric Christmas Parade – Saturday, December 7 – Float registration now open
- Winterfest – January 29 – February 2, 2025

Earned Media Highlights – AUGUST 2024

- [Thrilling Zipline Adventures Near Chicago](#) | Chicago Parent Magazine
- [8 Towns in Wisconsin with Unique Traditions](#) | World Atlas
- [6 Towns in The Great Lakes with Thriving Local Businesses](#) | World Atlas
- [Wisconsin is serious about its history, playful for its visitors](#) | Lexington Herald-Leader
- [Last-minute getaways in local lake towns to visit before summer ends](#) | Kenosha News
- [Dungeons & Dragons is 50. These books show how it really got started](#) | The Washington Post
- [6 Crystal Clear Lakes in Wisconsin That You Have to See](#) | World Atlas
- [The Best Places to Travel for Fall Foliage and Cozy Getaways](#) | Brit + Co
- Media visits
 - Madison Magazine – Aug. 15-17
 - Magazine and Midwest Living Magazine – Aug. 26-27
 - Geiger Media Tour – Sept. 3-6

Marketing Metrics – AUGUST 2024

WEBSITE – VisitLakeGeneva.com

- Sessions – 154,704 (-4.95%) | YTD 1,173,218 (+5.0%)
- Pageviews – 475,628 (-2.5%) | YTD 3,603,819 (+20.4%)
- Users – 123,394 (+0.3%) | YTD 901,062 (+5.3%)
- Online Guide Visits – 6,841 | YTD 39,807
- **Top Pages**

1. Events	103,482 Pageviews
2. Home	34,686
3. Things to Do	30,753
4. Stay Hotels & Resorts	13,689
5. Food & Drink	13,639
6. Things to Do Family Fun	13,059
7. Things to Do Shopping	11,260
8. Things to Do Shore Path	10,179
9. Things to Do Tours & Sightseeing	7,603
10. Things to Do Adventure	6,516

- **Top Cities**
 1. Chicago 40,692 Users
 2. (not set) 7,424
 3. Milwaukee 3,721
 4. Dallas 2,804
 5. Lake Geneva 2,222
 6. Ashburn 1,372
 7. Madison 1,081
 8. New York 1,001
 9. Minneapolis 954
 10. Rockford 631

SOCIAL MEDIA

- Facebook – 71,841 Followers (+195 MoM) | 549,368 Monthly Reach
- Instagram – 14,696 Followers (+229 MoM) | 19,271 Monthly Reach
- X – 3,560 Followers (+19 MoM) | 1,587 Monthly Impressions
- LinkedIn – 1,734 Followers (+11 MoM) | 8,855 Monthly Impressions
- TikTok – 1,276 Followers (+54 MoM) | 12,357 Monthly Views

EMAIL SUBSCRIBERS

- Subscribers – 53,150 (+31)
- Open Rate – 26.7%

VISITOR CENTER ACTIVITY

- Walk-ins – 2,222 (+200) | YTD 11,334 (+195)
- Phone Calls – 325 (-14) | YTD 2,372 (+212)
- Emails – 881 (-135) | YTD 8,214 (-436)
- Visitors Guides Fulfilled – 806 (-173) | YTD 7,677 (-816)

Hotel Activity – JULY 2024

- Occupancy – 75.4% (-5.8%) | YTD 52.0% (+2.0%)
- ADR - \$259.50 (-0.7%) | YTD \$190.56 (-3.8%)
- RevPar - \$195.71 (-6.5%) | YTD \$99.15 (-1.9%)

Meetings & Events RFP Activity – AUGUST 2024

RFP #	Total Attendees	Total Room Nights	Type	Properties Sourced	Event Date
1392	107	64	Education	Grand Geneva, Lake Lawn Resort, The Ridge, The Abbey Resort	October 12-14, 2024
1393	700	1890	Association	Grand Geneva	June 24-July 1, 2026
1394	100	40	Social	The Abbey Resort, Comfort Suites , Delavan Lake Resort, Fairfield Inn , Grand Geneva, Geneva National, Holiday Inn Vacations, Lake Lawn Resort, Timber Ridge	June 26-29, 2025
1395	300	600	Education	The Abbey Resort, Grand Geneva Resort, Lake Lawn Resort	December 21-26, 2025
1396	350	747	Corporate	Grand Geneva	June 21-28, 2027
1397	450	1255	Association	Grand Geneva	July 24-30, 2026
1398	500	1700	Religious	The Abbey, Grand Geneva	October 3-14, 2025
1399	500	1700	Religious	The Abbey, Grand Geneva	September 24-October 4, 2026
1400	500	1700	Religious	The Abbey, Grand Geneva	October 14-24, 2027
1401	70	205	Corporate	The Abbey, Lake Lawn, Grand Geneva, Geneva National, The Ridge	July 16-20, 2025 or July 23-27, 2025
10	3577	9901	August 2024 Totals		

Year-to-Date

RFPs Distributed – 105 | RFP Room Nights – 28,409 | RFP Attendees – 13,499

Attended three meetings shows in August; three remaining in September, October, and December

More...

- 2024 Discover Wisconsin TV Episode to air November 2-3. Community premiere party on October 29 at Geneva Stage. Final details TBA.
- Discover Wisconsin Original Short Video “[Local Impact in Lake Geneva](#)” debuted Aug. 22 on DiscoverWisconsin.com and its social media channels.
- Visit Lake Geneva welcomed new Downtown business Don Vito’s Olive Oil Emporium with a Ribbon Cutting on Aug. 29.
- New complimentary Geneva Lake Shore Path brochure at Visitor Information Center.
- Staffing Update – new Events Manager – Brie Pacey.



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

Executive Director's Report

August Recap

Website & Social:

Site sessions increased by 60% from last month based on exposure of Lemonade Crawl, Maxwell Street Days, and Oktoberfest planning. Most viewed pages were /oktoberfest, /maxwellstreetdays, and /lemonadecrawl then /dining. Most popular channels were google, direct, and facebook.

Promotions on social have been focused on Murals, recent events, summer fun

- i. Mural installation of paneled pieces in July and August
- ii. Lemonade Crawl & Maxwell Street Days
- iii. Summer Planning
- iv. Local Post shares

	DEC 2023	JAN	FEB	MAR	APR	MAY	JUN	AUG	SEP	OCT	NOV
Mobile	678	871	1136	1443	3940	9138	2806	4589			
Desktop	270	443	423	506	903	2306	710	1244			
Tablet	14	33	32	44	105	416	57	106			
Pageviews	1336	2094	2441	3265	8292	20829	5927	11,028			
Users	962	1347	1591	2027	4948	9410	3573	5939			
New Visitors	693	995	1252	1545	4221	8800	3015	4862			
Avg Time on site	3m34 s	4m16s	3m16s	5m20s	3m14s	3m31s	2m14s	3m13s			
	DEC	JAN	FEB	MAR	APR	MAY	JUN	AUG	SEP	OCT	NOV

FACEBOOK											
Followers	10557	10863	11,196	11,503	11687	11705	11785	11941			
MoM Change	165	306	333	307	184	18	80	156			
Reach	57,303	84,195	97,238	93,200	81510	175,993	33546	34,253			
Post Engagement	7,302	21,094	15,427	16,671	12432	64,460	6773	6,542			
INSTAGRAM											
Followers	2,931	2980	2998	3034	3071	3160	3216	3270			
MoM Change	60	49	18	36	37	89	56	54			
Reach	1870	2811	2196	1811	2187	4541	4180	2,207			
Engagement	261	526	396	249	200	621	425	278			
TIKTOK	-										
Followers	-	-	188	252	305	675	690	860			
MoM Change	-	-	32	64	53	370	15	170			
Video Views	-	-	3,545	2556	2876	145,000	2761	1581			
Engagement	-	-	114	122	61	8863	101	136			

Events:

Events listed for 2024:

- i. Lemonade Crawl August 20th 3-6pm:
Materials & Marketing: \$512.82
Prize: \$250 cash prize for 1st Place (Sponsored by Lake Geneva Rotary Club)
Remaining winners will get a sponsored ad on our social media.
Winners:
1st Place = Pink Moon Bay
2nd Place = Queen Bee Artisan Market
3rd Place = Thumbs Up

Registration was advertised as capped at 250. We allowed for additional registration as it was a free event and considering no-shows, however closed registration at start of event. Had 230 people check in. 18 stops on the map and average time of completion took about 1.5 hours. Organic Interest on event was at 3.9k and post reach hit 28k. Website traffic increased due to the event. Business feedback indicated increased sales reaching near 16% overall. (one business listing selling out of lemonade inspired items)

- ii. Maxwell Street Days August 23-25 from 10-5pm daily
Marketing & Music Budget: \$650.00
40 businesses submitted participation form, anticipated about 55 total promotions. Boosted Ads, Organic Facebook Event interest was 9.7k. Hosted 3 musicians. Had radio ads, earned media in Lake Geneva Regional News and Geneva Shore Report. Feedback from businesses indicated Friday and Saturday were large crowds while Sunday tapered off early. We also promoted live entertainment and food/drink specials happening that weekend.
- iii. Oktoberfest October 12-13 – Committee meetings for bar, partnering with DAS Fest for dog races and GLWA for Steinhoisting Competition. Paid marketing to start mid September
- iv. Wine Walk (Fall) November 3 – Save the date sent out Labor Day, Sign Ups for businesses to take place 9/4/2024 and event permit to be submitted in September
- v. Light Up Lake Geneva & Shop Small Weekend November 29 - December 1

Beautification:

- i. Christmas Planning – Light quotes made
- ii. Murals – last installed in August, committee reconvening for planning of 2025 in November, also working on website updates in September and October for Art Trail advertising.
- iii. Proposed Placemaking Project – Art installation of windows for Fall/Spring as a business and bid co-op but being considered for Spring 2025

Business Communications, Organization & General Marketing:

- i. 21 (122ytd) Business Retention Visits in relation to Lemonade Crawl. Looking at potential planning of façade improvement program so took a survey of needs.
- ii. Main Street Application was accepted as newest community in August 2024! VISIT Lake Geneva will be in attendance of our opening of Oktoberfest on October 12 for a ribbon cutting along with WEDC to announce Main Street Status
- iii. Lake Geneva is applying for a grant from a new pilot program for WEDC in relation to workforce housing initiatives for employee retention. Grant application deadline is October 18, with announcements being made February 2025.

**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	215,298.05	191,031.50	406,329.55
July			-
August			-
September			-
October			-
November			-
December			-
	<u>577,379.67</u>	<u>343,481.55</u>	<u>920,861.22</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	63,357.72	20.09	63,377.81
May	95,338.31	118.54	95,456.85
June	216,795.42	189,668.55	406,463.97
July			-
August			-
September			-
October			-
November			-
December			-
	<u>572,822.74</u>	<u>361,925.58</u>	<u>934,748.32</u>

Variance 13,887.10

Note: Marketplace Providers now pay on a quarterly basis

CITY OF LAKE GENEVA
BALANCE SHEET
JUNE 30, 2024

FUND 47 - TOURISM

<u>ASSETS</u>		
47-00-00-11111	FUND CASH	842,317.01
TOTAL ASSETS		842,317.01
<u>LIABILITIES AND EQUITY</u>		
<u>LIABILITIES</u>		
47-00-00-21100	ACCOUNTS PAYABLE	15,516.96
TOTAL LIABILITIES		15,516.96
<u>FUND EQUITY</u>		
47-00-00-34800	RESTRICTED FUND BALANCE	907,882.50
	REVENUES OVER EXPENDITURES - YTD	391,798.32
TOTAL FUND EQUITY		1,299,680.82
TOTAL LIABILITIES & EQUITY		1,315,197.78

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 \$	-	8/2/2024
	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 \$	-	7/26/2024
May	No Grants						
June	Venetian Fest	50,000.00	Lake Geneva Jaycees	August 14-18, 2024	- \$	50,000.00	

Account Number	Account Title	2024-24 Period Actual	2024-24 Current year Actual	Current year Budget	Variance Current year	% of Budget
TOURISM						
TOURISM REVENUES						
47-00-00-41210	ROOM TAX	472,880.77	572,371.32	1,400,000.00	827,628.68	40.88
	TOURISM REVENUES Revenue Total:	472,880.77	572,371.32	1,400,000.00	827,628.68	40.88
	Total TOURISM REVENUES:	472,880.77	572,371.32	1,400,000.00	827,628.68	40.88
TOURISM REVENUES						
47-00-00-48110	INTEREST INCOME	3,469.71	23,168.99	10,000.00	16,354.89-	263.55
	TOURISM REVENUES Revenue Total:	3,469.71	23,168.99	10,000.00	16,354.89-	263.55
	Total TOURISM REVENUES:	3,469.71	23,168.99	10,000.00	16,354.89-	263.55
47-00-00-57100	HOTEL/MOTEL ASSN-CHAM OF COMM	25,464.49	25,464.49	680,000.00	629,259.82	7.46
47-00-00-57212	EVENTS COORDINATOR-RIVIERA	5,833.34	35,000.04	70,000.00	29,166.62	58.33
47-70-00-57150	PROMOTIONAL GRANT	96,246.06	133,561.66	150,000.00	47,110.66-	131.41
47-70-00-57155	TOURISM MUNICIPAL DEVELOPMENT	1,703.18	9,715.80	271,425.00	260,613.44	3.98
47-70-00-59600	TRANSFER TO DEBT SERVICE FUND	.00	.00	238,575.00	238,575.00	.00
	Total TOURISM:	347,103.41	391,798.32	.00	299,230.43-	.00
	Grand Revenue Total:	476,350.48	595,540.31	1,410,000.00	1,410,000.00	.00
	Grand Expenditure Total:	129,247.07	203,741.99	1,410,000.00	1,410,000.00	.00
	Grand Totals:	347,103.41	391,798.32	.00	299,230.43-	.00

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-11111 FUND CASH					
		05/31/2024 (05/24) Balance	.00 *	.00 *	952,577.41
CA	11	Cash Allocation - Created: 07/22/24 4:17 PM	3,469.71		
CA-CDA	18	CDA Fund Allocation - Created: 06/07/24 1:25 PM		25,529.84-	
CA-CDA	28	CDA Fund Allocation - Created: 06/14/24 4:13 PM		900.00-	
CA-CDA	38	CDA Fund Allocation - Created: 06/18/24 4:25 PM		81,281.60-	
CA-CDA	50	CDA Fund Allocation - Created: 06/21/24 3:47 PM		119.98-	
CA-CDA	60	CDA Fund Allocation - Created: 06/27/24 4:06 PM		5,898.69-	
		06/30/2024 (06/24) Period Totals and Balance	3,469.71 *	113,730.11- *	842,317.01
47-00-00-13920 ACCTS RECEIVABLE					
		05/31/2024 (05/24) Balance	.00 *	.00 *	.00
		06/30/2024 (06/24) Period Totals and Balance	.00 *	.00 *	.00
47-00-00-21100 ACCOUNTS PAYABLE					
		05/31/2024 (05/24) Balance	.00 *	.00 *	.00
AP	92	Summary Transactions from AP System		106,811.44-	
AP	318	Summary Transactions from AP System		900.00-	
AP	413	Summary Transactions from AP System		14,964.46-	
AP	458	Summary Transactions from AP System		672.48-	
AP	777	Summary Transactions from AP System		5,898.69-	
CDA	85926	LAKE GENEVA CONVENTION	25,464.49		
CDA	85931	US CELLULAR	65.35		
CDA	85950	NEI-TURNER MEDIA	900.00		
CDA	85954	APG SOUTHERN WISCONSIN	15,000.00		
CDA	85971	GENEVA LAKES WHISKEY CLUB CORP	20,000.00		
CDA	85993	SANTA CAUSE	30,000.00		
CDA	86003	YMCA	16,281.60		
CDA	86035	CHARTER COMMUNICATIONS	119.98		
CDA	86053	JONES, HEATHER	5,833.34		
CDA	86057	US CELLULAR	65.35		
		06/30/2024 (06/24) Period Totals and Balance	113,730.11 *	129,247.07- *	15,516.96-
47-00-00-21900 ACCRUED EXPENSES					
		05/31/2024 (05/24) Balance	.00 *	.00 *	.00
		06/30/2024 (06/24) Period Totals and Balance	.00 *	.00 *	.00
47-00-00-34800 RESTRICTED FUND BALANCE					
		05/31/2024 (05/24) Balance	.00 *	.00 *	907,882.50-
		06/30/2024 (06/24) Period Totals and Balance	.00 *	.00 *	907,882.50-

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-34800 RESTRICTED FUND BALANCE (continued)					
47-00-00-41210 ROOM TAX					
		05/31/2024 (05/24) Balance	.00 *	.00 *	99,490.55-
JE	28	TRANSFER ROOM TAX-JUN 2024		289,785.87-	
JE	28	TRANSFER ROOM TAX-JUN 2024		183,094.90-	
		06/30/2024 (06/24) Period Totals and Balance	.00 *	472,880.77- *	572,371.32-
YTD Encumbrance	.00	YTD Actual	572,371.32- Total	572,371.32- YTD Budget	1,400,000.00- Unearned 827,628.68
47-00-00-46100 TOURISM MISC REVENUE					
		05/31/2024 (05/24) Balance	.00 *	.00 *	.00
		06/30/2024 (06/24) 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					
		05/31/2024 (05/24) Balance	.00 *	.00 *	19,699.28-
JE	20	REC JUN LGIP ACTIVITY		3,469.71-	
		06/30/2024 (06/24) Period Totals and Balance	.00 *	3,469.71- *	23,168.99-
YTD Encumbrance	.00	YTD Actual	23,168.99- Total	23,168.99- YTD Budget	10,000.00- Unearned 13,168.99-
47-00-00-49100 APPL. PRIOR YR APPROPRIATIONS					
		05/31/2024 (05/24) Balance	.00 *	.00 *	.00
		06/30/2024 (06/24) 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					
		05/31/2024 (05/24) Balance	.00 *	.00 *	.00
		06/30/2024 (06/24) 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					
		05/31/2024 (05/24) Balance	.00 *	.00 *	.00
AP	50	LAKE GENEVA CONVENTION	25,464.49		
		**Desc: JAN-APR 2024 SHARE OF ROOM TAX			
		06/30/2024 (06/24) Period Totals and Balance	25,464.49 *	.00 *	25,464.49

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-57100 HOTEL/MOTEL ASSN-CHAM OF COMM (continued)					
YTD Encumbrance	.00	YTD Actual 25,464.49 Total	25,464.49	YTD Budget 680,000.00	Unexpended 654,535.51
47-00-00-57210 EVENTS COORDINATOR					
	05/31/2024 (05/24)	Balance	.00 *	.00 *	.00
	06/30/2024 (06/24)	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					
	05/31/2024 (05/24)	Balance	.00 *	.00 *	29,166.70
AP	704	JONES, HEATHER	5,833.34		
	**Desc: RIVIERA EVENTS COORDINATOR-JUL 2024				
	06/30/2024 (06/24)	Period Totals and Balance	5,833.34 *	.00 *	35,000.04
YTD Encumbrance	.00	YTD Actual 35,000.04 Total	35,000.04	YTD Budget 70,000.00	Unexpended 34,999.96
47-00-11-15900 DUE TO/FROM GENERAL FUND					
	05/31/2024 (05/24)	Balance	.00 *	.00 *	.00
	06/30/2024 (06/24)	Period Totals and Balance	.00 *	.00 *	.00
47-00-40-15900 DUE TO/FROM LAKEFRONT FUND					
	05/31/2024 (05/24)	Balance	.00 *	.00 *	.00
	06/30/2024 (06/24)	Period Totals and Balance	.00 *	.00 *	.00
47-70-00-57150 PROMOTIONAL GRANT					
	05/31/2024 (05/24)	Balance	.00 *	.00 *	37,315.60
AP	12	APG OF SOUTHERN WISCONSIN	15,000.00		
	**Desc: TOURISM GRANT REIMB-CHEESE FEST 2024				
AP	31	GENEVA LAKES WHISKEY CLUB CORP	20,000.00		
	**Desc: TOURISM GRANT-WEE WHISKEY FEST				
AP	85	SANTA CAUSE	30,000.00		
	**Desc: TOURISM GRANT-BALLOON EVENT				
AP	83	YMCA	16,281.60		
	**Desc: TOURISM GRANT-YMCA BBALL FIELD MAINT				
AP	396	GENEVA LAKES WOMEN'S ASSOCIATION	14,964.46		
	**Desc: TOURISM GRANT-WOMEN'S WKND 2024				
	06/30/2024 (06/24)	Period Totals and Balance	96,246.06 *	.00 *	133,561.66

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-70-00-57150 PROMOTIONAL GRANT (continued)					
YTD Encumbrance	.00	YTD Actual	133,561.66	Total	133,561.66
YTD Budget	150,000.00	Unexpended	16,438.34		
47-70-00-57155 TOURISM MUNICIPAL DEVELOPMENT					
	05/31/2024 (05/24)	Balance	.00 *	.00 *	8,012.62
AP	255	NEI-TURNER MEDIA	900.00		
	**Desc:	AT THE LAKE-WINTER 20247 WEDDING ADVERTISEMENT			
AP	67	US CELLULAR	65.35		
	**Desc:	RIVIERA CELL-HEATHER			
AP	607	US CELLULAR	65.35		
	**Desc:	RIVIERA CELL-HEATHER			
AP	447	CHARTER COMMUNICATIONS	119.98		
	**Desc:	INTERNET SVC JUN 2024			
AP	446	ELEVATE MEDIA GROUP INC.	552.50		
	**Desc:	WEBSITE DESIGN-HOTELS OF LG			
	06/30/2024 (06/24)	Period Totals and Balance	1,703.18 *	.00 *	9,715.80
YTD Encumbrance	.00	YTD Actual	9,715.80	Total	9,715.80
YTD Budget	271,425.00	Unexpended	261,709.20		
47-70-00-59400 TRANSFER TO CAPITAL PROJECTS					
	05/31/2024 (05/24)	Balance	.00 *	.00 *	.00
	06/30/2024 (06/24)	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					
	05/31/2024 (05/24)	Balance	.00 *	.00 *	.00
	06/30/2024 (06/24)	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					
	05/31/2024 (05/24)	Balance	.00 *	.00 *	.00
	06/30/2024 (06/24)	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: 36			Debit	Credit	Proof
Grand Totals:			246,446.89	719,327.66-	472,880.77-

Report Criteria:

Actual amounts

All accounts

Account.Account number = "47000011111"- "47700059600"

CITY OF LAKE GENEVA TOURISM COMMISSION



TOURISM PROMOTION GRANT INFORMATIONAL GUIDE

Revised June 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 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: 8/21/2024

Organization: Downtown Lake Geneva Business Improvement District

Contact Person: Alexandria Binanti

Phone Number: 262-716-9529

Street Address: 10711 252nd Court #146

City, State, Zip: Trevor, WI, 53179

Email Address: director@downtownlakegeneva.org

Name of Event: Lake Geneva's Annual Oktoberfest

Date(s) of Event: October 12 & 13th, 2024

Deadline for receipt submittal to the City (45 days after event ending): November 27, 2024

Location of Event: Broad and Geneva Streets

Type of Event: Cultural Festival

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

Estimated Number of Attendees: 9,500-12,000 depending on weather

Have you Applied Before? Yes or No; Explain: Yes, for Oktoberfest 2023
and projects such as banners and flower baskets

Where is this event physically located? (street address and governmental jurisdiction):
Block party style event hosted on Broad and Geneva Streets in the City of Lake Geneva

What other governmental bodies have been approached for support and what amount has been received? Worked with the city police, streets, and parking for operational assistance at in-kind value of \$6,000

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 Passed FLR

Estimated Number of Overnight Stays: 137 - based on vendor request for lodging and previous year attendance from metrics supported by APG stats

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: \$22,450.00

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.

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 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>

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:_____ Date:_____

Name of Organization:_____

Email:_____ Phone:_____



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

Annual Lake Geneva Oktoberfest 2024 Event Plan

Date: Friday October 11, 2024 for set up. Event Dates Saturday October 12th & 13th 2024

Time: Set up Friday at 6-8PM; Event Hours Saturday 10am-10pm, Event Hours Sunday 10am-9pm. Few items to be picked up Monday morning off of sidewalk/curb.

Location: Broad Street from Main and Geneva Streets with Partial closure of Geneva Street

Intended Attendees: Approximately 15000 from past event analysis (referencing 2023 on Broad Street). Heads and Beds estimate at 137 based vendor needs and estimate of previous year occupancy metrics and APG formula conversion.

Event Overview:

This annual community event is designed to celebrate the area's German history as well as drive foot traffic to the downtown business improvement district. The goal is to host a community centered event with local entertainment, family fun opportunities, unique local vendors for crafts and food, and to serve Wisconsin made beers including Lake Geneva's own brewery. All marketing is directed towards our business's participation, our local traditions, and promoting the area as a year-round destination.

This is a free event to attend; there will be a designated beer tent with service for both Saturday and Sunday. The liquor license is being sponsored by Downtown Lake Geneva, Inc.'s nonprofit and all beer garden operations and sales with staffing will be managed by the BID purchasing beer from CJW. We anticipate 8-10 food vendors including the Rotary and Boy Scouts.

All health and fire safety considerations have been made and discussed at previous City and Fire meetings. Additionally, we anticipate approximately 20 crafters which include face painters, pony rides, and children's activity stations. A full vendor list will be supplied prior to the event; vendor applications are open until August 30th.

Based on council precedence and past event approval, we are requesting that parking fees be waived as this is a non-profit cohosted community event for the City of Lake Geneva and this event operates as a fiscal loss traditionally. We are also asking for assistance with garbage removal throughout the weekend on the side walk cans. Requesting trash cans and 10 panels of orange fencing from Public Works to secure children's inflatable areas based on recommendation from police department for safety reasons.

Set Up/Security/Tear Down:

Included in the map are locations for porta-potties, dumpsters, and barricade placements. After speaking with Public Works, we have ensured rental of additional 3 point reflective traffic barricades. Set up of street closures will begin Friday am and BID necessary rentals and vendors will be allowed to begin setting up their designated areas from 6-8pm. All vendors are aware that there is no staking in of 10x10 or 10x20 pop up tents, that sandbags or other weight options are required. Some city light pole use for electricity is requested for our stage lighting but vendors are guaranteeing a generator for any electrical needs.

At the beer ticket tents there will also be first aid stations and security personnel to check ID's, wristband those of legal age to consume alcohol, and sell beer tokens. We supply third party contractors to handle event security during peak hours and to ensure alcohol consumption remains in the designated areas fenced off with barricades. Police and Public Works have constructed the plan for additional barricades for secure street closure. The family area will also have barricades with some fencing and hay bales to optimize sightlines for families while enjoying the activities. There will be three bouncy houses and free pumpkins to decorate and take home with families. Face painting, pony rides, and story hours will be featured as well.

Loading and unloading of musician equipment will be done on Broad Street behind the stage, and a turn around is provided to get all personnel in and out of the area in case of emergency.

Tear down will begin Sunday evening after the event ends at 9pm. All vendors and majority of rentals will have to be removed by 10:30PM. Clean up crews will be hired throughout the event, but this staff will do a final sweep through the area following tear down. Garbage will be disposed of from garbage cans to the dumpster and the dumpster will be picked up Monday morning. Porta-potties will be picked up Monday by 7 am. Large beer tent will be picked up by 6am Monday morning. Beer trailer will be parked in front of Topsy Turvy and picked up before noon Monday.

Marketing Budget: \$22,450

- Marketing Agency APG: \$13,000.00 - Display 200,000 Impressions/Month; Pre Roll 75,000 Impressions/Month; SEM 1,630 - 2,000 Clicks/Month; Pre-event Promotional Video 30-second spots. OTT and Additional Services listed in their marketing plan.
- Hitting Chicagoland/Preroll video on gaming apps OTT (Streaming service) Buying keywords, 75k in targeted email lists with Chicagoland & Indi/German Heritage/Family Friendly/ For Chicagoland and Dane County
- VISIT Lake Geneva - \$1250
ROS Ad, 2 Email Drops, Boosted Facebook
- Radio Spotlights - \$6550 – WGN & WLKG 30 second spots, interview on the air, on the air highlights Saturday/Sunday featured sponsor, MC from owner for dog races, complimentary boosted facebook ads
- Boosted Facebook/Instagram budget from BID - \$400
- Graphic Design Services for ads - \$1250 Jessica A Salgado Services

Operations Budget:

Oktoberfest 2024				
BUDGET				
SPONSOR	Budgeted	Actual	Receipt Date	Notes
Harbor Shores, Treasure Cove,		\$500		
Band Sponsors		\$3,000		
Hoisting Sponsor		\$1,500		
In Kind				(\$5,000)
TOTAL SPONSORS	\$6,500	\$5,000		
SALES	Budgeted	Actual	Receipt Date	Notes
Food	\$ 2,500.00	\$3,200		
Retail	\$ 2,500.00	\$4,200		
Soda and Cider Sales	\$ 3,000.00			
Kid's Zone Passes (5 per wristband)	\$ 7,500.00			
Beer Sales (steins too)	\$ 20,000.00			
TOTAL INCOME (SPONSORS + TICKETS)	\$42,000			
EXPENSES	Budgeted	Actual	Payment Detail	NOTES
Event Budget (\$40,000 from BID Assessment)				
Music	\$9,000			
Rentals	\$12,000.00			
Tents				
Garbage Dumpsters				
Portapotties				
Barricades				
MARKETING:	\$22,450.00			
In House Marketing		\$400		
Radio		\$6,550		Yellow indicates Grant Fund Usage
VISIT Lake Geneva		\$1250		
APG Agency		\$13,000		
Graphic Design		\$1,250		

Family Zone	\$5,000			
Bouncy Houses		\$2,800		
Pony Rides				
Face Painting		\$1,600		
Pumpkins				
ADDITIONAL MATERIALS				
TOTAL EXPENSE	\$48,450			
	BUDGETED	ACTUAL		
NET REVENUE				

Lake Geneva Business Improvement District

BID Oktoberfest Madison and Chicago

June 2024 

Rob Ireland
robert.ireland@adamspg.com



Overview

Selected Products



**Targeted
Email**



**Targeted
Email...**



Display



YouTube



**Sponsored
Content**



TikTok

Overview – Dane County

Population: 586,217

Target Geography

▲

Avg. Income
\$94,517/year

▲

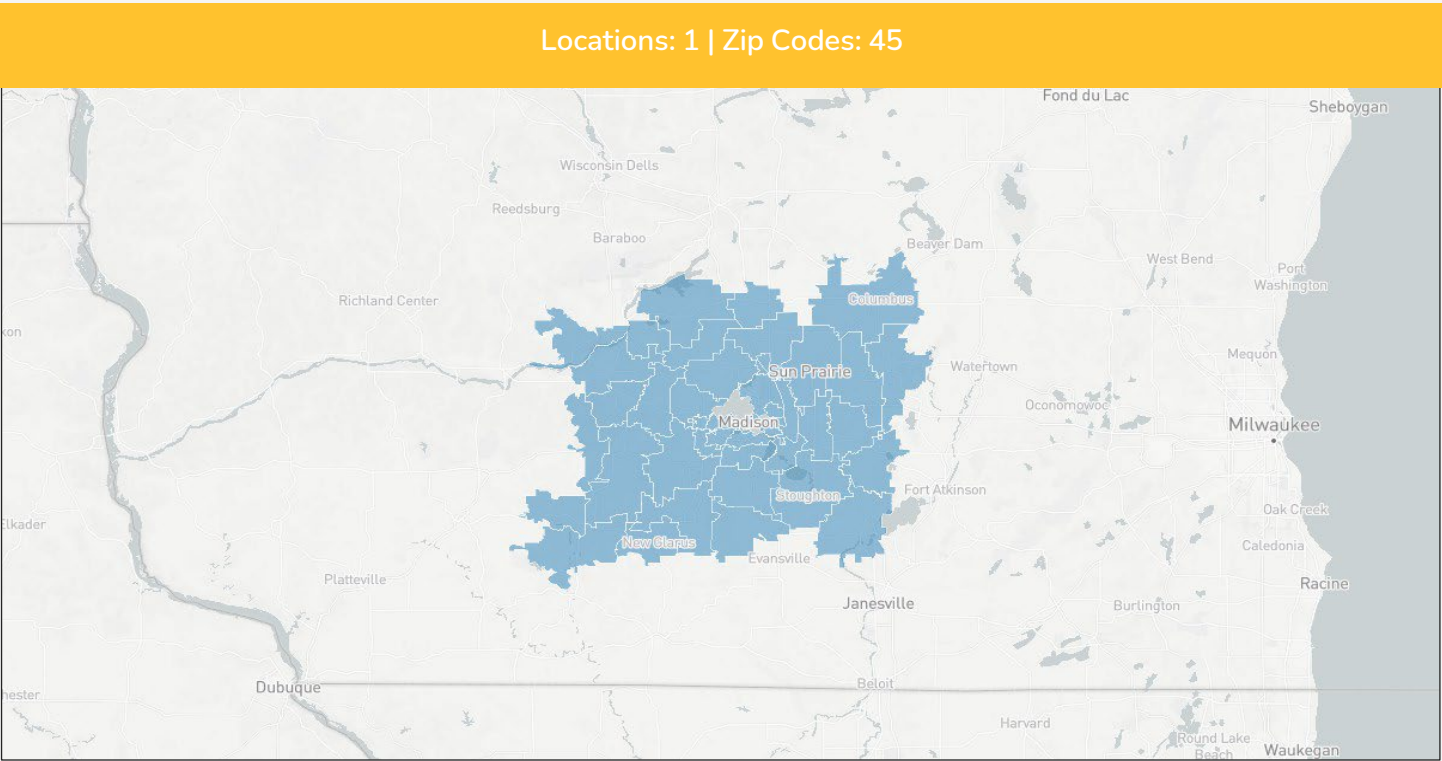
Avg. Home Value
\$261,093

▲

Median Age
39 years

▲

Avg. Commute Time
22.6 minutes



Device Inventory

🖥️

66.7% | Desktop

📱

23.3% | Mobile

📺

10.0% | Tablet

Overview – Chicago land

Target Geography

Population: 3,950,394

Avg. Income

\$124,921/year

Avg. Home Value

\$349,408

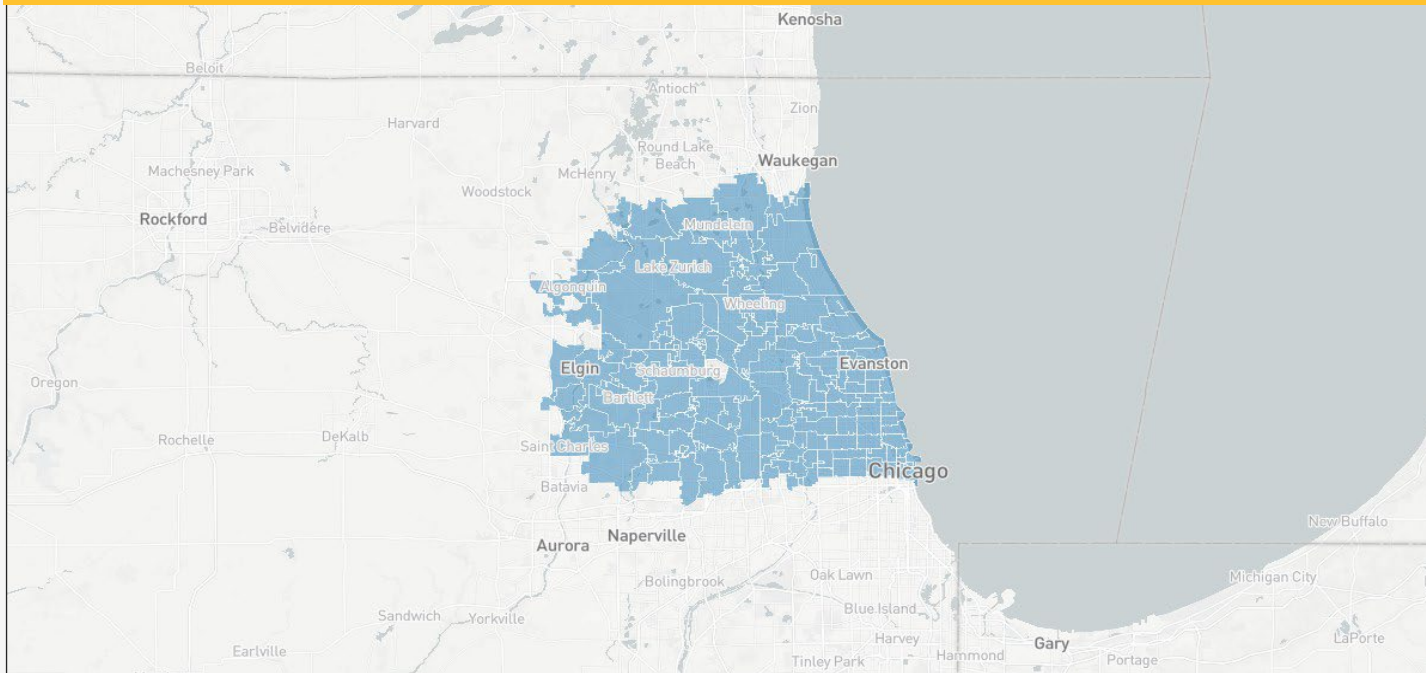
Median Age

39 years

Avg. Commute Time

30.4 minutes

Locations: 1 | Zip Codes: 131



Device Inventory


56.5% | Desktop

 **35.3% | Mobile**

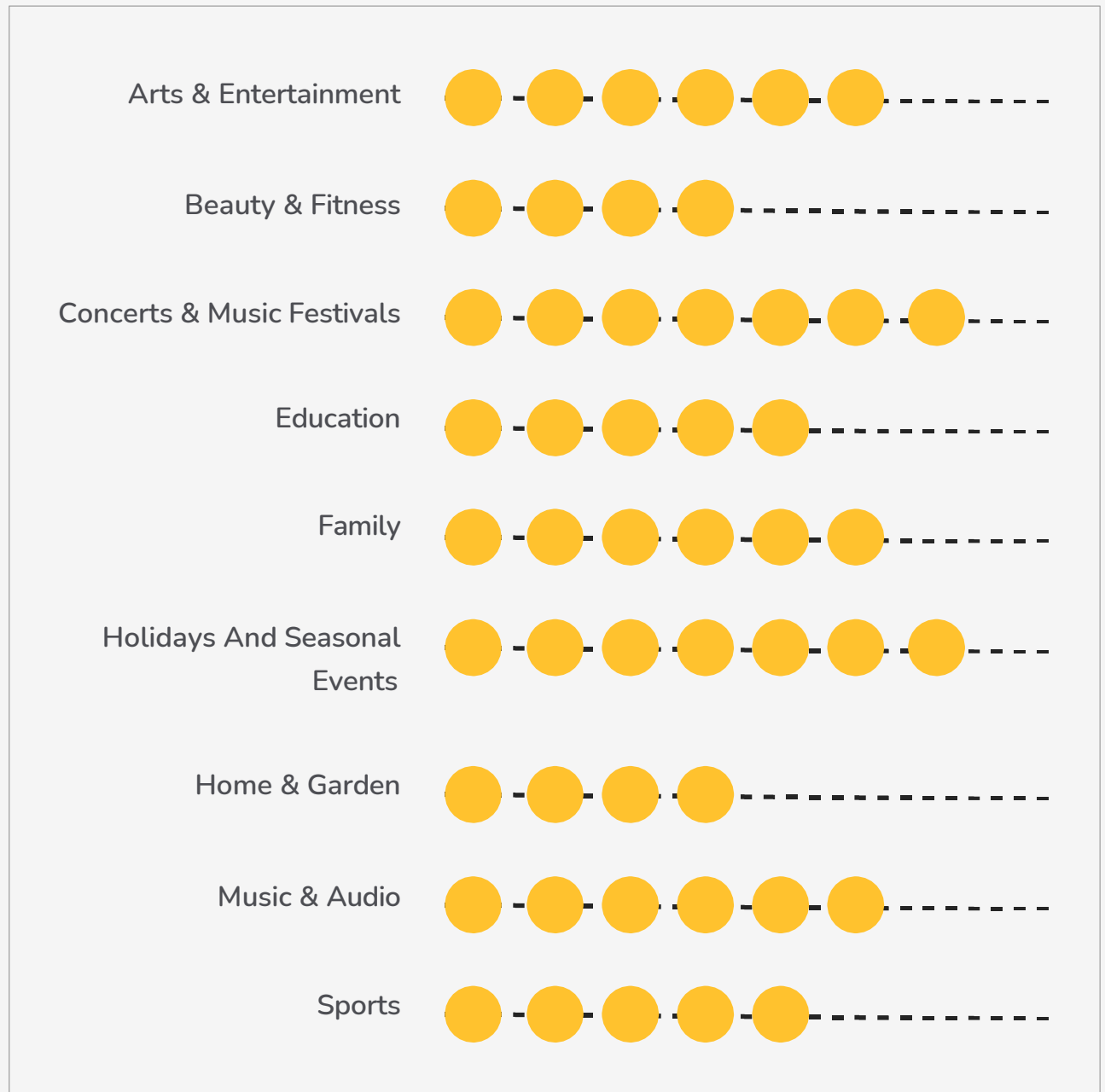
 **8.1% | Tablet**

Audience Interests

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

Target Demographics

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



Email Marketing

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

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

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

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

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

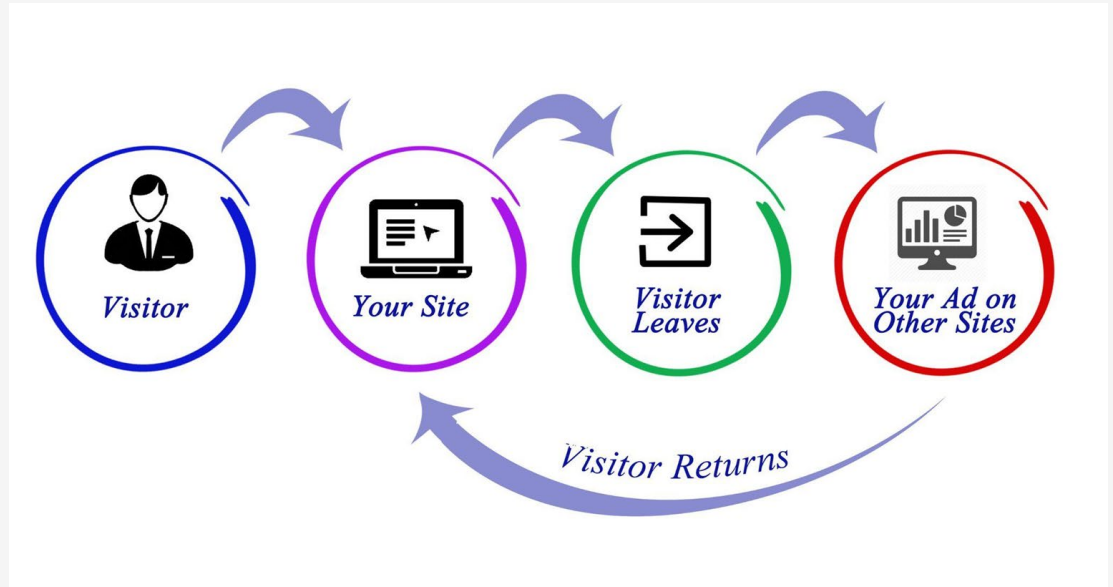


Website Retargeting

By using a Google Tag Manager and a tracking pixel, we can serve ads to your past website visitors as they browse the internet. We can also serve your ads to your website visitors on social media.

This is an effective way to keep top of mind awareness with your prospective clients and to convert prospective clients.

This is the perfect strategy when you are running SEM, as it is a great one-two punch.



YouTube

Target with a deep understanding of your most valuable customers based on their interests, habits and online behaviors with YouTube video advertising.

In an average month, 18+ year olds in the United States spend more time watching YouTube than any television network.

(Source: Youtube)

Type:

- TrueView in-stream
- Skippable after 5 seconds
- Based on CPV* (Cost per View)

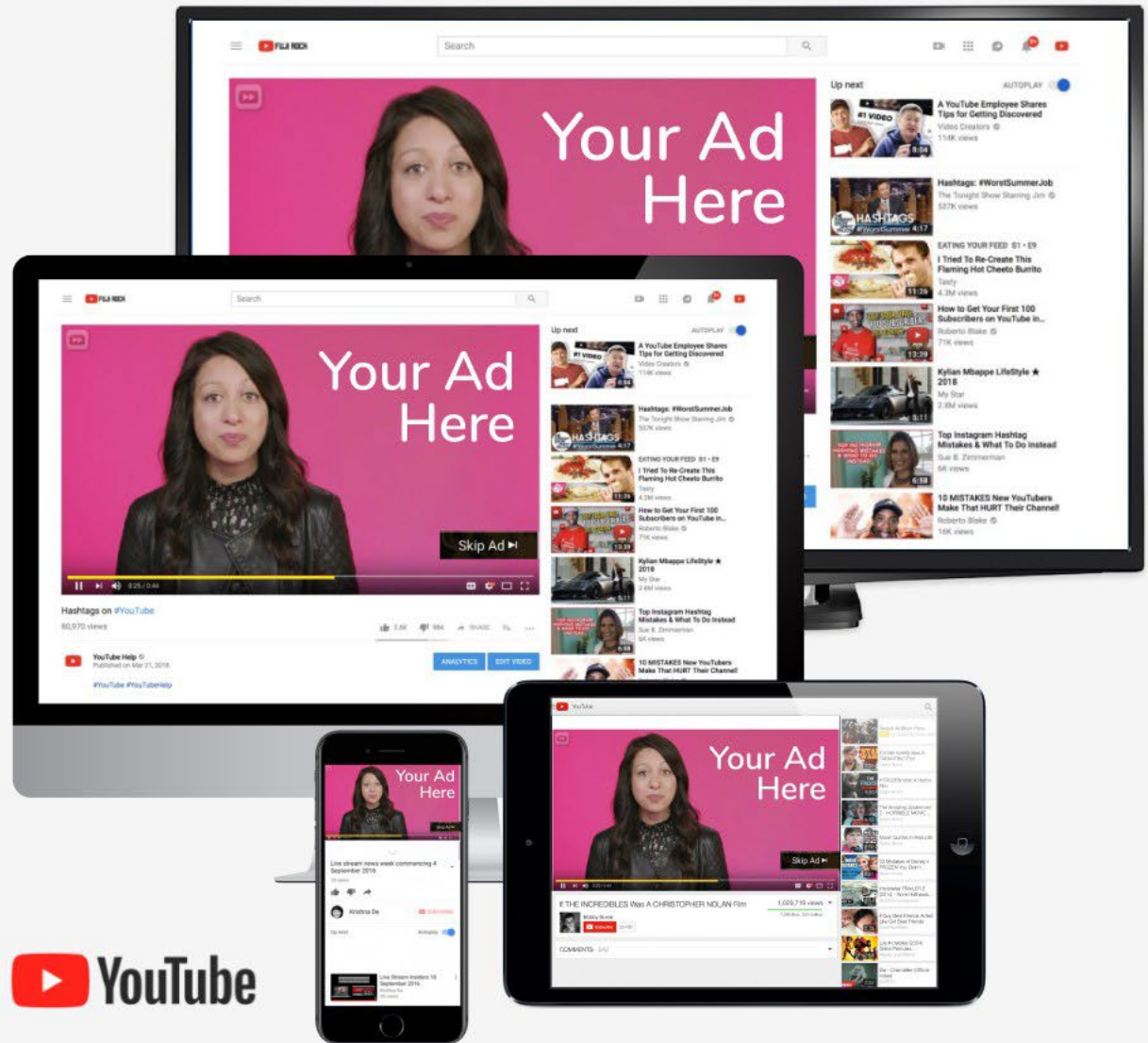
*A view is defined as the video being completed through at least 30 seconds or if the viewer interacts with the ad.

Length:

- :15 or :30 seconds

Devices:

- Desktop, Mobile, Tablet, CTV



Search Engine Marketing

Budget 1

90+% Opportunity | 160 - 190 Clicks/Mo

*Please Note: Clicks are forecasts based on current search trends. These are used as a guideline and are not guaranteed.

Sample Keywords

Lake Geneva Oktoberfest
German Heritage Event ...
Lake Geneva Fall Festival
Authentic German Beer...
Wisconsin Tourist Attra...
Chicago Suburbs Oktob...
Lake Geneva Heritage C...
Wisconsin Oktoberfest ...
Wisconsin Beer Tasting...
Lake Geneva Vacation ...

Oktoberfest Lake Geneva
Lake Geneva Free Activi...
German Culture Lake G...
Lake Geneva Cultural H...
Lake Geneva Tourist Att...
Lake Geneva Beer Sam...
Lake Geneva Scenic Act...
Lake Geneva Cultural E...
Lake Geneva October F...
Chicagoland Fall Festiv...

Wisconsin German Bee...
Wisconsin Fall Festivals
Wisconsinfamilyfriendl...
Free Wisconsin Oktobe...
German Traditions Lake...
German Folk Music Lak...
Oktoberfest Food And ...
Wisconsin Autumn Acti...
Lake Geneva Historical ...
Lake Geneva Craft Beer...

Lake Geneva Beer Tasti...
Lake Geneva Beer Gard...
Lake Geneva Familyfrie...
Wisconsin Beer And Br...
Lake Geneva Outdoor A...
Lake Geneva Fall Foliage
Lake Geneva Beer Fest
Lake Geneva Autumn A...
Germanthemed Festival...

Wisconsin Oktoberfest ...
German Beer Tasting ...
Chicago To Lake Genev...
Lake Geneva Beer And ...
Lake Geneva Harvest F...
Lake Geneva Wisconsin...
German Beer Tasting Ev...
Lake Geneva Beer Tasti...
Free Events Lake Genev...

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

Sponsored Content

Sponsored Content allows you to promote your brand with an article within a trusted source and on an authoritative website.

The article would appear online and in print in the The Star (Sun Prairie) and the Waunakee Tribune.

With a sponsored article you receive:

- A 300 to 400 word article that appears in print and online.
- The story is boosted in our social media website. (Actual media spend \$400)
- We can provide detailed reporting on web traffic, pageviews, time on page and social media reactions.

SUN PRAIRIE STAR

FRIDAY, SEPTEMBER 1, 2023 | A7

SPONSORED CONTENT

Trachte Building Systems continuing to grow since 1901

DAVE FIDLIN

Since its establishment in 1901, Trachte Building Systems has been a part of the community with a commitment to manufacturing quality products, offering top-notch customer service and being a sought-after workplace.

Brothers Arthur and George started out with 600 square feet of space within a facility on King Street in Madison. Today, the company — based in Sun Prairie since 1985 — has grown and evolved over time by investing in innovative practices.

Brianne Arnold, Director of HR, says there is a unique aspect of Trachte. "We are a 100% employee-owned company," Brianne says.

There are a number of milestones throughout Trachte Building Systems' history — most recently, a sizable expansion within Sun Prairie. Earlier this year, a new distribution center opened 5 miles from the company headquarters in the Sun Prairie Business Park.

"This move has created additional job opportunities," Brianne says. "We are a rapidly growing business, and we're excited about being able to add additional owners to our diverse team."

Within the past decade, the number of employee owners has more than doubled, with more than 400 "teammates" currently as the company continues to grow and invest in



Brad Relford, Lori Pagelow and the Trachte leadership team cut the ribbon on the new facility.

our business to meet our customer needs.

"We've been having record-breaking sales years," Brianne adds. "COVID provided the opportunity for people to work remotely. When that happened, there was an increased need for self-storage as people were creating those work-from-home spaces."

Trachte Building Systems expanded on self-storage investments in December of 2020 through the acquisition of Roof Mart and

Made Right Metal Buildings businesses in Vernon, Alabama.

"We were able to strategically position ourselves in the south and remodel the facility to also manufacture our existing product lines, specifically our Trac-Rite steel roll-up doors in Vernon," Brianne explains. "We now have 441,000 square feet of space in Sun Prairie, and over 150,000 square feet in Vernon."

The recent investments are part of a long string of accomplishments for the company, which has been behind



Lori Pagelow and Steve Pagelow chat with Barbara Behling of the Sun Prairie Chamber of Commerce.



A display tells the history of the company. A range of building solutions for such as aircraft hangers, garages, gas stations and restaurants in the early days.

As for the future, Brianne says, "We want to be a big part of the community, and I think we're doing a good job of expressing that through our sponsorships and job creation. We will continue to be a 100% employee-owned business that invests in innovative technologies, growth opportunities in addition to our overall extraordinary benefits package."

WE'RE GROWING

& we want YOU to grow with us!



Celebrating over 120 years in business!

TBS TRACHTE
Building Systems

Text (608) 515-8691
Email work@trachte.com



SCAN to
Learn More

ESCANEE para
Customer media
información

Budget 1 - Chicagoland

Products

Details

Totals

Display	200,000 Impressions	\$1,800
TikTok		\$1,500
Streaming TV	50,000 Impressions	\$1,750
SEM	Cover Madison, Milwaukee, Chicago	\$950
Targeted Email	60,000	\$1,500
Targeted Email Redrops	20,000	\$500
Grand Total		\$8,000

APG Southern Wisconsin Signature

Date

Advertiser Signature

Date

Budget 1 – Dane County

	Products	Details	Totals
1 Months	Display	100,000 Impressions/Month	\$900
	YouTube	10,000 YouTube Views/Month	\$1,200
	Targeted Email	60,000	\$1,500
	Targeted Email Redrops	60,000	\$500
	TikTok		\$900
	Grand Total		\$5,000

APG Southern Wisconsin Signature

Date

Advertiser Signature

Date

Budget 2 – Dane County

	Products	Details	Totals
1 Months	Display	75,000 Impressions	\$900
	Targeted Email	20,000	\$1,500
	Targeted Email Redrops	20,000	\$500
	Sponsored Content	Two Publications	\$1,200
	TikTok		\$900
	Grand Total		\$5,000

APG Southern Wisconsin Signature

Date

Advertiser Signature

Date

Downtown Lake Geneva Campaign September- 2024

Radio schedule- weekly 2 - weeks –In September to promote Fall and Octoberfest

Schedule to run as follows:

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

- 1x- News sponsorships each week

On air Segments-

(1x) Live Segments- on WGN Radio in “Best of the Midwest” or “On The Map”
Segments will highlight Downtown lake Geneva's Fall and Octoberfest

Weekly Investment- \$1975 net

Total 2-week investment - \$3950 net



VISIT *Lake Geneva*

2024
CO-OP MARKETING
PROGRAM



Contents

① | Website Advertising

② | Social Media

③ | Email Marketing

④ | 2024 Insertion Order

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



CO-OP CONTACT INFORMATION

VISIT Lake Geneva

Kellie Carper

Marketing Coordinator

kellie@visitlakegeneva.com

(262) 374-5595

1

Website Advertising

1.3 million visits & 4.1 million pageviews annually

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

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

Home Page Premium \$350 per month

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



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

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

[→ READ MORE](#)

Interior Page Premium \$300 per page per month

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

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

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

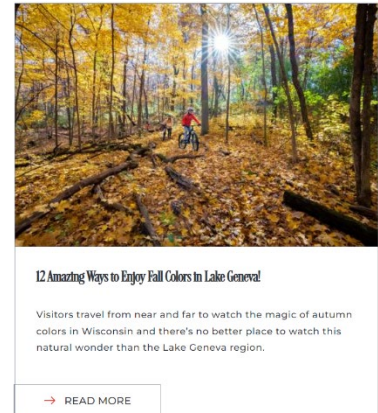
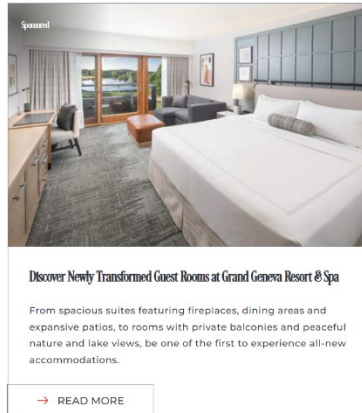
- Bars, Taverns, & Cocktail Lounges
- Bakeries, Coffee & Sweets
- Local Services
- Meetings & Groups
- Weddings

1

Website Advertising (cont'd)

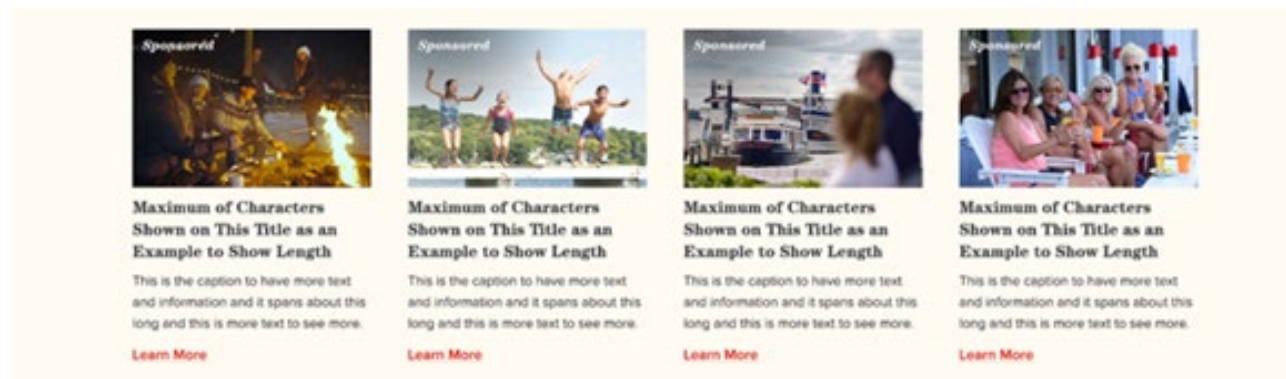
Run of Site Premium \$400 per month

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



Run of Site Spotlight \$200 per month

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



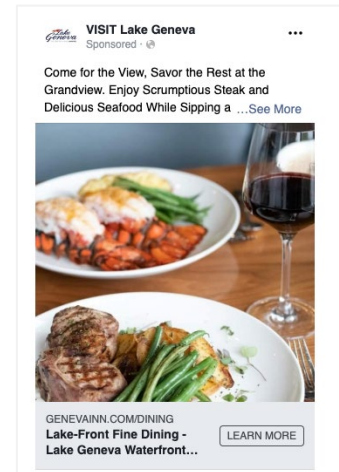
visitlakegeneva.com

2 Social Media

Exclusive Facebook Ad | \$150

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

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

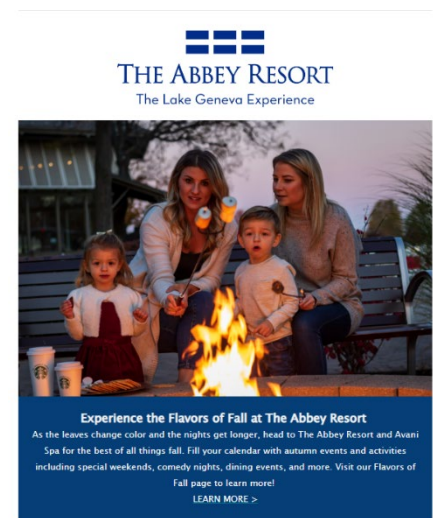


Material Deadline: Two weeks prior to the preferred run date.

3 Email Marketing

Monthly Insider Email | \$150

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



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

3 Email Marketing (cont'd)

Exclusive Email | \$350

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



Ready to Enhance Your Outdoor Living Space?

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

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

[LEARN MORE](#)

Material Deadline: Two weeks prior to requested deployment date.

4 | VISIT Lake Geneva 2024 Co-Op Insertion Order

Business/Organization Name: _____

Contact Name: _____

Billing Address: _____

Phone: _____ Email: _____

WEBSITE | VISITLAKEGENEVA.COM

HOME PAGE PREMIUM (\$350 per month)

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

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

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

Choose Page(s):

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

ROS PREMIUM (\$400 per month)

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

ROS SPOTLIGHT (\$200 per month)

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

SOCIAL MEDIA

EXCLUSIVE FACEBOOK AD (\$150 each)

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

EMAIL MARKETING

MONTHLY INSIDER EMAIL (\$150 each)

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

EXCLUSIVE EMAIL (\$350 each)

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

AUTHORIZATION

Signature

Date

PLEASE SUBMIT YOUR COMPLETED INSERTION ORDER TO:

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

Advertising will be invoiced following each month's placements.

City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

Revised June 2023

Date Submitted: 8/18/2024

Organization: ASR Events, LLC

Contact Person: Bill Wolfe

Phone Number: 618-558-5663

Street Address: 616 Whitney Blvd

City, State, Zip: Belvidere, IL 61008

Email Address: bwolfe@abominablesnowrace.com

Name of Event: Abominable Trail Race

Date(s) of Event: November 16, 2024

Deadline for receipt submittal to the City (45 days after event ending): December 31, 2024

Location of Event: Lake Geneva Ziplines & Aventures

Type of Event: Fall Trail Race - 5k, 15k, 30k

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

Estimated Number of Attendees: 500

Have you Applied Before? Yes or No; Explain: No - New Event from ASR Events - Year 2

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

N3232 Co Trunk H, Lake Geneva, WI 53147

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: 50 - 100

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: \$5,000

Provide as attachment the following:

- 1) Event Overview/Description
- 2) Event Budget (Include how grant funds will be used)
- 3) Mock-up of all Marketing Material to include City of Lake Geneva Logo
- 4) Marketing plan for the event
- 5) How will this grant generate overnight stays within the City of Lake Geneva?
- 6) How did you or your organization calculate the estimated number of overnight stays to be generated by your event?
- 7) Any other helpful information

*Please beware that the applicant is required to notify the City Administrator or Tourism Commission Chair prior to making changes to the event as proposed in this grant application in regard to event location, events planned, etc. Failure to provide notice and receive approval by the City Administrator or the Tourism Commission Chair may invalidate the grant approval.

Completed applications with required additional information must be submitted by noon, one week prior to meeting, to cityadmin@cityoflakegeneva.gov



Abominable Trail Race

Lake Geneva Tourism Grant Application

September 9, 2022

ABOMINABLE
TRAIL RACE

November 16, 2024



**LAKE GENEVA
ZIPLINES &
ADVENTURES**



About Abominable Trail Race



Our mission is to inspire racers to get out to play in the Fall Season, promoting fitness, family, and fun!



ATR was started in 2023. ATR is a fall trail race held at Lake Geneva Ziplines & Adventures. Racers can run as an individual or a team and conquer 5k, 15k, or 30k distances



ASR Events was founded in Jan 2015, is locally owned and based in Belvidere, IL. Our 1st annual event was the Abominable Snow Race hosted in Jan 2016 at Veteran Acres Park in Crystal Lake, IL.



Over 12,000 racers have conquered Events held by ASR Events, LLC, from 2016 – 2024. 55% of our racer base is in the Chicago, Rockford, Milwaukee areas, 44% travel from outside these regions, and 1% is from Lake Geneva

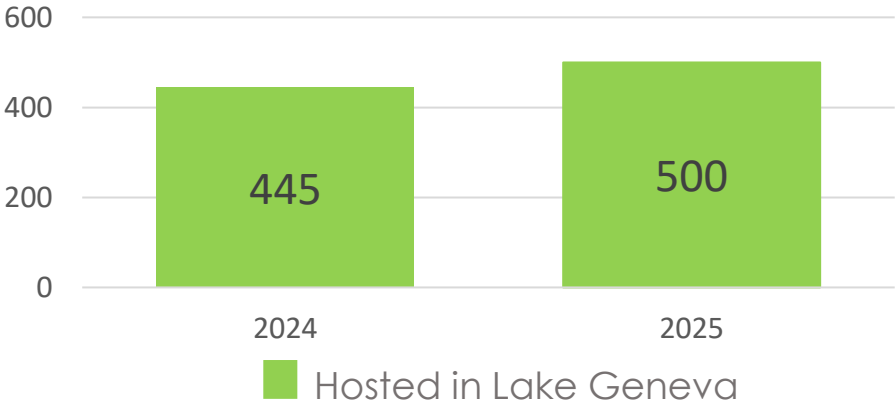


6 of our total 9 years in business, we have held our events in Lake Geneva.

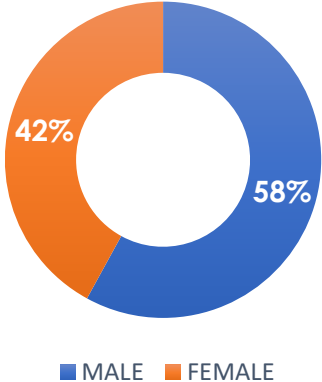


Registrations, Hotel Stays, & Demographics

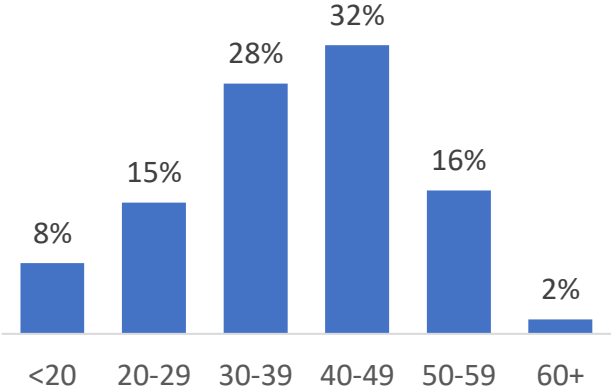
Registrations



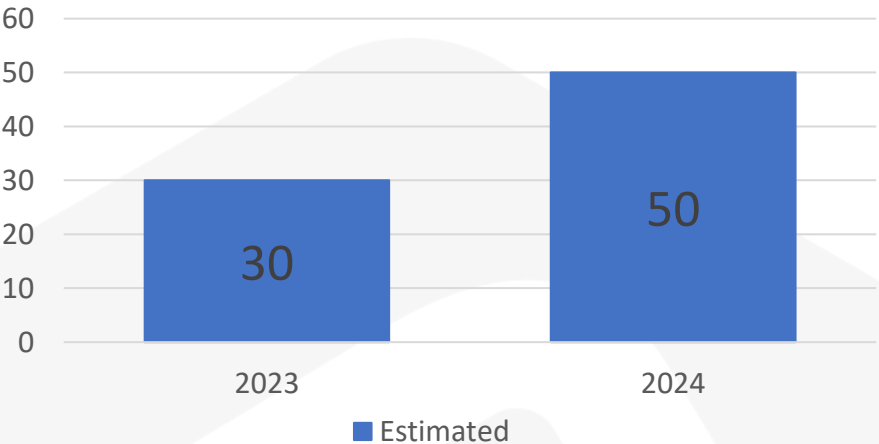
Racer Gender



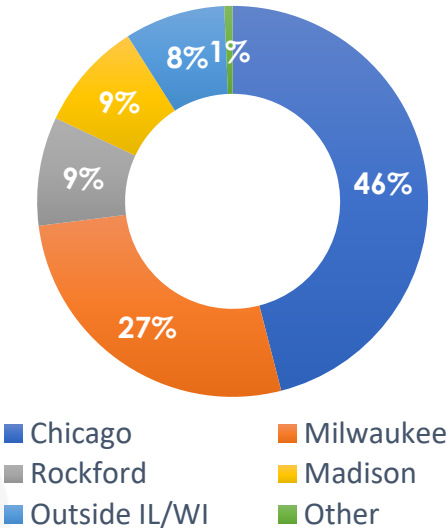
Racer Age Groups



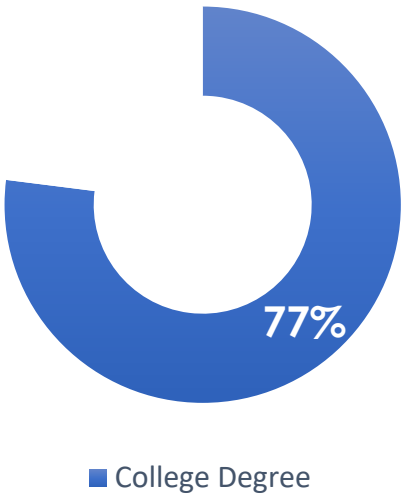
Hotel Stays



Racer Geography



Racer Education



2025 Grant Request



ATR is seeking a grant of \$3,000 in support of marketing efforts to convert 50-100 hotel stays tied to Abominable Trail Race 2024



Expecting 400-500 racers in our second year.



Leverage Radio and digital marketing campaigns to expand beyond Chicagoland Markets. 2024/2025 additional focus on Milwaukee & Madison markets



Increase focus on targeted email campaigns - Email has proven to generate a higher conversion rate.



Continue to leverage Yeti Sightings with LG partners to attract new overnight visitors and patrons to downtown businesses.

Grant Use Summary	Amount
Digital - Email/Social	\$ 3,000
Total Event Budget	<u>\$ 3,000</u>

2025 ASR Budget	Amount
Direct Race Support	\$ 12,000
Marketing/Professional	\$ 6,000

Total Event Budget	<u>\$ 18,000</u>
--------------------	------------------



ASR Community Partnerships 2017 - 2024



2022-2024 ASR Charity Efforts

\$20k Cash Donations

>1 Ton of food







Thank You!

Questions?

City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

Revised June 2023

Date Submitted: 8/18/2024

Organization: ASR Events, LLC

Contact Person: Bill Wolfe

Phone Number: 618-558-5663

Street Address: 616 Whitney Blvd

City, State, Zip: Belvidere, IL 61008

Email Address: bwolfe@abominablesnowrace.com

Name of Event: Abominable Snow Race

Date(s) of Event: January 25, 2025

Deadline for receipt submittal to the City (45 days after event ending): March 11, 2025

Location of Event: Lake Geneva Ziplines & Aventures

Type of Event: Winter Obstacle Race

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

Estimated Number of Attendees: 1200

Have you Applied Before? Yes or No; Explain: Yes - Prior year events

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

N3232 Co Trunk H, Lake Geneva, WI 53147

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: 200

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: \$10,000

Provide as attachment the following:

- 1) Event Overview/Description
- 2) Event Budget (Include how grant funds will be used)
- 3) Mock-up of all Marketing Material to include City of Lake Geneva Logo
- 4) Marketing plan for the event
- 5) How will this grant generate overnight stays within the City of Lake Geneva?
- 6) How did you or your organization calculate the estimated number of overnight stays to be generated by your event?
- 7) Any other helpful information

*Please beware that the applicant is required to notify the City Administrator or Tourism Commission Chair prior to making changes to the event as proposed in this grant application in regard to event location, events planned, etc. Failure to provide notice and receive approval by the City Administrator or the Tourism Commission Chair may invalidate the grant approval.

Completed applications with required additional information must be submitted by noon, one week prior to meeting, to cityadmin@cityoflakegeneva.gov



Abominable Snow Race

Lake Geneva Tourism Grant Application

September 9, 2022

ABOMINABLE
SNOW RACE

January 25, 2025



**LAKE GENEVA
ZIPLINES &
ADVENTURES**



About Abominable Snow Race



Our mission is to inspire racers to get out to play in the Winter seasons, promoting fitness, family, and fun!



ASR started as a Winter Obstacle Race challenging racers to reconnect with their inner child, embrace teamwork, and make new friends. It's about creating warm memories in the coldest time of the year!



ASR Events was founded in Jan 2015, is locally owned and based in Belvidere, IL. Our 1st annual event was hosted in Jan 2016 at Veteran Acres Park in Crystal Lake, IL.



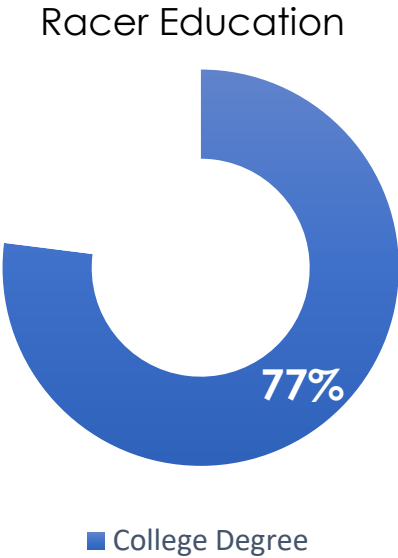
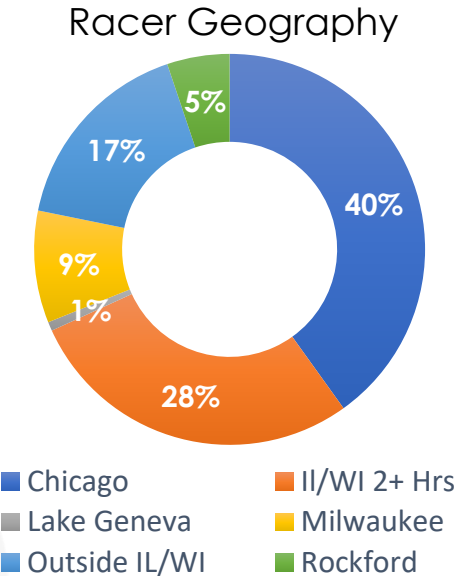
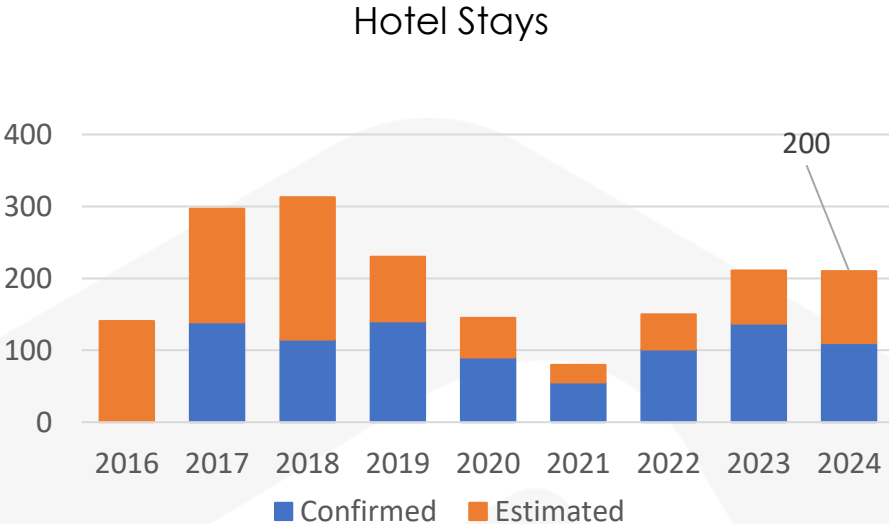
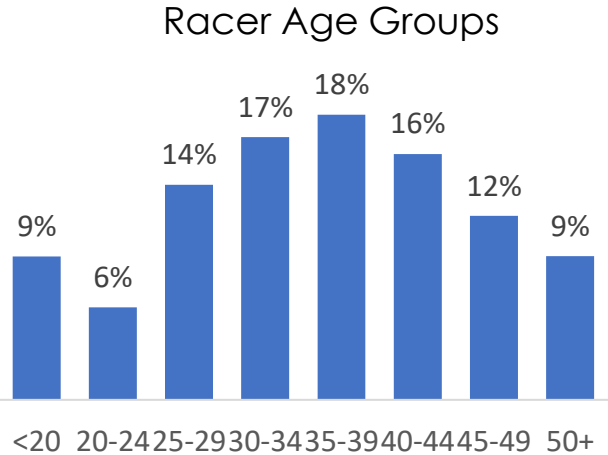
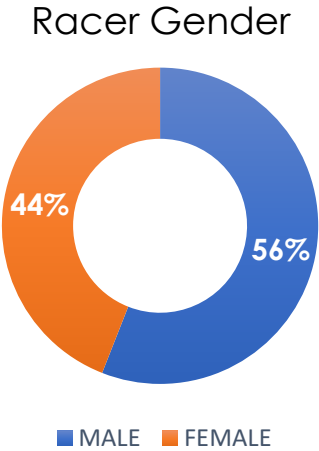
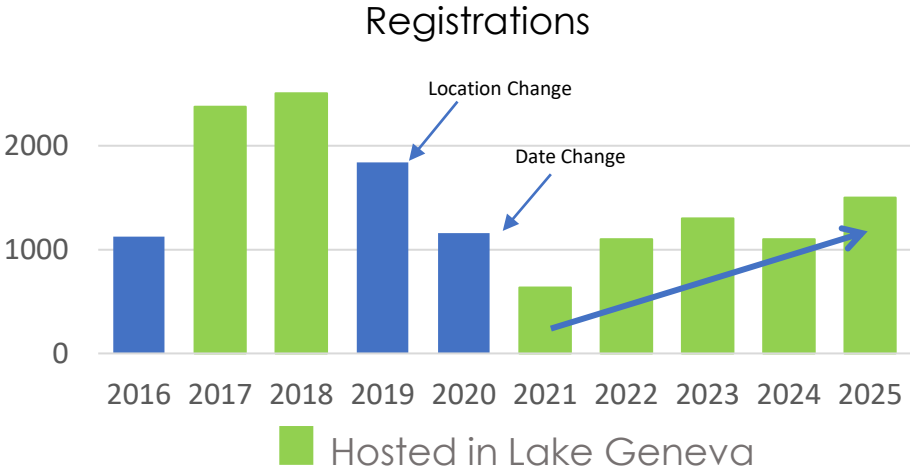
Over 12,000 racers have conquered ASR from 2016 – 2024. 55% of our racer base is in the Chicago, Rockford, Milwaukee areas, 44% travel from outside these regions, and 1% is from Lake Geneva



6 of our total 9 years in business, we have held our events in Lake Geneva. ASR 2025 will be held at Lake Geneva Zipline & Adventure Park.



Registrations, Hotel Stays, & Demographics



2025 Grant Request



ASR is seeking a grant of \$10,000 in support of marketing efforts to convert ~200 hotel stays tied to Abominable Snow Race 2025

- 

Leverage Radio and digital marketing campaigns to expand beyond Chicagoland Markets. 2024/2025 additional focus on Milwaukee & Madison markets
- 

Increase focus on targeted email campaigns - Email has proven to generate a higher conversion rate.
- 

Continue to leverage Yeti Sightings with LG partners to attract new overnight visitors and patrons to downtown businesses.

Grant Use Summary	Amount
Digital - Email/Social	\$ 10,000
Total Event Budget	<u>\$ 10,000</u>

2025 ASR Budget	Amount
Direct Race Support	\$ 50,000
Festival Support	\$ 5,000
Marketing/Professional	\$ 20,000
Overheads	\$ 7,500
Total Event Budget	<u>\$ 82,500</u>

ASR Community Partnerships 2017 - 2024



2022-2024 ASR Charity Efforts

\$20k Cash Donations

>1 Ton of food







Thank You!

Questions?

City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

Revised June 2023

Date Submitted: 8/29/2024

Organization: Santa Cause Inc. – DBA 531 Fund

Contact Person: Kimberly Voller

Phone Number: 815.354.2619

Street Address: PO Box 519

City, State, Zip: Williams Bay, WI 53191

Email Address: kvoller@santacauses.org

Name of Event: The Balloon Adventure

Date(s) of Event: March 6th – 16th, 2025

Deadline for receipt submittal to the City (45 days after event ending): April 30, 2025

Location of Event: Gage Marine - Pier 290 Boat Showroom

Type of Event: Fully immersive Balloon Event

Estimated Number of Attendees: Targeting for 4000 attendees.

Have you Applied Before? Yes or No; Explain: Yes, we applied for the grant in August 2023 and were granted \$30,000.

Where is this event physically located?

Boat Showroom at Pier 290.

1 Liechty Drive | Williams Bay, WI 53191

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: 1480

Ticket sales data from the 2024 Balloon Adventure indicate that approximately 37% of attendees opted for an overnight stay. With an anticipated 4,000 attendees for the 2025 Balloon Adventure, we estimate around 1,480 overnight stays in the Lake Geneva area.

To enhance the event experience, it is extended over a 10-day period, spanning two weekends, giving attendees more opportunities to participate, fully enjoy everything Lake Geneva has to offer, and encouraging them to stay overnight.

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: \$40,000

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

Event Overview

The Balloon Adventure

Theme: Voyage into the Deep Blue Sea

We are once again collaborating with Sara Meyer and her team to transform the Pier 290 Boat Showroom into a fully immersive underwater experience, titled "Voyage into the Deep Blue Sea." This enchanting, interactive deep-sea adventure will captivate guests of all ages. Along with the mesmerizing decor, the experience will include a range of exclusive events designed to enhance the overall experience.

Event Schedule

Wednesday, March 5, 2025

- Gala for Sponsors, Charities, & Invited Guests

Thursday, March 6 – Sunday, March 16, 2025

- Open to the Public
- School Visits
- Chartered Bus Visits
- Additional Weekend Events
 - Ladies' Night (with music, snacks, & specialty drinks)
 - Adult Night (with music, snacks, & specialty drinks)
 - Father/Daughter Night - Little Mermaid Theme
 - Son/Mother Night - Moana Theme
 - Movie Night - Finding Nemo Theme

Santa Cause Inc.

The Balloon Adventure Marketing Budget

	Estimated Income/Expenses
Income	
Sponsors	\$ 100,000.00
Ticket Sales	\$ 80,000.00
Corporate Event	\$ 7500.00
Total Estimated Income	<u><u>\$ 187,500.00</u></u>
Expenses	
Marketing/Promotion	\$ 72,250.00
Balloon Costs	\$ 25,000.00
Framework/Fabrication	\$ 15,000.00
Artists Stipend	\$ 40,000.00
Travel Expenses	\$ 10,000.00
Hotel	\$ 5,000.00
Food	\$ 1,500.00
Miscellaneous	\$ 5,000.00
Total Estimated Expenses	<u><u>\$ 173,750.00</u></u>
Marketing Budget	
Website Marketing/Design	\$ 2,000.00
Print – Rack Cards	\$ 700.00
Print – Posters	\$ 2,500.00
Print – Newspaper Ad	\$ 400.00
Print – Copies and Prints Plus	\$ 2,500.00
Digital – Meta Ads	\$ 25,000.00
Digital – Google Ads	\$ 4,000.00
Digital – Visit Lake Geneva Email	\$ 1,050.00
Digital – Visit Lake Geneva Web Ad	\$ 1,050.00
Digital – Visit Lake Geneva	\$ 450.00
Digital – Travel Wisconsin	\$ 400.00
Digital – Email	\$ 700.00
Digital – Influencer	\$ 500.00
Publicity – Photography	\$ 500.00
Publicity - Videography	\$ 500.00
Publicity – Press Release/Media	\$ 2,000.00
Radio – WGN	\$ 10,000.00
Radio – Lake	\$ 3,000.00
Radio – 107.3/Big Radio	\$ 5,000.00
Marketing Agency	\$ 10,000.00
Total Estimated Marketing Budget	<u><u>\$ 72,250.00</u></u>

Marketing Plan Recap

The marketing plan for The Balloon Adventure is strategically designed to attract attendees from key regions, including Illinois, Michigan, Indiana, Iowa, and Minnesota. This event offers a one-of-a-kind experience that appeals to all age groups, making it an ideal destination for families and individuals alike. By leveraging data from Visit Lake Geneva, Gage Marine, and insights from previous Balloon Adventure events, our goal is to re-engage past visitors while expanding our reach to new communities and states, thereby broadening the event's overall impact.

Our primary objective is to draw families to Lake Geneva and encourage them to participate in this unique experience, which spans over a 10-day period. This extended timeframe provides multiple opportunities for visitors to engage with the event and explore the Lake Geneva area, making it an enticing destination for a family getaway.

The marketing plan encompasses a comprehensive mix of strategies, including:

- **Print Advertising:** Targeted print ads in regional publications will capture the attention of potential attendees who prefer traditional media.
- **Digital Campaigns:** Engaging digital content, including email newsletters, website banners, and targeted online ads, will ensure broad visibility and engagement across various online platforms.
- **Publicity Efforts:** Press releases, media outreach, and influencer partnerships will generate buzz and media coverage, amplifying awareness of the event.
- **Radio Advertising:** Radio spots will be aired on popular stations in the target regions, reaching commuters and radio listeners to further promote the event.
- **Social Media:** A robust social media campaign, featuring compelling visuals, video content, and interactive posts, will engage audiences across platforms like Facebook, Instagram, and Twitter.

In addition to these marketing components, our media packages will place a special emphasis on the hotels within the city limits of Lake Geneva, ensuring that attendees are aware of convenient and comfortable lodging options. By promoting these accommodations, we aim to enhance the overall experience for visitors, making it easier for them to extend their stay and fully immerse themselves in the event and the local area.

Overall, this marketing plan is designed to maximize reach, drive attendance, and create a memorable experience for all participants, solidifying The Balloon Adventure as a must-visit event in the region.

Marketing Materials Sampling

All materials will feature the Lake Geneva Tourism Commission Logo (examples below from April 2024) and will highlight the promotion of lodging in Lake Geneva, as well as showcasing our sponsors.

Social Media Posts:



Rack Card:



The Balloon Adventure

FOLLOW THE YELLOW BRICK ROAD

April 11th - 21st

Located in the Boat Showroom at
PIER 290, 1 Liechty Drive, Williams Bay, WI

Presented by Santa Cause and Wisconsin Balloon Décor.
Proceeds to Benefit the Tree House Child and Family
Center and Covenant Harbor.

LAKE GENEVA **SUPPORTED BY TRAVEL WISCONSIN** **BUY TICKETS** santacauses.org 

A BALLOON ADVENTURE For All Ages

April 11th - 21st

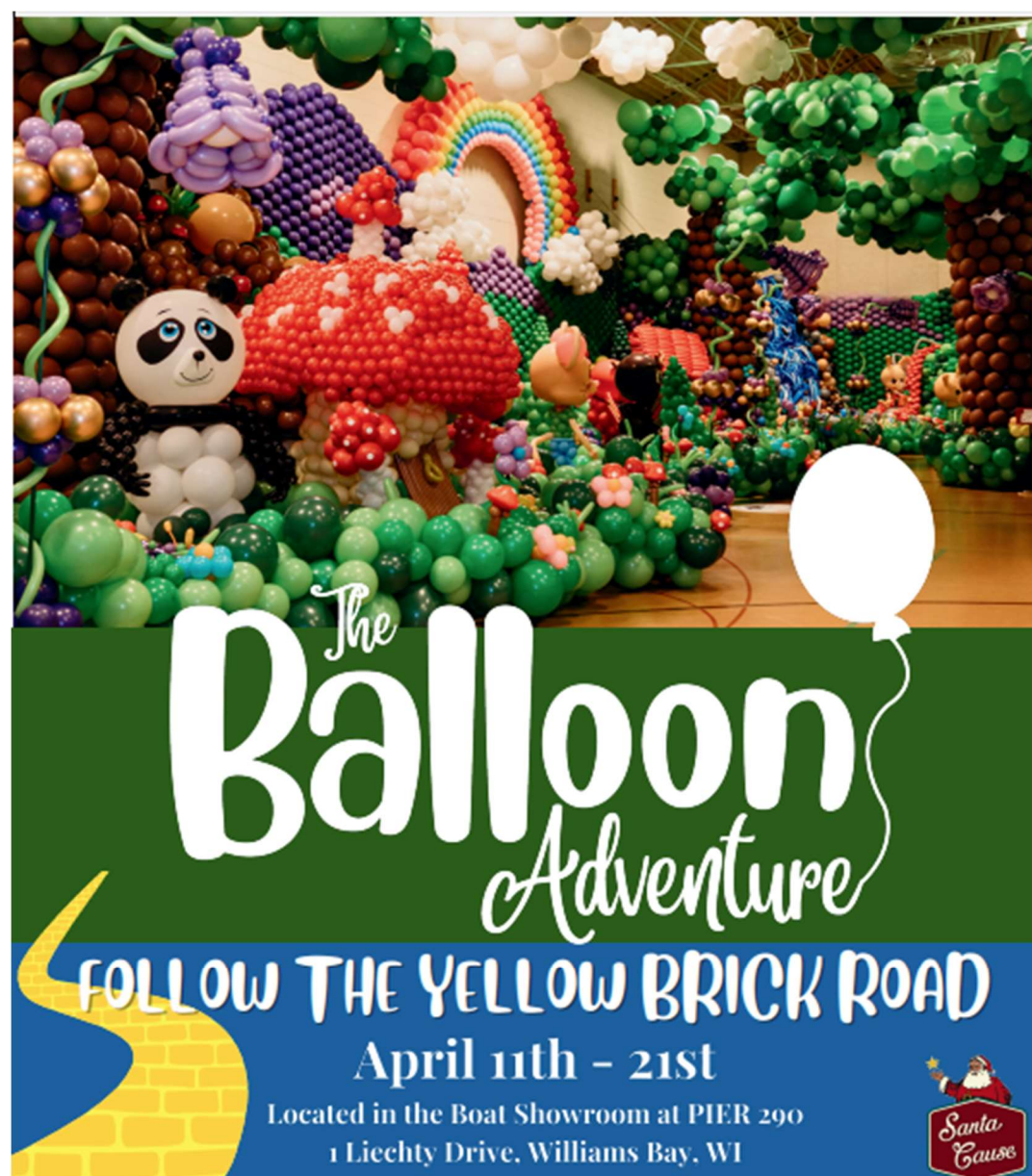



Enter into a land of wonder filled with 100,000 balloons! Walk around this immersive, awe-inspiring experience and enjoy a larger-than-life look at the land of Oz.

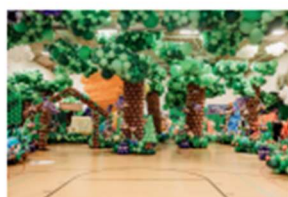
Onsite, lakeside dining at PIER 290, plus numerous nearby shops and hotels in Lake Geneva.

LAKE GENEVA **SUPPORTED BY TRAVEL WISCONSIN** **BUY TICKETS** santacauses.org 

Poster:



Enter into a land of wonder filled with 100,000 balloons! Walk around this immersive, awe-inspiring experience and enjoy a larger-than-life look at the land of Oz.



SUPPORTED BY
TRAVEL
WISCONSIN

Presented by Santa Cause and Wisconsin Balloon Décor
Proceeds to benefit the Tree House Child and Family
Center and Covenant Harbor

BUY TICKETS
santacauses.org



CITY OF LAKE GENEVA TOURISM COMMISSION



TOURISM PROMOTION GRANT INFORMATIONAL GUIDE

June 2023 September 2024

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~~ **Tourism Commission** logo and its website (link or QR Code) be placed on marketing event/initiative materials including printer materials, banners, **event** websites and all **out other** 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 shall** 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~~ September 2024

Date Submitted: _____

Organization: _____

Contact Person: _____

Phone Number: _____

Street Address: _____

City, State, Zip: _____

Email Address: _____

Name of Event: _____

Date(s) of Event: _____

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

Location of Event: _____

Type of Event: _____

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

Estimated Number of Attendees: _____

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

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

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 *prior* to applying for a tourism grant). Yes / No _____

Estimated Number of Overnight Stays: _____

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

Annual Event (Yes/No): _____

Note: In addition, if chosen, the applicant agrees to include the **City of Lake Geneva Tourism Commission** logo and its website (link or QR Code) **be** placed on marketing event/initiative materials including printer materials, banners, **event** websites and all **out other** 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: _____

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 the **City of Lake Geneva Tourism Commission** Logo
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*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 regarding** 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 Reimbursement Form

Revised September, 2021

Name: _____

Organization Name: _____

Payment made Payable to: _____

Remittance Address: _____

Contact Phone #: _____ Email: _____

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

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

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: _____ Date: _____

Name of Organization: _____

Email: _____ Phone: _____

CITY OF LAKE GENEVA

TOURISM COMMISSION



TOURISM PROMOTION GRANT

INFORMATIONAL GUIDE

June 2023 September 2024

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Section 1-Submit for Approval

City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

Revised ~~June 2023~~ September 2024

Date Submitted: _____

Organization: _____

Contact Person: _____

Phone Number: _____

Street Address: _____

City, State, Zip: _____

Email Address: _____

Name of Event: _____

Date(s) of Event: _____

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

Location of Event: _____

Type of Event: _____

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

Estimated Number of Attendees: _____

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

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

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 **prior** to applying for a tourism grant). Yes / No _____

Estimated Number of Overnight Stays: _____

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

Annual Event (Yes/No): _____

Note: In addition, if chosen, the applicant agrees to include the City of Lake Geneva Tourism Commission logo and its website (link or QR Code) be placed on marketing event/initiative materials including printer materials, banners, event websites and all out other 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.

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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 the City of Lake Geneva Tourism Commission 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 regarding 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.

Section 2-Submit For Reimbursement/Final Evaluation

City of Lake Geneva Tourism Commission Reimbursement Form

Revised September, 2021

Name: _____

Organization Name: _____

Payment made Payable to: _____

Remittance Address: _____

Contact Phone #: _____ Email: _____

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

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

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: _____ Date: _____

Name of Organization: _____

Email: _____ Phone: _____