LAKE GENEVA TOURISM COMMISSION

Monday, November 11, 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 October 14, 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. Discussion/Action on Tourism Promotional Grant Program and Requests: **Maximum ten (10) minute presentation per request:**
    a. Bird Watching Kits for Visitors-City of Lake Geneva Avian Committee
    b. Lake Geneva Winter Bridal Expo-Celebration Management
    c. The World's Tallest Glass Tree-Mackglass Community dba: World's Tallest Glass Tree
    d. Baseball/Softball Travel Tournaments-Geneva Lakes Family YMCA
    e. Rediscover Wonder-Lake Geneva Children's Museum
    f. Women's Weekend 2025-The Adventure Begins Here; Geneva Lake Women's Association (GLWA)
9. Final Event Evaluations from organizations receiving Tourism Grants

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

- **a.** Tourism Grant Application revisions

11. Future Agenda Items

12. Adjournment

A quorum of the Council may be present; however, no official Council action will be taken.
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.

TOURISM COMMISSION MINUTES
Monday, October 14, 2024
COUNCIL CHAMBERS, CITY HALL

Meeting was called to order by Chair Waspi at 4:05 p.m.

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

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

Approval of Special Tourism Commission minutes from June 10, 2024, and September 9, 2024. Motion by Waspi, second by Pirzada, to approve the minutes from June 10, 2024, and September 9, 2024. Unanimously carried.

Heather Jones, Independent Contractor for Tourism Commission, Meet at the Lake Promotional Activity
Jones reviewed the Riviera website analytics in her October report including the newly-launched lakegenevahotels.org. Riviera bookings are recorded into 2026. Discussion regarding Heather's contract renewal at the end of October. The contract was signed successfully with an automatic extension though the Commission wanted to schedule a yearly review of the contract terms by July or September each year, with possibility of adding Placer AI to the contract at a later date.

Update from Tourism Entity – Visit Lake Geneva
Deanna Goodwin was not in attendance. Report was reviewed by the Commissioners. The Earned Media list is extensive for October and included two notable articles about a famous local: https://www.milwaukeemag.com/the-origin-story-of-dungeons-dragons-begins-in-lake-geneva/ . Visit Lake Geneva's Bundle Up Campaign began this month and continues through the end of December 2024.

Update from Lake Geneva Business Improvement District (BID) – Alexandria Binanti
Alex was not present, so Commissioners read through October report. It was noted that the July data needed to be added to the columns.

Written financial update provided by City Comptroller
Balance Sheet from August 31, 2024
Total Assets $1,167,057.86
Restricted Fund Balance - $907,882.50

Approval of the 2025 Budget
Waspi reviewed the proposed budget. Motion by Waspi, second by Stoodley, to approve the Tourism Commission 2025 Budget. Unanimously carried.

Discussion/Action on Tourism Promotional Grant Program and Requests:
None. Dennis Hines from the Lake Geneva Regional News will reach out to Chair Waspi for an article regarding the grant money available.

Final Event Evaluations from organizations receiving Tourism Grants – None; noted this is now 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. There is another change needed to "our" logo. The Commission agreed that the second version in the packet should be used going forward with Section 1 – Application and Section 2 – Evaluation. Chair Waspi will contact the clerk to explain the changes.

Future meeting agenda items and next meeting date –

- Place Heather's contract in packet for Discussion.
- Placer.ai – Discuss subscription benefit for Tourism administration
- Placer.ai for current Grant Applications and for Event Evaluations
- Tourism Grant Application revisions; include ONLY second version from October packet

Monday, November 11, 2024 at 4:00 p.m.

Motion by Stoodley, second by Pirzada, to adjourn at 5:21 p.m. Carried.

Respectfully submitted,
Alderman Fesenmaier, Secretary

Riviera Ballroom/MATL Update- Tourism Commission Meeting
November 2024

Marketing Update

- Website Analytics Update: Past 30 Days:
  - Site Sessions: 1,402 (-18%)
    - Site Sessions by traffic source
      1. Google (779)
      2. Direct (423)
      3. Visit Lake Geneva (62)
      4. City of Lake Geneva (47)
      5. BING (25)
  - Active Inquiries:89, 69 recorded for October 2023
  - Avg. Session Duration: 3m 7s (-5%)
  - Site Bounce Rate: 44.6 (-8%)

- WeddingWire & TheKnot: October Stats
  - 196 Visitors
  - 28 Link Clicks
  - 18 Saves
  - 21 leads

- Hotels & Lodging Analytics Update Past 30 days:
  - 83 Page Views (+5 from last month)
  - Avg. time spent on page: 3min 52sec (+ 50 sec)

  **Reports generated on November 6th*

- *www.lakegenevahotels.org Analytics*
  - *655 Site Sessions (-530)*
    - 448 direct
    - 78 WIX Referral
    - 120 BID

Sales Update

	2018	2019	2020	2021	2022	2023	2024	2025	2026
Weddings	45	28	9	54	55	52	43	33	8
Social	4	1	0	1	5	4	5	1	1
Corporate	4	2	1	1	2	3	1	1	
Non-Profit	7	10	0	3	1	5	4	4	
Event Total	**60**	**41**	**10**	**60**	**62**	**64**	**54**	**39**	**9**
Cancellation Total	0	0	40	11		3	2	3	
Rescheduled	0	0	20	4		1	1	1	
Comp			5	2	5	6	6	1	
Pending Comp Req									

- Sales by year November 2024:
  - 2024 Events- One holiday party contract returned
  - 2025 Events- Four wedding contracts returned, one corporate contract returned and one wedding reschedule (stayed in 2025). Three wedding contract out, as well as 1 social and one corporate contract out.
  - 2026 – one wedding contract returned
    - Last Year- Reported on November 4th; 63 events booked for 2023 and 46 events booked for 2024 and 5 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	$258,129.96
CATERING REVENUE						
$29,159.74	$14,688.76	$4,337.68	$32,970.09	$46,691.72	$48,795.80	$43,352.88

Lake Geneva Tourism Commission
NOVEMBER 11, 2024
VISIT Lake Geneva Update

Upcoming Partner Events

- Monthly Partner Meeting – Tuesday, November 19, 8-9am at Geneva Tap House

Upcoming Public Events

- Lake Geneva Electric Christmas Parade – Saturday, December 7 at 5pm
- 30th Annual Winterfest & America's Snow Sculpting Invitational – January 29-February 2, 2025
    - 6th Annual Downtown Ice Sculpture Walk

Earned Media Highlights – October 2024

- Discover 14 Day Trips from Chicago You'll Wish You'd Taken| Midwest Living
- Door County named one of the most...Lake Geneva also made the list) | MSN.com
- Top 5 Towns to Visit to Feel Like You're in an Emily Henry novel | Hercampus.com
- Forget Europe, Lake Geneva Has All The Charm You Need...| Brit + Co
- The 14 Best Weekend Getaways From Chicago | US News & World Report
- The "Lake Como" Of Wisconsin Is Located In This... | TheTravel.com
- 7 of the Most Beautiful Lake Towns in Wisconsin | World Atlas
- 2024's Towns In Wisconsin That Come Alive In Fall | World Atlas
- 2024's 14 Most Scenic Wisconsin Towns | World Atlas
- The 'Hamptons of the Midwest' Is Finally Embracing Its Dungeons...| Thrillist.com
- The Best Wisconsin Travel Destinations For Retirees | World Atlas
- Lake Geneva is Nature At Its Best | Travel Girl Magazine

Marketing Metrics – OCTOBER 2024

WEBSITE – VisitLakeGeneva.com

- Sessions – 138,879 (+20.6%) | YTD 1,438,871 (+6.2%)
- Pageviews – 414,240(+20.9%) | YTD 4,394,656 (+18.6%)
- Users – 104,378 (+20.9%) | YTD 1,105,863 (+6.3%)
- Online Guide Visits – 5,504| YTD 51,182

- **Top Pages**

1. Events	123,893 Pageviews
2. Home	46,591
3. Things to Do	17,364
4. Events | LG Oktoberfest	9,704
5. Things to Do | Shore Path	8,410
6. Food & Drink	7,795
7. Things to Do | Shopping	7,545
8. Stay | Hotels & Resorts	7,373
9. Things to Do | Fall Activities	7,224
10. Weddings	5,302

- **Top Cities**

1. Chicago	31,126 Users
2. (not set)	7,162
3. Milwaukee	2,876
4. Dallas	2,522
5. Lake Geneva	2,243
6. Minneapolis	1,577
7. Ashburn	1,030
8. Madison	991
9. New York	847
10. Coffeyville	632

SOCIAL MEDIA

- Facebook – 72,441 Followers (+368MoM) | 690,947 Monthly Reach
- Instagram – 15,318 Followers (+371 MoM) | 28,730 Monthly Reach
- X – 3,554 Followers (-6 MoM) | 2,800 Monthly Impressions
- LinkedIn – 1,776 Followers (+24 MoM) | 3,271 Monthly Impressions
- TikTok – 1,368 Followers (+39 MoM) | 14,000 Monthly Views

EMAIL SUBSCRIBERS

- Subscribers – 52,891
- Open Rate – 31%

VISITOR CENTER ACTIVITY

- Walk-ins – 1,861 (+377) | 15,010 YTD (+694)
- Phone Calls – 248 (+19) | YTD 2,853 (+223)
- Emails – 724 (+63) | YTD 9,824 (-337)
- Visitors Guides Fulfilled – 651 (+26) | YTD 9,156 (-769)

HOTEL ACTIVITY – SEPTEMBER 2024

- Occupancy – 61.6% (+5.7%) | YTD 55.5% (+2.7%)
- ADR - $192.40 (-2.4%) | YTD $197.04 (-2.0%)
- RevPar - $118.57 (+3.1%) | YTD $109.45 (+0.7%)

Meetings & Events RFP Activity – OCTOBER 2024

RPF #	Total Attendees	Total Room Nights	Type	Properties Sourced	Event Date
1417	120	480	Corporate	Grand Geneva, The Abbey, Geneva National, Lake Lawn Resort	July | 2025
1418	250	330	Association	Grand Geneva, The Abbey, Lake Lawn Resort, Geneva National, The Ridge	December | 2027
1419	30	90	Social	The Abbey, **Bella Vista**, **Comfort Suites**, **The Cove**, **Harbor Shores**, Grand Geneva, Geneva Inn, The Ridge, Lake Lawn Resort	September | 2025
1420	350	636	Corporate	The Abbey, Grand Geneva	June-August |2026
1421	500	600	Sports	Grand Geneva	February-May | 2026
1422	171	413	Corporate	The Abbey, Grand Geneva, Lake Lawn Resort	September | 2025
1423	50	150	Corporate	The Abbey, Geneva National, The Ridge, Grand Geneva	April | 2025
1424	78	121	Corporate	Grand Geneva	September | 2025
1425	700	700	Corporate	Grand Geneva	September | 2026
1427	14	42	Corporate	Grand Geneva	January | 2025
14216	**2263**	**3562**	**October 2024 Totals**		

Year-to-Date

- **RFPs Distributed – 130 | RFP Room Nights – 41,749 | RFP Attendees – 20,152**
- Attended IMEX show in early October. Final show for 2024 is Holiday Showcase in Chicago December 4-5.

More…

- Annual Dinner & Impact Awards held October 15; 400+ attendance; Donald Driver keynote
- Discover Wisconsin episode premiere party held at Geneva Stage on October 29
- Fall commercial filmed with Donald Driver
- Visit Lake Geneva Bundle Up Campaign continues through December 30, 2024
- New Visit Lake Geneva Ambassador Program launched

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

Executive Director's Report
October Recap

Website & Social:

Emphasis on Oktobefest for pageviews and site session increase.

Updates with 2024 Oktoberfest and Wine Walk have been made. Top traffic sources were from VISIT Lake Geneva, organic facebook, then paid search from APG ad purchases. Most viewed pages were Oktoberfest, Wine Walk, and then homepage. Site sessions were up 123% while post views conversion was down 4%. Our visitor retention for the month was up 103% to 12,202 visitors.

Promotions on social have been focused on Fall, recent events, business post shares. Facebook saw a large boost of followers but attribute this to saturation of spam from our paid ads. We are working to clean up following list as to keep page visible.

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	14805	
Desktop	270	443	423	506	903	2306	710	1244	1819	2546	
Tablet	14	33	32	44	105	416	57	106	166	308	
Pageviews	1336	2094	2441	3265	8292	20829	5927	11028	13244	17656	
Users	962	1347	1591	2027	4948	9410	3573	5939	9032	13681	
New Visitors	693	995	1252	1545	4221	8800	3015	4862	7527	12497	

Avg Time on site	3m34s	4m16s	3m16s	5m20s	3m14s	3m31s	2m14s	3m13s	3m37s	3m58s	
	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	20330	
MoM Change	165	306	333	307	184	18	80	156	180	8209	
Reach	57,303	84,195	97,238	93,200	81510	175,993	33546	34,253	46,636	72492	
Post Engagement	7,302	21,094	15,427	16,671	12432	64,460	6773	6,542	9,168	16648	
INSTAGRAM											
Followers	2,931	2980	2998	3034	3071	3160	3216	3270	3326	3345	
MoM Change	60	49	18	36	37	89	56	54	56	21	
Reach	1870	2811	2196	1811	2187	4541	4180	2,207	7271	10345	
Engagement	261	526	396	249	200	621	425	278	394	585	
TIKTOK	-										
Followers	-	-	188	252	305	675	690	860	928	1001	
MoM Change	-	-	32	64	53	370	15	170	68	77	
Video Views	-	-	3,545	2556	2876	145,000	2761	1581	487	1460	
Engagement	-	-	114	122	61	8863	101	136	45	56	

Events:

Events listed for 2024:

i. Oktoberfest October 12-13 – Saturday saw record numbers of attendance. Estimated at 29,000 attendees between two days. Ribbon Cutting took place with VISIT Lake Geneva and Main Street at 11am. Bar sales more than doubled from last years. Wrap up meeting with city to take place in November to discuss further footprint expansion.

ii. Wine Walk (Fall) November 3 – 550 attendees as a sold out event and 519 checked in to event. 24 sipping stops. Businesses have reported an average of 16% more sales than other seasonal Sundays. Guest feedback was positive for enjoying in store sales, wine selections, with the request for more substantial food at a couple locations.

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. Main Street Resource Team visit being planned for February 2025. Future email invitations and agendas to be sent out in November for partnering organizations, city administration, and community stakeholders for various conferences and strategy sessions.

ii. BID taking inventory of available spaces for rent. Met with new ownership of indie bookstore taking over Dust Bunny Books

iii. 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.

iv. Call of Interest for Board Members to be appointed for 2025. 3 seats are currently available with maximum allowance of 5 seats.

v. BID resolution created to install a permanent mill rate for BID assessment as previous method was adjusted in 2018. Being passed in November 2024.

CITY OF LAKE GENEVA

TOURISM COMMISSION

TOURISM PROMOTION GRANT

INFORMATIONAL GUIDE

Revised September, 2021

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.com 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.com. 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 September, 2021

Date Submitted: October 10, 2024

Organization: City of Lake Geneva Avian Committee

Contact Person: Jill Rodriguez

Phone Number: 630-750-5432

Street Address: c/o City of Lake Geneva 626 Geneva Street

City, State, Zip: Lake Geneva, WI 53147

Email Address: jillrod426@gmail.com

Name of Event: Bird Watching Kits for Visitors

Date(s) of Event: Ongoing, from April 2025

Location of Event: Materials available at local hotels

Type of Event: Materials for guest to borrow from hotels

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

Estimated Number of Attendees: we estimate hundreds of visitors

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

received grant for educational programming on our Purple Martin Colony

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

the "kits" will be available to borrow from local hotels and will promote bird watching around Lake Geneva

What other governmental bodies have been approached for support and what amount has been received? We will be using funds from our City of Lake Geneva budget (and a donation from the Rotary Club to purchase the materials for the kits. This Tourism Committions request is for marketin gmaterials only

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: While this project might not attract visitors on it's own it will help local hotels promote Lake Geneva as a great place for "birders" and as a family activity

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

Annual Event (Yes/No): Ongoing

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: $4,000.

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.com

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.com

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: Jill Rodriguez Date: 10/10/2024

Name of Organization: City of Lake Geneva Avian Committee

Email: jillrod426@gmail.com Phone: 630-750-5432

City of Lake Geneva

Tourism Commission Promotion Grant

City of Lake Geneva Avian Committee Application

Attachment

1) Event Overview / Description

This application is not for a specific event but rather for a project that would create Bird Watching Kits to be loaned to guests staying at our local hotels. Bird watching is an exciting, family-oriented activity that can be promoted to enhance the tourist experience in the Lake Geneva area. Many people visit our area to enjoy the myriad outdoor activities we offer and this could be added to the Visit Lake Geneva promotional materials, the City website, as well as the individual hotels' websites and social media posts.

The kits would consist of backpacks branded with the City of Lake Geneva Bird City graphic, a pair of binoculars, a bird watching guide and a map showing local "birding spots" specific to Lake Geneva, including the Lakeshore Path, Four Seasons Nature Preserve, Hillmoor and Duck Lake Nature Trail. Other promotional materials will be included as appropriate. The kits is designed to take up a minimum of counter space in each hotel's lobby and will be placed next to a small stand up poster describing the program. Kits purchased with a grant from Alliant Energy several years ago have been circulating successfully at the Lake Geneva Public Library and will be replicated with these hotel Bird Watching Kits.

The idea to expand the reach of the Bird Watching Kits came from seeing this at the Los Poblanos Historic Inn in Albuquerque, NM – and we knew it would be a perfect fit for Lake Geneva. Each local hotel will have the option of participating in the project and selecting the location and lending protocol, and will not bear any responsibility for lost or damaged materials.

2) Event Budget (include how funds will be used)

10 Backpacks and materials, funded by the Avian Committee Budget and Rotary donation	$3,000.00
Tourism Grant Funds requested	**$4000.00**
Creation and printing of Local Birding Spots maps	$1000
Graphics creation for all promotional materials	$1000
Rack cards, holders and printing	$1000
Stickers/labels for backpacks and materials	$300

Facebooks boosts and advertising $700

3) **Mock up of all Marketing Materials to include the City of Lake Geneva logo**

To be created upon funding of project

4) **Marketing Plan for the event**

As this is not an actual event but rather an ongoing project, marketing will take a different form. Information about the project, once approved, will begin with a letter to each hotel's manager with a follow up in-person appointment to explain the Bird Watching Kits and their ability to determine policies and procedures for loaning the kits. The letter (as well as all public relations materials) will include the City of Lake Geneva logo, the Avian Committee's Bird City logo, and acknowledge our designation by the State of Wisconsin as a "High Flyer", the highest level awarded to bird cities in Wisconsin.

Once hotels agree to participate, they will be visited by the Avian Committee members with their Bird Watching Kit with photo opportunities for their staff and visitors. Along with each Kit will be a small poster to display at their front desk and rack cards to provide information for guests as they check in.

The Visit Lake Geneva Visitor Center will also be offered a Bird Watching Kit for loan.

Templates for individual hotels' social media, including any bird-watching packages they might offer, will be created and provided and of course posted on social media sites hosted by Visit Lake Geneva, the City of Lake Geneva, the Avian Committee, the Rotary Club of Lake Geneva, Geneva Lake Conservancy, Friends of Hillmoor and other "birding and nature" organizations as appropriate.

At the Lake Magazine, as well as regional tourist information publications will be sent press releases, photos and graphics to promote the Bird Watching Kits available for guests at Lake Geneva's hotels.

5) **How will this grant generate overnight stays within the City of Lake Geneva?**

We know from presentations and statistical information from Visit Lake Geneva, as well as the local Lakeland Audubon Society, that many tourists from all around Chicagoland and southern Wisconsin see the Lake Geneva Area as abundant with great "birding" spots and travel here as a birding destination. With the added

attraction of borrowing the kits which include guides and binoculars, we believe that it will encourage visitors to choose our hotels for overnight stays.

6) **How did you or your organization calculate the estimated number of overnight stays to be generated by your event?**

   We will work with local hotels to determine if they feel the Kits and promotional materials generated initial or extended “heads In beds”. The project will certainly enhance the experience of visitors, especially families interested in ***affordable*** outdoor activities

7) **Any other helpful information**

   The very successful Purple Martin Colony along the lakefront in Library Park, developed by the Avian Committee in 2017, has drawn folks from all over the area, as does the annual Swift Night Out program coordinated by the Avian Committee and the Geneva Lakes Museum. The Avian Committee also supported the Rotary Club and Library in the creation of the Monarch Butterfly Garden in Library Park, another environmental project that enhances the community.

   While this is not a standard Tourism Grant application, we think it is a great project to enhance our visitors’ experiences and encourages them to take advantage of the wonderful opportunities to enjoy the environment our lake community offers.

City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

Revised June 2023

Date Submitted: 10/14/2024

Organization: Celebration Management

Contact Person: Charlie Lorenzi

Phone Number: 262-215-1859

Street Address: 1540 W. Main St.

City, State, Zip: Lake Geneva, WI 53147

Email Address: lgwinterbridalexpo@gmail.com

Name of Event: Lake Geneva Winter Bridal Expo

Date(s) of Event: January 18, 2025

Deadline for receipt submittal to the City (45 days after event ending): March 4, 2025

Location of Event: The Riviera

Type of Event: Bridal Expo/convention

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

Estimated Number of Attendees: 400 flow

Have you Applied Before? Yes or No; Explain: Yes, this is our 5th year hosting

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

812 Wrigley Dr. Lake Geneva

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

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

Not needed per Lane Kropf

Estimated Number of Overnight Stays: thousands; we booked over 500 room nights at Belle Vista alone

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: $15,000

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

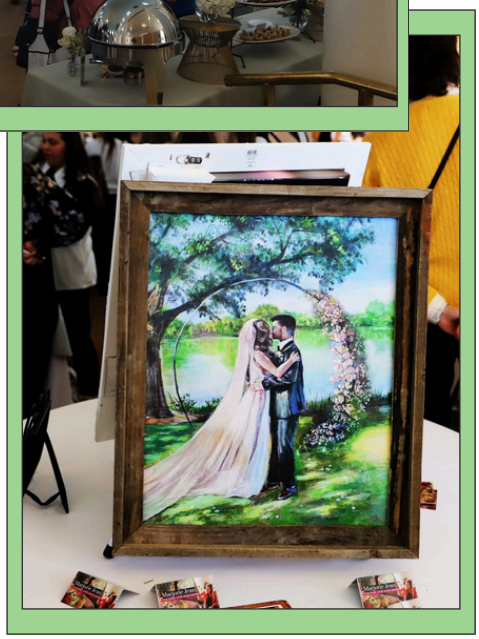
262-249-6857
LGWINTERBRIDALEXPO@GMAIL.COM

Marketing Plan
2025

Category	Strategy
Target Market	Men and women ages 20+ in Midwestern States; focusing on newly engaged, dating couples, parents with adult children, and wedding professionals
Positioning Statement	Introduce interested potential couples to all Lake Geneva has to offer. Promote area venues, small businesses, and lodging destinations
Offering to Customers	Attend in person and virtual wedding exhibits
Distribution	Strategic internet and ad placement through search engines, social media, print media, and telecommunications
Promotion Strategy	Campaigns will focus on the City of Lake Geneva being an ideal place to visit or plan a wedding related activity
Marketing Research	After analyzing last year's marketing program, we found that our target market responded best to internet ad placement versus traditional methods of advertising. Females between 25-34 using their mobile device were most likely to respond to our ad placement. Our target market reports show almost half of our customers came from IL but we did receive attendees from all over the country.
Other components	Weddings have come back much faster than corporate events; we reached a very important decision making group with our demographics Most standard wedding related activities generate over 100 room nights for the City of Lake Geneva. Despite the pandemic, over 650 guests registered to attend either in person or virtually last year.

262-249-6857
LGWINTERBRIDALEXPO@GMAIL.COM

Lake Geneva Winter Bridal Expo
2024



262-249-6857
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Lake Geneva Winter Bridal Expo
2023

WWW.LGWINTERBRIDALEXPO.COM

262-249-6857
LGWINTERBRIDALEXPO@GMAIL.COM

Lake Geneva Winter Bridal Expo
2022

1. Registration Booth
2. Fred Astaire Dance Studios
3. Always and Forever Formal Wear
4. The Riviera Ballroom
5. That's My DJ Entertainment
6. Americana Flower Station
7. Baker House
8. Embrace Your Face Artistry
9. Valen Studios
10. Everdry Waterproofing
11. Graceful Events
12. Ring Tunes
13. Harbor Shores
14. Lake Life Catering
15. Lake Geneva Cruise Line
16. Photography By Scott Pfeiffer
17. Heather Laho Makeup
18. The Treasury
19. Lindsay Stayton Photography
20. Wedding Wine Pulls
21. Lake Geneva Party Bus
22. Mary Kay by Wendy Jo Ambrose
23. Lake Geneva Clue Room
24. Kristin Jones Weddings
25. Keefe Vacation Rentals
26. Whispering Woods
27. Professional Beverage Service
28. RB Photography
29. Jasmine Salon
30. Chef David's Catered Events
31. Something Blue, Lake Geneva
32. Sarah Cait Photography
33. DJ Felix Entertainment
34. Matt Mason Photography
35. PRP Wine International
36. Stories of a Lifetime LLC
37. Lake Lawn
38. Exterior Pro
39. Bella Weddi
40. Trellis Wedd
41. A Savvy Brid
42. Waters Edg
43. Celebration
44. Bella Vista S

WWW.LGWINTERBRIDALEXPO.COM

262-249-6857
LGWINTERBRIDALEXPO@GMAIL.COM

Lake Geneva Winter Bridal Expo
2021

262-249-6857
LGWINTERBRIDALEXPO@GMAIL.COM

Lake Geneva Winter Bridal Expo
2020

WWW.LGWINTERBRIDALEXPO.COM

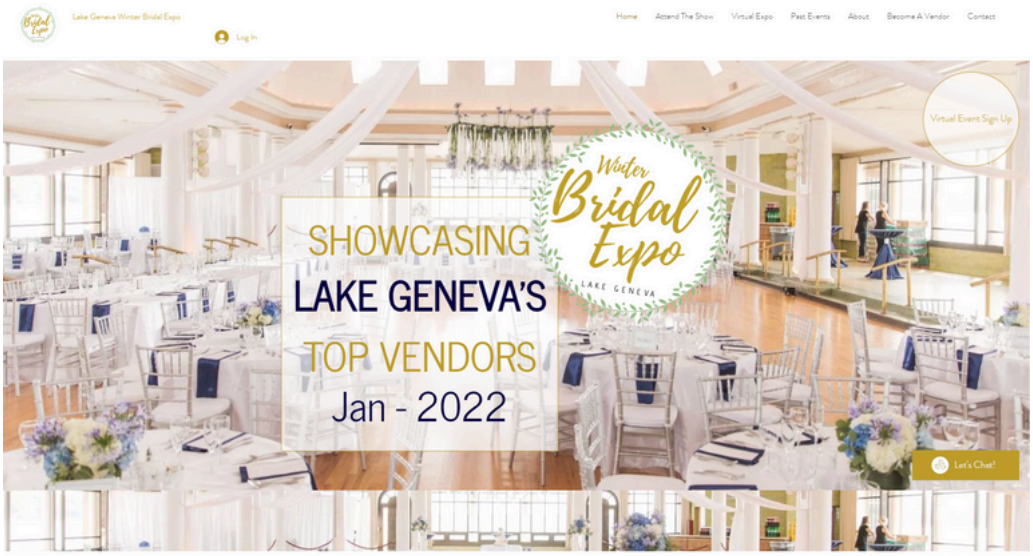
262-249-6857
LGWINTERBRIDALEXPO@GMAIL.COM

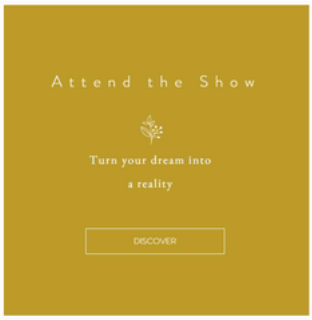
Lake Geneva Winter Bridal Expo
Vendor and Attendee Report

2020 Attendees	We received emails from over 1,000 attendees, the show garnered over 600 in attendance.
2020 Vendors	We reached capacity with 40 vendors in attendance.
2021 Attendees	We collected over 700 emails from interested customers and had more than 300 in attendance.
2021 Vendors	In 2021, we again reached capacity for the in person event. We had a total of 19 in person vendors and 30 virtual vendors.
2022 Attendees	We collected over 1,400 interested customers and had more than 700 in attendance.
2022 Vendors	We reached capacity for the in person event. We had a total of 43 in person vendors.
2023 Attendees	We saw over 500 attendees throughout the day
2023 Vendors	We reached capacity at 43 vendors.
2024 Attendees	We saw over 650 attendees throughout the day
2024 Vendors	We reached capacity at 45 vendors.

Lake Geneva Winter Bridal Expo

Website Design 2022 - Homepage

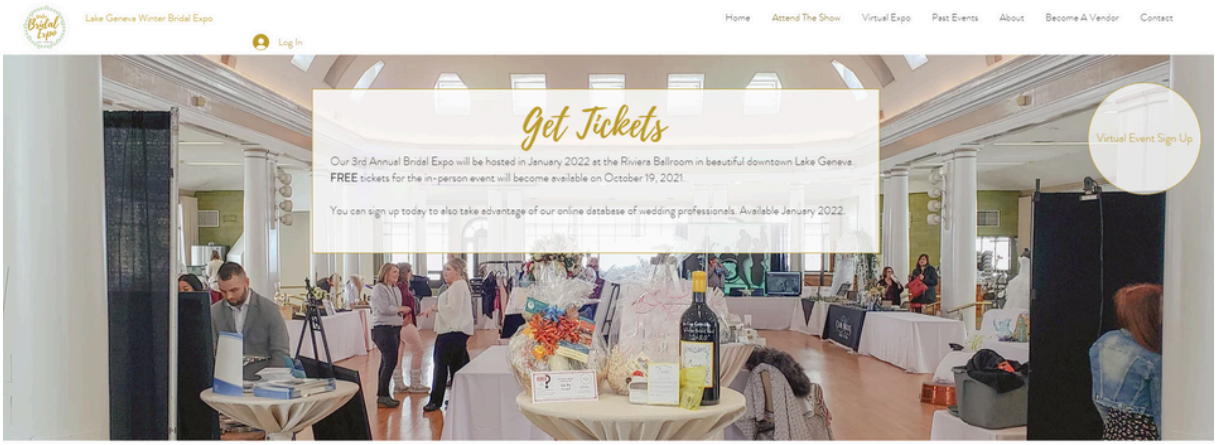


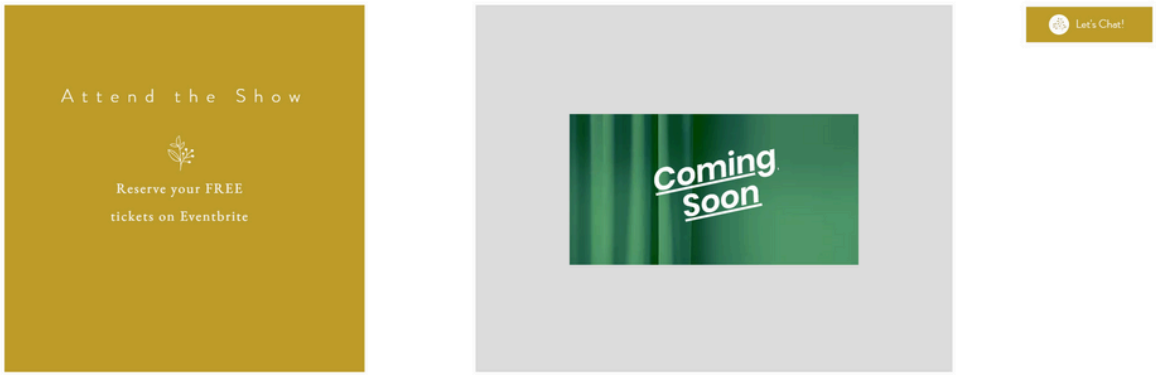


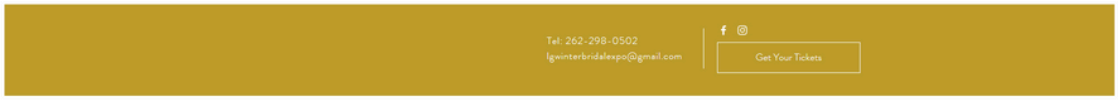
THANK YOU TO LAKE GENEVA'S
WEDDING EXPERTS FOR A GREAT
2021 SHOW!

Lake Geneva Winter Bridal Expo

Website Design 2023 - Get Tickets







Lake Geneva Winter Bridal Expo

Website Design 2023 - Past Events

Lake Geneva Winter Bridal Expo

Log In

Home | Attend The Show | Virtual Expo | Past Events | About | Become A Vendor | Contact

Virtual Event Sign Up

PAST SPONSORS

PAST VENDORS

A Savvy Bride and Tuxedo	All About the Gown by Judy
Always and Forever Formal Wear	Baker House
Bella Bridal Hair	Bella Vista Suites
Blooming Perfection Floral	Celebration on Wells Catering
Cheryl Jacobs Photography	Clear Waters Salon Spa
Cornerstone Shop & Gallery	Country Financial by Danielle Jones
Delta Disc Jockeys	Desserts4u
Denay Coco Bay	Embrace Your Face Artistry
Ensure Productions	Exterior Pros
Forever Birdy	Fred Astaire Dance Studio - Pleasant Prairie
G Marie Design Group	Gino's East of Lake Geneva
Graceful Events	Harbor Shores on Lake Geneva
Jasmine Salon	Julie Michelle Cakes
Krumwiede Home Pros	Lake Geneva Clue Room
Lake Geneva Cruise Line	Lake Geneva Party Bus
Lake Lawn Resort	Lake Life Catering
Lilypots	Ludy Tunes
Maxwell Mansion	Mary Kay by Wendy Jo Ambrose
Matt Mason Photography	Mirror Me Photo Booth
Njeri Bishota Photography	Petty Thieves Band
Plan and Gather Events	PRP Wine International
Pure Romance by Adyna Rivera	RB Photography & Videography
Seven Oaks Bed and Breakfast	Shana Rae May Photo
Simple Food Group	Simply Detailed Wedding
The Bottle Shop	The Candle Mercantile
The Riviera Ballroom	TNT Amenities
Trellis Flowers	Valen Studios
Visit Lake Geneva	Weddings by Jennifer Fox
Weddings Lake Geneva	Zilli Hospitality Group

Let's Chat!

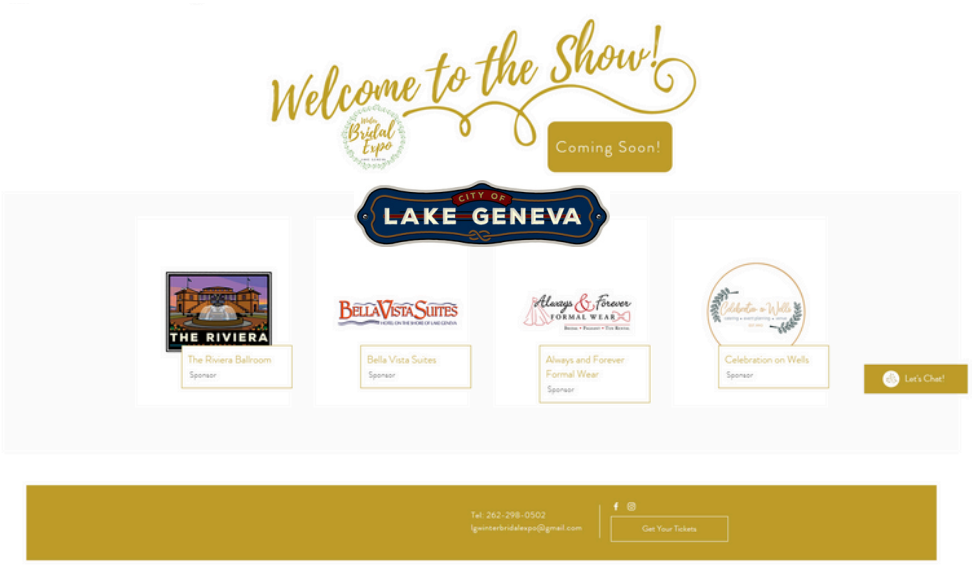
Tel: 262-298-0502
lgwinterbridalexpo@gmail.com

Get Your Tickets

Lake Geneva Winter Bridal Expo

Website Design 2023 - Virtual Expo

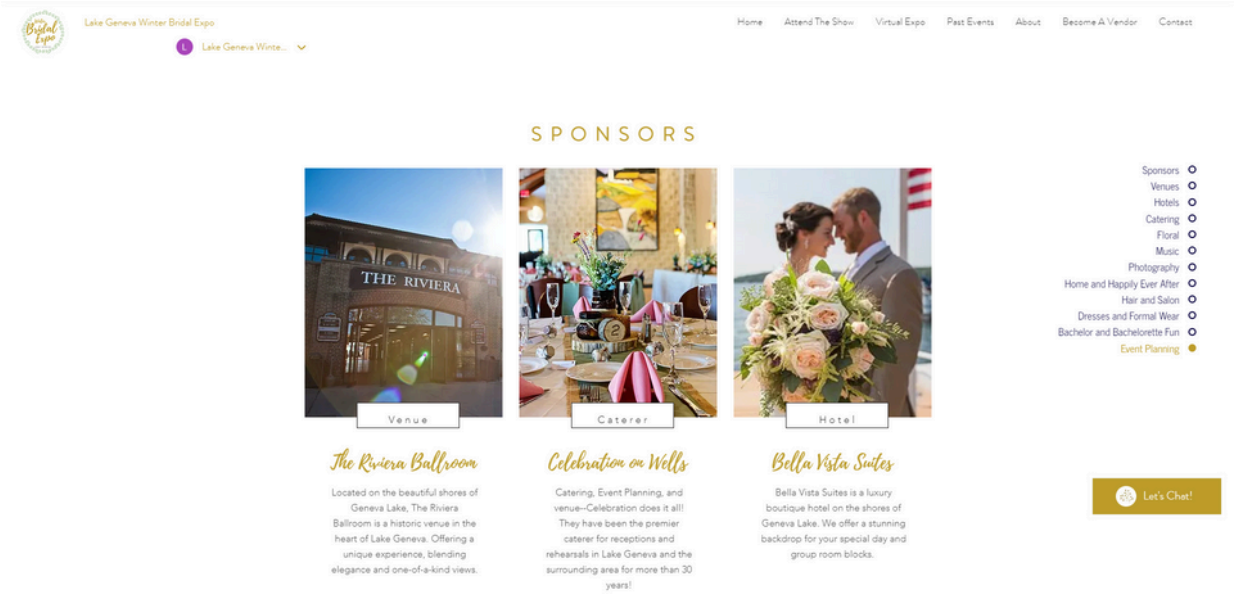
The "Coming Soon" is a button, once activated it will say "Enter" and users will be prompted to either log-in or sign up for the virtual show.
Users have the ability to sign up for the virtual show on every page of the website or when they click "enter." Once signed up, they will create their own password and will have unlimited access to the virtual expo, where we can post live streams for the in person show, vendors can submit videos, set up zoom meetings, etc.



Lake Geneva Winter Bridal Expo

Website Design 2023 - Virtual Expo - After Sign in - Sponsor Section

Lake Geneva Winter Bridal Expo Sponsors are given premium placement with two-three sentence blurbs. The submenu bar on the right navigates users to the different genres of wedding planning easily.



Lake Geneva Winter Bridal Expo

Website Design 2023 - Virtual Expo - After Sign in - Vendor Section

All vendors and sponsors are grouped alphabetically by category in our virtual vendor section.

Venues

Vendor Little Burb	Vendor Little Burb	Vendor Little Burb	Vendor Little Burb
Vendor Little Burb	Vendor Little Burb	Vendor Little Burb	Vendor Little Burb

Hotels

Vendor Little Blurb	Vendor Little Blurb	Vendor Little Blurb	Vendor Little Blurb
Vendor Little Blurb			

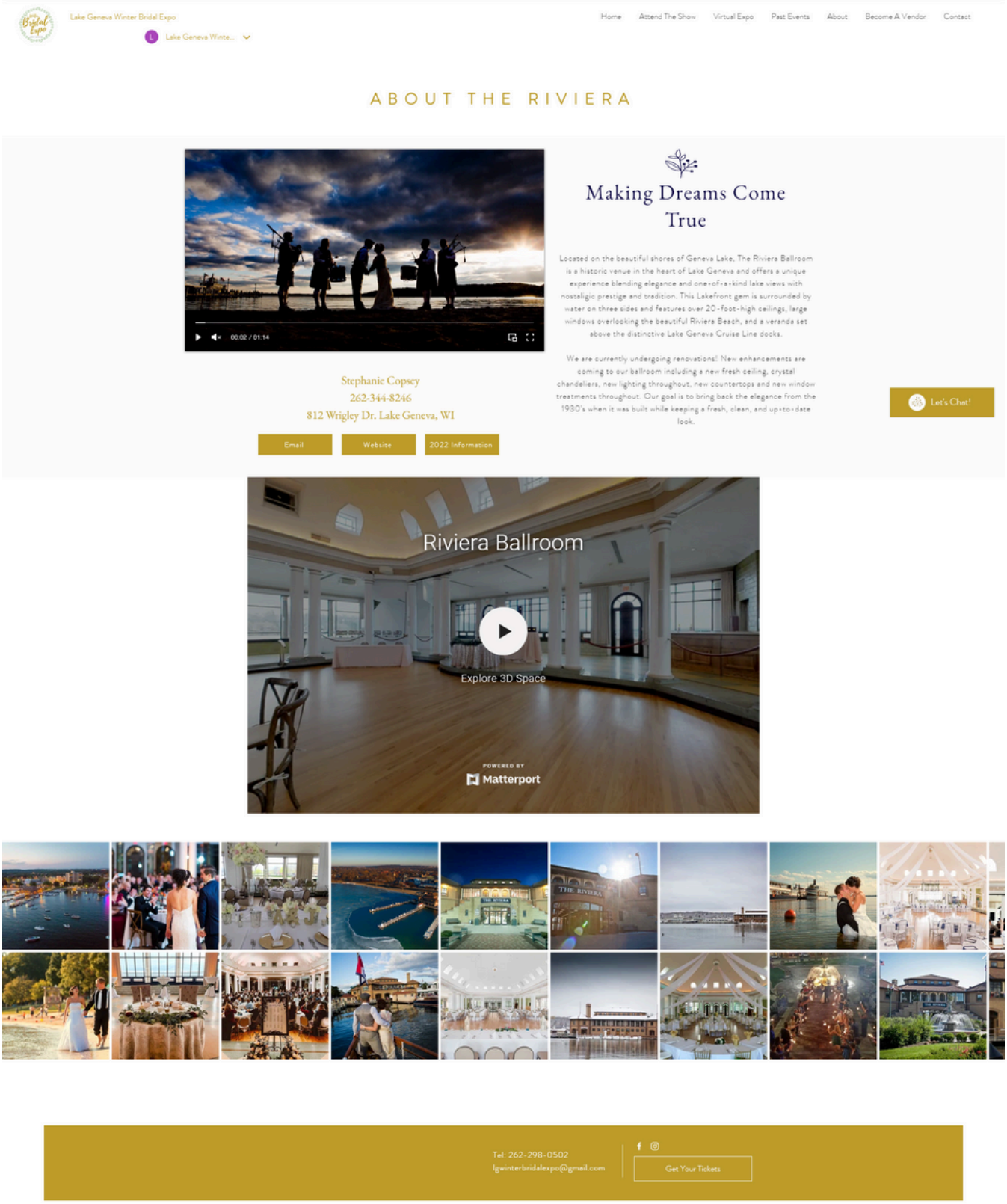
Catering

Vendor Little Blub	Vendor Little Blub	Vendor Little Blub

Lake Geneva Winter Bridal Expo

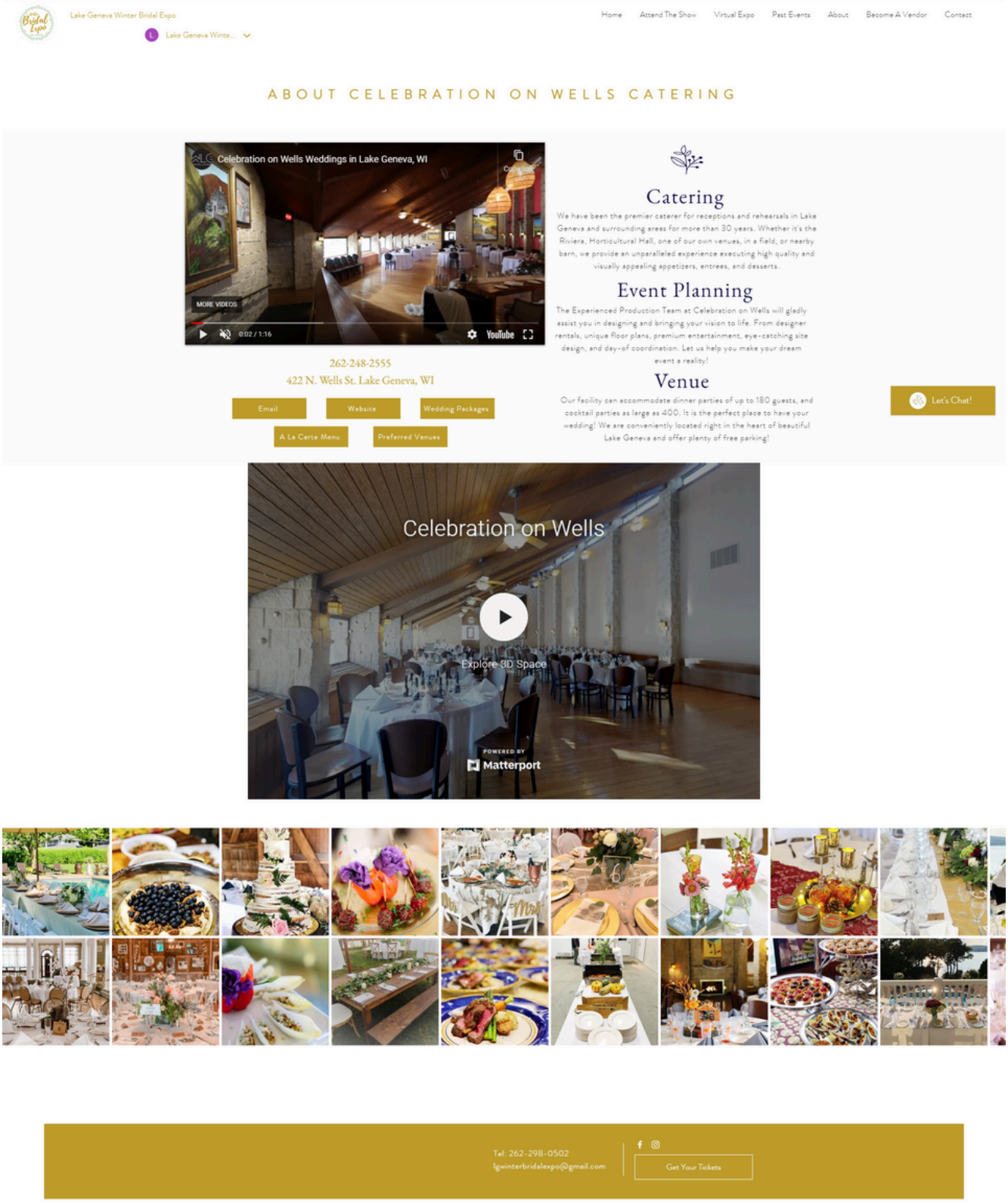
Website Design 2023 - Virtual Expo - After Sign in - Vendor Page

Each vendor is given their own person page with contact information, vendor information, videos, and more.



Lake Geneva Winter Bridal Expo

Website Design 2023 - Virtual Expo - After Sign in - Vendor Page



Celebration Management Projected 2025 Bridal Show

Expense Account	Brief Explanation	Total	
Facebook Ads	Advertising Boosts	$	9,500.00
Stock Images	Canva-stock images, designer	$	119.40
Email Marketing	Constant Contact	$	187.20
Cassie Martino	Social Media/Website Maintenance	$	2,380.00
Table Cloths	Linen	$	676.92
Promo Items	Stickers for brides/grooms	$	303.15
Gift Bags	Bags for Brides, pens	$	1,424.35
Print Media	Signage, passports	$	781.31
Day Of Assistant	Bethany Williams	$	113.00
Radio Marketing	WLKG	$	2,080.00
		Total: $	**17,565.32**

CITY OF LAKE GENEVA

TOURISM COMMISSION

TOURISM PROMOTION GRANT

INFORMATIONAL GUIDE

Revised August 2023

I. INTRODUCTION:

In 2017, the City of Lake Geneva Common Council passed Ordinance 17-03, creating and amending Chapter 70, Sec. 70-55, establishing a Tourism Commission to be responsible for the coordination of tourism promotion and tourism development within the City and for ensuring that all room tax dollars are spent on tourism promotion and development as defined in Wisconsin State Statute 66.0615. As part of the duties, this Commission has established the Tourism Promotion Grant Program to fulfill its obligation to support marketing projects, including advertising media buys, creation of printed or electronic promotional tourist materials, or efforts to recruit conventions, sporting events, or motor coach groups.

The Grants are intended to be provided to applicants that can clearly show their event is reasonably likely to generate paid overnight stays by transient tourists at more than one establishment on which a room tax is imposed, that are owned by different persons and located within the City of Lake Geneva. The Commission intent is to focus on those applicants that can demonstrate that likeliness primarily seven days a week during non-peak periods and Sunday to Thursday nights during peak periods (Peak periods being Memorial Day through Labor Day, non-peak Labor Day through Memorial Day).

II. ELIGIBLE APPLICANTS:

Eligible applicants for the Grant are businesses, non-profits, civic groups, downtown promotional entities, and tourism promotion entities who can convey to the Commissions' consensus that their event is reasonably likely to generate paid overnight stays by transient tourists within the City. Applicants must demonstrate that their event or promotion opportunity has fulfilled the State Statute requirements for the grant expenditures. Tourism Commission members shall not be eligible to participate in the program.

Applicants must also state:

- Where is this event physically located?
- What other governmental bodies have been approached for support and what amount has been received?
- Has the City of Lake Geneva Common Council approved this event taking place? (All proposed events must be approved by the Council prior to applying for a tourism grant).

Administration of the Grant Fund will be reviewed by the Tourism Commission with final approval given by a simple majority of those voting. The City Administrator shall be responsible for the day –to-day administration of the Grant Program after Commission approval.

III. APPLICATION PROCEDURES:

Applications are due and shall be submitted no later than 12: 00 PM (Noon) one week prior to the Tourism Commission meeting. See City of Lake Geneva website calendar for Tourism Commission meeting dates.

Businesses that are interested in applying for Grant Funds can download the application from the City of Lake Geneva website, and submit to the Lake Geneva City Administrator and designee via email at cityadmin@cityoflakegeneva.gov or mail to the Lake Geneva City Hall, 626 Geneva Street, Lake Geneva WI 53147. Applications along with applicable materials are to be marked as "Promotional Tourism Grant."

Following submittal of an application to the Commission, the Commission will examine the application, approve or deny the application and level of financial support to be granted. As part of the application, the commission requires the City of Lake Geneva logo placed on marketing event/initiative materials including printer materials, banners, websites and all out social media outlets used.

Once the Commission has completed its review of the application, the applicant may be informed of any deficiencies and be requested to amend the application, if necessary. Upon receipt of the completed application, it will be presented to the Commission for consideration.

As part of the grant approval, the Commission may require room block rental contracts with City of Lake Geneva hotels (for applicable events) one week prior.

IV. APPROVAL PROCEDURES:

Ten-minute presentations with grant applicants and the Tourism Commission may take place after a grant request has been submitted. Be prepared to explain how you calculated your estimate for overnight room stays. The City/Tourism Commission reserves the right to reject all applications or to accept any application which will best serve the interests of the City of Lake Geneva and the Tourism Commission.

V. EVENT EXPENSE REIMBURSEMENT PROCEDURES:

Businesses and organizations that have been approved for Grant Funds should indicate the final event/initiative date and will be given 45 days from that date to submit their receipts and examples of any marketing materials, using the attached form. Approved expenses after the event should be emailed to the City of Lake Geneva electronically at cityadmin@cityoflakegeneva.gov. The City of Lake Geneva will follow their internal policies in regards to reimbursement and documentation needed for reimbursement up to the approved amount. Any disputes arising from submission will be reviewed for State law compliance by the Lake Geneva City Attorney and the Lake Geneva City Administrator.

City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

Revised June 2023

Date Submitted: 11/1/2024

Organization: MacKglass Community D/B/A World's Tallest Glass Tree

Contact Person: Rob Elliott

Phone Number: 630.244-3477

Street Address: W4417 Laurel St

City, State, Zip: Lake Geneva, WI 53147

Email Address: robarttelliott1@gmail.com

Name of Event: The World's Tallest Glass Tree

Date(s) of Event: December 6 - December 15, 2024

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

Location of Event: Yerkes Observatory

Type of Event: Cultural

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

Estimated Number of Attendees: 12,000 +

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

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

373 West Geneva St Williams Bay, WI

What other governmental bodies have been approached for support and what amount has been received? Travel Wisconsin Geon Grant - $37,000 (50% reimbursable)

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 Not in City Limits

Estimated Number of Overnight Stays: 2500+

(Offering free tickets to all Lake Geneva hotels w/ shuttle service)

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

Annual Event (Yes/No): Yes

Note: In addition, if chosen, the applicant agrees to include the City of Lake Geneva logo on all marketing materials including print, banners, websites and social media and will be required to provide paid receipts, and an evaluation of the results of this promotional effort within 45 days of its completion, which is to include approximate number of room nights retained in City of Lake Geneva hotels.

Grant Amount Requested: 50,000

Provide as attachment the following:

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

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

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

Important points for your grant presentation at Tourism Commission:

Revised September, 2021

- Please verify permitting requirements with the City of Lake Geneva *Tourism Grant Applications will not be considered until any required permits or approvals by the City Council are obtained.

- Please be prepared to address the items outlined on page four of this packet when presenting to the Tourism Commission.

- If you are going to bring printed materials to the meeting as part of your presentation; bring seven (7) copies, so all members of the Tourism Commission and the meeting recorder will have copies.

- Presentations should not last more than ten (10) minutes. Additional time is reserved for members of the Tourism Commission to ask questions of the applicant.

- If you intend to present any digital materials to the Commission, you must provide those to the City Administrator one week prior to the meeting.

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

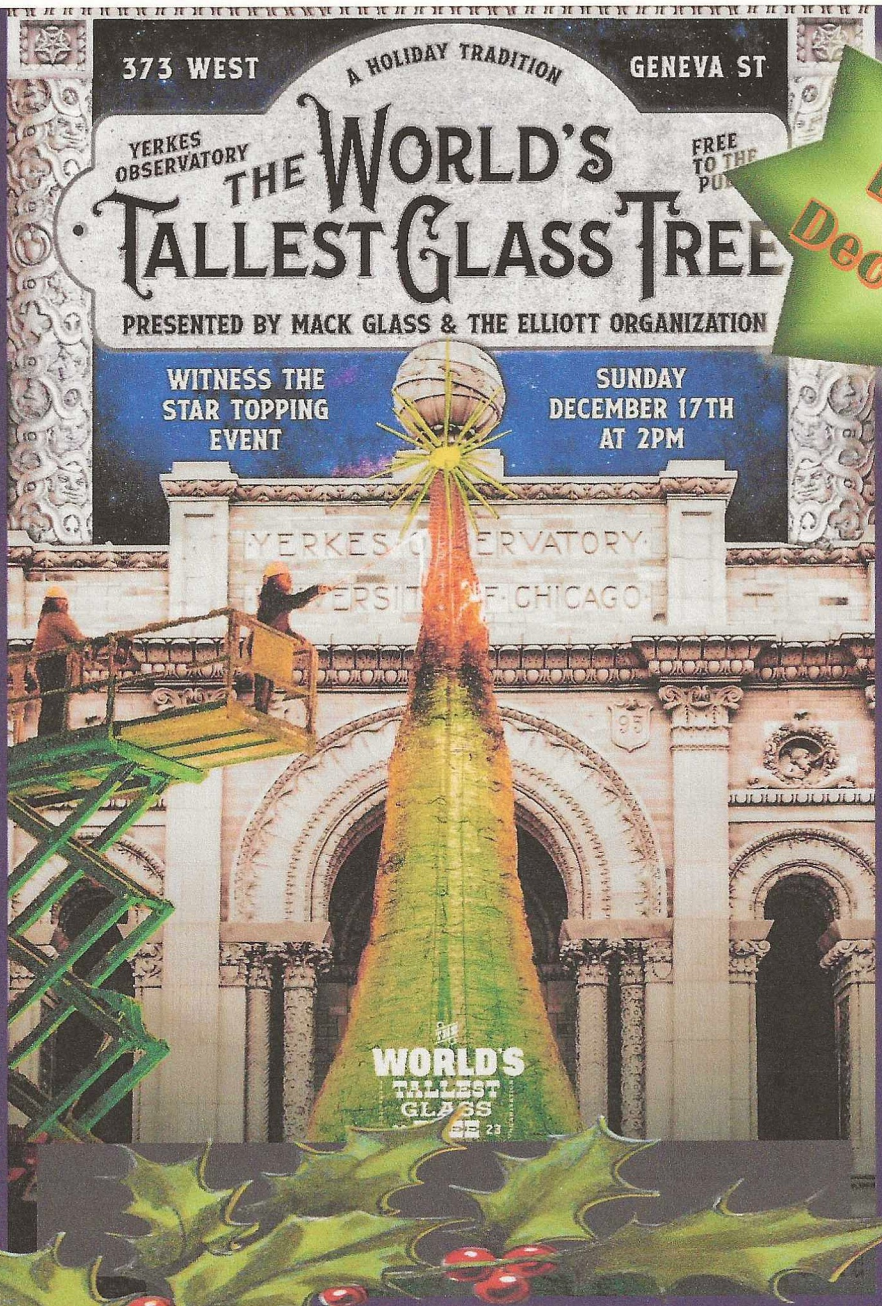
Lake Geneva, WI 53147

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: Rob Elliott Date: 11/1/2024

Name of Organization: Mackglass Community DBA World's Tallest glass Tree

Email: robertt elliott1@gmail.com Phone: 630.244.3477



2025 Dates! Dec 6-21

2024 Harbor Shores on Lake Geneva Motor Coach Tour Exclusive!

Motorcoach Tour Package Includes:

**Exclusive week day visit to the Tree*

**Question and answer session with an artist*

**A keepsake ornament made of recycled glass*

**Photo with the tree*

**Access to makers market exclusively for your group*
(subject to date and time availability)

$36
per person plus tax

Contact Caroline in Group Tour Sales Today!
caroline@harborshoreslg.com
262-248-9181

Fabulous package rates starting at $119 per room, per night!

Mack Glass Community is:
a 501c3 non-profit organization focused on solving the glass recycling problem through practical and economical solutions, public education, and creative, public art projects. As part of our outreach programing, we work with school and non-profit organizations to offer glassblowing workshops for ages 10 and up. In 2023 we diverted over 17 ton of glass from landfill due to the collection efforts in Fontana and Williams Bay. This year we hope to double our efforts (35 ton of glass) by adding a tastefully branded collection point in Lake Geneva.

Glass Recycling

MGC is currently working on setting up single stream glass recycling programs in Champaign County and Walworth County. We are working with local waste collectors and commercial businesses with high-volume glass consumption to get the glass to Strategic Materials Inc. where the glass is processed and sold to bottle manufacturers.

Youth Education

We work with schools and non-profit organizations to offer glassmaking workshops to kids ages 10 and up. Our programs cover basic glassmaking techniques and safety with a focus on various career paths in the creative arts including entrepreneurship.

About Us:

- **Rob Elliott and Jason Mack have been friends for over 25 years and have a powerful synergy when working together. Their friendship stemmed in 8th grade over the idea of creating a hang out spot in Jason's parents' basement. The hangout eventually turned into the first glass studio, they have been transforming spaces ever since. Rob and Jason are each fathers and husbands. They also individually own successful businesses outside of the World's Tallest Glass Tree Event. Since 2007 Rob and Jason have**

been creating large community-based events centered around live act of building hot glass sculptures. There is no limit to what they are capable of when they put their minds together.

- **WE ARE COMMUNITY MEMBERS**

  Rob, Sarah, and their family live full-time in Williams Bay and are active members of the community. Jason's studio is currently located in central Illinois. In 2022, Jason started working with local schools in Walworth County to create community glass programs. Jason intends to move the Mack Glass Studio here soon.

  WE ARE CREATIVES

  We love having fun and creating public art, community events, and fundraisers. We look forward to working together.

JASON MACK
PARTNER/GLASS ARTIST

Jason Mack Glass creates one-of-a-kind public art installations. Mack and his team create monumental hot glass sculptures using a custom-built mobile glass furnace capable of melting 300 lbs of recycled glass per day. Mack says, "The goal of the World's Tallest Glass Tree project is to bring the community together to help build something truly special. I love the sense of joy and excitement people express as they watch the tree grow and take shape using their own recycled bottle glass. I also want to draw attention to the fact that glass is endlessly recyclable and far too often goes to the landfill due to the lack of local infrastructure. My ultimate goal is to build a glass forest that operates all year round."

ROB ELLIOTT
PARTNER/PRODUCER

Rob's high energy and creative approach help create successful events and unique custom projects. As an entrepreneur running multiple businesses, Rob's personality, organizational skills, pragmatic approach, and positive energy translate into each of the events he

produces. His childlike imagination and high standards truly stand out when working with him. "I love bringing people together and hope to create a spark of inspiration in each guest."

SARAH ELLIOTT
PRODUCER

Sarah's artistic approach and style create a curated atmosphere that warms the soul of each guest, from working with each Winter Market vendor to creating hand-lettered signage and designing merchandise. Her carefree yet curated approach to event production is genuinely admirable. Sarah has worked closely with Rob and Jason for over 15 years.

Vision Statement

Starting with the World's Tallest Glass Tree we intend to build an entire Glass Forest using donated glass bottles from the community. The forest will be a gathering space for community members and traveling guests alike, creating a destination of the arts. The Glass Forest will be comprised of hundreds of glass sculptures and trees of all shapes and sizes. With proceeds from the World's Tallest Glass Tree, we hope to build a full glass production facility capable of offering classes and special events.

Our goal is to create a holiday tradition in the Geneva Lakes area to bring tourists to our Lake Geneva hotels.

We are giving complimentary tickets to all Lake Geneva hotels to help put heads in beds during a time that is likely to be empty and give their guests an everlasting memory of their Lake Geneva visit.

A decorated dumpster will be situated in downtown Lake Geneva across from the Visitor Center on the Gino's East parking lot. This will be an opportunity for locals and visitors to contribute to the Glass Tree. Visit Lake Geneva will create a banner introducing the World's Tallest Glass Tree and the dates.

Advertising to include the City of Lake Geneva's logo can be implemented on all printed materials and announced on the radio

advertising. This will include posters and a minimum of 5,000 printed tickets.

WGN will be creating a story around the World's Largest Glass Tree and announcing Winter Weekend Getaways.

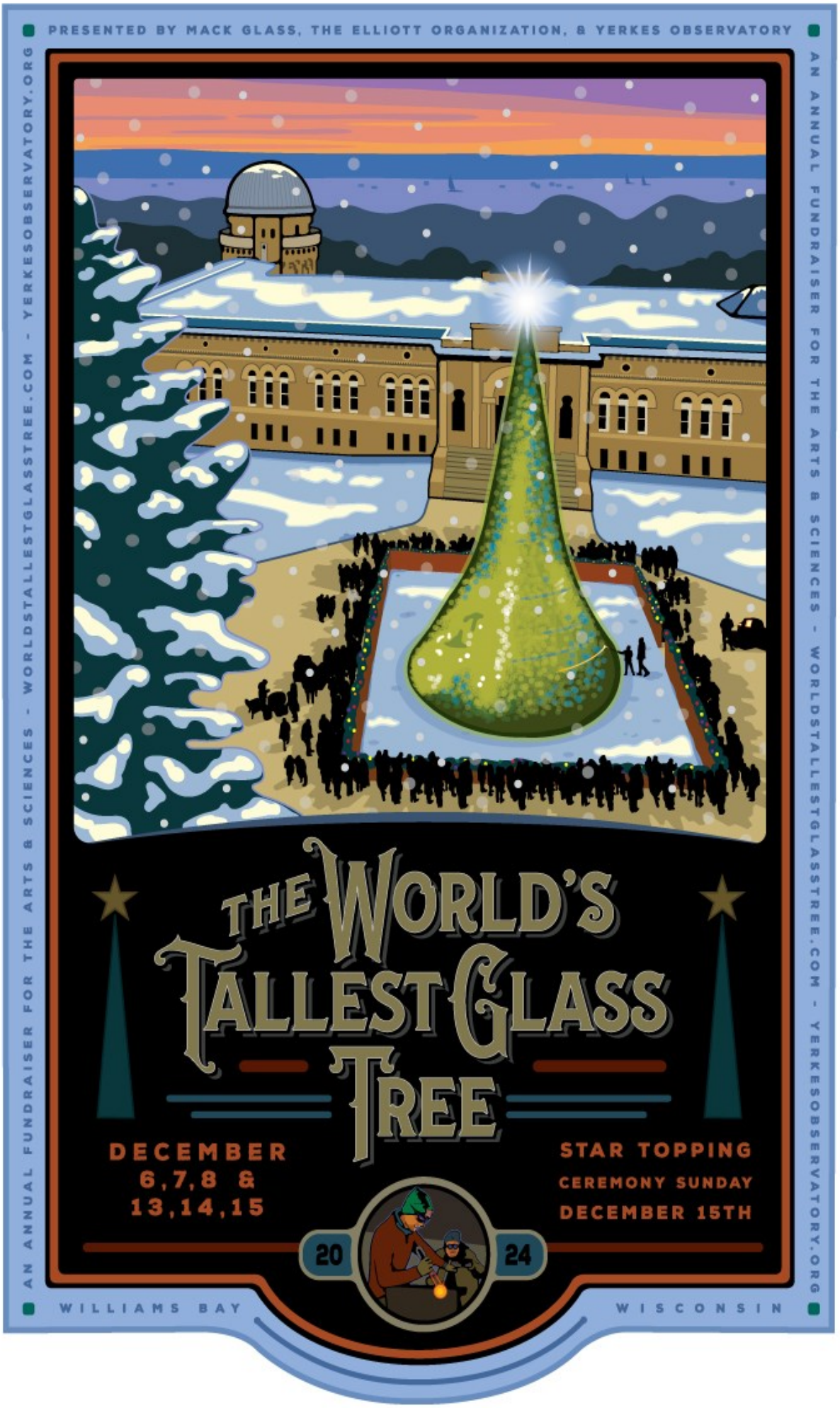
Complimentary shuttles will be provided from each Lake Geneva Hotel and which will be promoted by giving each hotel guest a free entry into the event.

We are hopeful to fill every hotel within the city limits.

Cost for two shuttles: $12,000.00

Cost for Marketing Materials to include branded social media coverage in conjunction with the City of Lake Geneva, Glass Classes for the Public and Event materials: $38,000.00

Total Grant Request: $50,000


PRESENTED BY MACK GLASS, THE ELLIOTT ORGANIZATION, & YERKES OBSERVATORY
AN ANNUAL FUNDRAISER FOR THE ARTS & SCIENCES - WORLDSTALLESTGLASSTREE.COM - YERKESOBSERVATORY.ORG
THE WORLD'S TALLEST GLASS TREE
DECEMBER 6,7,8 & 13,14,15
STAR TOPPING CEREMONY SUNDAY DECEMBER 15TH
20 24
WILLIAMS BAY
WISCONSIN
NEAL ASPINALL

City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

Revised June 23

Date Submitted: Monday, November 4, 2024

Organization: Geneva Lakes Family YMCA

Contact Person: Mike Coolidge, Sports Operations Director

Phone Number: 262.248.6211 x30

Street Address: 203 S. Wells Street

City, State, Zip: Lake Geneva, WI 53147

Email Address: mike.coolidge@glymca.org

Name of Event: Baseball/Softball Travel Tournaments

Date of Event: Spring/Summer 2025

Deadline for Receipt Submittal to City (45 days after event ending): 08/1/25

Location of Event: Veterans Park, 901 Townline Road, Lake Geneva, WI

Type of Event: Sports Field Maintenance Work

Estimated Number of Attendees:

The tournaments are expected to have an excess of 12,375 attendees at Veterans Park for baseball/softball tournaments throughout spring/summer 2025 (April-September).
See page seven for calculation.

Have you applied before?

Yes, we have applied for this grant in 2024 to protect the integrity and field investment for six baseball/softball fields to continue to attract tournament play throughout the Midwest. This was for annual field maintenance that included, but was not limited to: edging, weeding, top soil dressing, clay needs on pitching mounds and repair minor washout in warning tracks.

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

Veterans Park, 901 Townline Road Lake Geneva, WI

What other governmental bodies have been approached for support and what amount has been received?

The City of Lake Geneva and the City of Lake Geneva Park Board have been approached. No financial support has been provided for this request.

Has the City of Lake Geneva Common Council approved this event taking place? (All proposed events must be approved prior to applying for Tourism grant.)

Due to the Geneva Lakes Family YMCA partnership with the City of Lake Geneva, the Common Council is aware of these events. The City of Lake Geneva has requested that the Geneva Lakes Family YMCA handles the scheduling of all events and tournaments at Veterans Park.

Estimated Number of Overnight Stays:
(Note: explain above how you estimated the number of overnight stays.)

At a minimum 6,188 overnight weekend stays are estimated for the Lake Geneva area (Friday-Sunday) during the 2025 summer baseball/softball season, which primarily falls in the months of April-September.

Please see page seven for calculation.

Annual Event (Yes/No):

Yes, these tournaments are an annual event.

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: Three options have been presented and explained in detail beginning on page 4 (questions 1 and 2).

Option One: Infield Mix Only for six baseball/softball fields & one single mound for Molitor Field | $98,800

This option brings in 552 tons of Quick Pitch Infield Mix for all six fields, laser grade fields, compact mix, edge all grass, adjust all base anchors, home plate and install one pitching rubber box and pitching rubber at Molitor Field. Longevity 2-5 years based on field use.

Option Two: Infield Mix Only for six baseball/softball fields, one single mound for Molitor Field and drainage system placed in all outfields except Molitor Jr. Field #5 because a drainage system is already there | $262,800

This option brings in 552 tons of Quick Pitch Infield Mix for all six fields, laser grade fields, compact mix, edge all grass, adjust all base anchors, home plate and install one pitching rubber box and pitching rubber at Molitor Field. In addition, drain tile lines will be placed in the outfields of 5 of the 6 fields because Molitor Jr. Field #5 already has a drainage system. Longevity 2-5 years based on field use, plus less cancellation of games and tournaments.

Option Three: Turf the infield of all six baseball/softball fields and purchase one set of proper maintenance equipment to groom and sweep turf |$1,783,900 | Longevity 5-10 years, depending on use.

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 materials to include City of Lake Geneva logo.
4) Marketing plan for 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 be aware 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 the meeting to cityadmin@cityoflakegeneva.gov.

REQUIRED ATTACHMENTS

1) **Event Overview/Description**

Overview

The Geneva Lakes Family YMCA has brought an exceptional opportunity to increase the revenue base of the City of Lake Geneva shops, restaurants, attractions, and hotels by creating and hosting 11 baseball/softball tournaments currently scheduled during spring/summer 2025 at Veterans Park.

The YMCA markets the fields at Veterans Park for competitive play and offers additional tournament space for travel baseball/softball programs that compete throughout the Midwest. All of these teams come from a distance that would require overnight stays in the area due to the double-elimination structure of the tournaments. This means that all teams need to lose twice in order to be eliminated from the tournament. This approach requires all families to stay at least one night (if not two) based on team performance and placement.

In order to attract travel teams to schedule their tournaments at Veterans Park, Lake Geneva, these fields must be professionally maintained and manicured. This means that baseball/softball fields must have the grass edged around the field, pitching mound and batting boxes be free from holes/divots, proper draining is maintained, additional seeding mix be added for grass, removal of weeds from fields and any additional field maintenance.

Challenge

An ongoing challenge at Veterans Park is the poor field drainage and the accumulation of water that sits/stands in the infields and at home plate. Even moderate amounts of rain, despite efforts to rake and move the water, still causes a delay and or cancellation in game and tournament play.

In 2024, due to the rain and failed attempts at trying to restore the fields for game and tournament play, 25% of the game day tournaments were cancelled. Based on our calculations last year, that would equate to a loss of 1,406 overnight stays which potentially could be a loss of income of $281,200 (based on the average price of $200/night) for an overnight hotel stay.

Solution

It is our recommendation, to provide more then just general maintenance/touch-up care to the fields each season. A solution needs to be put in place to address the continued water issues that stay and remain on the infields. In the budget section below (#2), we have outlined three options for consideration.

2) **Event Budget (how funds will be used).**

Option One:

Replace all baseball/softball fields with Quick Pitch Infield Mix (a quick absorbing material to help with water accumulation) and replace the pitching mound at Molitor Field.

Cost: $98,800

Refer to Quote 1 | Pages 1-3
Midwest Athletic Fields

This presents the least expensive option, but brings in the top of the line, latest technology for field maintenance and water absorption offered by Midwest Athletic Fields. Midwest Athletic Fields is a top rated company in Wisconsin and Badger High School also used them for their field maintenance until they moved to a turf surface that was provided by FieldTurf.

The purpose of this infield mix is to reduce rain delays, improve drainage and safety, controls moisture and among other things provides a richly-colored, professional quality field. Quote 1 pages 1-3, explains in detail what would be done at each of the six baseball/softball fields. In addition, there is the need to purchase one synthetic single mound for Molitor Field. The current mound that exists is poorly designed and has become a safety hazard for pitchers. As players release the pitch from the mound, the mound moves causing instability for the pitcher and a challenge to get the ball into the strike zone. Longevity for option 1 is 2-5 years based on field use.

Option Two:

Replace all baseball/softball fields with Quick Pitch Infield Mix (a quick absorbing material to help with water accumulation), replace the pitching mound at Molitor Field and put drainage tiles in the outfields.

Cost: $262,800

Refer to Quote 2 | Pages 1-2
Midwest Athletic Fields

This option combines the cost for Option 1 ($98,800) along with the cost to place drain tiles in all the baseball/softball outfields with the exception of Molitor Jr. Field (Field #5) because it currently has a drain tile in the outfield. ($164,000)

The addition of drain tiles to the outfield will help move the water away from the infields to elevate rain water gathering by the infield bases, home plate and foul territories. This helps provide a more thorough approach to help elevate soggy, muddy conditions faced at the fields. In addition, fields will dry out better and the longevity of this option is 2-5 years based on field use, plus less cancellation of games and tournaments.

Option Three: Turf the infield of all six baseball/softball fields and purchase one set of proper maintenance equipment to groom and sweep turf.

Cost: $1,783,900

Refer to Quote 3 | Pages 1-17 | Separate bids are provided for each field based on size and need.
FieldTurf

While this option is a sizeable capital investment, it would pay for itself throughout the years, by minimizing annual field maintenance costs, avoid game and tournament cancellations and attract additional teams to the Lake Geneva area to play on top notch fields.

This option provides more of a permanent fix to water-logged fields. The material used is an ambient rubber which is more environmental and user-friendly over tire rubber. Turf would cover the entire infield including up to foul fencing areas and fenced backstop areas in the batters box (six fields in total). One set of GroomRight and FieldSweep equipment would need to be purchased to maintain all the fields. This is the same company Badger High School used and they come highly recommended. The longevity of this option is 5-10 years, before any section of the turf may need to be replaced. Rules and regulations would need to go into place to obtain the maximum life out of the turf including but not limited to: no metal cleats, no sunflower seeds and others.

This option could also be phased in throughout the years by working on one or two fields per year.

3) Mock up of all marketing material.

The Geneva Lakes Family YMCA does not directly market these tournaments. Availability of Veterans Park for tournament play is sent to a number of organizations that include but not limited to:

Baseball 365, Inc; Crush Tidal Waves (CTW) Softball, American Legion Post 24, Lake Geneva Badgers, Genoa City Shockers and GTS of Elkhorn.

They send out this information to all travel teams throughout the Midwest to schedule their tournament space. However, the YMCA does create a "Data & Deals" page on their website that is communicated to all travel teams when they register for tournament play at Veterans Park.

"Data & Deals" was created to provide tournament families with DATA about the Lake Geneva area including lodging, food and drink, family friendly attractions, event calendar and more. This was built in conjunction with the YMCA's relationship with Visit Lake Geneva.

There is also a DEALS section on this page that gives area businesses the opportunity (at no cost) to post any coupons or specials they are extending for that weekend to the visiting families.

The page will be updated for the 2025 season and can be found at:

www.GenevaLakesYMCA.org/dataanddeals

The YMCA would add the City of Lake Geneva Tourism logo on this website page if grant is approved.

4. Marketing Plan for the Event.

"Maintain it and they will come." All marketing is done by Baseball 365, Inc, CTW Softball and the American Legion Post 24 for tournament play. Provided we offer a professional space for tournament play, we will continue to be marketed to travel baseball/softball teams.

5. How will this grant generate overnight stays within the City of Lake Geneva?

As explained above, if our fields are maintained for competitive travel play over 11 tournaments can be offered throughout the spring/summer. This in turn brings in over 25 teams per tournament throughout the months of April-September. This will require a minimum of one overnight stay and for some teams two nights.

6. How did your organization calculate the estimated number of overnight stays to be generated by your event?

Please see page seven for calculation.

7. Any other helpful information.

In addition to tournament play, we have gotten the attention and participation of the Milwaukee Brewers. During the summers (2023 & 2024) they hosted one week of baseball camp that brought in a total of 140 participants within a one-hour radius of Lake Geneva. Some of these families did frequent our shops and eateries while at camp.

During the 2024 week of camp, we did run into some issues of being able to use the fields due to rain that remained on the fields. The Milwaukee Brewers did ask if the turf field at Badger High School would be available for use during the 2025 camp week.

Outside of tournaments and camp, our in house baseball season was impacted as well, with numerous cancellations and games that had to be rescheduled.

Some additional use of the fields has also come locally from the Shocker Baseball tournament based out of Genoa City that we host and the Lake Geneva Jr. Badgers baseball/softball program. These are additional revenue streams for the City that have <u>not</u> been considered into the calculations above.

Calculation | Estimated Number of Overnight Stays

This number has been estimated as follows:

A total of 11 weekend tournaments will be hosted at Veterans Park during the summer of 2025 (Friday –Sunday).

Each tournament brings in a total of 25 teams. There is approximately 15 players and coaches on each team which represents 15 families per team with an average of 3 individuals per family unit.

Based on that conservative number a total of 12,375 attendees would be present at Veterans Park during the Spring/Summer 2025 for baseball/softball tournaments. (25 teams X 15 players per team=375 team players X 3 (average size of family/guests accompanying player)=1,125 X 11 tournaments=12,375 attendees.

Given the distance these teams are coming to play in the tournament and the length of tournament play (double elimination), it is guaranteed that they will all stay a MINIMUM of one night.

If there are 15 families per team and there are 25 teams that participate in ONE tournament there is approximately 375 families (15 families X 25 teams) that will need overnight accommodations for at LEAST ONE NIGHT, FOR ONE TOURNAMENT. That would equate to 375 overnight stays.

Since there are 11 tournaments scheduled throughout the 2025 summer baseball/softball season, we would need to take 375 overnight stays for one tournament and multiply that by 11 to get a total of 4,125 overnight stays during the summer of 2025. This is for ONE night only.

To be conservative, we will then say that at LEAST HALF of these teams will need to stay one additional night which would equate to an additional 2,063 overnight stays (4125/2).

We then need to take 4,125 stays for one night and add the additional 2,063 stays for those families needing to spend a second night in Lake Geneva for tournament play on Sunday. That total then equals 6,188 overnight weekend stays for 11 weeks throughout the 2025 Baseball/Softball Tournament play.

OPTION ONE

QUOTE

Midwest Athletic Fields LLC
323 William St P.O. Box 76
Watertown, WI 53094
lana@midwestaf.com
www.midwestaf.com

Proposal

ADDRESS
Geneva Lakes Family YMCA
Attn: Mike Coolidge
203 S. Wells St.
Lake Geneva, WI 53147

PROPOSAL	1590
DATE	07/23/2024
EXPIRATION DATE	11/01/2024

PROJECT	SALES REP
Veterans Park	JJV

ACTIVITY	QTY	RATE	AMOUNT
Baseball Field MOLITOR FIELD: -Edge all grass edges to remove lip. -Add 115 tons of Quick Pitch Infield Mix. -Laser grade and compact. -Adjust all base anchors. home plate and pitching rubber. Replace if necessary.	1	20,350.00	20,350.00
Baseball Field OPTION FOR SYNTHETIC SINGLE MOUND: Molitor Field -Install traffic bond base. -Compact to 95% compaction. -Install 2" tall fiber turf. -Install pitching rubber box and pitching rubber. -Fill the turf with crumb rubber. -Price: $7,350.00	1	0.00	0.00 $7,350.00
Baseball Field MOLITOR JUNIOR FIELD- -Edge all grass edges to remove lip. -Add 69 tons of Quick Pitch Infield Mix. -Laser grade and compact. -Adjust all base anchors, home plate and pitching rubber. Replace if necessary.	1	13,500.00	13,500.00
Baseball Field (#5) OPTION FOR SYNTHETIC SINGLE MOUND: Molitor Jr. Field -Install traffic bond base. -Compact to 95% compaction. -Install 2" tall fiber turf. -Install pitching rubber box and pitching rubber. -Fill the turf with crumb rubber. -Price: $7,350.00 -no - due to elevation.	1	0.00	0.00

Quote 7: Page 1

Softball Field NORTHEAST FIELD: -Edge all grass edges to remove lip. -Add 92 tons of Quick Pitch Infield Mix. -Laser grade and compact. -Adjust all base anchors, home plate and pitching rubber. Replace if necessary.	1	14,400.00	14,400.00
Softball Field OPTION TO REMOVE GRASS SIDELINES: -Remove existing material to a 4" depth. -Laser grade to ensure uniform depth of new material. -Add 92 tons of Quick Pitch Infield Mix. -Laser grade and compact. -Price: $18,200.00	1	0.00	0.00
Softball Field SOUTHEAST FIELD: -Edge all grass edges to remove lip. -Add 92 tons of Quick Pitch Infield Mix. -Laser grade and compact. -Adjust all base anchors, home plate and pitching rubber. Replace if necessary.	1	14,400.00	14,400.00
Softball Field OPTION TO REMOVE GRASS SIDELINES: -Remove existing material to a 4" depth. -Laser grade to ensure uniform depth of new material. -Add 92 tons of Quick Pitch Infield Mix. -Laser grade and compact. -Price: $18,200.00	1	0.00	0.00
Softball Field NORTHWEST FIELD: -Edge all grass edges to remove lip. -Add 92 tons of Quick Pitch Infield Mix. -Laser grade and compact. -Adjust all base anchors, home plate and pitching rubber. Replace if necessary.	1	14,400.00	14,400.00
Softball Field OPTION TO REMOVE GRASS FROM HOME PLATE AREA TO FENCE: NORTHWEST FIELD -Remove existing material to a 4" depth. -Laser grade to ensure uniform depth of new material. -Add 23 tons of Quick Pitch Infield Mix. -Laser grade and compact. -Price: $6950	1	0.00	0.00
Softball Field SOUTHWEST FIELD: -Edge all grass edges to remove lip. -Add 92 tons of Quick Pitch Infield Mix. -Laser grade and compact. -Adjust all base anchors, home plate and pitching rubber. Replace if necessary.	1	14,400.00	14,400.00
Softball Field OPTION TO REMOVE GRASS FROM HOME PLATE AREA TO FENCE: SOUTHWEST FIELD -Remove existing material to a 4" depth. -Laser grade to ensure uniform depth of new material. -Add 23 tons of Quick Pitch Infield Mix.	1	0.00	0.00

We authorized
Midwest Athletic Fields LLC to do the work as specified.

Note: Customer must provide a place on site to dispose of waste material. Hauling off site will incur additional costs.
Watering of sod is customer's responsibility once project is complete, unless otherwise stated.
All credit card payments will have a 3% fee added.

Quote 1 / Page 2

-Laser grade and compact.
-Price: $6950

TOTAL **$91,450.00**

Synthetic Mound + 7,350.00

$98,800

Accepted By

Accepted Date

Quote 1/ Page 3

We authorized
Midwest Athletic Fields LLC to do the work as specified.

Note: Customer must provide a place on site to dispose of waste material. Hauling off site will incur additional costs.
Watering of sod is customer's responsibility once project is complete, unless otherwise stated.
All credit card payments will have a 3% fee added.
Page 3 of 3

OPTION TWO

QUOTE

Drainage Quote outfield.

Midwest Athletic Fields LLC
323 William St P.O. Box 76
Watertown, WI 53094
lana@midwestaf.com
www.midwestaf.com

MIDWEST ATHLETIC FIELDS

Proposal

ADDRESS
Geneva Lakes Family YMCA
Attn: Mike Coolidge
203 S. Wells St.
Lake Geneva, WI 53147

PROPOSAL	1620
DATE	10/02/2024
EXPIRATION DATE	11/02/2024

PROJECT
Outfield Drainage- 6 Fields

SALES REP
JJV

ACTIVITY	QTY	RATE	AMOUNT
Baseball Field MOLITOR FIELD -Lay out the drain tile lines. -Drainage will be daylighted out of left field. -Trench 6" wide trench, 16" deep. -Laser the trench to ensure positive slope. -Approx. 5200 ln ft of drain tile to be installed. -Fill the trench with 70/30 sand/peat root zone mix. -Install 5200' of 4" perforated outlet drain tile. -Fill trench with 70/30 sand/peat root zone mix. -Install sod over the trench lines to complete.	1	52,000.00	52,000.00
Baseball Field MOLITOR JR FIELD: -already has drainage in outfield -Lay out the drain tile lines. -Drainage will be daylighted out to right field. -Trench 6" wide trench, 16" deep. -Laser the trench to ensure positive slope. -Approx. 4500 ln ft of drain tile to be installed. -Fill the trench with 70/30 sand/peat root zone mix. -Install 4500' of 4" perforated outlet drain tile. -Fill the trench with 70/30 sand/peat root zone mix. -Install sod over trench lines to complete. -Repair any damaged irrigation lines.	1	45,000.00	<45,000.00> deduct this field already has drain tile
Baseball Field REMAINING 4 FIELDS: -Lay out the drain tile lines. -Drainage will be daylighted to a retention pond on the southwest corner of park. -Trench 6" wide trench, 16" deep. -Laser the trench to ensure positive slope.	4	28,000.00	112,000.00

We authorized
Midwest Athletic Fields LLC to do the work as specified.

Note: Customer must provide a place on site to dispose of waste material. Hauling off site will incur additional costs.
Watering of sod is customer's responsibility once project is complete, unless otherwise stated.
All credit card payments will have a 3% fee added.
Page 1 of 2

Quote 2 / Page 1

-Approx. 2800 ln ft of drain tile to be installed.
-Fill the trench with 70/30 sand/peat root zone mix.
-Install 2800' of 4" perforated outlet drain tile.
-Fill the trench with 70/30 sand/peat root zone mix.
-Install sod over trench lines to complete.

TOTAL **$209,000.00**

- 45,000.00

$164,000.00

Accepted By

Accepted Date

We authorized
Midwest Athletic Fields LLC to do the work as specified.

Note: Customer must provide a place on site to dispose of waste material. Hauling off site will incur additional costs.
Watering of sod is customer's responsibility once project is complete, unless otherwise stated.
All credit card payments will have a 3% fee added.
Page 2 of 2

Quote 2 / Page 2

OPTION THREE

QUOTE

PRICING PROPOSAL

FieldTurf
A Tarkett Sports Company

GENEVA LAKE YMCA

August 28, 2024

FieldTurf is pleased to offer to supply and install the following high performance artificial infilled turf system:

BASE BID

FIELD NAME	Molitor Field
TURF SYSTEM	DoublePlay Natural
SQUARE FOOTAGE	34,016 SF
FIELD MARKINGS	Baseball
TOTAL PRICE	$ 452,019.00

ALTERNATE PRICE

+ add one brush

ADD Alternate No. 1: Maintenance Equipment	LUMP SUM
Supply one set of maintenance equipment: GroomRight and FieldSweep	$ 9,719.00

PRODUCT DETAILS

FieldTurf, the worldwide leader in artificial turf, is pleased to offer the below turf systems, with the following product characteristics:

XT-50-3/8 – Clay area:

- **Pile Height:** 2 Inches
- **Infill Weight:** 5.4 lb. sand & 1.5 lb. ambient rubber per sq. ft.
- **Pile Weight:** 42 oz/yd²
- **Total System Weight:** 1059 oz/yd²

FTVT-50 – Grass Area:

- **Pile Height:** 2 Inches
- **Infill Weight:** 3.65 lb. sand & 2.6 lb. ambient rubber per sq. ft.
- **Pile Weight:** 39 oz/yd²
- **Total System Weight:** 962 oz/yd²

FieldTurf has taken the necessary steps to ensure that your project will run smoothly and that the quality promised will be the quality delivered.

Quote 3/ Page 1

1.800.724.2969 | info@fieldturf.com | fieldturf.com

PRICING PROPOSAL

FieldTurf
A Tarkett Sports Company

PRICE INCLUDES:

a) Mobilization
b) Provide & Install Construction Entrance
c) Provide & Install Temporary Orange Construction Fence
   - 900 LF Total
d) Provide & Install Erosion Control
   - 900 LF of Silt Fence
   - Inlet Protection
e) Provide Excavation of Existing Field by 8"
   - 839 CY Total
   - Haul Spoils Off Site
f) Provide & Install 12" HDPE Storm Pipe
   - 750 LF Total
   - Includes 150 LF to Tie Into Existing
g) Provide & Install Flat Drains
   - 1,044 LF Total
h) Provide & Install Geotextile Fabric Across Entire Field
   - 4,446 SY Total
i) Provide & Install Dynamic Base Rock
   - 4" Base Rock
   - 2" Surface Rock
j) Provide & Install 6" x 12" Concrete Curb
   - 700 LF Total
   - Remove & Reinstall CLF as Needed for Curbing
k) Provide & Install Nailer Board to Concrete Curb
   - 700 LF Total
l) Provide & Install Softball Sports Equipment
   - 1 Set of Bases
   - 1 Set of Base Sleeves
   - 1 Pitching Rubber
   - 1 Homeplate
m) Provide Seeding for Disturbed Areas
   - 10,000 SF Area
n) Provide 1 Year Warranty on Civil Work
o) Installation of the artificial in-filled grass surface upon a suitable base.
p) Provide and install the initial Velcro inserts. 8 inserts for the batter's box and 8 inserts for the catcher's box. Owner to self-perform change out of Velcro areas after the initial installation. (Total of 8 sets including the initial installed set)
q) (1) set of Inlaid Baseball or Softball markings.
r) An 8-year 3rd party pre-paid insured warranty on the FieldTurf artificial grass surface, apart from the base areas and slide zones, which will carry a 2-year manufacturer's warranty. Furthermore, the following designated high traffic areas are excluded from the warranty: home plate, pitcher's mound, pitcher's lane, catcher's box, batting cage and bullpen area.
s) Private wages.

Quote 3 | Page 2

PRICING PROPOSAL

FieldTurf
A Tarkett Sports Company

The scope of work/services and associated pricing are subject to change in the event of: (i) design and/or construction requirements of the local permitting authorities which dictate a change in design and/or construction and/or (ii) existing site conditions which are concealed, unknown and/or differ from readily available published data for the region.

PRICE DOES NOT INCLUDE:

a) Design services and construction documentation, including, but not limited to, conceptual drawings/preliminary design; construction drawings; stormwater management SWPP or SWPP plan; submittal reviews and processing; architectural/engineering inspections; soil borings; professional survey; and as-built drawings; nor permit, permit fees, inspection, inspection fees, testing, or testing fees
b) Payment and Performance bonds or OCP insurance
c) Site Security
d) Construction signs
e) Soil stabilization, undercutting, or remediation of any type
f) Rock excavation
g) Excavation, handling, or disposal of contaminated soils
h) Any hard surface work, including concrete/asphalt cutting, installation, milling, removal, forming, or replacement not explicitly noted in inclusions
i) Repair or resurfacing existing asphalt parking lots, roadways, or walkways if damaged by truck traffic
j) Fencing installation, modification, removal, or replacement not explicitly noted in inclusions
k) Relocation or removal of existing utilities not limited to electrical conduits, power poles, water, sewer, gas, cable, telephone, or storm drainage unless explicitly noted in inclusions
l) Excavation/backfill of unknown underground obstructions
m) Installation of manholes, junction boxes, gabions, concrete rip wrap, storm drainage, grate inlets, and RCP not explicitly noted in inclusions
n) Boring for utilities
o) Dewatering
p) Importing of topsoil
q) Any electrical work
r) Any athletic equipment not noted above
s) Site restoration or grow-in
t) Any alteration or deviation from specifications involving extra costs, which alteration or deviation will be provided only upon executed change orders, and will become an extra charge over and above the offered price
u) A vehicle to tow FieldTurf maintenance equipment.
v) All applicable taxes, prevailing wages, union labor and other labor law levies.
w) Performance and Payment Bond fees.
x) Anything not explicitly noted in the inclusions.

Quote 3 / Page 3

PRICING PROPOSAL

FieldTurf
A Tarkett Sports Company

The price is valid until October 31, 2024. The price is subject to increase if affected by an increase in raw materials, freight, or other manufacturing costs, a tax increase, new taxes, levies or any new legally binding imposition affecting the transaction. The parties recognize that the effects of global economic instability are currently unpredictable and could lead to limitations in labor availability and delays in the supply and delivery of materials, equipment or products. In addition, as these contingencies have not been factored into this proposal; materials, equipment and/or products to be used in performing the work may become subject to a price increase. Accordingly, it is acknowledged that the seller/FieldTurf shall (a) not be subject to any damages for any delay due to events beyond its control and, (b) be allowed an equitable adjustment of the time and/or of the price of this proposal or any contractual document resulting therefrom. FieldTurf shall endeavor to notify you as soon as possible of any such events and/or contingencies. Please note that the seller/FieldTurf shall use its best efforts to ensure that it fulfills its commitments and will strive to minimize any negative impacts as they may arise. Thank you for your kind understanding.

Please feel free to reach out to any member of our project team with questions about our offer:

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Project Manager
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MyThanh.Tran@FieldTurf.com

Blake Centers
Regional Sales Manager
(773) 569-6814
Blake.Centers@fieldturf.com

Thank you again for your interest in FieldTurf, we look forward to working with you.

Per: _____
Marie-Christine Raymond, VP of Customer Operations
FieldTurf USA, Inc. / Tarkett Sports Canada, Inc.

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PRICING PROPOSAL

FieldTurf
A Tarkett Sports Company

CONDITIONS

Notwithstanding any other document or agreement entered into by FieldTurf in connection with the supply and installation only of its product pursuant to the present bid proposal, the following shall apply:

a) This bid proposal and its acceptance is subject to strikes, accidents, delays beyond our control and *force majeure*.

b) FieldTurf's preferred payment terms are as follows: (i) 50% of the Price upon Customer's execution of contract; (ii) 40% of the Price upon shipment of materials from FieldTurf's manufacturing facility; and (iii) Remaining balance of ten percent (10%) upon substantial completion of the field, which shall be achieved when Customer is able to use the field for its intended purpose, even if punchlist items remain and the Certificate of Completion has not been executed by Customer.

c) Accounts overdue beyond 30 days of invoice date will be charged at an interest rate of 10% per annum.

d) FieldTurf requires a minimum of 21 days after receiving a fully executed contract or purchase order and final approvals on shop drawings to manufacture, coordinate delivery and schedule arrival of installation crew. Under typical field size and scenario, FieldTurf further requires a minimum of 28 days per field to install the Product subject to weather and force majeure

e) FieldTurf requires a suitable staging area. Staging area must be square footage of field x 0.12, have a minimum access of 15 feet wide by 15 feet high, and, no more than 100 ft from the site. A 25 foot wide by 25 foot long hard or paved clean surface area located within 50 feet of the playing surface shall be provided for purposes of proper mixing of infill material. Access to any field will include suitable bridging over curbs from the staging area to permit suitable access to the field by low clearance vehicles. Staging area surface shall be suitable for passage with motor vehicles used to transport materials to the site and/or staging area. FieldTurf shall not be liable for any damages to the staging area or its surface unless such damages are caused by FieldTurf's intentional misconduct or negligence.

f) This proposal is based on a single mobilization. If the site is not ready and additional mobilizations are necessary, additional charges will apply.

g) Upon substantial completion of FieldTurf's obligations, the Customer shall sign FieldTurf's Certificate of Completion in the form currently in force; to accomplish this purpose, the Customer will ensure that an authorized representative is present at the walk-through to determine substantial completion and acceptance of the field, which may include a list of punch list items.

h) FieldTurf shall not be a party to any penalty clauses and/or liquidated damages provisions.

i) FieldTurf shall be entitled to recover all costs and expenses, including attorney fees, associated with collection procedures in the event that FieldTurf pursues collection of payment of any past due invoice.

j) All colors are to be chosen from FieldTurf's standard colors.

THE TARKETT SPORTS FAMILY - LEADERS IN SPORTS SURFACING

Tarkett SPORTS | FieldTurf A Tarkett Sports Company | BEYNON A Tarkett Sports Company | renner A Beynon Sports Company | GRASSMASTER by Tarkett Sports | PLAYMASTER By Tarkett Sports

FIFA QUALITY Preferred Producer | AFCA OFFICIAL TURF | USA FOOTBALL OFFICIAL PARTNER | FIH PREFERRED SUPPLIER | cradle to cradle | ISO 9001 | ISO 14001 | OHSAS 18001

Book 3 / Page 5

1.800.724.2969 | info@fieldturf.com | fieldturf.com

PRICING PROPOSAL

FieldTurf
A Tarkett Sports Company

GENEVA LAKES YMCA

September 16, 2024

FieldTurf is pleased to offer to supply and install the following high performance artificial infilled turf system:

BASE BID

FIELD NAME	Field 5
TURF SYSTEM	DoublePlay Natural
SQUARE FOOTAGE	11,100 SF
FIELD MARKINGS	Baseball
TOTAL PRICE	$ 253,420.00

ALTERNATE PRICE

ADD Alternate No. 1: Maintenance Equipment	LUMP SUM
Supply one set of maintenance equipment: GroomRight and FieldSweep	$ 9,719.00

PRODUCT DETAILS

FieldTurf, the worldwide leader in artificial turf, is pleased to offer the below turf systems, with the following product characteristics:

XT-50-3/8 – Clay area:

- **Pile Height:** 2 Inches
- **Infill Weight:** 5.4 lb. sand & 1.5 lb. ambient rubber per sq. ft.
- **Pile Weight:** 42 oz/yd^2
- **Total System Weight:** 1059 oz/yd^2

FTVT-50 – Grass Area:

- **Pile Height:** 2 Inches
- **Infill Weight:** 3.65 lb. sand & 2.6 lb. ambient rubber per sq. ft.
- **Pile Weight:** 39 oz/yd^2
- **Total System Weight:** 962 oz/yd^2

FieldTurf has taken the necessary steps to ensure that your project will run smoothly and that the quality promised will be the quality delivered.

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PRICING PROPOSAL

FieldTurf
A Tarkett Sports Company

PRICE INCLUDES:

a) Mobilization
b) Provide & Install Construction Entrance
c) Provide & Install Temporary Orange Construction Fence
   - 600 LF Total
d) Provide & Install Erosion Control
   - 600 LF of Silt Fence
   - Inlet Protection
e) Provide Excavation of Existing Field by 8"
   - 275 CY Total
   - Haul Spoils Off Site
f) Provide & Install 6" HDPE Storm Pipe
   - 180 LF Total
g) Provide & Install 12" HDPE Storm Pipe
   - 350 LF Total
   - Includes 150 LF to Tie Into Existing
h) Provide & Install Flat Drains
   - 600 LF Total
i) Provide & Install Geotextile Fabric Across Entire Field
   - 1,233 SY Total
j) Provide & Install Dynamic Base Rock
   - 4" Base Rock
   - 2" Surface Rock
k) Provide & Install 6" x 12" Concrete Curb
   - 400 LF Total
   - Remove & Reinstall CLF as Needed for Curbing
l) Provide & Install Nailer Board to Concrete Curb
   - 400 LF Total
m) Provide & Install Softball Sports Equipment
   - 1 Set of Bases
   - 2 Sets of Base Sleeves
   - 1 Pitching Rubber
   - 1 Homeplate
n) Provide Seeding for Disturbed Areas
   - 5,000 SF Area
o) Provide 1 Year Warranty on Civil Work
p) Installation of the artificial in-filled grass surface upon a suitable base.
q) Provide and install the initial Velcro inserts. 8 inserts for the batter's box and 8 inserts for the catcher's box. Owner to self-perform change out of Velcro areas after the initial installation. (Total of 8 sets including the initial installed set)
r) (1) set of Inlaid Baseball or Softball markings.

Quote 3 / Page 7

s) An 8-year 3rd party pre-paid insured warranty on the FieldTurf artificial grass surface, apart from the base areas and slide zones, which will carry a 2-year manufacturer's warranty. Furthermore, the following designated high traffic areas are excluded from the warranty: home plate, pitcher's mound, pitcher's lane, catcher's box, batting cage and bullpen area.
t) Private wages.

The scope of work/services and associated pricing are subject to change in the event of: (i) design and/or construction requirements of the local permitting authorities which dictate a change in design and/or construction and/or (ii) existing site conditions which are concealed, unknown and/or differ from readily available published data for the region.

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b) Payment and Performance bonds or OCP insurance
c) Site Security
d) Construction signs
e) Soil stabilization, undercutting, or remediation of any type
f) Rock excavation
g) Excavation, handling, or disposal of contaminated soils
h) Any hard surface work, including concrete/asphalt cutting, installation, milling, removal, forming, or replacement not explicitly noted in inclusions
i) Repair or resurfacing existing asphalt parking lots, roadways, or walkways if damaged by truck traffic
j) Fencing installation, modification, removal, or replacement not explicitly noted in inclusions
k) Relocation or removal of existing utilities not limited to electrical conduits, power poles, water, sewer, gas, cable, telephone, or storm drainage unless explicitly noted in inclusions
l) Excavation/backfill of unknown underground obstructions
m) Installation of manholes, junction boxes, gabions, concrete rip wrap, storm drainage, grate inlets, and RCP not explicitly noted in inclusions
n) Boring for utilities
o) Dewatering
p) Importing of topsoil
q) Any electrical work
r) Any athletic equipment not noted above
s) Site restoration or grow-in
t) Any alteration or deviation from specifications involving extra costs, which alteration or deviation will be provided only upon executed change orders, and will become an extra charge over and above the offered price

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u) A vehicle to tow FieldTurf maintenance equipment.
v) All applicable taxes, prevailing wages, union labor and other labor law levies.
w) Performance and Payment Bond fees.
x) Anything not explicitly noted in the inclusions.

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Please feel free to reach out to any member of our project team with questions about our offer:

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Thank you again for your interest in FieldTurf, we look forward to working with you.

Per: _____
Marie-Christine Raymond, VP of Customer Operations
FieldTurf USA, Inc. / Tarkett Sports Canada, Inc.

Quote 3 / Page 9

PRICING PROPOSAL

FieldTurf
A Tarkett Sports Company

CONDITIONS

Notwithstanding any other document or agreement entered into by FieldTurf in connection with the supply and installation only of its product pursuant to the present bid proposal, the following shall apply:

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c) Accounts overdue beyond 30 days of invoice date will be charged at an interest rate of 10% per annum.

d) FieldTurf requires a minimum of 21 days after receiving a fully executed contract or purchase order and final approvals on shop drawings to manufacture, coordinate delivery and schedule arrival of installation crew. Under typical field size and scenario, FieldTurf further requires a minimum of 28 days per field to install the Product subject to weather and force majeure

e) FieldTurf requires a suitable staging area. Staging area must be square footage of field x 0.12, have a minimum access of 15 feet wide by 15 feet high, and, no more than 100 ft from the site. A 25 foot wide by 25 foot long hard or paved clean surface area located within 50 feet of the playing surface shall be provided for purposes of proper mixing of infill material. Access to any field will include suitable bridging over curbs from the staging area to permit suitable access to the field by low clearance vehicles. Staging area surface shall be suitable for passage with motor vehicles used to transport materials to the site and/or staging area. FieldTurf shall not be liable for any damages to the staging area or its surface unless such damages are caused by FieldTurf's intentional misconduct or negligence.

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g) Upon substantial completion of FieldTurf's obligations, the Customer shall sign FieldTurf's Certificate of Completion in the form currently in force; to accomplish this purpose, the Customer will ensure that an authorized representative is present at the walk-through to determine substantial completion and acceptance of the field, which may include a list of punch list items.

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THE TARKETT SPORTS FAMILY - LEADERS IN SPORTS SURFACING

Tarkett SPORTS | FieldTurf A Tarkett Sports Company | BEYNON A Tarkett Sports Company | renner | GRASSMASTER | PLAYMASTER

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1.800.724.2969 | info@fieldturf.com | fieldturf.com

PRICING PROPOSAL

FieldTurf
A Tarkett Sports Company

GENEVA LAKE YMCA

August 28, 2024

FieldTurf is pleased to offer to supply and install the following high performance artificial infilled turf system:

BASE BID

FIELD NAME	Clover Field 1 NE
TURF SYSTEM	DoublePlay Natural
SQUARE FOOTAGE	13,348 SF
FIELD MARKINGS	Baseball
TOTAL PRICE	$ 268,692.00

FIELD NAME	Clover Field 2 SE
TURF SYSTEM	DoublePlay Natural
SQUARE FOOTAGE	13,348 SF
FIELD MARKINGS	Baseball
TOTAL PRICE	$ 268,692.00

FIELD NAME	Clover Field 3 SW
TURF SYSTEM	DoublePlay Natural
SQUARE FOOTAGE	13,348 SF
FIELD MARKINGS	Baseball
TOTAL PRICE	$ 265,679.00

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PRICING PROPOSAL

FieldTurf
A Tarkett Sports Company

FIELD NAME	Clover Field 4 NW
TURF SYSTEM	DoublePlay Natural
SQUARE FOOTAGE	13,348 SF
FIELD MARKINGS	Baseball
TOTAL PRICE	$ 265,679.00

ALTERNATE PRICE

ADD Alternate No. 1: Maintenance Equipment	LUMP SUM
Supply one set of maintenance equipment: GroomRight and FieldSweep	$ 9,719.00

PRODUCT DETAILS

FieldTurf, the worldwide leader in artificial turf, is pleased to offer the below turf systems, with the following product characteristics:

XT-50-3/8 – Clay area:

- **Pile Height:** 2 Inches
- **Infill Weight:** 5.4 lb. sand & 1.5 lb. ambient rubber per sq. ft.
- **Pile Weight:** 42 oz/yd^2
- **Total System Weight:** 1059 oz/yd^2

FTVT-50 – Grass Area:

- **Pile Height:** 2 Inches
- **Infill Weight:** 3.65 lb. sand & 2.6 lb. ambient rubber per sq. ft.
- **Pile Weight:** 39 oz/yd^2
- **Total System Weight:** 962 oz/yd^2

FieldTurf has taken the necessary steps to ensure that your project will run smoothly and that the quality promised will be the quality delivered.

PRICE INCLUDES:

a) One mobilization total
b) **Fields 1 and 2:**
   1) Provide & Install Construction Entrance
   2) Provide & Install Temporary Orange Construction Fence
      - 600 LF Total
   3) Provide & Install Erosion Control
      - 600 LF of Silt Fence
      - Inlet Protection
   4) Provide Excavation of Existing Field by 8"

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- 330 CY Total
- Haul Spoils Off Site

5) Provide & Install 6" HDPE Storm Pipe
   - 200 LF Total
6) Provide & Install 12" HDPE Storm Pipe
   - 360 LF Total
   - Includes 150 LF to Tie Into Existing
7) Provide & Install Flat Drains
   - 483 LF Total
8) Provide & Install Geotextile Fabric Across Entire Field
   - 1,980 SY Total
9) Provide & Install Dynamic Base Rock
   - 4" Base Rock
   - 2" Surface Rock
10) Provide & Install 6" x 12" Concrete Curb
    - 438 LF Total
    - Remove & Reinstall CLF as Needed for Curbing
11) Provide & Install Nailer Board to Concrete Curb
    - 438 LF Total
12) Provide & Install Softball Sports Equipment
    - 1 Set of Bases
    - 2 Sets of Base Sleeves
    - 1 Pitching Rubber
    - 1 Homeplate
13) Provide Seeding for Disturbed Areas
    - 5,000 SF Area
14) Provide 1 Year Warranty on Civil Work

c) **Fields 3 and 4:**

1) Provide & Install Construction Entrance
2) Provide & Install Temporary Orange Construction Fence
   - 600 LF Total
3) Provide & Install Erosion Control
   - 600 LF of Silt Fence
   - Inlet Protection
4) Provide Excavation of Existing Field by 8"
   - 330 CY Total
   - Haul Spoils Off Site
5) Provide & Install 6" HDPE Storm Pipe
   - 200 LF Total
6) Provide & Install 12" HDPE Storm Pipe
   - 360 LF Total
   - Includes 150 LF to Tie Into Existing
7) Provide & Install Flat Drains
   - 483 LF Total

Book 3 / Page 13

8) Provide & Install Geotextile Fabric Across Entire Field
   - 1,980 SY Total
9) Provide & Install Dynamic Base Rock
   - 4" Base Rock
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   - 5,000 SF Area

d) Provide 1 Year Warranty on Civil Work
e) Installation of the artificial in-filled grass surface upon a suitable base.
f) Provide and install the initial Velcro inserts. 8 inserts for the batter's box and 8 inserts for the catcher's box. Owner to self-perform change out of Velcro areas after the initial installation. (Total of 8 sets per field including the initial installed set)
g) (1) set of Inlaid Baseball or Softball markings per field.
h) An 8-year 3rd party pre-paid insured warranty on the FieldTurf artificial grass surface, apart from the base areas and slide zones, which will carry a 2-year manufacturer's warranty. Furthermore, the following designated high traffic areas are excluded from the warranty: home plate, pitcher's mound, pitcher's lane, catcher's box, batting cage and bullpen area.
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b) Payment and Performance bonds or OCP insurance
c) Site Security

Quote 3 / Page 14

d) Construction signs
e) Soil stabilization, undercutting, or remediation of any type
f) Rock excavation
g) Excavation, handling, or disposal of contaminated soils
h) Any hard surface work, including concrete/asphalt cutting, installation, milling, removal, forming, or replacement not explicitly noted in inclusions
i) Repair or resurfacing existing asphalt parking lots, roadways, or walkways if damaged by truck traffic
j) Fencing installation, modification, removal, or replacement not explicitly noted in inclusions
k) Relocation or removal of existing utilities not limited to electrical conduits, power poles, water, sewer, gas, cable, telephone, or storm drainage unless explicitly noted in inclusions
l) Excavation/backfill of unknown underground obstructions
m) Installation of manholes, junction boxes, gabions, concrete rip wrap, storm drainage, grate inlets, and RCP not explicitly noted in inclusions
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Quote 3 / Page 15

PRICING PROPOSAL

FieldTurf
A Tarkett Sports Company

Please feel free to reach out to any member of our project team with questions about our offer:

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Project Manager
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MyThanh.Tran@FieldTurf.com

Blake Centers
Regional Sales Manager
(773) 569-6814
Blake.Centers@fieldturf.com

Thank you again for your interest in FieldTurf, we look forward to working with you.

Per: _____
Marie-Christine Raymond, VP of Customer Operations
FieldTurf USA, Inc. / Tarkett Sports Canada, Inc.

Quok 3 / Page 16

PRICING PROPOSAL

FieldTurf
A Tarkett Sports Company

CONDITIONS

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b) FieldTurf's preferred payment terms are as follows: (i) 50% of the Price upon Customer's execution of contract; (ii) 40% of the Price upon shipment of materials from FieldTurf's manufacturing facility; and (iii) Remaining balance of ten percent (10%) upon substantial completion of the field, which shall be achieved when Customer is able to use the field for its intended purpose, even if punchlist items remain and the Certificate of Completion has not been executed by Customer.

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e) FieldTurf requires a suitable staging area. Staging area must be square footage of field x 0.12, have a minimum access of 15 feet wide by 15 feet high, and, no more than 100 ft from the site. A 25 foot wide by 25 foot long hard or paved clean surface area located within 50 feet of the playing surface shall be provided for purposes of proper mixing of infill material. Access to any field will include suitable bridging over curbs from the staging area to permit suitable access to the field by low clearance vehicles. Staging area surface shall be suitable for passage with motor vehicles used to transport materials to the site and/or staging area. FieldTurf shall not be liable for any damages to the staging area or its surface unless such damages are caused by FieldTurf's intentional misconduct or negligence.

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j) All colors are to be chosen from FieldTurf's standard colors.

THE TARKETT SPORTS FAMILY - LEADERS IN SPORTS SURFACING

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Book 3 / Page 17

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Lake Geneva
CHILDREN'S
MUSEUM

Tourism Grant Proposal

City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

Revised June 2023

Date Submitted: November 4, 2024

Organization: Lake Geneva Children's Museum

Contact Person: Barb Krause

Phone Number: 262-215-5344

Street Address: 1112 Wisconsin St.

City, State, Zip: Lake Geneva WI 53147

Email Address: bak@ntmediagroup.com

Name of Event: Rediscover Wonder

Date(s) of Event: March 15, 2025

Deadline for receipt submittal to the City (45 days after event ending): April 29, 2025

Location of Event: Riviera Ballroom

Type of Event: Fundraiser / Informational

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

Estimated Number of Attendees: 250

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

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

Riviera Ballroom, 812 Wrigley Drive, Lake Geneva

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

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

Estimated Number of Overnight Stays: 25 to 40

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: $ 34,975

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

LAKE GENEVA CHILDREN'S MUSEUM
Rediscover Wonder Event, Saturday, March 15, 2024

EVENT OVERVIEW/DESCRIPTION

For the past 18 months, a group of Lake Geneva area residents have met regularly to create a plan to build and operate a children's museum in Lake Geneva. A museum would benefit the community, as a place for local families to visit regularly, and also an option for elementary school class field trips, private parties and educational events. But equally important, a children's museum in Lake Geneva would attract thousands of visitors annually who are in search of family-friendly attractions to add to their itineraries, resulting in overnight stays.

A parcel of land near Veterans Park is available for this purpose, and the newly formed Board of Directors of the Lake Geneva Children's Museum, a 501(c)3 organization, is now prepared to present their concepts to the general public, to launch a capital campaign and ask for overall community input and support.

With that in mind, the Board would like to host an event that would introduce potential visitors and donors to the museum concept and begin raising funds for the building.

Our fundraising event will take place at the Riviera Ballroom and feature interactive stations that bring to life the types of exhibits you'd find in the museum. Guests will get to experience the joy of learning through play and awaken their inner child with hands-on activities designed to engage, entertain, and inspire. The event will take place in March, a non-peak season.

Tickets to the event will include food and beverage, live entertainment, interactive stations and opportunities for creative giving such as silent auctions and gift card trees. All proceeds from the evening will go directly toward the construction of our new children's museum, a place where kids and families can explore, play, and learn together.

We will market to prospects who have visited the Kohl Children's Museum in Glenview, Illinois; the Madison Children's Museum; and the Betty Brinn Museum in Milwaukee. These attendees could spend the night in Lake Geneva within walking distance of the event.

It would be our hope to solicit event sponsorships to cover the cost of food and beverage, along with a marketing grant from the Tourism Commission to cover the Riviera rental fee and all marketing expenses, so that 100% of the proceeds from this event can be put toward the museum's construction efforts.

EVENT BUDGET

We hope to keep our event budget low and ask for donated goods and services, along with volunteers to help organize and manage the event.

Riviera Ballroom Rental & Fees	$1,500
Food Expense: 250 guests at $42/person	$10,500
Beverage Expense: 250 guests at $20/person	$5,000
Administrative (auction software, supplies)	$1,000
Entertainment/Interactive Stations	$2,500
Marketing (Grant Funds)	$34,975
Total Event Budget	$55,475

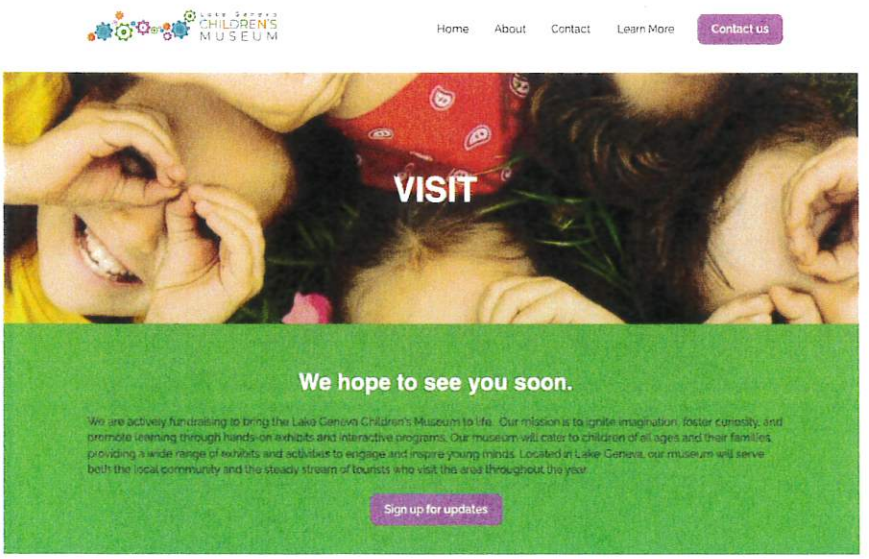
Tickets will be priced to cover food, beverage, administrative and entertainment costs.

SAMPLE MARKETING MATERIALS

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

Sample of Save the Date for March 15 event:

Sample Website Home Page:



MARKETING PLAN

The goal of the marketing campaign is to sell tickets to this first annual fundraising and educational event that will also generate overnight stays. Our target audience is mainly from the greater Chicago area and surrounding area, so our efforts will be primarily focused on that region. Not only will these funds assist in generating attendees and overnight stays for this event, they will also be instrumental in initial efforts to bring a large attraction to the city of Lake Geneva that draws in families that will spend a night or weekend here.

Media/Company	Description	Cost
Riviera Ballroom Event Fee	Venue rent and fees for event	$1,500
Website development	Hosting, ticket plug-in, add video	$2,000
Social media	Paid social media creation and posts, paid social ad campaign for 3 months.*	$2,075
Architectural renderings	Creation of additional interior concepts to feature at the event, generation of 3-D renderings for video.	$10,000
Video Production	Creation of short video to play during the event to illustrate the concept and plan, also post on the website before and after the event.	$11,500
Targeted Display Advertising	75,000 targeted digital impressions per month from November to March, geofencing the Kohl Children's Museum, Madison Children's Museum and Betty Brinn in Milwaukee in order to serve impressions to those audiences.*	$1,800

Streaming Video	Targeted OTT video campaign to prospective attendees in the Chicago, Madison and Milwaukee markets.*	$3,600
Print Materials	Posters, postcards, brochures/rack cards, design fees, invitations.	$2,500
Press Release	Deployed to Wisconsin and Illinois media outlets.	$0
TOTAL MARKETING BUDGET		$34,975

*50% of the cost of these digital items has been covered by Nei-Turner Media Group, Inc.

Each cost shown above is what we are requesting the grant to cover.

Amount requested from Tourism Commission: $34,975

OVERNIGHT STAYS AND CALCULATION

We anticipate up to 250 attendees at this inaugural event, with the goal of raising funds for the construction of a children's museum, and also to raise awareness and plant the seed for future visits that will incorporate overnight stays.

The 250 attendee estimate is based mostly on the capacity of the Riviera Ballroom. For overnight stays, we will plan to ask area hotels for room blocks and special rates.

A fair estimate of room nights would be 20-30% of our attendees staying at least one night at a Lake Geneva hotel, which equals about 25 to 40 overnight stays (keeping in mind these are likely couples attending the event together).

Upon reviewing the guidelines of the grant, we do want to note that this event will take place during the non-peak season between Labor Day and Memorial Day.

In addition, this grant can also be considered 'an effort to recruit groups,' in that once we establish a brick and mortar museum, people will visit Lake Geneva during the non-peak season knowing there is a great indoor option for their families to enjoy, and stay a night or a weekend, thus also generating revenue for hotels, restaurants, shops, and attractions.

ADDITIONAL INFORMATION – ABOUT THE LAKE GENEVA CHILDREN'S MUSEUM

The Lake Geneva Children's Museum, a 501(c)3 organization, aims to become a vibrant hub of education, exploration, and creativity for children and families. Located in the heart of Lake Geneva, our museum will offer interactive exhibits, engaging programs, and memorable experiences designed to inspire curiosity and lifelong learning. By catering to both locals and tourists, we seek to enrich the lives of children and contribute to the cultural and educational landscape of the region.

The LGCM is founded on the belief that every child deserves access to enriching, educational experiences in a fun and supportive environment. Our mission is to ignite imagination, foster curiosity, and promote learning through hands-on exhibits and interactive programs. Our museum will cater to children ages two to 12 and their families, providing a wide range of exhibits and activities to engage and inspire young minds. Our museum will serve both the local community and the steady stream of tourists who visit the area throughout the year.

VALUES:

- *Education:* We are committed to providing educational experiences that inspire curiosity, critical thinking and creativity.
- *Inclusivity:* We welcome children and families from all backgrounds and abilities, fostering an environment of diversity, equity, and inclusion.
- *Playfulness:* We believe in the power of play as a tool for learning and exploration, encouraging children to learn through hands-on experiences and discovery.
- *Community:* We are dedicated to building strong connections with the local community, partnering with schools, organizations, and businesses to enhance the educational landscape of Lake Geneva.

Thank you for your consideration!

Board of Directors: Phil Johnson, Adam St. Marie, Bridget Leech, Barb Krause, Shannon McCarthy, Meghan Quist, Nick Egert.

Lake Geneva
CHILDREN'S
MUSEUM

CITY OF LAKE GENEVA

TOURISM COMMISSION

TOURISM PROMOTION GRANT

INFORMATIONAL GUIDE

Revised August 2023

I. INTRODUCTION:

In 2017, the City of Lake Geneva Common Council passed Ordinance 17-03, creating and amending Chapter 70, Sec. 70-55, establishing a Tourism Commission to be responsible for the coordination of tourism promotion and tourism development within the City and for ensuring that all room tax dollars are spent on tourism promotion and development as defined in Wisconsin State Statute 66.0615. As part of the duties, this Commission has established the Tourism Promotion Grant Program to fulfill its obligation to support marketing projects, including advertising media buys, creation of printed or electronic promotional tourist materials, or efforts to recruit conventions, sporting events, or motor coach groups.

The Grants are intended to be provided to applicants that can clearly show their event is reasonably likely to generate paid overnight stays by transient tourists at more than one establishment on which a room tax is imposed, that are owned by different persons and located within the City of Lake Geneva. The Commission intent is to focus on those applicants that can demonstrate that likeliness primarily seven days a week during non-peak periods and Sunday to Thursday nights during peak periods (Peak periods being Memorial Day through Labor Day, non-peak Labor Day through Memorial Day).

II. ELIGIBLE APPLICANTS:

Eligible applicants for the Grant are businesses, non-profits, civic groups, downtown promotional entities, and tourism promotion entities who can convey to the Commissions' consensus that their event is reasonably likely to generate paid overnight stays by transient tourists within the City. Applicants must demonstrate that their event or promotion opportunity has fulfilled the State Statute requirements for the grant expenditures. Tourism Commission members shall not be eligible to participate in the program.

Applicants must also state:

- Where is this event physically located?
- What other governmental bodies have been approached for support and what amount has been received?
- Has the City of Lake Geneva Common Council approved this event taking place? (All proposed events must be approved by the Council prior to applying for a tourism grant).

Administration of the Grant Fund will be reviewed by the Tourism Commission with final approval given by a simple majority of those voting. The City Administrator shall be responsible for the day –to-day administration of the Grant Program after Commission approval.

III. APPLICATION PROCEDURES:

Applications are due and shall be submitted no later than 12: 00 PM (Noon) one week prior to the Tourism Commission meeting. See City of Lake Geneva website calendar for Tourism Commission meeting dates.

Businesses that are interested in applying for Grant Funds can download the application from the City of Lake Geneva website, and submit to the Lake Geneva City Administrator and designee via email at cityadmin@cityoflakegeneva.gov or mail to the Lake Geneva City Hall, 626 Geneva Street, Lake Geneva WI 53147. Applications along with applicable materials are to be marked as "Promotional Tourism Grant."

Following submittal of an application to the Commission, the Commission will examine the application, approve or deny the application and level of financial support to be granted. As part of the application, the commission requires the City of Lake Geneva logo placed on marketing event/initiative materials including printer materials, banners, websites and all out social media outlets used.

Once the Commission has completed its review of the application, the applicant may be informed of any deficiencies and be requested to amend the application, if necessary. Upon receipt of the completed application, it will be presented to the Commission for consideration.

As part of the grant approval, the Commission may require room block rental contracts with City of Lake Geneva hotels (for applicable events) one week prior.

IV. APPROVAL PROCEDURES:

Ten-minute presentations with grant applicants and the Tourism Commission may take place after a grant request has been submitted. Be prepared to explain how you calculated your estimate for overnight room stays. The City/Tourism Commission reserves the right to reject all applications or to accept any application which will best serve the interests of the City of Lake Geneva and the Tourism Commission.

V. EVENT EXPENSE REIMBURSEMENT PROCEDURES:

Businesses and organizations that have been approved for Grant Funds should indicate the final event/initiative date and will be given 45 days from that date to submit their receipts and examples of any marketing materials, using the attached form. Approved expenses after the event should be emailed to the City of Lake Geneva electronically at cityadmin@cityoflakegeneva.gov. The City of Lake Geneva will follow their internal policies in regards to reimbursement and documentation needed for reimbursement up to the approved amount. Any disputes arising from submission will be reviewed for State law compliance by the Lake Geneva City Attorney and the Lake Geneva City Administrator.

City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

Revised June 2023

Date Submitted: 11/04/24

Organization: Geneva Lake Women's Association (GLWA)

Contact Person: Kathy Papcke, Chair, Women's Weekend 2025 Committee

Phone Number: 262-496-6016

Street Address: PO Box 671

City, State, Zip: Lake Geneva, WI 53147

Email Address: wwlakegeneva@gmail.com

Name of Event: Women's Weekend 2025 - The Adventure Begins Here

Date(s) of Event: Friday, April 25 to Sunday, April 27, 2025

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

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

Type of Event: Fundraiser for GLWA philanthropic fund

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

Estimated Number of Attendees: 250-300

Have you Applied Before? Yes or No; Explain: Yes, GLWA applied for and received funding in 2020, 2021, 2022, 2023. and 2024

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

Weekend activities occur at various business and venues, including LG Cruise Line and Riviera.

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

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

Estimated Number of Overnight Stays: Estimated 500 overnight stays.

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

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

Annual Event (Yes/No): Yes

Note: In addition, if chosen, the applicant agrees to include the City of Lake Geneva logo on all marketing materials including print, banners, websites and social media and will be required to provide paid receipts, and an evaluation of the results of this promotional effort within 45 days of its completion, which is to include approximate number of room nights retained in City of Lake Geneva hotels.

Grant Amount Requested: $20,500

Provide as attachment the following:

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

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

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: Kathleen Papcke Date: 11/04/2024

Name of Organization: Geneva Lake Women's Association

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

Women's Weekend 2025 Overview and Marketing Plan "Your Adventure Begins Here"

EVENT OVERVIEW

Coming off an award-winning anniversary year, and with five years' experience managing this annual event, GLWA is poised to deliver another memorable Women's Weekend in 2025. Women's Weekend "Your Adventure Begins Here" will be held Friday, April 25 through Sunday, April 27, bringing visitors from across the Midwest to Lake Geneva for a weekend of new adventures, fun, friendship, creativity, wining and dining, shopping and

more. This year's theme, "Your Adventure Begins Here," taps into the desire for new experiences and highlights the exciting options for fun and adventure that Lake Geneva offers, appealing to women of all ages. The weekend will be off to the races with a Kentucky Derby party at The Riviera. Throughout the weekend, attendees can meet exotic animals, zip line through the trees, explore the Lake Path, craft a piece of art, or raise their fashion savvy. We'll deliver a full schedule of unique events and activities from which to choose, encouraging participants to take a risk, learn something new, and experience Lake Geneva in a new way. Marketing outreach will focus on Illinois and Wisconsin markets, with an eye toward contiguous states. Local marketing tactics encourage residents to invite friends to visit Lake Geneva - and let the adventures begin!

MARKETING PLAN

- **Phased approach leading up to event weekend.**
- **Multiple media channels including direct mail, social, web, print, radio and event marketing**
- **Target based on location and propensity for Lake Geneva visits.**
- **Leverage local networks including membership.**
- **Align purpose and activities to garner local business and hotel support**
- **Goals are to:**
    - **Raise awareness of GLWA and its charitable work**
    - **Encourage engagement with local businesses during event weekend**
    - **Position Lake Geneva as a place for new, exciting experiences**
    - **Encourage future visits to Lake Geneva**
    - **Encourage involvement with GLWA**

Multi-channel – A combination of paid, social and earned media, in traditional and new media, including digital, broadcast, and print outlets.

Reach – Based on past attendance trends, will continue to target local Walworth County, nearby Kenosha, Racine and Rock Counties, Greater Milwaukee, Greater Chicago, and Rockford markets. Will deepen reach into Madison and other statewide channels.

Demographic – The primary target is women aged 25-64.

Creative – "Your Adventure Begins Here" theme encourages comradery and fun, self-exploration and learning. The adventure theme encourages participants to look at Lake Geneva and Women's Weekend as part of a life journey, a place to try new things, explore new paths, form bonds with friends and family, and learn something new.

Timing – The phased approach includes:

Timing	Pre Go-Live – Fall/Winter 2024	Jan and Feb 2025 (120-90 days prior)	Mar and Apr 2025 (60-30 days prior)	Event weekend Apr 25-27
Tactics	Save the date card Social media posts PR announcement Direct email Wine Walks promo VISIT Website	Direct email Social media POS LG businesses Winterfest Bridal Fairs VISIT email/FB Outdoor	Digital, print and radio advertising VISIT email/FB Outdoor Morning Blend PR	Cross-marketing Sponsor engagement Social media PR
Content themes	Tease weekend dates Announce "The Adventure Begins Here" theme Call for sponsors	Registration is open, plan now Drive to the website for registration Early bird deals Hotel deals Feature sponsors and activities	Take action now! Push to register Hotel deals Connect with registrants Feature sponsors and activities	Join the fun Highlight sponsors and activities PR announcing donations

MARKETING CHANNELS AND MEDIA OUTLETS

Websites:

- GLWA Website
- Women's Weekend Website
- VISIT website (ongoing with periodic updates)
- Charitable partners, sponsors, and community organizations sites

Direct email:

- Eventbrite - Previous attendees, lists from events
- Link to registration at Go-Live
- GLWA membership
- BID membership
- VISIT subscribers

Point of Sale: (will update and re-distribute as needed)

- Distribute to retail hotels/resorts, Visit Lake Geneva Tourism Center
- Distribute to charitable partners
- Rack cards
- Flyers and posters
- Save the date take-ones

Social Media: Facebook, Instagram and YouTube

- Teaser posts and call for sponsors
- Registration Go-Live – link to the website to register
- Ongoing posts – paid and organic
- Sponsorship and activities features
- Weekend coverage

PULSED MARKETING PROGRAM: PRE GO-LIVE, POST-REGISTRATION PHASE 1 AND 2, EVENT WEEKEND

Paid Media

Digital:

- Paid social media (Facebook, Instagram, YouTube)
- Print media digital outlets

Radio broadcast:

- Lake Geneva WLKG 96.1
- Chicago Hubbard Radio - WSHE
- Rockford Radio 97ZOK
- Waukesha/Jefferson/Walworth WSLD 104.t Country
- McHenry 105.5 Star

TV broadcast

- WTMJ-TV Milwaukee Morning Blend
- WKOW-TV Madison TBD

Traditional Print:

- Northern Illinois – Daily Herald
- Wisconn Valley Media - LG Regional, Kenosha News, Racine Journal Times
- At the Lake Magazine
- Lake Geneva Resorter

Earned Media (PR)

- News release to local media requesting sponsors
- News release to local + Greater Chicago and Milwaukee media, registration live
- News release to statewide tourism outlets, dates, theme, registration
- Broadcast partners Community Calendars
- Life Matters interview
- Storytelling opportunities

<u>Event Marketing</u> – includes participation costs, collateral and signage

- Fall Wine Walks --Lake Geneva, Delavan, East Troy, Burlington
- Lake Geneva Winter Fest
  - Ad hoc promotional opportunities
  - Collateral distribution
- Spring Bridal Fairs (TBD)
  - Evergreen Golf Course
  - Lodge at Geneva National (Lee Enterprise)
  - Riviera
  - Madison Bridal Show
- GLWA events and meetings

LOCAL NETWORKS – LEVERAGING STRONG PARTNERSHIPS

Women's Weekend would not be possible without the partnership with local businesses and hotels. View the Women's Weekend Website for more information on 2024 sponsors.

- Business sponsorships – 43 local business sponsored Women's Weekend in 2024
- Hotel discounts -- 13 area hotels, B&Bs, inns offered discounts in 2024
- Walworth County tourism support
- VISIT Lake Geneva partner marketing program
- Business sponsor web and social channels
- Charitable partners web and social channels
- GLWA membership direct email, newsletters, events

Projected Budget for 2025 WW Marketing Expenses

Websites: GLWA, Women's Weekend, Visit Lake Geneva, partner and Sponsor sites, media outlets	$0	Organization's websites, member benefits, partnership and sponsor collaboration, and media added value.
Social: GLWA Facebook/Instagram, Visit Lake Geneva FB Media Outlets	$600	Includes FB boosts, Visit Lake Geneva social posts
Direct mail: GLWA list (past attendees, event email capture, members) Visit Lake Geneva BID members	$900	VLG membership marketing opportunity
Event marketing: Bridal Fairs, Wine Walks, Winterfest	$3000	Includes sponsor fees, booth costs, Winterfest TBD
Print advertising: At the Lake Wisconn Valley Media Tourism pubs Daily Herald	$2500	To run Jan through April. Added value includes copies of publications, web calendars, social posts
Digital ads Lee Enterprise package	$1500	Target Milwaukee, Madison and Northern Ill markets
Broadcast: Radio targeted to Lake Geneva (WLUK), Greater Chicago (WSHE), Rockford (WZOK), N. Ill (STAR 105.5) WTMJ TV Morning Blend Milwaukee WKOW TV TBD Madison	$7500	Return to proven outlets in Lake Geneva, Greater Chicago and Rockford. Repeat Morning Blend with added discount offer Explore Madison paid TV
Outdoor: Lamar Rockford, N. Illinois	$3200	Targeted Madison, Rockford, N. Illinois
Earned media: Statewide tourism, event calendars in South WI and North IL, local media outlets	$0	Ongoing publicity storytelling, i.e. 60th anniversary, featured vendors/activities and trends.
POS: Printed collateral for businesses, venues, hotels, events	$1300	Save the date cards, Rack cards, handbills, flyers and posters
Total Request	**$20,500**	

CITY OF LAKE GENEVA

TOURISM COMMISSION

TOURISM PROMOTION GRANT

INFORMATIONAL GUIDE

~~June 2023~~ September 2024

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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 regard~~s~~ 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:_____