



LAKE GENEVA TOURISM COMMISSION

Monday, October 14, 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. Call to Order
2. Roll Call
3. Comments from the public limited to 5 minutes, limited to items on this agenda
4. Approval of the Tourism Commission minutes from June 10, 2024, and September 9, 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. Approval of the 2025 Budget
10. Discussion/Action on Tourism Promotional Grant Program and Requests: **Maximum ten (10) minute presentation per request:** None
11. Final Event Evaluations from organizations receiving Tourism Grants: None
12. Discussion/Action concerning revisions to the Tourism Grant Application- regarding link or QR code on social media sites and splitting the Grant Application into two sections
13. Future Agenda Items
14. Adjournment

No official City Council action will be taken; however, a quorum of the City Council may be present. Requests from persons with disabilities who need assistance to participate in this meeting should be made to the City Clerk's office in advance so that the appropriate accommodations can be made.

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

Motion by Stoodley, second by Pirzada, to approve the minutes from May 13, 2024.
Unanimously carried.

Heather Jones, Independent Contractor for Tourism Commission, Meet at the Lake
Promotional Activity:
Jones gave update with lakegenevahotels.org going live

Update from Tourism Entity – Visit Lake Geneva, Deanna Goodwin- Ribbon cuttings going on with relocated businesses and cicada fest (Timber Ridge Waterpark, Commons at Grand Geneva and Library Park Art Installation coming up). Concerts in the Park beginning June 27. Earned media had a big increase in May starting with Cicada Fest. A large turnout that had at least 1,000 people turnout even in the rain and participate. A small dip this May over last May potentially due to the rainy weather patterns the last few weeks. Goodwin highlighted the hotel occupancy rates being up 6% over 2023 at this time. FAM Tour with Norwegian journalists and Icelandic journalists promoting international travel from the state initiative – highlighting Lake Geneva. Shooting of the Discover Wisconsin episodes for the Fall has been happening over this last month. USA Today nominated Geneva Lake for best lake and best swimming – winner being announced June 12th. New social media manager beginning in June for Visit Lake Geneva.

Update from Lake Geneva Business Improvement District (BID) – Alexandria Binanti - Binanti announced the Murals in Motion going off without a hitch and showed a 104% increase from the previous month on site sessions. Highlighted a huge jump in TikTok. Announced Horticultural Hall Mural kickoff was a big hit and around 14,000 attendees for the week. Weather was great. Will be doing an auction for art in 2025 with other muralists. Maxwell Street Days are up next on the calendar. A group of local kids pitched a “Lemonade Crawl” (August 20th) in lieu of the Coco Crawl, and the BID will be helping get this off the ground. Looking at discussing evergreen banners downtown. Find out next week if Main Street Application was accepted.

9. Written financial update regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements, list of outstanding (unpaid) tourism grants awarded
-Waspi discussed the fund balance increasing with the new Visit contract and that this balance will begin to increase. Pirzada voiced her reservations around how we will be using the excess funds and make sure it does not go against the state statute.

10. Discussion/Action on Tourism Promotional Grant Program and Requests: Maximum ten (10) minute presentation per request:

a. Data service software for downtown events; continued (BID) - Alex Binanti summarized that we were waiting to hear from the city attorney on this and to setup a meeting sometime on a Tuesday/Wednesday between 2-4pm before next meeting. Continued to next meeting.

b. Venetian Fest (Lake Geneva Jaycees) – Howell, Pirzada and Waspi spoke about their hesitations with the grant paying for the fireworks in the itemized budget. Discussion was around moving the budget to marketing instead of the fireworks. Waspi made a motion to support a not to exceed \$40,000 grant with the following changes – add line items for printed materials, banners, social media marketing; also a requirement to use the lake Geneva tourism logo and to include a link to lakegenevahotels.org and/or QR code on all marketing materials. Second by Pirzada. There was clarity made around a little grace on the actual budget line items as long as the overall stays within the statute. Resubmit page 45 if there are more items in July. Unanimously approved.

Waspi moved to amend the agenda to move item #4 to now.

4. Election of Tourism Commission officers:

Ken moved to nominate Waspi as chairperson– Pirzada second – unanimously approved.

Ken moved to nominate Alderman Fesenmaier as secretary – Pirzada second – unanimously approved.

11. Final event evaluations from organizations receiving tourism grants

a. Wee Whiskey Fest – Waspi spoke about a positive first year. Reservations discussed regarding all of the events next year be in the city limits (2023 large dinner was at The Ridge). Consensus is that it was a positive.

b. Cheese Fest – Pirzada voiced public “secondhand” opinions that she had heard it was not exactly what was advertised as a true cheese festival. No members were at the event so we could not verify. Cheese Fest underperformed based on attendance, but due diligence needs to be done on the quality of the performance of the festival.

c. The Balloon Adventure – Stoodley voiced that she volunteered and said the event was well executed. FOX 6 appeared for PR. There are questions around the location of the event and the partnering better of the hotels/lodging downtown.

d. Veterans’ Park Ball Diamonds – All agreed this was a “Home Run” as heads in beds is definitely a byproduct of this.

12. Discussion/Action concerning possible revisions to tourism grant application webpage – Changes to the grant were discussed. Migut brought up that maybe we should list resources for providing data around overnight stays, who/where/demographics of people coming and what is legally covered to be able to apply for from the statute (1,2,3). Pirzada brought up that we could make the actual application (part 1 and 2) as a simple form instead of the whole packet. Continued until next meeting.

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

- Waspi discussed that he would like to make this a standing/reoccurring item as this is a topic discussed frequently. Discussion occurred around P&L having to be provided. Deanna Godwin brought up that the financials were already required– Waspi made a motion to eliminate item #4 from the application in its entirety. Howell second. Unanimously approved.

14. Future Agenda Items (next meeting date: Monday, July 8, 2024 at 4:00 p.m.) 15.

Adjournment

-Placer ai discussion

-Tourism Grant Applications

-Link for Tourism Commission to be placed on city website

Woodley motions to adjourn. Pirzada second. Unanimously approved.

TOURISM COMMISSION MINUTES
Monday, September 9, 2024
COUNCIL CHAMBERS, CITY HALL

Meeting was called to order by Chair Waspi at 4:02 p.m.

Roll Call

Present: Chair Brian Waspi, Vice Chair Zakia Pirzada, Alder Fesenmaier, Alder Howell, Troy Migut, Cathy Stoodley

Absent: Stephanie Klett (Ex-Off), Mayor Krause (Ex-Off), Comptroller Pisarsik

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

None.

Approval of Special Tourism Commission minutes from July 8, 2024

Motion by Pirzada, second by Stoodley, to approve the minutes from July 8, 2024. Unanimously carried.

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

Jones excitedly announced that the lakegenevahotels.org website listing only City of Lake Geneva hotels, set up for the Tourism grants is running and collecting data. There is evidence that visitors to the site are arriving directly from the link or QR code.

Jones explained her monthly report including that 2025 Riviera reservations are up from last year's pace. Her report also included the statistics from the June-August Marketing Campaign.

Update from Tourism Entity – Visit Lake Geneva

Deanna Goodwin highlighted event dates: Christmas Parade, December 7, and Winterfest, January 29 through February 2, 2025. Media visits from this summer will produce feature articles for next summer. Geiger Media Tour was successful with twelve travel writers and future plans for a September wedding/events tour.

Visit's website continues to show increases month after month. Goodwin added an Event Date column to the RFP chart for better tracking.

A bike trail brochure is available at the Visitor's Center, but they are looking for a digital copy that can be refreshed and made more attractive. Also available is a Geneva Lake Shore Path map. Car Wraps will be seen this fall now in Milwaukee and Madison in addition to Chicago.

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

The new event, the Lemonade Crawl, on August 20th, was a huge success. May's social media numbers were way up due to the Murals in Motion. Alex expects to be including Placer.ai reports for October now that the subscription has been invoiced/paid and user training completed program.

Upcoming Events: Oktoberfest, Wine Walk, and Shop Small Weekend
There will be a ribbon-cutting on October 12 in recognition of the Main Street designation received in August. BID is applying for a grant (awarded in February 2025) from a new pilot program from WEDC in relation to workforce housing initiatives for employee retention.

Written financial update provided by City Comptroller

Balance Sheet from June 30, 2024

Total Assets \$842,317.01

Restricted Fund Balance - \$907,882.50

Discussion/Action on Tourism Promotional Grant Program and Requests:

Oktoberfest – Lake Geneva Business Improvement District

Alexandria Binanti, Director of BID, presented the information for this year's Oktoberfest. The whole event budget was submitted with highlights of the marketing focus/totals. The application is detailed and included supplemental materials for targeted marketing to encourage overnight stays in hotels within the City limits. Motion by Pirzada, second by Howell, to award the full grant amount of \$22,450. Unanimously carried.

Abominable Trail Race – ASR Events, LLC

The event will take place at Lake Geneva Ziplines and Adventures in Geneva Township on November 16. Race packets will be available for pick up on Friday night, thus encouraging event goers to stay overnight. City hotels will be encouraged to create and offer special package deals for the event. Waspi noted that the Evaluation form is updated since last year and that printed materials should include the Tourism Commission website link to City Hotels or QR Code and on the event's website. The budget for the whole event is larger than the money requested for the grant.

Motion by Howell, second by Pirzada, to approve the grant for \$3,000. Unanimously carried.

Abominable Snow Race – ASR Events, LLC

The event will take place at Lake Geneva Ziplines and Adventures in Geneva Township on January 25. They are targeting Milwaukee, Madison, Chicago, and Rockford and adding focus on a younger audience this time around. Yeti will be attending Lake Geneva events to promote the Trail and Snow Races. Race packets will be available for pick up on Friday night, thus encouraging event goers to stay overnight. City hotels will be encouraged to create and offer special package deals for the event. Waspi noted that the Evaluation form is updated since last year and that printed materials should include the Tourism Commission website link to City Hotels or QR Code and on the event's website. The budget for the whole event is larger than the money requested for the grant.

Motion by Waspi, second by Stoodley, to approve the grant for \$10,000. Unanimously carried.

The Balloon Adventure – Santa Cause Inc. dba 531 Fund

The event will take place at the Boat Showroom in the Village of Williams Bay, March 6 through March 16, 2025. They are increasing the amount of their Tourism grant request from last year due to a decrease expected this year in their Joint Effort Marketing (JEM) grant amount. Waspi and Stoodley spoke in favor of the event. Waspi stated that room occupancy doesn't have to create a positive Return on Investment (ROI). There was discussion regarding hosting the event in city of Lake Geneva, however there are space limitations and rules at the Riviera that would make this unlikely. Also discussed Covenant Harbor again as a location that Commissioners supported in the past.

Motion by Stoodley, second by Waspi, to approve the grant for \$40,000. Carried, 4-2, with Alders Fesenmaier and Howell voting no.

Final Event Evaluations from organizations receiving Tourism Grants – None; noted this is a recurring item on the agenda.

Discussion/Act concerning revisions to the Tourism Grant application.

Change “printer” to “printed” page 3 Section 3 paragraph 2 last sentence.

Goodwin was given permission to speak. She believes that using a link or QR Code is appropriate for most printed marketing materials but is much more of a challenge to include on social media sites especially Facebook.

Two drafts were included in the packet. The second draft added titles for splitting the grant into TWO sections as mentioned by Pirzada at previous meetings.

Discussion will continue to October.

Discussion/Action regarding links on the Tourism Commission webpage – Completed; see Jones' report above. Linked on City website bottom of front page.

Tourism Commission related forms, paperwork, and grant procedures review

Discussion from above. This is NOT a recurring agenda item. Commissioners should review the application as if they were applying and make suggestions to Chair Waspi.

Future meeting agenda items and next meeting date –

- Approve regular meeting minutes from June 3, 2024 (Migut)
- Tourism Grant Application revision – regarding link or QR code on social media sites and splitting the Grant application into two sections
- Heather Jones' contract expiring Oct. 31, 2024; Waspi will send out current contract
- 2025 Budget - Review

Monday, October 14, at 4:00 PM

Motion by Migut, by Waspi, to adjourn at 5:55 p.m. Carried.

Respectfully submitted,
Alderman Fesenmaier, Secretary

Riviera Ballroom/MATL Update- Tourism Commission Meeting October 2024

Marketing Update

- Website Analytics Update: Past 30 Days:
 - Site Sessions: 1,625 (-32%)
 - Site Sessions by traffic source
 1. Google (862)
 2. Direct (496)
 3. Visit Lake Geneva (70)
 4. City of Lake Geneva (57)
 5. BING (54)
 - Active Inquiries: 121, 78 recorded for September 2023
 - Avg. Session Duration: 3m 17s (+16%)
 - Site Bounce Rate: 48.2 (-16%)
- WeddingWire & TheKnot: September Stats
 - 193 Visitors
 - 15 Link Clicks
 - 19 Saves
 - 34 leads
- Hotels & Lodging Analytics Update Past 30 days:
 - 78 Page Views (-64 from last month)
 - Avg. time spent on page: 3min 2sec (+1m 42 sec)

**Reports generated on October 7th*
- www.lakegenevahotels.org Analytics
 - 1,185 Site Sessions (+1,144)
 - 948 direct
 - 121 WIX Referral
 - 95 BID

Sales Update

	2018	2019	2020	2021	2022	2023	2024	2025	2026
Weddings	45	28	9	54	55	52	43	29	7
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	4	
Event Total	60	41	10	60	62	64	53	34	7
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								1	

- Sales by year October 2024:
 - 2024 Events- one holiday party contract and one non-profit contract out
 - 2025 Events- Four wedding contracts returned and one corporate contract returned
 - 2026 – one wedding contract returned
 - Last Year- Reported on October 4th; 63 events booked for 2023 and 43 events booked for 2024 and 2 events 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	\$257,164.36

CATERING REVENUE

\$29,159.74	\$14,688.76	\$4,337.68	\$32,970.09	\$46,691.72	\$48,795.80	\$40,958.33
-------------	-------------	------------	-------------	-------------	-------------	-------------



**Lake Geneva Tourism Commission
OCTOBER 14, 2024
VISIT Lake Geneva Update**

Partner Events

- Annual Dinner & Impact Awards – Tuesday, October 15 at Grand Geneva Resort
- Multi-Chamber Business After Hours – Thursday, October 24, 5-7:30pm at Boxed & Burlap

Public Events

- Discover Wisconsin TV Premiere Party – Tuesday, October 29, 5-7pm at Geneva Stage
- Lake Geneva Electric Christmas Parade – Saturday, December 7 at 5pm
- 30th Annual Winterfest & America's Snow Sculpting Invitational – January 29-February 2, 2025

Earned Media Highlights – SEPTEMBER 2024

- [9 Top Places to Visit in Wisconsin This Fall](#) | World Atlas
- [Lake Geneva, year-round visitor's heaven](#) | Diario las Américas
- [This Charming Midwest Lake Town Offers Year-Round Outdoor Adventures](#) | Fox 28 Spokane + 107add'l media outlets
- [Spanning the State: Appleton, Lake Geneva](#) | 620 WTMJ Radio
- [10 Milwaukee-area towns with main streets to stroll during fall sweater weather](#) | Milwaukee Journal Sentinel & AOL.com
- [Travel Wisconsin: Apple Orchards](#) | WTMJ Radio
- [The Origin Story of Dungeons & Dragons Begins...](#) | Milwaukee Magazine
- [10 Dungeons & Dragons sites you can visit in Lake Geneva](#) | AOL.com + Milwaukee Journal Sentinel
- [The game that changed the world': Dungeons & Dragons' legacy lives on 50 years after it started in Lake Geneva](#) | Milwaukee Journal Sentinel
- [Beloiter nominated for Emmy award](#) | Beloit Daily News
- [Here are 5 places to enjoy the fall foliage in the US](#) | Yahoo.com
- [You've been to Lake Geneva in Wisconsin. Here's why you ...](#) | Chicago Tribune
- [11 Picturesque Towns in Wisconsin for a Weekend...](#) | World Atlas
- [Thrilling Zipline Adventures Near Chicago](#) | Chicago Parent Magazine
- [8 Towns in Wisconsin With Unique Traditions](#) | World Atlas
- **Geiger Media Tour Recap**

Marketing Metrics – SEPTEMBER 2024

WEBSITE – VisitLakeGeneva.com

- Sessions – 126,744 (+3%) | YTD 1,299,992 (+5%)
- Pageviews – 376,597 (+2%) | YTD 3,980,416 (+18%)
- Users – 100,423 (+2%) | YTD 1,001,485 (+5%)
- Online Guide Visits – 5,871 | YTD 45,678

- **Top Pages**

1. Events	128,104 Pageviews
2. Home	41,661
3. Home	38,568
4. Stay Hotels & Resorts	18,730
5. Things to Do Family Fun	18,482
6. Food & Drink	16,202
7. Blog Lake Geneva Area Fireworks	14,019
8. Things to Do Shopping	13,478
9. Things to Do Shore Path	12,009
10. Things to Do Tours & Sightseeing	9,593

- **Top Cities**

1. Chicago	30,293 Users
2. (not set)	7,227
3. Milwaukee	2,683
4. Dallas	2,037
5. Lake Geneva	1,753
6. Ashburn	1,104
7. Minneapolis	923
8. Coffeyville	886
9. Madison	867
10. New York	846

SOCIAL MEDIA

- Facebook – 72,073 Followers (+232MoM) | 500,363 Monthly Reach
- Instagram – 14,947 Followers (+251 MoM) | 15,966 Monthly Reach
- X – 3,560 Followers (+0 MoM) | 1,200 Monthly Impressions
- LinkedIn – 1,752 Followers (+18 MoM) | 4,197 Monthly Impressions
- TikTok – 1,329 Followers (+53 MoM) | 13,827 Monthly Views

EMAIL SUBSCRIBERS

- Subscribers – 52,857
- Open Rate – 32%

VISITOR CENTER ACTIVITY

- Walk-ins – 1,815 (+122) | 13,149 YTD (+317)
- Phone Calls – 233 (-8) | YTD 2,605 (+204)
- Emails – 886 (+36) | YTD 9,100 (-400)
- Visitors Guides Fulfilled – 828 (+21) | YTD 8,505 (-795)

HOTEL ACTIVITY – AUGUST 2024

- Occupancy – 73.6% (+3.9%) | YTD 54.8% (+2.3%)
- ADR - \$232.03 (+6.4%) | YTD \$197.68 (-1.9%)
- RevPar - \$170.86 (+10.5%) | YTD \$108.32 (+0.3%)

Meetings & Events RFP Activity – SEPTEMBER 2024

RPF #	Total Attendees	Total Room Nights	Type	Properties Sourced	Event Date
1402	1000	2100	Corporate	Grand Geneva	July 2026
1403	800	230	Military	Grand Geneva, The Abbey, Lake Lawn	July 2028
1404	275	670	Military	Grand Geneva, The Abbey, Lake Lawn	January 2028
1405	20	104	Corporate	The Abbey, Geneva National, The Ridge, Grand Geneva	June 2025
1406	150	110	Religious	Grand Geneva, Timber Ridge	September 2025
1407	500	1565	Corporate	Grand Geneva	September 2026
1408	20	40	Corporate	Geneva National, The Ridge, The Abbey, Lake Lawn	October 2024
1409	15	20	Corporate	The Abbey, Geneva National, The Ridge, Grand Geneva,	December 2024
1410	50	128	Military	Grand Geneva, Harbor Shores , The Cove , Geneva Inn, The Abbey, Geneva National, The Ridge, Bella Vista Suites	September 2024
1411	50	165	Club	The Abbey, Geneva National, The Ridge, Lake Lawn	October 2025
1412	525	2165	Club	Grand Geneva	May 2027
1413	450	975	Corporate	Grand Geneva	April 2026
1414	225	615	Corporate	Grand Geneva, The Abbey	June 2025
1415	200	503	Corporate	The Abbey, Grand Geneva	August 2026
1416	110	388	Corporate	Grand Geneva	September 2026
15	4390	9778	September 2024 Totals		

Year-to-Date

- RFPs Distributed – 120 | RFP Room Nights – 38,187 | RFP Attendees – 17,889
- Attended Small Market Meetings show in September and IMEX in early October. Remaining show for 2024 is Holiday Showcase in Chicago December 4-5.

More...

- Fall commercial filming with Donald Driver this week
- [Donald Driver Summer commercial](#) nominated for Emmy Award
- Visit Lake Geneva [Bundle Up Campaign](#) – October 1-December 30, 2024



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

Executive Director's Report

September Recap

Website & Social:

Updates with 2024 Oktoberfest and Wine Walk have been made. This year had a refresh to our Oktoberfest Activities page which has increased pageview traffic by 26.7%. Overall pageviews for Oktoberfest event page is up by 242% whereas the homepage has decreased by 12%. Largest traffic source comes from visitlakegeneva.com and direct, then facebook. Current year to date page views are 68,456 up 14.6% from 2024. Leading viewers come from Chicago market, local, and then Southeast Wisconsin.

Looking at website refresh cost analysis for 2025 budget year and establishing a photo/video library for future marketing projects in budget.

Promotions on social have been focused on Fall, recent events, business post shares. Instagram has seen a large boost in reach and engagement this month organically leading to 13.1% increase in page activity and 8.5% in profile visits.

- i. Oktoberfest
- ii. Wine Walk
- iii. Fall getaway weekends
- 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	7050		
Desktop	270	443	423	506	903	2306	710	1244	1819		
Tablet	14	33	32	44	105	416	57	106	166		
Pageviews	1336	2094	2441	3265	8292	20829	5927	11028	13244		
Users	962	1347	1591	2027	4948	9410	3573	5939	9032		

New Visitors	693	995	1252	1545	4221	8800	3015	4862	7527			
Avg Time on site	3m34s	4m16s	3m16s	5m20s	3m14s	3m31s	2m14s	3m13s	3m37s			
	DEC	JAN	FEB	MAR	APR	MAY	JUN	AUG	SEP	OCT	NOV	
FACEBOOK												
Followers	10557	10863	11,196	11,503	11687	11705	11785	11941	12,121			
MoM Change	165	306	333	307	184	18	80	156	180			
Reach	57,303	84,195	97,238	93,200	81510	175,993	33546	34,253	46,636			
Post Engagement	7,302	21,094	15,427	16,671	12432	64,460	6773	6,542	9,168			
INSTAGRAM												
Followers	2,931	2980	2998	3034	3071	3160	3216	3270	3326			
MoM Change	60	49	18	36	37	89	56	54	56			
Reach	1870	2811	2196	1811	2187	4541	4180	2,207	7271			
Engagement	261	526	396	249	200	621	425	278	394			
TIKTOK	-											
Followers	-	-	188	252	305	675	690	860	928			
MoM Change	-	-	32	64	53	370	15	170	68			
Video Views	-	-	3,545	2556	2876	145,000	2761	1581	487			
Engagement	-	-	114	122	61	8863	101	136	45			

Events:

Events listed for 2024:

- i. Oktoberfest October 12-13 – Paid marketing campaigns started mid September. Vendors are secured. Map approved and final inspection with police and fire for planning happening first week of October.
Original budget costs were listed as \$40,000 but actuals will increase to \$55,000. Increase due to increase award from Tourism Grant by \$11,000 to increase marketing budget. Budgeted gross revenue was calculated at \$20,000 and currently are at \$28,900 in vendor fees, sponsorships, and Tourism grant prior to event sales.
- ii. Wine Walk (Fall) November 3 – Event permit submitted and liquor license approved. 25 participating businesses are registered. Tickets went on sale September 13th and are about ½ sold out. Wines are 75% selected and currently looking for volunteers for check in day and in final design stages of wine walk passports.
- iii. Light Up Lake Geneva & Shop Small Weekend November 29 - December 1

Beautification:

- i. Christmas Planning – Lights purchased and install scheduled.
- ii. Murals – Call for walls for two murals to be installed Spring 2025.
- iii. Vibrant Spaces Grant Potential – working with city in idea generation of applying for a \$50,000 matching grant for a public improvement for placemaking. Looking to form committee.

Business Communications, Organization & General Marketing:

- i. 19 (131ytd) Business Retention Visits in relation to Oktoberfest and Main Street Resource Team visits. Also hand delivered posters for events and sent out communications in regards to fall promotions
- ii. 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.
- iii. BID met with city and community stakeholders in regards to electric vehicle power stations installation in the city. Researching third party businesses to manage project for public use.
- iv. Committee sign ups have begun for the 2025 planning year. Looking for community focused individuals to assist in idea generation and implementation of new projects, events, and services while enhancing existing programming.
- v. Purchased placer.ai software and given credentials. Database training to take place October 15th.

CITY OF LAKE GENEVA
BALANCE SHEET
AUGUST 31, 2024

FUND 47 - TOURISM

ASSETS

47-00-00-1111	FUND CASH	1,167,057.86	
	TOTAL ASSETS		1,167,057.86

LIABILITIES AND EQUITY

FUND EQUITY

47-00-00-34800	RESTRICTED FUND BALANCE	907,882.50	
	REVENUES OVER EXPENDITURES - YTD	259,175.36	
	TOTAL FUND EQUITY		1,167,057.86
	TOTAL LIABILITIES & EQUITY		1,167,057.86

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 \$	-	9/26/2024
	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	15,334.63 \$	2,515.37	9/25/2024
March	Spring Conference	10,000.00	Tavern League of Wisconsin	April 8-11, 2024	10,000.00 \$	-	8/30/2024
	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	
July	Pacer.Ai Data Service Software	11,000.00	BID		- \$	11,000.00	
August	Canceled						
September	Lake Geneva Beer and Spirits Festival	19,500.00	Nei-Turner Media Group Inc.	October 26, 2024	- \$	19,500.00	

Account Number	Account Title	2024-24 Period Actual	2024-24 Current year Actual	Current year Budget	Variance Current year	% of Budget
TOURISM						
TOURISM						
47-00-00-41210	ROOM TAX	170,224.90	1,014,214.04	1,400,000.00	385,785.96	72.44
47-00-00-46100	TOURISM MISC REVENUE	.00	.00	.00	.00	.00
47-00-00-48110	INTEREST INCOME	3,864.18	30,219.07	10,000.00	20,219.07-	302.19
47-00-00-49100	APPL. PRIOR YR APPROPRIATIONS	.00	.00	.00	.00	.00
47-00-00-49350	TRANSFER FROM GENERAL FUND	.00	.00	.00	.00	.00
Total TOURISM:		174,089.08	1,044,433.11	1,410,000.00	365,566.89	74.07
47-00-00-57100	HOTEL/MOTEL ASSN-CHAM OF COM	241,169.19	291,909.37	680,000.00	249,565.54	63.30
47-00-00-57210	EVENTS COORDINATOR	.00	.00	.00	.00	.00
47-00-00-57212	EVENTS COORDINATOR-RIVIERA	5,833.34	46,666.72	70,000.00	17,499.94	75.00
47-70-00-57150	PROMOTIONAL GRANT	.00	197,110.66	150,000.00	87,445.29-	158.30
47-70-00-57155	TOURISM MUNICIPAL DEVELOPMENT	184.44	10,996.00	271,425.00	259,728.79	4.31
47-70-00-59400	TRANSFER TO CAPITAL PROJECTS	.00	.00	.00	.00	.00
47-70-00-59500	TRANSFER TO LAKEFRONT FUND	.00	.00	.00	.00	.00
47-70-00-59600	TRANSFER TO DEBT SERVICE FUND	238,575.00	238,575.00	238,575.00	.00	100.00
TOURISM Expenditure Total:		485,761.97	785,257.75	1,410,000.00	439,348.98	68.84
Net Total TOURISM:		311,672.89-	259,175.36	.00	73,782.09-	.00
Net Grand Totals:		311,672.89-	259,175.36	.00	73,782.09-	.00

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-11111 FUND CASH					
		07/31/2024 (07/24) Balance	.00 *	.00 *	1,517,343.53
CA	36	Cash Allocation - Created: 09/23/24 4:29 PM	524,374.75		
CA	7	Cash Allocation - Created: 09/04/24 1:23 PM	843,217.32		
CA	14	Cash Allocation - Created: 09/04/24 1:47 PM		271,617.82-	
CA	22	Cash Allocation - Created: 09/09/24 3:50 PM		1,095,974.25-	
CA-CDA	7	CDA Fund Allocation - Created: 09/23/24 4:29 PM		285,799.75-	
CA-JE	11	JE Fund Allocation - Created: 09/23/24 4:29 PM		238,575.00-	
CA-JE	19	JE Fund Allocation - Created: 09/30/24 12:04 PM	3,864.18		
		08/31/2024 (08/24) Period Totals and Balance	1,371,456.25 *	1,891,966.82- *	996,832.96
47-00-00-13920 ACCTS RECEIVABLE					
		07/31/2024 (07/24) Balance	.00 *	.00 *	.00
		08/31/2024 (08/24) Period Totals and Balance	.00 *	.00 *	.00
47-00-00-21100 ACCOUNTS PAYABLE					
		07/31/2024 (07/24) Balance	.00 *	.00 *	38,612.78-
AP	30	Summary Transactions from AP System			
AP	353	Summary Transactions from AP System		241,169.19-	
AP	398	Summary Transactions from AP System		119.98-	
AP	685	Summary Transactions from AP System		5,897.80-	
CDA	86202	AMPLIFIED WISCONSIN		25,000.00-	
CDA	86317	US CELLULAR	63.78		
CDA	86320	LAKE GENEVA REGIONAL NEWS	25,000.00		
CDA	86323	APG SOUTHERN WISCONSIN	15,000.00		
CDA	86338	CITY OF LAKE GENEVA BID	23,549.00		
CDA	86498	LAKE GENEVA CONVENTION	241,169.19		
CDA	86563	CHARTER COMMUNICATIONS	119.98		
CDA	86577	JONES, HEATHER	5,833.34		
CDA	86579	US CELLULAR	64.46		
		08/31/2024 (08/24) Period Totals and Balance	310,799.75 *	272,186.97- *	.00
47-00-00-21900 ACCRUED EXPENSES					
		07/31/2024 (07/24) Balance	.00 *	.00 *	.00
		08/31/2024 (08/24) Period Totals and Balance	.00 *	.00 *	.00
47-00-00-34800 RESTRICTED FUND BALANCE					
		07/31/2024 (07/24) Balance	.00 *	.00 *	907,882.50-
		08/31/2024 (08/24) Period Totals and Balance	.00 *	.00 *	907,882.50-
47-00-00-41210 ROOM TAX					
		07/31/2024 (07/24) Balance	.00 *	.00 *	843,989.14-

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-41210 ROOM TAX (continued)					
JE	36	TRANSFER ROOM TAX TO TOURISM FUND-AU		170,224.90-	
		08/31/2024 (08/24) Period Totals and Balance	.00 *	170,224.90- *	1,014,214.04-
YTD Encumbrance	.00	YTD Actual	1,014,214.04- Total	1,014,214.04- YTD Budget	1,400,000.00- Unearned 385,785.96
47-00-00-46100 TOURISM MISC REVENUE					
		07/31/2024 (07/24) Balance	.00 *	.00 *	.00
		08/31/2024 (08/24) 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					
		07/31/2024 (07/24) Balance	.00 *	.00 *	26,354.89-
JE	30	REC AUG LGIP ACTIVITY		3,864.18-	
		08/31/2024 (08/24) Period Totals and Balance	.00 *	3,864.18- *	30,219.07-
YTD Encumbrance	.00	YTD Actual	30,219.07- Total	30,219.07- YTD Budget	10,000.00- Unearned 20,219.07-
47-00-00-49100 APPL. PRIOR YR APPROPRIATIONS					
		07/31/2024 (07/24) Balance	.00 *	.00 *	.00
		08/31/2024 (08/24) 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					
		07/31/2024 (07/24) Balance	.00 *	.00 *	.00
		08/31/2024 (08/24) 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					
		07/31/2024 (07/24) Balance	.00 *	.00 *	50,740.18
AP	300	LAKE GENEVA CONVENTION	241,169.19		
		**Desc: JUNE 2024 SHARE OF ROOM TAX			
		08/31/2024 (08/24) Period Totals and Balance	241,169.19 *	.00 *	291,909.37
YTD Encumbrance	.00	YTD Actual	291,909.37 Total	291,909.37 YTD Budget	680,000.00 Unexpended 388,090.63
47-00-00-57210 EVENTS COORDINATOR					
		07/31/2024 (07/24) Balance	.00 *	.00 *	.00

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-57210 EVENTS COORDINATOR (continued)					
		08/31/2024 (08/24) 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					
		07/31/2024 (07/24) Balance	.00 *	.00 *	40,833.38
AP	624	JONES, HEATHER	5,833.34		
		**Desc: RIVIERA EVENTS COORDINATOR-SEP 2024			
		08/31/2024 (08/24) Period Totals and Balance	5,833.34 *	.00 *	46,666.72
YTD Encumbrance	.00	YTD Actual 46,666.72 Total	46,666.72	YTD Budget 70,000.00 Unexpended	23,333.28
47-00-11-15900 DUE TO/FROM GENERAL FUND					
		07/31/2024 (07/24) Balance	.00 *	.00 *	.00
		08/31/2024 (08/24) Period Totals and Balance	.00 *	.00 *	.00
47-00-40-15900 DUE TO/FROM LAKEFRONT FUND					
		07/31/2024 (07/24) Balance	.00 *	.00 *	.00
		08/31/2024 (08/24) Period Totals and Balance	.00 *	.00 *	.00
47-70-00-57150 PROMOTIONAL GRANT					
		07/31/2024 (07/24) Balance	.00 *	.00 *	197,110.66
AP	28	LAKE GENEVA REGIONAL NEWS		25,000.00-	
		**Desc: TOURISM GRANT-BACON FEST 2024			
AP	29	LAKE GENEVA REGIONAL NEWS	25,000.00		
		**Desc: TOURISM GRANT-BACON FEST 2024			
		08/31/2024 (08/24) Period Totals and Balance	25,000.00 *	25,000.00- *	197,110.66
YTD Encumbrance	.00	YTD Actual 197,110.66 Total	197,110.66	YTD Budget 150,000.00 Unexpended	47,110.66-
47-70-00-57155 TOURISM MUNICIPAL DEVELOPMENT					
		07/31/2024 (07/24) Balance	.00 *	.00 *	10,811.56
AP	606	US CELLULAR	64.46		
		**Desc: RIVIERA CELL-HEATHER			
AP	388	CHARTER COMMUNICATIONS	119.98		
		**Desc: INTERNET SVC AUG 2024			
		08/31/2024 (08/24) Period Totals and Balance	184.44 *	.00 *	10,996.00
YTD Encumbrance	.00	YTD Actual 10,996.00 Total	10,996.00	YTD Budget 271,425.00 Unexpended	260,429.00
47-70-00-59400 TRANSFER TO CAPITAL PROJECTS					
		07/31/2024 (07/24) Balance	.00 *	.00 *	.00

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-70-00-59400 TRANSFER TO CAPITAL PROJECTS (continued)					
		08/31/2024 (08/24) 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					
		07/31/2024 (07/24) Balance	.00 *	.00 *	.00
		08/31/2024 (08/24) 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					
		07/31/2024 (07/24) Balance	.00 *	.00 *	.00
JE	20	TRANSFER FUNDS FOR BOND PYMNT 2021A	238,575.00		
		08/31/2024 (08/24) Period Totals and Balance	238,575.00 *	.00 *	238,575.00
YTD Encumbrance	.00	YTD Actual 238,575.00 Total	238,575.00	YTD Budget 238,575.00 Unexpended	.00
Number of transactions: 29 Number of accounts: 20			Debit	Credit	Proof
Grand Totals:			2,193,017.97	2,363,242.87-	170,224.90-

**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	272,345.01	-	272,345.01
August	218,291.21	-	218,291.21
September			-
October			-
November			-
December			-
	<u>1,068,015.89</u>	<u>343,481.55</u>	<u>1,411,497.44</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	106,782.84	118.54	106,901.38
June	225,867.09	189,668.55	415,535.64
July	266,689.83	169.25	266,859.08
August	226,574.87	178.73	226,753.60
September			-
October			-
November			-
December			-
	<u>1,086,603.64</u>	<u>362,273.56</u>	<u>1,448,877.20</u>

Variance 37,379.76

Note: Marketplace Providers now pay on a quarterly basis

TOURISM FUND

REVENUES

47-00-00-41210 ROOM TAX
47-00-00-48110 INTEREST INCOME

12/31/2023 BUDGET	12/31/2023 ACTUAL	% BUDGET	12/31/2024 BUDGET	9/16/2024 ACTUAL	% BUDGET	2024 PROJECTED	2025 DEPT REQUESTED
1,100,000	1,565,700	142%	1,400,000	843,989	60%	1,371,482	1,400,000
1,000	32,624	3262%	10,000	26,355	264%	35,000	10,000
1,101,000	1,598,323	145%	1,410,000	870,344	62%	1,406,482	1,410,000

EXPENDITURES

47-00-00-57100 HOTEL/MOTEL ASSN-CHAM OF COMM
47-00-00-57210 EVENTS COORDINATOR
47-00-00-57212 EVENTS COORDINATOR-RIVIERA
47-70-00-57150 PROMOTIONAL GRANT
47-70-00-57155 TOURISM MUNICIPAL DEVELOPMENT
47-70-00-59600 TRANSFER TO DEBT SERVICE FUND

540,000	757,850	140%	680,000	291,909	43%	675,000	680,000
32,650	32,744	100%	-	-	-	-	-
32,650	32,744	100%	70,000	46,667	67%	70,000	70,000
150,000	213,915	143%	150,000	197,111	131%	235,000	200,402
50,000	19,691	39%	271,425	10,996	4%	25,000	221,425
167,375	158,800	95%	238,575	238,575	100%	238,575	238,173
972,675	1,215,743	125%	1,410,000	785,258	56%	1,243,575	1,410,000

FUND SURPLUS (DEFICIT)

128,325	382,580	298%	-	85,086	-	162,907	-
---------	---------	------	---	--------	---	---------	---

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
- 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.

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

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.

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.

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
- 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: _____