LAKE GENEVA TOURISM COMMISSION

Monday, December 9, 2024 - 4:00 PM

Lake Geneva City Hall; Council Chambers

Members:

Chairperson Brian Waspi, Troy Migut, Zakia Pirzada, Alderperson Fesenmaier and Alderperson Stoodley; 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 November 11, 2024
5. Update from Heather Jones (Independent Contractor for Tourism Commission) Meet at the Lake Promotional Activity
6. Discussion/Possible Action regarding the Independent Contractor Agreement for the Lake Geneva Cooperative Convention Center Special Events Coordinator
7. Update from Tourism Entity (VISIT Lake Geneva) on Promotional Activity, Calendar, and Hotel performance
8. Update from Lake Geneva Business Improvement District (events and mission)
9. Written financial update regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements, list of outstanding (unpaid) tourism grants awarded
10. Discussion/Action on Tourism Promotional Grant Program and Requests: **Maximum ten (10) minute presentation per request:**
    - **a.** Downtown Lake Geneva Ice Sculpture Walk; VISIT Lake Geneva
    - **b.** The World's Tallest Glass Tree-Mackglass Community dba: World's Tallest Glass Tree (*approved on November 11, 2024, contingent on the submission of a detailed budget)*
11. Final Event Evaluations from organizations receiving Tourism Grants
    - **a.** Lake Geneva Beer & Spirits Festival; Nei-Turner Media Group, Inc

12. Discussion/Action regarding Tourism Grant Application revisions

13. Discussion/Possible Action regarding Placer.ai

- **a.** Subscription benefit for Tourism administration
- **b.** Use for Current Grant Applications and Event Evaluations

14. Future Agenda Items

15. 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, November 11, 2024
COUNCIL CHAMBERS, CITY HALL

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

Roll Call
Present: Chair Brian Waspi, Vice Chair Zakia Pirzada, Alder Fesenmaier, Cathy Stoodley, Troy Migut
Absent: Alder Howell, 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 the Tourism Commission minutes from October 14, 2024. Motion by Waspi, second by Stoodley, to approve the minutes from October 14, 2024. Unanimously carried.

Heather Jones, Independent Contractor for Tourism Commission, Meet at the Lake Promotional Activity
Jones reviewed the Riviera website analytics pointing to Google as the top traffic source. Heather included the new Tourism website data www.lakegenevahotels.org . Will be more meaningful once more months are added. Heather will be having the websites refreshed with new pics next month. She is doing corporate marketing through eblasts and trying to push these bookings into the off-season for easier parking options.

Update from Tourism Entity – Visit Lake Geneva
Deanna Goodwin pointed out highlights in her October report. The Christmas Parade is Saturday, December 7 beginning at 5:00 p.m. Winterfest dates are January 29 through February 2, 2025. Free parking ends February 1st. Visit Lake Geneva's website continues to grow for sessions, pageviews, and users. As Instagram use grows, the Visit staff celebrates with every new 1000 subscribers. There are currently over 15,000 subscribers. TikTok videos are created, posted, and shared with success on other platforms. New in the monthly online newsletter in a section with Event highlights. Seems to be popular. Walk ins at the Visit building in Flat Iron Park are at 15,000 year-to-date. Donald Driver was the keynote speaker at this year's Annual Dinner and Impact Awards in October.
Visit Lake Geneva's Bundle Up Campaign continues through the end of December 2024.
Visit has launched a new program, Volunteer Ambassadors. These ambassadors will welcome new Partners, make Partner retention visits, and give Special Events/Administrative support. Details and a special Ambassador application can be found online.

Update from Lake Geneva Business Improvement District (BID) – Alexandria Binanti
Alex was not present, so Commissioners read through November report. Tree Lighting Ceremony and Kick-off for Shop Small Business on Friday, November 29, at 5:00 p.m. in Flat Iron Park and continuing into downtown stores for window decorating contest/votes.
Looking for two more walls for murals in Spring 2025. Will begin forming a committee to apply for Vibrant Space Grant. Three Board members to be appointed in December 2025. BID rectified an error (no minutes showing the change in 2018) in how assessments are collected for revenue generation. Will be sent to City Council for final approval in November.

Written financial update provided by City Comptroller
Not on agenda and nothing in packet.

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:
Bird Watching Kits for Hotel Visitors – City of Lake Geneva Avian Committee
Avian Committee is assembling ten total bird watching kits (backpacks) for local hotels to check out to guests. The idea came from a similar program in Albuquerque. The average age bird watcher is 50 years plus. The backpacks and contents are covered by the Lake Geneva Rotary Club. Motion by Pirzada, second by Waspi, to award $4000 for marketing. Unanimously carried.

Lake Geneva Winter Bridal Expo – Celebration Management
This is the fifth year for the event which continues to be remarkably successful. They are asking for the same amount as last year. Waspi gave a reminder to add the hotels link (from the City website) and the official Tourism Committee logo on marketing pieces and event website.
Motion by Waspi, second by Pirzada, to award $15,000. Unanimously carried.

World's Tallest Glass Tree – Mackglass Community, dba World's Tallest Glass Tree
Rob Elliott presented the information for the event grant. They use recycled/collected glass in our local communities and will continue collecting year-round with a program called, "Don't Trash Glass." The event is held in Williams Bay. They received a Travel Wisconsin GEM matching grant. Waspi reminded the applicant to add the hotels link (from the City website) and the official Tourism Committee logo on marketing pieces and event website. Motion by Waspi, second by Pirzada, to award $38,000 for the marketing portion of the proposal further requiring Elliott to submit a detailed budget for the December Tourism meeting. Unanimously carried.

Baseball-Softball Travel Tournaments – Geneva Lakes Family YMCA
Mike Coolidge explained the grant application and need. Ann Fullmer also spoke about a page of the YMCA website dedicated to promotion for tournaments and deals offered by City hotels and businesses. Waspi reminded the Commissioners that grant money can be used for municipal development, in this case, City ballfields. Option 3 would be appropriate to bring back in the future with more detailed, sustainable plans. Motion by Fesenmaier, second by Pirzada, to award Not to Exceed $300,000 for Option 2 presented in the packet. Unanimously carried.

Rediscover Wonder – Lake Geneva Children's Museum
Barb Krause and Adam St. Marie of the Lake Geneva Children's Museum gave the details for a fundraising event called Rediscover Wonder on March 15, 2025. The event is to be held at the Riviera – date is confirmed. The museum will be built on land near (north of) Veteran's Park and is on track to be finished in two years. Motion by Pirzada, second by Fesenmaier, to award $32,000 for the one-time event, not to be used for Riviera rental fee. Unanimously carried.

Women's Weekend 2025 – Geneva Lake Women's Association
This year's event theme is "Adventure Begins Here." The theme should draw in a greater age range. They have expanded their marketing to Madison. Last year's amount was $16,000. Waspi gave the reminder to add the hotels link (from the City website) and the official Tourism Committee logo on marketing pieces and event website. Motion by Waspi, second by Stoodley, to award $20,500 for the April 25 through April 27, 2025, event. Unanimously carried.

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 and verify the changes.

Future meeting agenda items and next meeting date –

- Place Heather's contract in packet for discussion.
- City of Lake Geneva Grant for roll up doors at Riviera Beach
- World's Tallest Glass Tree application
- Tourism Grant Application revisions; include ONLY second version from October packet.
- Placer.ai – Discuss subscription benefit for Tourism administration.
- Placer.ai for current Grant Applications and for Event Evaluations

Monday, December 9, 2024, at 4:00 p.m.

Motion by Waspi, second by Pirzada, to adjourn at 5:38 p.m. Carried.

Respectfully submitted,
Alderman Fesenmaier, Secretary

Riviera Ballroom/MATL Update- Tourism Commission Meeting
December 2024

Marketing Update

- Website Analytics Update: Past 30 Days:
  - Site Sessions: 1,001(-25%)
    - Site Sessions by traffic source
      1. Google (544)
      2. Direct (333)
      3. Visit Lake Geneva (28)
      4. City of Lake Geneva (25)
      5. BING (18)
  - Active Inquiries:82, 47 recorded for November 2023
  - Avg. Session Duration: 3m 20s (+5%)
  - Site Bounce Rate: 49.0 (+9%)

- WeddingWire & TheKnot: November Stats
  - 138 Visitors
  - 17 Link Clicks
  - 11 Saves
  - 20 leads

- Hotels & Lodging Analytics Update Past 30 days:
  - 62 Page Views (-21 from last month)
  - Avg. time spent on page: 6min 56sec (+ 3min 6sec)

  **Reports generated on December 3rd*

- *www.lakegenevahotels.org Analytics*
  - *62 Site Sessions (-572)*
    - 46 Glass Tree
    - 30 Direct
    - 3 Google
- Social media campaign starts December 15th, kick start to the holiday engagement season.

Sales Update

	2018	2019	2020	2021	2022	2023	2024	2025	2026
Weddings	45	28	9	54	55	52	43	37	8
Social	4	1	0	1	5	4	5	2	1
Corporate	4	2	1	1	2	3	1	2	
Non-Profit	7	10	0	3	1	5	4	4	
Event Total	**60**	**41**	**10**	**60**	**62**	**64**	**54**	**45**	**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 December 2024:
  - 2024 Events- No change.
  - 2025 Events- Four wedding contracts returned, one corporate and one non-profit/social contract returned. Two wedding contracts out for signature.
  - 2026 – One wedding contract out for signature.
    - Last Year- Reported on December 5th; 62 events booked for 2023 and 51 events booked for 2024 and 10 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	$259,255.56
CATERING REVENUE						
$29,159.74	$14,688.76	$4,337.68	$32,970.09	$46,691.72	$48,795.80	$44,736.75

Independent Contractor Agreement

Lake Geneva Cooperative Convention Center Special Events Coordinator

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This Agreement ("Agreement") s made and entered into this **1st day of November, 2023** by and between **Heather Jones,** ("Contractor") and the **Lake Geneva Tourism Commission,** a Commission of the City of Lake Geneva, a municipal corporation.

WITNESSETH:

WHEREAS, the Lake Geneva Tourism Commission wishes to retain the services of Contractor to perform technical and administrative services related to special event coordination to increase overnight stays in the City of Lake Geneva, Wisconsin, and

WHEREAS, Contractor wishes to work as an Independent Contractor to work and consult with the LGTC as a special event coordinator with the goal of coordinating group sales to increase overnight stays in the City of Lake Geneva, Wisconsin,

NOW THEREFORE in consideration of the sum of Ten and no/100 ($10.00) Dollars, the mutual covenants contained herein and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged hereto, the parties agree as follows:

1. **Term.** Lake Geneva Tourism Commission hereby retains Contractor for an initial term commencing **November 1, 2023**, and ending **October 31, 2024** ("Initial Term"). Upon conclusion of the Initial Term, this Agreement may be renewed for additional one-year terms ("Additional Term(s)" by mutual agreement between the parties.

2. **Engagement of Services.** Contractor will provide Lake Geneva Tourism Commission with technical and administrative services related to special event coordination and will participate in the formulation of the Lake Geneva Tourism Commission's goals, objectives, plans, programs, policies and budget. The Contractor will adhere to the following goals in performing services for the Lake Geneva Tourism Commission:

   - Update Lake Geneva Tourism Commission regularly by attending Tourism Commission meetings, and other assigned group, trade show, and conferences as needed.
   - Market, show and book events at the Riviera Ballroom on behalf of the City of Lake Geneva in order to promote tourism and increase room stays in the City of Lake Geneva.
   - After obtaining authorization from the Lake Geneva Tourism Commission, retain outside services where and when appropriate to assist and support tourism initiatives, marketing, brochures, social media, public relations and website development/maintenance.
   - Manages group and trade show planning and member/vendor relations.

- Due to working in government planning, this person shall be required to follow laws and policies while remaining sensitive to open meeting laws and ethics violations.

3. **Compensation.** Lake Geneva Tourism Commission shall pay Contractor $70,000.00 per year which shall be paid monthly in installments of $5,833.33on the 1st of each month. It is anticipated that Contractor will perform services for Lake Geneva Tourism Commission for approximately 40 hours per week. The Contractor will invoice the Lake Geneva Tourism Commission (with a copy to the Comptroller for the City of Lake Geneva) each month for her services.

4. **Expense Reimbursement.** As an independent contractor, it is assumed that the Contractor will supply the instrumentalities, tools, and place of work for her services, however, in the event extraordinary expenses are incurred by Contractor and she wants reimbursement for said expenses, the Lake Geneva Tourism Commission must preapprove those expenses prior to their expenditure.

5. **Independent Contractor Relationship.** It is explicitly understood and agreed that Contractor's relationship with the Lake Geneva Tourism Commission will be that of an independent contractor, and nothing in this Agreement is intended to, or should be construed to, create a partnership, agency, joint venture, or employment relationship. Contractor will not be entitled to any benefits that Lake Geneva Tourism Commission or the City of Lake Geneva may make available to its employees, including but not limited to group health insurance, life insurance, disability insurance, profit-sharing, retirement benefits, paid vacation, holidays or sick leave, or workers' compensation insurance. No part of Contractor's compensation will be subject to withholding by Lake Geneva Tourism Commission for the payment of any social security, Medicare, federal, state or any other employee payroll taxes. The Lake Geneva Tourism Commission will regularly report amounts paid to Contractor by filing a Form 1099-MISC with the Internal Revenue Service as required by law. Contractor may perform the services required by this Agreement at any place or location and at such times as Contractor shall determine. Contractor agrees to provide all tools and instrumentalities, if any, required to perform the services under this Agreement.

6. **Nondisclosure and Confidentiality**. The Lake Geneva Tourism Commission and Contractor acknowledge and confirm that Contractor may by virtue of Contractor's relationship with the Lake Geneva Tourism Commission obtain access to sensitive, confidential, restricted and proprietary information of the Lake Geneva Tourism Commission and Lake Geneva Tourism Commission's clients, including, without limitation, financial records and client's records and files. Contractor agrees that any such confidential information of which Contractor acquires knowledge in the course of Contractor's performance of her services hereunder shall be used solely in connection with such services and shall not be used in any other manner whatsoever. Contractor agrees that they will not, without the prior written consent of the Lake Geneva Tourism Commission, disclose, divulge or publish to others any confidential information of which they have acquired knowledge in the course of their

services hereunder. Contractor further acknowledges and confirms that such confidential information is the exclusive property of the Lake Geneva Tourism Commission, and under no circumstances whatsoever shall Contractor have the right to any of such information subsequent to the termination of this agreement. Upon request of the Lake Geneva Tourism Commission, Contractor shall deliver to the Lake Geneva Tourism Commission any and all such confidential information, including all copies of such information prepared or produced in connection therewith, pertaining to the Lake Geneva Tourism Commission's business or Contractor's services for the Lake Geneva Tourism Commission, whether made or compiled by Contractor or furnished to Contractor in connection with such services to the Lake Geneva Tourism Commission.

7. **Ownership of Property**. Contractor acknowledges and agrees that all documents produced by Contractor, including but not limited to memoranda, research notes, correspondence, emails, and reports in the course of his work for Lake Geneva Tourism Commission, shall be the property of Lake Geneva Tourism Commission, and Contractor shall retain no ownership, interest, or rights therein. Upon termination of this agreement, irrespective of the time, manner or cause of said termination, Contractor will surrender to the Lake Geneva Tourism Commission all such records, and all other professional, or financial information regarding the Lake Geneva Tourism Commission's business.

8. **Governing Law**. This Agreement shall be governed in all respects by the laws of the United States of America and by the laws of the State of Wisconsin. Each of the parties irrevocably consents to the exclusive personal jurisdiction of the federal and state courts located in Wisconsin, as applicable, for any matter arising out of or relating to this Agreement, except that in actions seeking to enforce any order or any judgment of such federal or state courts located in Wisconsin, such personal jurisdiction shall be nonexclusive.

9. **Severability**. If any provision of this Agreement is held by a court of law to be illegal, invalid or unenforceable, (a) that provision shall be deemed amended to achieve as nearly as possible the same economic effect as the original provision, and (b) the legality, validity, and enforceability of the remaining provisions of this Agreement shall not be affected or impaired thereby.

10. **Injunctive Relief for Breach**. Contractor agrees that his obligations under this Agreement are of a unique character that gives them particular value; Contractor's breach of any of such obligations will result in irreparable and continuing damage to the Lake Geneva Tourism Commission, for which there will be no adequate remedy at law; and, in the event of such breach, the Lake Geneva Tourism Commission will be entitled to injunctive relief and/or a decree for specific performance, and such other and further relief as may be proper (including monetary and punitive damages if appropriate).

11. **Termination of Agreement.** In October of each year, LGTC shall assess Contractor's performance related to duties and responsibilities performed under this Agreement. Upon conclusion of the assessment, LGTC and Contractor will determine whether to continue the Agreement for an Additional Term. The Lake Geneva Tourism Commission may take action to increase the base

compensation, bonus or any other elements of compensation for any subsequent year of this Agreement. In addition, thereto, the Lake Geneva Tourism Commission and Contractor shall be entitled to terminate this agreement for cause or without cause after providing 10 days' written notice to the other party.

12. All other agreements between the parties whether written or oral, are superseded by this agreement. All previous agreements between the parties whether written or oral are hereby terminated, determined to be null and void, and of no further effect.

IN WITNESS WHEREOF, the parties to this Agreement have signed below with the Effective Date as set forth above.

Contractor	**Lake Geneva Tourism Commission**
NAME 10/16/23	NAME TITLE Chairman 11-13-23

Lake Geneva Tourism Commission
DECEMBER 9, 2024
VISIT Lake Geneva Update

Partner Events

- Monthly Partner Meeting – Tuesday, December 17, 8-9am at Geneva Stage

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
    - Team lineup announcement December 12
    - Downtown Ice Sculpture Walk registration deadline December 18

Earned Media Highlights – November 2024

- Travel Daily News | Best road trip getaways within an hour's drive from downtown Chicago
- Up North News | These 10 small Wisconsin towns are real-life winter wonderlands
- Good Info News Wire | These 10 small Wisconsin towns are real-life winter wonderlands
- World Bride Magazine | Lake Geneva: Wisconsin Offers More Than Just Historical Beauty
- Q98.5 Radio | 10 of Wisconsin's Coziest and Most Charming Christmas Towns
- World Atlas | 8 Best Destinations for a Winter Vacation in Wisconsin
- Q98.5 Radio | 3 Holiday Events Your Family Will Love in Lake Geneva, Wisconsin
- World Atlas | 10 Close-Knit Towns to Visit in Wisconsin
- Milwaukee Journal Sentinel | Free, family-friendly things to do in Milwaukee during the holidays
- The Journal Times | On the Lake Geneva Shore Path: A walk with a view
- World Atlas | 10 Most Loved Tourist Attractions In Wisconsin
- Wisconsin Public Radio | Sleep in Heavenly Pizza' is a new cozy murder mystery set in fictionalized Lake Geneva

Marketing Metrics – NOVEMBER 2024

WEBSITE – VisitLakeGeneva.com

- Sessions – 96,114 (-7.1%) | YTD 1,534,985 (+5.2%)
- Pageviews – 296,296 (even) | YTD 4,690,952 (+17.2%)
- Users – 74,219 (-7.3%) | YTD 1,180,082 (+5.4%)
- Online Guide Visits – 1,946 | YTD 53,128

- **Top Pages**

1. Events	94,400 Pageviews
2. Home	24,742
3. Things to Do | LG Holiday	13,418
4. Things to Do	9,882
5. Events | Christmas Parade	6,664
6. Winterfest	5,673
7. Things to Do | Shopping	4,677
8. Things to Do | Winter Activities	4,504

9. Stay | Hotels & Resorts 4,475
10. Food & Drink 4,297

- **Top Cities**
  1. Chicago 23,472 Users
  2. (not set) 4,504
  3. Milwaukee 2,094
  4. Dallas 2,037
  5. Minneapolis 1,397
  6. Dallas 896
  7. Madison 694
  8. New York 689
  9. Ashburn 662
  10. Kenosha 465

SOCIAL MEDIA

- Facebook – 72,599 Followers (+158 MoM) | 559,043 Monthly Reach
- Instagram – 15,634 Followers (+316 MoM) | 38,374 Monthly Reach
- X – 3,507 Followers (-47 MoM) | 973 Monthly Impressions
- LinkedIn – 1,789 Followers (+13 MoM) | 1,795 Monthly Impressions
- TikTok – 1,898 Followers (+530 MoM) | 107,673 Monthly Views

EMAIL SUBSCRIBERS

- Subscribers – 52,893
- Open Rate – 31%

VISITOR CENTER ACTIVITY

- Walk-ins – 531 (-41) | 15,540 YTD (+653)
- Phone Calls – 145 (-3) | YTD 2,998 (+220)
- Emails – 357 (-65) | YTD 10,181 (-402)
- Visitors Guides Fulfilled – 311 (-65) | YTD 9,467 (-834)

HOTEL ACTIVITY – OCTOBER 2024

- Occupancy – 55.5% (+10.5%) | YTD 55.5% (+3.5%)
- ADR - $171.21 (-2.1%) | YTD $194.40 (-2.1%)
- RevPar - $94.97 (+8.2%) | YTD $107.97 (+1.3%)

Meetings & Events RFP Activity – NOVEMBER 2024

RPF #	Total Attendees	Total Room Nights	Type	Properties Sourced	Event Date
1428	100	75	Social	Lake Lawn, The Abbey	July 2025
1429	390	480	Association	Lake Lawn, The Abbey, Grand Geneva	October 2027
1430	390	480	Association	Lake Lawn, The Abbey, Grand Geneva	October 2028
1431	150	453	Corporate	Grand Geneva	May 2025
1432	125	372	Association	Grand Geneva, Geneva National, The Abbey	October 2025
1433	50	109	Association	The Abbey, Geneva National, Grand Geneva	June 2025
1434	120	345	SMERF	Geneva National, Grand Geneva, Lake Lawn	December 2025
1435	200	655	Corporate	Grand Geneva	June 2026
1436	28	84	Corporate	Geneva National	June 2025
1437	160	640	Corporate	The Abbey, Geneva National, Grand Geneva	September 2025
1438	465	1465	Corporate	Grand Geneva	May 2026
1439	22	68	Insurance	Grand Geneva, The Abbey	July 2025
1440	50	70	Association	The Abbey, Geneva National, Grand Geneva	August 2025
13	**2250**	**5296**	**November 2024 Totals**		

Year-to-Date

- RFPs Distributed – 143 | RFP Room Nights – 47,045 | RFP Attendees – 22,402
- Attended Holiday Showcase in Chicago December 4-5.

More…

- Winter/Holiday marketing campaigns launched in November; digital, radio, car wraps.
- Discover Wisconsin TV episode "Lake Geneva After Dark" premiered November 1 on broadcast TV, streaming channels and online.
- Visit Lake Geneva Bundle Up Campaign continues through December 30, 2024. Drop off at Visitor Information Center (Wrigley Drive).

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

Executive Director's Report
November Recap

Website & Social:

Updates with Downtown Holidays were made for Shop Small Weekend and Holiday Decorating Contest Top traffic sources were from VISIT Lake Geneva, organic facebook, then direct. Most viewed pages were Downtown Holidays, Shop, and then homepage.

Please note on Facebook, October saw a huge climb in followers from spam accounts. We scrubbed our profile so as not to interfere with post reach and views. This is reflective on our negative follower number in November. Organically, we still increased page followers by 112.

Promotions on social have been focused on Holidays, recent events, business post shares. We also utilized radio ads this month for Shop Small Weekend and holidays in Lake Geneva promotions.

i. Wine Walk
ii. Holiday Planning
iii. Tree Lighting
iv. Visits with Santa Downtown

	DEC 2023	JAN	FEB	MAR	APR	**MAY**	**JUN**	**AUG**	**SEP**	**OCT**	**NOV**
Mobile	678	871	1136	1443	3940	9138	2806	4589	7050	14805	1248
Desktop	270	443	423	506	903	2306	710	1244	1819	2546	438
Tablet	14	33	32	44	105	416	57	106	166	308	15
Pageviews	1336	2094	2441	3265	8292	20829	5927	11028	13244	17656	3987
Users	962	1347	1591	2027	4948	9410	3573	5939	9032	13681	1381
New Visitors	693	995	1252	1545	4221	8800	3015	4862	7527	12497	1240

Avg Time on site	3m34s	4m16s	3m16s	5m20s	3m14s	3m31s	2m14s	3m13s	3m37s	3m58s	3m12s
	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	17732
MoM Change	165	306	333	307	184	18	80	156	180	8209	-1750
Reach	57,303	84,195	97,238	93,200	81510	175,993	33546	34,253	46,636	72492	39090
Post Engagement	7,302	21,094	15,427	16,671	12432	64,460	6773	6,542	9,168	16648	11713
INSTAGRAM											
Followers	2,931	2980	2998	3034	3071	3160	3216	3270	3326	3345	3356
MoM Change	60	49	18	36	37	89	56	54	56	21	11
Reach	1870	2811	2196	1811	2187	4541	4180	2,207	7271	10345	10546
Engagement	261	526	396	249	200	621	425	278	394	585	444
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. 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.

ii. Light Up Lake Geneva & Shop Small Weekend November 29 - December 1 – Nearly 1200 voted for the holiday window decorating contest. 39 entries. 46 shop small promotions on our page. Tree Lighting ceremony had about 75 attendees. Program had to be altered because of the cold and our microphone would not work in the speaker we believe due to the temperature and wind. Traffic on Black Friday this year looks like it was increased by 16% by placer data and will be examining shop small weekend performance with businesses in December.

iii. Downtown Visits with Santa to take place Thursdays. Library, O2 Lounge, and The Bottle Shop from 5-7pm. Our new Santa is fantastic to work with and spent a lot of time with families at the tree lighting.

Beautification:

i. Christmas Planning – Increased décor at the park. Added 5 new present boxes. Did not install greenery to light poles as we had a budget overage from previous year. Considering rope lighting for bridges for next year.

ii. Murals – Alethea met with a property owner for potential space off Main Street. Also have a second wall considered by The Space

iii. Call for Committee taking place for 2025

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.

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.

vi. BID Expansion Informational Sessions will start taking place January 2025.

vii. Main Street Fundraising Workshop took place November 13th in Milwaukee. See attached slides for review but key takeaways for future implementation:

   a. Create an annual fundraising plan similar to strategic plan and marketing plans
   b. Monthly giving is a great program option and sees giver retention at 89%
   c. Create unique incentives to donate (VIP programs, early bird sales, social events)
   d. Take down personal data for donors. Birthdays, anniversaries, etc to stay in a flow of communication
   e. Make robust annual sponsorship packages that can be customized

viii. Main Street Shop Small Campaign from WEDC kicked off in Lake Geneva. Alexandria Binanti hosted Deputy Secretary Sam Rikkers at 5 locations to discuss business history with owners, shop, and take photos for its marketing campaign launched now.

CITY OF LAKE GENEVA
ROOM TAX COMPARISONS
2023 AND 2024

2023

	Room Tax Regular	Room Tax Marketplace	Totals
January	50,649.40	-	50,649.40
February	69,510.46	-	69,510.46
March	71,887.05	152,450.05	224,337.10
April	66,450.06	-	66,450.06
May	103,584.65	-	103,584.65
June	215,298.05	191,031.50	406,329.55
July	272,345.01	-	272,345.01
August	218,291.21	-	218,291.21
September	171,156.52	240,349.17	411,505.69
October			-
November			-
December			-
	1,239,172.41	583,830.72	1,823,003.13

2024

	Room Tax Regular	Room Tax Marketplace	Net Totals
January	46,345.11	15.52	46,360.63
February	66,449.53	43.29	66,492.82
March	84,536.65	172,059.59	256,596.24
April	63,357.72	20.09	63,377.81
May	106,782.84	118.54	106,901.38
June	225,867.09	189,668.55	415,535.64
July	276,967.57	169.25	277,136.82
August	233,397.70	178.73	233,576.43
September	191,854.75	229,206.50	421,061.25
October			-
November			-
December			-
	1,295,558.96	591,480.06	1,887,039.02

Variance 64,035.89

Note: Marketplace Providers now pay on a quarterly basis

CITY OF LAKE GENEVA
BALANCE SHEET
SEPTEMBER 30, 2024

FUND 47 - TOURISM

	ASSETS		
47-00-00-11111	FUND CASH	1,322,848.99	
	TOTAL ASSETS		1,322,848.99
	LIABILITIES AND EQUITY		
	LIABILITIES		
47-00-00-21100	ACCOUNTS PAYABLE	15,334.63	
	TOTAL LIABILITIES		15,334.63
	FUND EQUITY		
47-00-00-34800	RESTRICTED FUND BALANCE	907,882.50	
	REVENUES OVER EXPENDITURES - YTD	399,631.86	
	TOTAL FUND EQUITY		1,307,514.36
	TOTAL LIABILITIES & EQUITY		1,322,848.99

2024 Tourism Grant Commitments

Meetings	Events	Amount committed	Vendor	Date of Event	Paid to Date	Remaining Balance	PAID
2023-Meetings							
August	The Balloon Adventure	30,000.00	Santa Cause, Inc.	April 10-21, 2024	30,000.00 $	-	6/19/2024
October	Abominable Snow Race	7,000.00	ASR Events, LLC	January 27, 2024	7,000.00 $	-	3/20/2024
	Lake Geneva Winter Bridal Show	15,000.00	Celebration on Wells	January 20, 2024	15,000.00 $	-	5/1/2024
November	Cheese Festival	15,000.00	House of Music/APG Southern Wisconsin	May 17-19, 2024	15,000.00 $	-	6/19/2024
	Jazz Fest	15,000.00	House of Music/APG Southern Wisconsin	June 19-23, 2024	15,000.00 $	-	8/2/2024
	Lake Geneva TacoFest	15,000.00	House of Music/APG Southern Wisconsin	September 13-15, 2024	15,000.00 $	-	9/26/2024
	Women's Weekend	16,000.00	Geneva Lake Women's Association (GLWA)	April 26-28, 2024	14,964.46 $	1,035.54	7/3/2024
	Total 2024 Committed Grants	125,000.00					
December	Baseball/Softball Travel Tournaments	16,281.60	Geneva Lakes Family YMCA	Summer 2024	16,281.60 $	-	6/19/2024
2024-Meetings							
January	No Grants						
February	Art in the Park	17,850.00	Geneva Lake Arts Foundation, Inc.	August 10-11, 2024	15,334.63 $	2,515.37	9/25/2024
March	Spring Conference	10,000.00	Tavern League of Wisconsin	April 8-11, 2024	10,000.00 $	-	8/30/2024
	Whiskey Fest	20,000.00	Geneva Lakes Whiskey Club	April 19-21, 2024	20,000.00 $	-	6/19/2024
	Riviera Wood Floor Project	3,316.00	Riviera	March 2024	3,316.00 $	-	4/30/2024
April	Bacon Fest	25,000.00	Amplified Wisconsin/Lake Geneva Regional News	May 31st-June 2, 2024	- $	25,000.00	
	Murals in Motion	23,549.00	BID	May 15-19, 2024	23,549.00 $	-	7/26/2024
May	No Grants						
June	Venetian Fest	50,000.00	Lake Geneva Jaycees	August 14-18, 2024	45,421.79 $	4,578.21	10/9/2024
July	Pacer.Ai Data Service Software	11,000.00	BID		- $	11,000.00	
August	Canceled						
September	Lake Geneva Beer and Spirits Festival	19,500.00	Nei-Turner Media Group Inc.	October 26, 2024	18,780.13 $	719.87	12/13/2024
October	None						
November	Avian Committee	4,000.00	Avian Committee (Bird Backpacks)	Ongoing-April 2025	$	4,000.00	
	Winter Bridal Expo	15,000.00	Celebration Management	January 18, 2025	$	15,000.00	
	World's Tallest Glass Tree	38,000.00	Mackglass Community	December 6-15, 2024	$	38,000.00	
	Baseball/Softball Travel Tournaments	300,000.00	YMCA	Spring/Summer 2025	$	300,000.00	
	Rediscover Wonder	32,000.00	Lake Geneva Childrens Museum	March 15, 2025	$	32,000.00	
	Women's Weekend 2025	20,500.00	Geneva Lake Women's Association	April 25-27, 2025	$	20,500.00	

Account Number	Account Title	2024-24 Period Actual	2024-24 Current year Actual	Current year Budget	Variance Current year	% of Budget
TOURISM						
TOURISM						
47-00-00-41210	ROOM TAX	306,713.27	1,320,927.31	1,400,000.00	79,072.69	94.35
47-00-00-46100	TOURISM MISC REVENUE	.00	.00	.00	.00	.00
47-00-00-48110	INTEREST INCOME	4,136.50	34,355.57	10,000.00	27,645.88-	376.46
47-00-00-49350	TRANSFER FROM GENERAL FUND	.00	.00	.00	.00	.00
Total TOURISM:		310,849.77	1,355,282.88	1,410,000.00	51,426.81	96.35
47-00-00-57100	HOTEL/MOTEL ASSN-CHAM OF COM	138,525.09	430,434.46	680,000.00	162,750.84	76.07
47-00-00-57210	EVENTS COORDINATOR	.00	.00	.00	.00	.00
47-00-00-57212	EVENTS COORDINATOR-RIVIERA	5,833.34	52,500.06	70,000.00	5,833.26	91.67
47-70-00-57150	PROMOTIONAL GRANT	25,334.63	222,445.29	150,000.00	132,867.08-	188.58
47-70-00-57155	TOURISM MUNICIPAL DEVELOPMENT	700.21	11,696.21	271,425.00	259,144.63	4.52
47-70-00-59500	TRANSFER TO LAKEFRONT FUND	.00	.00	.00	.00	.00
47-70-00-59600	TRANSFER TO DEBT SERVICE FUND	.00	238,575.00	238,575.00	.00	100.00
TOURISM Expenditure Total:		170,393.27	955,651.02	1,410,000.00	294,861.65	79.09
Net Total TOURISM:		140,456.50	399,631.86	.00	243,434.84-	.00
Net Grand Totals:		140,456.50	399,631.86	.00	243,434.84-	.00

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-11111		**FUND CASH**			
		08/31/2024 (08/24) Balance	.00 *	.00 *	1,167,057.86
CA	12	Cash Allocation - Created: 11/01/24 10:54 AM	4,136.50		
CA	15	Cash Allocation - Created: 12/04/24 4:36 PM	306,713.27		
CA-CDA	7	CDA Fund Allocation - Created: 10/03/24 12:06 P		155,058.64-	
		09/30/2024 (09/24) Period Totals and Balance	310,849.77 *	155,058.64- *	1,322,848.99
47-00-00-13920		**ACCTS RECEIVABLE**			
		08/31/2024 (08/24) Balance	.00 *	.00 *	.00
		09/30/2024 (09/24) Period Totals and Balance	.00 *	.00 *	.00
47-00-00-21100		**ACCOUNTS PAYABLE**			
		08/31/2024 (08/24) Balance	.00 *	.00 *	.00
AP	37	Summary Transactions from AP System		148,525.09-	
AP	611	Summary Transactions from AP System		15,454.61-	
AP	704	Summary Transactions from AP System		580.23-	
AP	710	Summary Transactions from AP System		5,833.34-	
CDA	86635	LAKE GENEVA CONVENTION	138,525.09		
CDA	86637	TAVERN LEAGUE OF WISCONSIN INC	10,000.00		
CDA	86809	CHARTER COMMUNICATIONS	119.98		
CDA	86826	US CELLULAR	60.28		
CDA	86830	WISCONN VALLEY MEDIA GROUP	519.95		
CDA	86831	JONES, HEATHER	5,833.34		
		09/30/2024 (09/24) Period Totals and Balance	155,058.64 *	170,393.27- *	15,334.63-
47-00-00-21900		**ACCRUED EXPENSES**			
		08/31/2024 (08/24) Balance	.00 *	.00 *	.00
		09/30/2024 (09/24) Period Totals and Balance	.00 *	.00 *	.00
47-00-00-34800		**RESTRICTED FUND BALANCE**			
		08/31/2024 (08/24) Balance	.00 *	.00 *	907,882.50-
		09/30/2024 (09/24) Period Totals and Balance	.00 *	.00 *	907,882.50-
47-00-00-41210		**ROOM TAX**			
		08/31/2024 (08/24) Balance	.00 *	.00 *	1,014,214.04-
JE	31	TRANSFER ROOM TAX TO TOURISM FUND-SE		165,625.17-	
JE	31	TRANSFER ROOM TAX TO TOURISM FUND-SE		141,088.10-	
		09/30/2024 (09/24) Period Totals and Balance	.00 *	306,713.27- *	1,320,927.31-

YTD Encumbrance .00 YTD Actual 1,320,927.31- Total 1,320,927.31- YTD Budget 1,400,000.00- Unearned 79,072.69

47-00-00-46100		**TOURISM MISC REVENUE**			
		08/31/2024 (08/24) Balance	.00 *	.00 *	.00

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-46100		**TOURISM MISC REVENUE (continued)**			
		09/30/2024 (09/24) Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual .00 Total .00 YTD Budget .00 Unearned .00			
47-00-00-48110		**INTEREST INCOME**			
		08/31/2024 (08/24) Balance	.00 *	.00 *	30,219.07-
JE	27	REC SEP LGIP ACTIVITY		4,136.50-	
		09/30/2024 (09/24) Period Totals and Balance	.00 *	4,136.50- *	34,355.57-
YTD Encumbrance	.00	YTD Actual 34,355.57- Total 34,355.57- YTD Budget 10,000.00- Unearned 24,355.57-			
47-00-00-49100		**APPL. PRIOR YR APPROPRIATIONS**			
		08/31/2024 (08/24) Balance	.00 *	.00 *	.00
		09/30/2024 (09/24) Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual .00 Total .00 YTD Budget .00 Unearned .00			
47-00-00-49350		**TRANSFER FROM GENERAL FUND**			
		08/31/2024 (08/24) Balance	.00 *	.00 *	.00
		09/30/2024 (09/24) Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual .00 Total .00 YTD Budget .00 Unearned .00			
47-00-00-57100		**HOTEL/MOTEL ASSN-CHAM OF COMM**			
		08/31/2024 (08/24) Balance	.00 *	.00 *	291,909.37
AP	14	LAKE GENEVA CONVENTION	138,525.09		
		**Desc: JUL 2024 SHARE OF ROOM TAX			
		09/30/2024 (09/24) Period Totals and Balance	138,525.09 *	.00 *	430,434.46
YTD Encumbrance	.00	YTD Actual 430,434.46 Total 430,434.46 YTD Budget 680,000.00 Unexpended 249,565.54			
47-00-00-57210		**EVENTS COORDINATOR**			
		08/31/2024 (08/24) Balance	.00 *	.00 *	.00
		09/30/2024 (09/24) Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual .00 Total .00 YTD Budget .00 Unexpended .00			
47-00-00-57212		**EVENTS COORDINATOR-RIVIERA**			
		08/31/2024 (08/24) Balance	.00 *	.00 *	46,666.72

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-57212		**EVENTS COORDINATOR-RIVIERA (continued)**			
AP	709	JONES, HEATHER	5,833.34		
		**Desc: RIVIERA EVENTS COORDINATOR-OCT 2024			
		09/30/2024 (09/24) Period Totals and Balance	5,833.34 *	.00 *	52,500.06
YTD Encumbrance	.00	YTD Actual 52,500.06 Total 52,500.06	YTD Budget 70,000.00	Unexpended	17,499.94
47-00-11-15900		**DUE TO/FROM GENERAL FUND**			
		08/31/2024 (08/24) Balance	.00 *	.00 *	.00
		09/30/2024 (09/24) Period Totals and Balance	.00 *	.00 *	.00
47-00-40-15900		**DUE TO/FROM LAKEFRONT FUND**			
		08/31/2024 (08/24) Balance	.00 *	.00 *	.00
		09/30/2024 (09/24) Period Totals and Balance	.00 *	.00 *	.00
47-70-00-57150		**PROMOTIONAL GRANT**			
		08/31/2024 (08/24) Balance	.00 *	.00 *	197,110.66
AP	32	TAVERN LEAGUE OF WISCONSIN INC	10,000.00		
		**Desc: TOURISM GRANT-SPRING 2024			
AP	464	GENEVA LAKE ARTS FOUNDATION	15,334.63		
		**Desc: TOURISM GRANT-AIP-2024			
		09/30/2024 (09/24) Period Totals and Balance	25,334.63 *	.00 *	222,445.29
YTD Encumbrance	.00	YTD Actual 222,445.29 Total 222,445.29	YTD Budget 150,000.00	Unexpended	72,445.29-
47-70-00-57155		**TOURISM MUNICIPAL DEVELOPMENT**			
		08/31/2024 (08/24) Balance	.00 *	.00 *	10,996.00
AP	652	WISCONN VALLEY MEDIA GROUP	186.62		
		**Desc: WINTER BRIDAL PUBLICATION 01/31/24			
AP	653	WISCONN VALLEY MEDIA GROUP	166.67		
		**Desc: WINTER BRIDAL PUBLICATION 02/21/24			
AP	654	WISCONN VALLEY MEDIA GROUP	166.66		
		**Desc: WINTER BRIDAL PUBLICATIONS			
AP	639	US CELLULAR	60.28		
		**Desc: RIVIERA CELL-HEATHER			
AP	580	CHARTER COMMUNICATIONS	119.98		
		**Desc: INTERNET SVC SEP 2024			
		09/30/2024 (09/24) Period Totals and Balance	700.21 *	.00 *	11,696.21
YTD Encumbrance	.00	YTD Actual 11,696.21 Total 11,696.21	YTD Budget 271,425.00	Unexpended	259,728.79
47-70-00-59400		**TRANSFER TO CAPITAL PROJECTS**			
		08/31/2024 (08/24) Balance	.00 *	.00 *	.00

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-70-00-59400 TRANSFER TO CAPITAL PROJECTS (continued)					
		09/30/2024 (09/24) Period Totals and Balance	.00 *	.00 *	.00

YTD Encumbrance .00 YTD Actual .00 Total .00 YTD Budget .00 Unexpended .00

47-70-00-59500 TRANSFER TO LAKEFRONT FUND					
		08/31/2024 (08/24) Balance	.00 *	.00 *	.00
		09/30/2024 (09/24) Period Totals and Balance	.00 *	.00 *	.00

YTD Encumbrance .00 YTD Actual .00 Total .00 YTD Budget .00 Unexpended .00

47-70-00-59600 TRANSFER TO DEBT SERVICE FUND					
		08/31/2024 (08/24) Balance	.00 *	.00 *	238,575.00
		09/30/2024 (09/24) Period Totals and Balance	.00 *	.00 *	238,575.00

YTD Encumbrance .00 YTD Actual 238,575.00 Total 238,575.00 YTD Budget 238,575.00 Unexpended .00

Number of transactions: 25 Number of accounts: 20	Debit	Credit	Proof
Grand Totals:	636,301.68	636,301.68-	.00

Report Criteria:
Actual amounts
All accounts
Account.Account number = "47000011111"-"47700059600"

City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

Revised June 2023

Date Submitted: November 4, 2024

Organization: VISIT Lake Geneva

Contact Person: Deanna Goodwin

Phone Number: (262) 812-0021

Street Address: 527 Center Street

City, State, Zip: Lake Geneva, WI 52147

Email Address: deanna@visitlakegeneva.com

Name of Event: Downtown Lake Geneva Ice Sculpture Walk

Date(s) of Event: Jan. 30 - Feb. 2, 2025

Deadline for receipt submittal to the City (45 days after event ending): March 19, 2025

Location of Event: Downtown Lake Geneva BID District

Type of Event: Public Art Installation in conjunction with Winterfest

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

Estimated Number of Attendees: 65,000-75,000 (Winterfest attendance estimate)

Have you Applied Before? Yes or No; Explain: Yes - recipient of Tourism Commission grant 2021 - 2024.

Where is this event physically located? (street address and governmental jurisdiction):
In front of participating businesses within Downtown BID District

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

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 X In Process

Estimated Number of Overnight Stays: 1,200

Occupancy reports from STR, PlacerAI data.

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: $17,560

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 Tourism Commission Grant Application

Downtown Ice Sculpture Walk

A 30th Annual Winterfest Event • January 30 - February 2, 2025

In its sixth year as a companion event to Lake Geneva Winterfest 2025, the **Downtown Lake Geneva Ice Sculpture Walk** will be part of a 30th-anniversary celebration of winter artistry in Lake Geneva. Winterfest has drawn record crowds of 65,000 in recent years and is poised to attract even more as it brings back 15 past championship teams for the inaugural **America's Snow Sculpting Invitational**. As with the first Downtown Ice Sculpture Walk during Winterfest's 25th anniversary, Visit Lake Geneva seeks to provide visitors from throughout the U.S. and abroad with even more to experience in Lake Geneva during this special 30th anniversary celebration.

The Downtown Ice Sculpture event has become a beloved element of Winterfest, growing to nearly 50 professionally carved ice sculptures sponsored in part by Downtown businesses. The storefronts and sidewalks of Downtown Lake Geneva will be transformed into an imaginative and wintery art installation that gives visitors a truly unique winter experience. Each year, the event has grown in popularity and participating businesses recognize the marketing value and goodwill it brings to their business, the Downtown district, and the City of Lake Geneva.

The Ice Sculpture Walk has become a popular attraction for not only business owners but for visitors as well. Each year, we have seen increasing engagement by visitors as they explore the

sculptures Downtown, and online as they share their Ice Walk experience on their social media pages. While Winterfest continues to draw crowds in record numbers to see the snow sculptures at the Riviera and Flat Iron Park, visitors also continue to anticipate this engaging art show Downtown, and are building the Ice Walk into their Lake Geneva plans. Like the snow sculptures, the Ice Sculpture Walk has become a see-it-while-you-can attraction, tempting would-be visitors to witness the one-of-a-kind art pieces before they melt. In some years, extended cold temperatures during and after Winterfest have kept the ice sculptures up for additional days or weeks, drawing even more visitors after the main event. Downtown Lake Geneva has become a social media hotspot with thousands of visitors posting their ice and snow sculpture photos and videos to Instagram, Facebook, X and TikTok.

While the appeal of the ice sculptures in the eyes of visitors has been evident by the constant flow of people throughout Downtown, VLG also continues to hear from business owners expressing their pleasure over the increased foot traffic and customer engagement that the event produced. The difference between Winterfest years with the ice sculptures (2020-2024) and prior years is significant, reporting that Winterfest visitors are now spending time exploring Downtown shops, restaurants and attractions instead of leaving after experiencing the snow sculpting competition. After witnessing the positive impact of the Ice Walk in its first five years, we know that many businesses are seeing the return on investment that such a cooperative endeavor provides, and we hope the Tourism Commission feels the same about its investment as well.

Visit Lake Geneva will once again engage the services of professional ice carving company, Art Below Zero to produce and install the sculptures early Thursday morning, January 30th. They'll remain on display until melted. Each sculpture will be displayed on a sturdy wood frame and enhanced with LED lighting and signage including the sponsoring business and Lake Geneva Tourism Commission logos. The purpose of this grant request is to assist Downtown businesses with the cost of the ice sculptures and ensure the number of sculptures provides a quality visitor experience. We are aware of budget constraints in the small business community as they experience the effects of inflation and rising costs of doing business. To help ease the financial burden and ensure ample participation, we are requesting funding from the Tourism Commission Grant Program to subsidize a portion of the project to keep the cost to businesses affordable.

As with many sectors of our economy, Art Below Zero's costs have risen slightly since last year and thus, a small price increase will apply in 2025. The net cost per sculpture, including pedestal, light kit, and sales tax will be $491, a $37 increase over last year. We are proposing that businesses pay $250 of that cost, $20 more than they paid in 2024. The grant would cover the remaining sculpture cost, delivery/setup fee, and marketing costs. We will cap the number of subsidized sculptures at 60, which is 10 more than in 2024 as we anticipate additional participation by businesses in light of Winterfest's 30th anniversary. Businesses will pay their portion of the cost directly to VISIT Lake Geneva, which will pay Art Below Zero in full. The breakdown of the project budget is below.

Ice Sculpture Cost	
Standard Sculpture Cost	$415
Pedestal & Light Package	$50
Sales Tax	$26
Total Cost per Sculpture	**$491**
Portion Paid by Business	$250
Portion Paid by Grant	$241
x 60 Sculptures (max)	$14,460
+ Delivery/Set Up Fee	$600
+ Dedicated Marketing	$2,500
TOTAL GRANT REQUEST	**$17,560***

(*) Maximum grant payout based on 60 sculptures. Actual reimbursement will reflect final number of sculptures purchased by businesses. In 2024, 45 sculptures were purchased resulting in a total grant reimbursement of $11,999.

The Downtown Ice Sculpture Walk will be promoted via a dedicated marketing budget and as part of Winterfest's overall marketing plan.

Ice Sculpture Walk Marketing Plan ($2,500)

Visit Lake Geneva will execute a dedicated marketing plan to provide exclusive promotion and advertising specifically for the Downtown Ice Sculpture Walk targeting visitors in geographical DMAs including Chicago, Rockford, Madison, Green Bay/Appleton, and Milwaukee:

- SEM (Search Engine Marketing) - **$400**
- Social Media Advertising (Facebook/Instagram) - **$800**
- Online Programmatic Advertising - **$1,300**

Winterfest Marketing Plan ($0)

The Ice Sculpture Walk will be included in the overall Winterfest marketing and promotional plan, including:

- Dedicated web page within Winterfest microsite on VisitLakeGeneva.com
- Event listing on VisitLakeGeneva.com
- Feature in the Official Winterfest Event Program
- Custom map of sculpture locations
- Posters and rack cards
- Media releases and outreach
- Social Media – Facebook/Instagram/TikTok/X/LinkedIn, YouTube organic and paid advertising
- Email – E-marketing to opt-in subscriber list of 53,000+
- Radio – Chicago, Milwaukee & Lake Geneva ads & interviews
- TV – Milwaukee station spotlight interviews
- Car Wraps – Chicago, Milwaukee & Madison

VISIT Lake Geneva will request assistance from the Lake Geneva BID to share this opportunity with its business members and cross-promote the event on its marketing channels. If a Tourism Commission grant is extended to VISIT Lake Geneva for this project, Visit Lake Geneva will

immediately begin outreach to Downtown businesses to solicit participation in the 2025 Downtown Ice Sculpture Walk at the reduced sculpture cost. Pricing will reflect the net price of the sculpture to the business and will highlight the amount being subsidized through the Lake Geneva Tourism Commission Grant program.

Thank you for your consideration.

VISIT Lake Geneva

DOWNTOWN ICE SCULPTURE WALK

LAKE GENEVA | FEB 2-4, 2024

WINTERFEST LAKE GENEVA

SCULPTURE LOCATIONS

1. **Lake Life Market** | 607 W. Main St.
2. **The Bottle Shop** | 617 W. Main St.
3. **Maxwell Mansion** | 685 W. Main St. (Starbucks)
4. **Sabai Sabai** | 306 Center St.
5. **Board & Brush Lake Geneva** | 262 Center St.
6. **Brick & Mortar Home & Outdoor** | 222 Center St.
7. **Compass Real Estate - Donna Brongiel** | 703. W. Main St.
8. **Geneva Lakes Vacations** | 703 Main St.
9. **Pink Moon Bay** | 717 W. Main St.
10. **Evr Dry Gds** | 719 W. Main St.
11. **Marigold** | 725 W. Main St.
12. **Twelfth & Brown** | 729 Main St.
13. **Edie Boutique** | 737 W. Main St.
14. **JAYNE Boutique** | 771 W. Main St.
15. **The Olive Oil Shops** | 221 Broad St.
16. **Circa** | 237 Broad St.
17. **Lake Geneva Spice Company** | 255 Broad St.
18. **Thumbs Up** | 260 Broad St.
19. **Geneva Tap House** | 252 Broad St.
20. **Elemental Skin & Body Medical Aesthetics** | 222 Broad St.
21. **Egg Harbor Café** | 827 Main St.
22. **Paws for Treats** | 851 W. Main St.
23. **Brick & Mortar Home** | 832 Geneva St.
24. **Delaney Street Mercantile** | 905 W. Main St.
25. **The Candle Mercantile** | 870 W. Main St.
26. **Market of Lake Geneva** | 830 W. Main St.
27. **Queen Bee Artisan Market** | 830 W. Main St.
28. **Guac Star** | 120 Broad St.
29. **REMAX Plaza** | 101 Broad St.
30. **Hogs & Kisses** | 149 Broad St.
31. **Kilwins** | 772 Main St.
32. **Clear Water Outdoor** | 744 W. Main St.
33. **Sopra Bistro** | 724 W. Main St.
34. **Lake Geneva Harley-Davidson** | 704 W. Main St.
35. **Magpie's Lake Geneva** | 642 W. Main St.
36. **Lake Geneva Balloon Co.** | 642 W. Main St. (Magpie's)
37. **Lake City Social** | 111 Center St.
38. **Bella Vista Suites** | 339 Wrigley Dr.
39. **Baker House** | 327 Wrigley Dr.
40. **Harbor Shores on Lake Geneva** | 300 Wrigley Dr.
41. **VISIT Lake Geneva Visitor Center** | 201 Wrigley Dr.
42. **Lake Geneva Lodge** | 201 Wrigley Dr. (Visitor Center)
43. **Interstate Insurance Group** | 811 Wrigley Dr. (Popeye's)
44. **Oakfire** | 831 Wrigley Dr.
45. **Barrique Bistro & Wine Bar** | 835 Wrigley Dr.

Edit

VISIT Lake Geneva

Insider Access Search

EXPLORE THINGS TO DO EVENTS PLACES TO STAY FOOD & DRINK

Share

Just steps away from Winterfest's U.S. National Snow Sculpting Championship competition, you'll find 45 artfully crafted, Insta-worthy ice sculptures adorning the entrances to businesses throughout the Downtown district! Don't forget to share your favorite ice sculpture pics on Instagram and tag #winterfestlg!

Edit

Edit

SCULPTURE LOCATIONS

1. Lake Life Market | 607 W. Main St.
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29. REMAX Plaza | 101 Broad St.
30. Hogs & Kisses | 149 Broad St.
31. Kilwins | 772 Main St.
32. Clearwater Outdoor | 744 W. Main St.
33. Sopra Bistro | 724 W. Main St.
34. Lake Geneva Harley-Davidson | 704 W. Main St.
35. Magpie's Den & Pen | 642 W. Main St.
36. Lake Geneva Balloon Co. | 642 W. Main St. (Magpie's)
37. Lake City Social | 111 Center St.
38. Bella Vista Suites | 339 Wrigley Dr.
39. Baker House | 327 Wrigley Dr.
40. Harbor Shores on Lake Geneva | 300 Wrigley Dr.
41. VISIT Lake Geneva | 201 Wrigley Dr.

Edit

Edit

42. Lake Geneva Lodge | 201 Wrigley Dr. (Visitor Center)
43. Interstate Insurance Group | 811 Wrigley Dr. (Popeye's)
44. Oakfire | 831 Wrigley Dr.
45. Barrique Bistro & Wine Bar | 835 Wrigley Dr.

The Downtown Lake Geneva Ice Sculpture Walk is proudly sponsored by participating businesses and the City of Lake Geneva Tourism Commission.

DOWNLOAD MAP (PDF) >

GOOGLE MAP >

WINTERFEST

LAKE GENEVA

JAN 31 -FEB 4 2024

Downtown Lake Geneva, Wisconsin

Free Admission

Home of the U.S. National Snow Sculpting Championship

PLUS: Downtown Ice Sculpture Walk • Beach Bonfires • Entertainment • And More!

Presented By

Visit Lake Geneva

City of Lake Geneva

Proudly Sponsored By

Grand Geneva Resort & Spa
Lake City Social
Popeye's Lake Geneva, WI
Shodeen Homes
Maxwell Mansion Lake Geneva
Lakelawn Resort
The Cove of Lake Geneva
Comfort Suites by Choice Hotels
Lake Geneva Lodge
Geneva Lakes Vacations
Fairfield by Marriott
Lake Geneva Wisconsin Champs Sports Bar & Grill
Harbor Shores on Lake Geneva
Geneva Tap House
Habush Personal Injury Attorneys
Kunes RV | Auto | Trucks | Commercial
Covenant Harbor
Next Door Pub & Pizzeria
wells lamont — Quality Since 1907 —
@properties
Historic Baker House Seafood • Steaks • Cocktails
Kordus Entertainment
Bella Vista Suites
Magpie's Den & Pen
Lake Geneva Country Meats
Oakfire Pizzeria Napoletana & Bar
Town Bank N.A. A Wintrust Community Bank
Glenfern Construction
Dreiske Moving & Storage
Gage Marine
Interstate Insurance / Auto-Owners Insurance
Life • Home • Car • Business
Scherrer Construction Co., Inc.
tuscan Tavern & Grill
SMJ Sport Sore Muscle Jelly — Cornerstone
Lake Geneva School of Cooking LLC

WINTERFESTLG.COM

WINTERFEST
LAKE GENEVA

FEB 1-5 2023

Lake Geneva, Wisconsin

Home of the U.S. National Snow Sculpting Championship

Presented By

VISIT Lake Geneva

CITY OF LAKE GENEVA

WINTERFESTLG.COM

Join us for Lake Geneva's 28th Annual Winterfest, Wisconsin's most CHILL art show!

Watch teams of award-winning snow sculptors as they compete for the national title in the U.S. National Snow Sculpting Championship. It's free and open to the public, so come see these larger-than-life works of art created before your eyes! Plus, enjoy an array of fun, winter-inspired events and activities for the whole family!

EVENT & ACTIVITY HIGHLIGHTS

- National Snow Sculpting Competition
- Downtown Ice Sculpture Walk
- Beach bonfires
- Fire and Ice bar
- Live entertainment

And more!

Visit WINTERFESTLG.com for a full schedule of events and activities!

DOWNTOWN ICE SCULPTURE WALK: FEB 2-5

Don't miss the fourth annual Ice Sculpture Walk in Downtown Lake Geneva! Just steps away from the Snow Sculpting competition, you'll find dozens of artfully crafted, Insta-worthy ice sculptures adorning the entrances to businesses throughout the Downtown district.

Winterfest 2023 is proudly sponsored by:

PLATINUM SPONSORS

Popeye's on Lake Geneva – Celebrating 50 Years!

Lakelawn Resort

Tristan Crist Magic Theatre

Tricia Forbeck – Compass – Keefe

Lake City Social – Gather · Dine · Drink · Escape

Elite – Lake Porfolio

Building a Lifetime of memories – Shodeen Homes

96.1 FM WLKG The Lake

TEAM LODGING SPONSORS

Comfort Suites by Choice Hotels

Lake Geneva Lodge

The Cove of Lake Geneva

Geneva Lakes Vacations

Harbor Shores on Lake Geneva

Maxwell Mansion – Lake Geneva

Winterfest is located in Downtown Lake Geneva, Wisconsin at Riviera Plaza and Flat Iron Park on the beautiful shore of Geneva Lake. Log on to WinterfestLG.com or scan this code for full event schedules, maps and more!

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

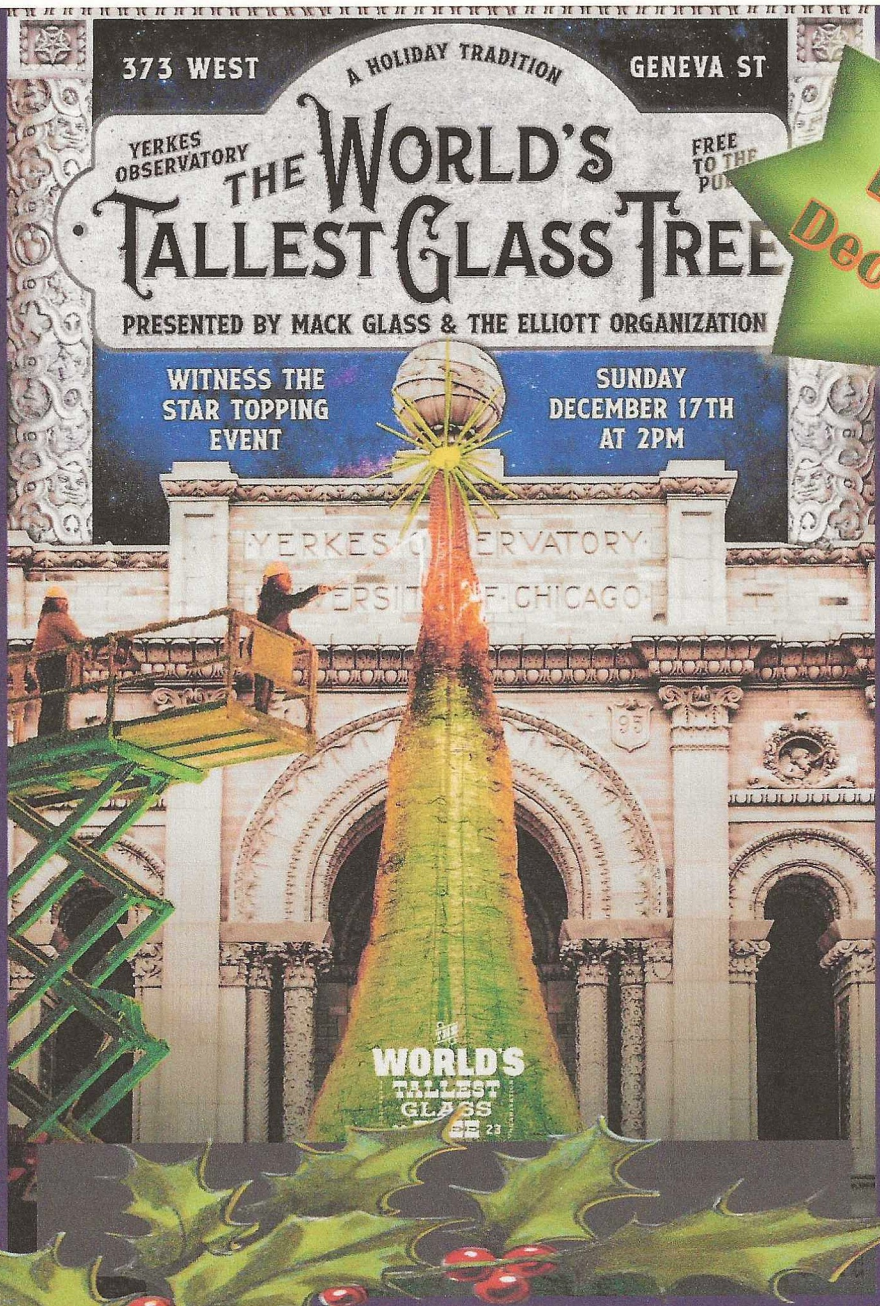
Lake Geneva, WI 53147

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: rdavttelliott1@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.

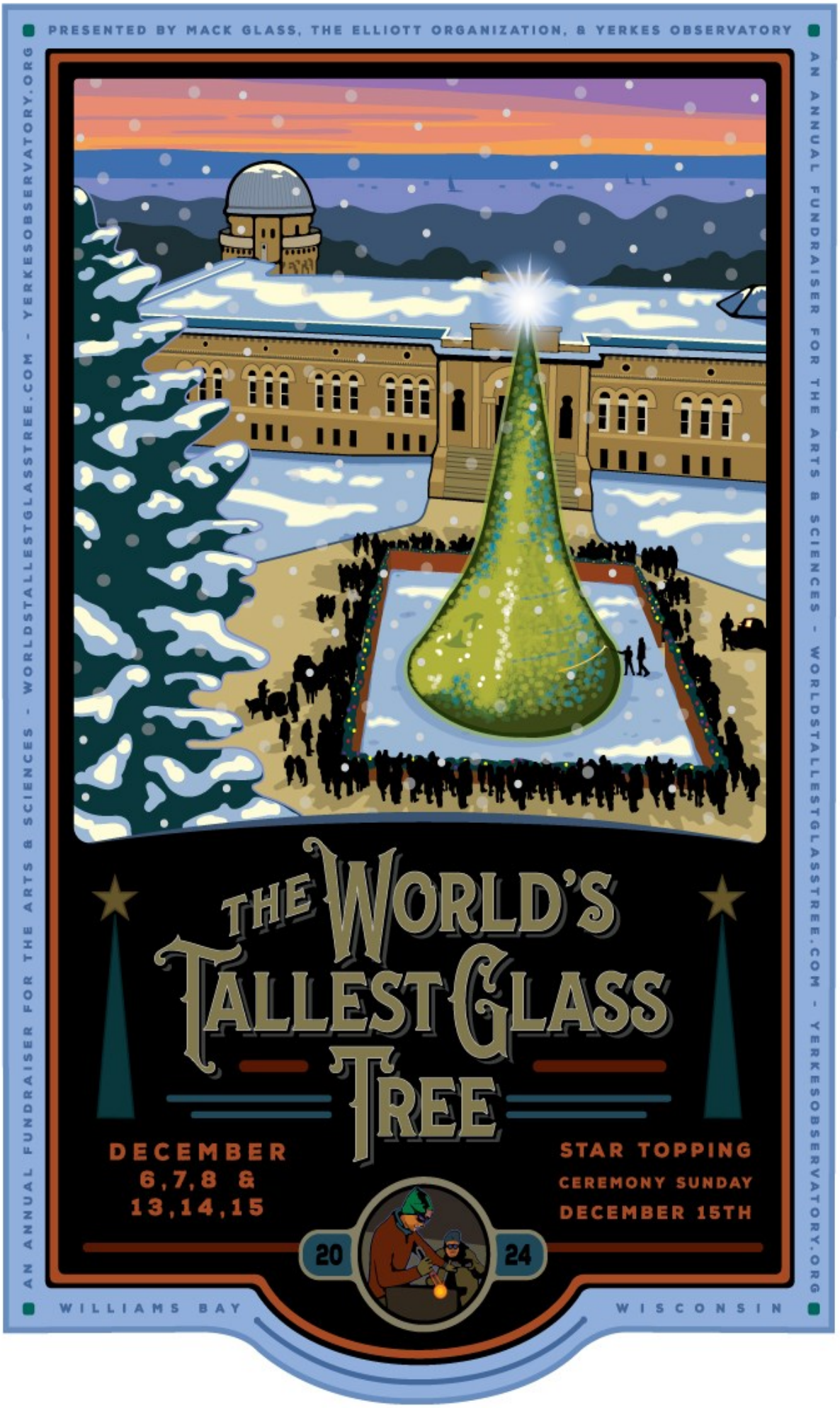
Complimentary shuttles will be provided from each Lake Geneva Hotel and which will be promoted by giving each hotel guest a free entry into the event.

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

GRANT EVALUATION

Submitted by Nei-Turner Media Group, Inc.
November 19, 2024

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

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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: Barbara Krause Date: 11-19-24

Name of Organization: Nei-Turner Media Group, Inc.

Email: bak@ntmediagroup.com Phone: 262-729-4471 x103

#1: Final Media Synopsis:
Number of customer responses, media used, target markets.

At the Lake Magazine Autumn Lake Dogs Issue – 2-page spread.
25,000 copies distributed all over southeastern Wisconsin and northern Illinois, and mailed to approximately 100 subscribers in Wisconsin and Illinois.

AttheLakeMagazine.com – Digital Sponsorship quarterly package.
Digital ads ran from July 1-October 25. The digital ads had a total of 23,111 impressions and 55 clicks. The email had a 47.98% open rate (1,238 opens) and 51 total clicks.

At the Lake Magazine Facebook and Instagram – paid social media mentions.
Campaign #1: 18,976 accounts reached within 50 miles of Lake Geneva, with 460 clicks to the website.
Campaign #2: 9,577 accounts reached within 50 miles of Lake Geneva, with 374 clicks to the website.

Experience Wisconsin Magazine – full page digital ad, custom eblast, website ads.
Digital ads ran from July 1-October 25, with a total of 15,349 impressions and 72 clicks. The email had a 32.86% open rate (630 opens) and 113 total clicks.

WLKG Radio – Ad campaign
70 commercials and 3 Facebook posts from September 11 – October 5, 2024.
Coverage includes Walworth, eastern Racine and Kenosha counties; and northern Illinois.

WGN Radio - Ad campaign and giveaway
Radio schedule from September 30-October 19 with :30 second spots running during all dayparts. One live on-air interview on "Best of the Midwest" on October 11. Online contest to win 2 VIP tickets. Home page takeover ran the week prior to the event. Listeners are primarily from Chicago and surrounding suburbs.

Targeted Display Advertising
300,000 impressions from August 14 to October 25, targeted to devices in Walworth County as well as Lake, Cook and McHenry counties in Illinois, to people age 21 and older. We also geotargeted attendees of Lake Geneva's Venetian Festival and Oktoberfest. Total click through rate of .13%, above industry standards (.08%), with 386 clicks to the website.

Paid Social Media
223,000 impressions from August 14 to October 25, targeted to devices in Walworth County as well as Lake, Cook and McHenry counties in Illinois, to people age 21 and older. Total reach of 85,000 devices with a click through rate of 7.97% to the website.

Print materials
50 posters distributed around the Geneva Lakes area and northern Illinois. 1,000 rack cards distributed around Geneva Lake and northern Illinois. 1,000 drink coasters distributed at Venetian Festival's beer tent, Next Door Pub and Next Door Pub Lakeside. 700 festival guides, 300 of which were distributed in advance of the event around Geneva Lake and northern Illinois (balance distributed the day of the event).

Dedicated eblast – Visit Lake Geneva eblast partnership
Eblast was sent on Thursday, September 26th to 52,909 consumer contacts with a 99.85% success rate. Total Opens were 24,609 for a 33% open rate. There were 587 total clicks, with 306 clicks to the ticket link.

Press release
A press release was sent in July to nearly 50 lifestyle, food & drink and event media contacts, ranging from hometown Lake Geneva media to Chicago and Milwaukee.

Streaming Video
30,000 impressions with a completion rate of 99.02% from September 27 to October 25, targeted to devices in Walworth County as well as Lake, Cook and McHenry counties in Illinois, to people age 21 and older.

Billboard
Digital ad running every 7.5 seconds, from October 11-25 on two-sided billboard on Highway 12 near Lake Geneva. 45,000+ vehicles drive by the billboard daily according to the Wisconsin DOT.

Report for lgbeerfest.com:
Website, August 8 – October 25: nearly 11,000 unique users visited the site, with more than 40% from Illinois. Of the 12,718 total sessions during that time, 50% came direct, 23% came from Facebook, 11% came from Google organic searches and 6% came from internal email campaigns.

Emails: periodic e-mails went to our potential attendee list of approximately 2,700, with an average open rate of 40% and click rate of 3%.

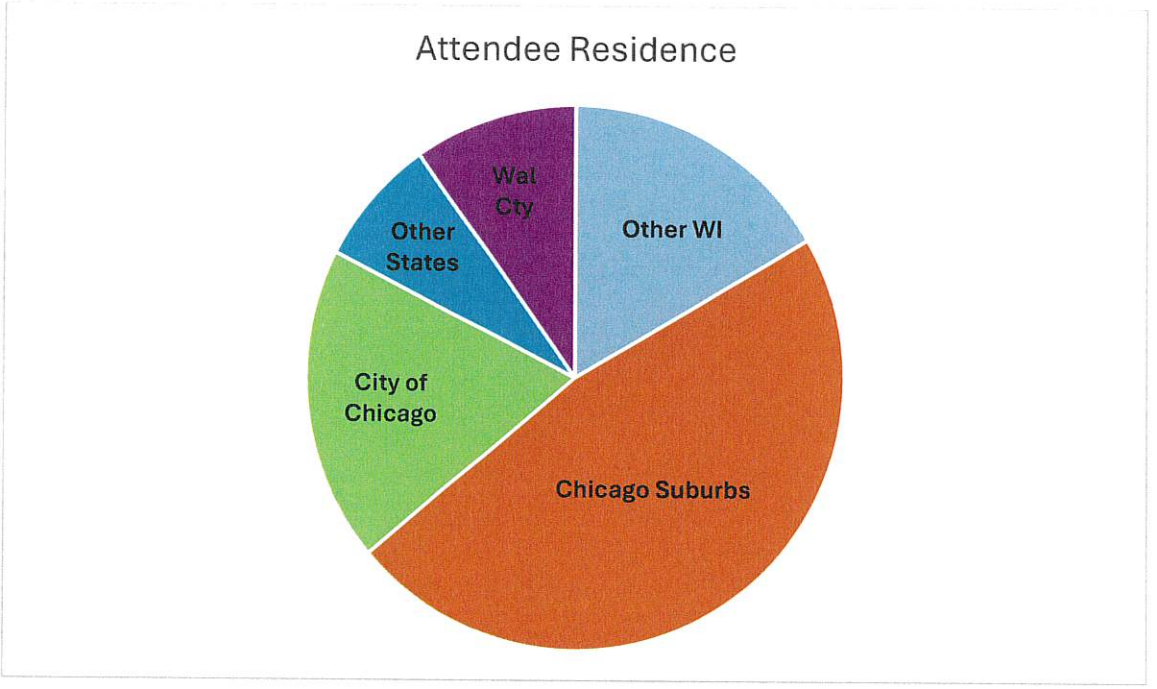
Social media: $50 spent over 10 days: 3,135 accounts reached, with 364 post engagements (likes, comments, shares, link clicks). $70 spent over 4 days: 9,703 accounts reached, with 3,086 post engagements (likes, comments, shares, link clicks).

#2: Actual results – number of attendees.

We sold 315 tickets in advance through Eventbrite, a ticketing app. In addition, we sold tickets directly to Geneva National residents and guests of the Lodge hotel, to friends and family, and also the day of the event. In all, we had just over 400 attendees at our event.

Here is a breakdown of attendees:

Chicago and suburbs: 64%
States outside of WI and IL: 7.6% (NJ, CO, FL, KY, ND, IN, TX)
Walworth County: 9.8%
Other Wisconsin Cities: 18.7% (Madison, Milwaukee, Kenosha, etc.)



#3: Estimate of overnight stays and how that was obtained.

Our original estimate was based on 15-30% of up to 750 attendees at our event. We based the attendee information on past events, where we had up to 1,300 people at our festival. This year, the Lodge credited the festival with at least 11 room nights. We filled our room block and have been told there may have been more rooms associated with the festival in addition to that.

Harbor Shores hosted the Lakefront Shuttle pick up and drop off. The shuttle transported 13 people who signed up in advance, plus several others that were preregistered. Harbor Shores had 166 room nights totaling $34,433 during our festival weekend, and compared to the same weekend in 2023, it was an increase of 18 room nights. So it would be fair to say that the Beer & Spirits generated 18 to 25 room nights at Harbor Shores.

Other Lake Geneva hotels likely saw rooms booked as a result of our festival, as **more than 90% of our attendees were from outside Walworth County.**

We conducted a survey and also found that our attendees stayed at:

- The Cove
- A rental condo/VRBO
- AmericInn, Elkhorn

Our conservative estimate of overnight stays is:
Lodge Hotel: 11 to 16
Harbor Shores: 18 to 25
Other Lake Geneva Hotels and VRBOs: 1 to 10
Total estimate range: 30 to 51

#4: Income and expense statement, paid receipts (itemized and attached).

Income:	
Sponsorships:	$10,750.00
Ticket sales:	$21,850.00
Merchandise:	$1,700.00
In-Kind Advertising: At the Lake, Experience WI	$7,085.00
Tourism Commission Grant ($19,500 approved):	$18,780.13
(Did not use all of the planned print materials funds)	
Total Income:	**$60,165.13**
Expenses:	
Venue Rental, Security	$7,537.00
Additional Insurance	$1,210.00
Beer Expense	$7,980.00
Promotional Items/Supplies (glasses, wristbands, etc.)	$1,977.65
Merchandise	$1,739.00
Event Mgmt/Staff Expenses	$6,098.00
Entertainment	$1,600.00
Website development	$880.00
Marketing (In-Kind)	$7,085.00
Marketing (Grant Funds)	$18,780.13
Total Expenses:	**$54,886.78**

#5: Additional Information

*We substituted a great buy on a digital billboard in exchange for additional print materials. We did not use our entire print materials budget. Overall the Beer & Spirits Festival was a successful, fun event that brought people to the Lake Geneva area for overnight stays and spending in the community.

City of Lake Geneva Tourism Commission Reimbursement Form

Revised September, 2021

Name: Barbara Krause

Organization Name: Nei-Turner Media Group, Inc: Beer+Spirits Festival

Payment made Payable to: Nei-Turner Media Group, Inc.

Remittance Address: 400 Broad St., Unit D, Lake Geneva WI 53147

Contact Phone #: 262-729-4471 x103 Email: bak@ntmediagroup.com

- **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
11/5/24	239577	NTMG	At the Lake Paid social media posts	250.00	11/8/24
9/30/24	0478-002	WLKG-FM	Radio package	1500.00	10/30/24
10/28/24	652148	WGN Radio	Radio package	5500.00	11/12/24
11/1/24	239503	NTMG/ January Spring	Targeted Display Advertising	3000.00	11/5/24
11/1/24	239503	NTMG/ January Spring	Paid social media	3150.00	11/5/24
11/1/24	239503	NTMG/ January Spring	Streaming video	2400.00	11/5/24
9/25/24	LGBSF 2024	Cagu Free marketing	Streaming video production	900.00	9/25/24
8/7/24	12913228	48 hour Print	1,000 rack cards	226.47	8/7/24
8/6/24	888661031	Custom Coasters Now	1,000 square coasters	374.87	8/6/24
10/22/24	108426	La Crosse Graphics	700 Festival guides	928.79	11/4/24
10/31/24	7066	Visit Lake Geneva	Dedicated eblast	350.00	10/31/24
10/31/24	45486-1024	APG of Southern Wisconsin	Digital billboard 10/08-10/25	200.00	11/12/24

~~Page 8 of 10~~ TOTAL $18,780.13

Nei-Turner Media Group, Inc.
400 Broad Street Unit D
Lake Geneva, WI 53147

Services Provided By:
Meta/Facebook Business Manager

At The Lake
GENEVA LAKE AREA MAGAZINE

INVOICE # 239577

Invoice Date: Nov 5, 2024
Payment Due: Dec 5, 2024
Advertiser: Lake Geneva Beer & Spirits Festival
Contract # 61987

Product	Sub Total	Total
#111339 - At the Lake Magazine Paid Social Media Posts - Facebook and Instagram (9/27, 10/4)	$250.00	$250.00

Total: $250.00

Payments: $250.00

Balance Due: $0.00

A 3% surcharge will be added to all credit card payments. To pay by free bank draft (ACH), please enter bank account information when paying your invoice online. Your information is secure and encrypted when saved. Or, call Nadine at 262-729-4471, ext. 101 to give your information over the phone. And as always, we are happy to accept payment by check.

Lake 961, WLKG-FM
500 Interchange North
Suite 100
Lake Geneva, WI 53147
(262) 249-9600

WLKG-FM Statement of Account

Account ID: 0478
Statement Date: 10/30/2024
Account Rep: Tessa August

Please Pay This Amount $0.00

Amount Paid: _____

NEI-TURNER MEDIA
400 BROAD STREET
UNIT D
LAKE GENEVA, WI 53147

TERMS: NET 15 DAYS

Sponsor: Nei-Turner Media

Reference	Date	Type	Description	Amount	Balance
24090110	9/30/2024	INV	Invoice: WLKG-FM 0478-002 Beer & Spirits 2024 [1-Facebook Posts / 1-Package Billing / 60-:30 Spot	1,500.00	
24100068	10/30/2024	PMT	-Payment Check 21163 on Inv 24090110 Nei-Turner	-1,500.00	0.00

Statement Total: $0.00

Please Pay This Amount $0.00

Current	31-60 Days	61-90 Days	91-120 Days	121+ Days	Total Due

WLKG-FM Lake 961
500 Interchange North #100
Lake Geneva, WI 53147
262-249-9600
262-249-9630 fax

BROADCAST ORDER

ADVERTISER Nei - Turner Media Group
PRODUCT Beer & Spirits CONTRACT DATE 8/12/24
AGENCY CONTACT Barb Krause
BILLING ADDRESS 400 Broad St. Unit D
CITY Lake Geneva STATE WI ZIP 53147
PHONE # 262-729-4471 FAX #
EMAIL bak@ntmediagrap.com
ACCOUNT EXECUTIVE Tessa Springer
BILLING INSTRUCTIONS/DETAILS: $1500 - September

SPECIAL PACKAGE DETAILS 70 commercials + 3 FB Posts

NEW CLIENT	✓
NEW ORDER	
ADDITIONAL	
CANCEL	
REVISION	
DATA CHANGE	
ORDER GIVEN:	
IN PERSON	
PHONE	
FAX/EMAIL	✓
NATIONAL	
AGENCY	
DIRECT	✓
POLITICAL	
TRADE	
CO-OP	
SPONSORSHIP	
APPROVED CREDIT	✓
CASH IN ADVANCE	
MAKE GOOD POLICY	
AUTO W/IN FLIGHT	
ADVANCE APPROVAL	

	START DATE	END DATE	DAY PART	LENGTH	# OF ANNOUNCEMENTS M	TU	W	TH	F	SA	SU	SPOT COST	TOTAL DOLLARS
60	9/11	9/30	6A-7P	:10 :15 (:30) :60 LIVE	3	3	3	3	3	3	3		
10	10/1	10/5	6A-7P	:10 :15 (:30) :60 LIVE		2	2	2	2	2			
				:10 :15 :30 :60 LIVE	3 FB Posts TBD								
				:10 :15 :30 :60 LIVE									$1500
				:10 :15 :30 :60 LIVE									
				:10 :15 :30 :60 LIVE									
				:10 :15 :30 :60 LIVE									
				:10 :15 :30 :60 LIVE									
				:10 :15 :30 :60 LIVE									
				:10 :15 :30 :60 LIVE									

***By signing below, client agrees to all terms and conditions of the contract, including, but not limited to: all billing amounts are net due 15 days, all invoices will include a 4% Recovery fee, and cancellations require a 30-day written notice. ____ (initial)*

CLIENT SIGNATURE Barbara Krause SALESPERSON Tessa Springer

TRAFFIC DATE ENTERED 8/12/24

Accounting NTMG <accounting@ntmediagroup.com>

Invoice 652148

1 message

Fabian Gallardo <FGallardo@nexstar.tv>
To: Accounting Manager <accounting@ntmediagroup.com>

Fri, Nov 15, 2024 at 10:03 AM

Hello,

I am informing you that we had received your payment for invoice #652148.

I had spoken with Nadine on the phone inquiring about a paid receipt for the invoice. Unfortunately, we cannot provide an actual receipt like a credit card confirmation payment.

I have attached the following check information that we received from our lockbox and payment application in our system. Please let us know if this works for you.

Payment Properties

Single Invoice	☐	Payment Type:	*CASH/CHECK - Cash/Che	◉ Cash	○ Trade
Property:	IWGNR,WGN-AM,WGN-TC,W	Rev Adj Type:	None	Add Invoices	Add Advertisers
Payment Date:	11/12/24	Tracking Number:	21172	Add Orders	Add Agency
Agency:	Nei-Turner Media Group Direc	Amount:	$5,500.00		Remove
Annotation:	652148-1/2				
Prepayment Assignments					
Account Exec:	<none>	Sales Region:		Unapplied:	$0.00 V

Invoice Period	Property	Advertiser	Order #	Invoice #	Invoice Amount	Invoice Balance	Amount
09/30-10/27/24	IWGNR	Lake Geneva Beer & S	652148C	652148C-2	$300.00	$0.00	$300.00
08/26-09/29/24	IWGNR	Lake Geneva Beer & S	652148C	652148C-1	$700.00	$0.00	$700.00
08/26-09/29/24	WGN-AM	Lake Geneva Beer & S	652148B	652148B-1	$2,250.00	$0.00	$2,250.00
09/30-10/27/24	WGN-AM	Lake Geneva Beer & S	652148B	652148B-2	$2,250.00	$0.00	$2,250.00

$5,500.00

Thank you,

Fabian Gallardo

Accounts Receivable Analyst

Nexstar Media, Inc.

Dallas Shared Services

5000 Riverside

Building 5. Suite 200.

Irving, TX 75039

Ph: +1 (972)-793-8212 (Office)

FGallardo@nexstar.tv

NASDAQ:NXST

NEI-TURNER MEDIA GROUP

Nei-Turner Media Group, Inc.
400 Broad Street Unit D
Lake Geneva, WI 53147

Services Provided by:
January Spring
1001 Bannock Street 424
Denver, CO 80204

INVOICE # 239503

Invoice Date: Nov 1, 2024
Payment Due: Dec 1, 2024
Advertiser: Lake Geneva Beer & Spirits Festival
Contract # 61637
Sales Rep: Barb Krause

Product	Sub Total	Total
#110351 - **Paid Social** - Competitive T2: Oct 01, 2024 - Oct 31, 2024	$1,050.00	$1,050.00
#110352 - **Paid Social** - Competitive T2: Oct 01, 2024 - Oct 31, 2024	$1,050.00	$1,050.00
#110353 - **Paid Social** - Competitive T2: Oct 01, 2024 - Oct 31, 2024	$1,050.00	$1,050.00
#110354 - **Targeted Display** - Digital Display Ads: Jul 15, 2024 - Oct 25, 2024	$3,000.00	$3,000.00
#110355 - **Targeted Display** - Digital Display Ads: Sep 30, 2024 - Oct 25, 2024	$2,400.00	$2,400.00

Total: $8,550.00

Payments: $8,550.00

Balance Due: $0.00

A 3% surcharge will be added to all credit card payments. To pay by free bank draft (ACH), please enter bank account information when paying your invoice online. Your information is secure and encrypted when saved. Or, call Nadine at 262-729-4471, ext. 101 to give your information over the phone. And as always, we are happy to accept payment by check.

intuit quickbooks.

Payment receipt

You paid $900.00

to Cage Free Marketing on 9/25/2024

Invoice no.	LGBSF2024
Invoice amount	$900.00
Total	**$900.00**
Status	Paid
Payment method	Credit Card
Authorization ID	MQ0241621533

Thank you

Cage Free Marketing

+1 2102682499

becagefree.com | mindi@becagefree.com
115 Greenwich Blvd, San Antonio, TX 78209

No additional transfer fees or taxes apply.

Intuit Payments Inc (IPI) processes payments as an agent of the business. Payments processed by IPI constitutes payment to the business and satisfies your obligation to pay the business, including in connection with any dispute or case, in law or equity. Money movement services are provided by IPI pursuant to IPI's licenses (NMLS #1098819, https://www.intuit.com/legal/licenses/payment-licenses). IPI is located at 2700 Coast Avenue, Mountain View, CA 94043, 1-888-536-4801.

8000 Haskell Ave., Van Nuys, CA 91406
Toll Free: 800-844-0599
Mon-Fri(7am-11pm ET) Sat-Sun(9am-8pm ET)

Invoice for Order # 12913228

Order Date: 08/7/2024
P.O.#:

Bill to: **Nei-Turner Media Group**

Jerriann Mullen
400 Broad St., Unit D, LAKE GENEVA, WI, ID 3678288
Email: jem@ntmediagroup.com | Phone:

Product Details	Delivery & Destination	Quantity	Price
ITEM # 20327434 Product: Rack Cards Size : 4 x 9 Paper Stock : 14pt C2S Cover Stock Coating : Gloss Both Sides Single/Double Sided : 4/4 Double Sided Rounded Corners : No Shrink Wrapping : None Printing Turnaround : 5 Business Days	**Delivery** 2 Day Transit **Shipping Address** Jerriann Mullen ATTN: Nei-Turner Media Group 400 Broad St., Unit D LAKE GENEVA, WI 53147 Phone: 2627294471 **Shipping & Handling:** $47.5	1000	$ 167.16

Payment Information

Credit Card: VISA Ending in 9420

Payment Date: 08/07/2024

Subtotal	**$ 167.16**
Shipping & Handling	**$47.5**
Sales Tax	**$11.81**
Order Total	**$226.47**
Paid	**$226.47**
Balance Due	**$0**

All orders are subject to the Terms of Use on 48HourPrint.com. For details, please visit https://www.48hourprint.com/terms-of-use.html

Live Chat

Custom Coasters Now

Thank you for your interest in CustomCoastersNow.Com products. A tracking number will be emailed to you once it has been generated.

Order Details

Order ID: 888661031
Date Added: 08/06/2024
Payment Method: Paid By Credit Card ending in 9420

Email: jem@ntmediagroup.com
Telephone: 262-379-4471

Login Here

Billing Address

Nei-Turner Media Group
Barbara Krause
400 Broad Street Unit D
Lake Geneva, Wisconsin 53147
United States

Shipping Address

Type of Location: Business
Nei-Turner Media Group
Jerriann Mullen
400 Broad Street Unit D
Lake Geneva, Wisconsin 53147
United States

Product	Quantity	Unit Price	Total
Pulpboard Coasters - **Coaster Shape** : Square - **Coaster Size** : 3.5" - **Coaster Thickness** : 60pt - **Packaging Style** : Standard Packaging - **Coaster Color** : Use Same Color From Uploaded Artwork File - **Printing Option** : Front and Back Both - **Imprint Style** : Matte - **Artwork Type** : Upload my Artwork - **File** : Attachment 1 I - **Delivery Date** : 08/14/2024	1000	$0.36	$360.00
		Sub Total	$360.00
		Coupon	$-54.00
		Shipping	$68.87
		Total	$374.87

INVOICE

LA CROSSE GRAPHICS INC.
3025 East Avenue South
La Crosse, WI 54601

Invoice Number	108426
Invoice Date	10/22/2024
Sales Rep	NOLAN TUCKER
Terms	NET 30

Bill To NEITURNMEDIA
NEI-TURNER MEDIA GROUP
chris@elkhornchamber.com; katie@ntmediagroup.com
400 BROAD STREET, UNIT D
LAKE GENEVA, WI 53147

GST Number: 39-1566750

Ordered	Shipped	Description	PO Number	Unit Price	Price
700.00	700.00	GUIDES 5559N SHIPPED TO LAKE GENEVA, WI		0.0000	$928.79

Comments: FOR QUESTIONS REGARDING THIS INVOICE, PLEASE CONTACT YOUR SALES REP OR CUSTOMER SERVICE REP AT 608-788-2500 OR 1-800-832-2503 OR BY EMAIL.

PLEASE REMIT PAYMENT TO:

LA CROSSE GRAPHICS, INC.
P.O. BOX 249
LA CROSSE, WI 54602-0249

Sub Total:	$928.79
Freight Cost:	$0.00
Postage:	$0.00
Handling:	$0.00
Sales Tax:	$0.00
Prepaid:	$928.79
Balance Due:	$0.00

ALL CLAIMS/DISCREPANCIES MUST BE REPORTED WITHIN 5 DAYS OF THE RECEIPT OF GOODS.

1.5% MONTHLY FINANCE CHARGE WILL BE ADDED ON ACCOUNTS MORE THAN 30 DAYS PAST DUE.

intuit quickbooks.

Payment receipt

You paid $350.00

to Visit Lake Geneva on 10/31/2024

Invoice no.	7066
Invoice amount	$350.00
Total	**$350.00**
Status	Paid
Payment method	Bank Wallet
Authorization ID	AAADVSMP

Thank you

Visit Lake Geneva

+1 2622481349

www.visitlakegeneva.com | shelli@visitlakegeneva.com
527 CENTER STREET, LAKE GENEVA, WI 53147-2004

No additional transfer fees or taxes apply.

Intuit Payments Inc (IPI) processes payments as an agent of the business. Payments processed by IPI constitutes payment to the business and satisfies your obligation to pay the business, including in connection with any dispute or case, in law or equity. Money movement services are provided by IPI pursuant to IPI's licenses (NMLS #1098819, https://www.intuit.com/legal/licenses/payment-licenses). IPI is located at 2700 Coast Avenue, Mountain View, CA 94043, 1-888-536-4801.

Payment Receipt

APG Southern Wisconsin
PO Box 5001
Janesville, WI 53547-5001
(608)754-3311

Account:	45486	Phone:	262-729-4471
Name:	Nei-Turner Media Group, Inc.		
Care of:			
Addr1:	400 Broad Street Unit D		
Addr2			
City/State/Zip:	Lake Geneva WI 53147		
Ticket #:	353745	Ad Start Date:	10/08/24
Ad Caption Line:	Digital billboard		
PO #:			

Amount Paid:	200.00	Pymt Batch#	Batch - 8164
Payment Date:	11/12/24	Card Type:	
Payment Type:	CREDIT	Card#:	XXXXXXXXXXXX9420
Card/CheckNo:		Approval No:	02616G
Received By:	kthiele		

Adams Publishing Group

APG SOUTHERN WISCONSIN

Antigo Daily Journal • Antigo Weekly Journal Express • Beloit Daily News • Beloit Stateline News
Cambridge News & Deerfield Independent • Daily Jefferson County Union • DeForest Times-Tribune • Dodge County Independent
Herald-Independent & McFarland Thistle • Hometown Advertiser • Hometown Shopper • Janesville Gazette • Janesville Messenger
Lake Mills Leader • Lodi Enterprise & Poynette Press • Marinette Eagle Herald • Milton Courier • Sun Prairie Star • Union Extra
Walworth County Smart Shop • Waterloo/Marshall Courier • Watertown Daily Times • Watertown TimeSaver • Waunakee Tribune
Local Matters Digital Agency Services

APG PRINTING SOLUTIONS

Paid CC chase

STATEMENT & INVOICE FOR SERVICES

Invoice Date	Invoice No.	Amount Due	Account	Sales Representative
10-31-24	45486-1024	$200.00	45486	Robert Ireland

Nei-Turner Media Group, Inc.
400 Broad Street Unit D
Lake Geneva, WI 53147

Beer & Spirits
+ receipt
WGN.

Advertiser Summary:	Nei-Turner Media Group, Inc.
Previous Balance	0.00
Current Charges	200.00
Service Charges	0.00
Payments/Credits	0.00
Balance Due	200.00
Prepaid Amount	0.00

Date	Reference	Description/Product	Class or Section	Color	Lines or Dimensions	Qty	Amount	Net Amount
		Balance Forward						0.00
Local Matters Digital JG								
10/31/2024	353745	Digital billboard		N	1 X 0.00		200.00	200.00

CURRENT	OVER 30 DAYS	OVER 60 DAYS	OVER 90 DAYS	TOTAL DUE
200.00	0.00	0.00	0.00	**$200.00**

Terms: Due upon receipt
APG of Southern Wisconsin reserves the right to charge a 1-1/2% service fee on accounts not paid in full prior to the end of the month and to seek collection of past due balances by any legal means necessary within the jurisdiction of our choice.

DETACH HERE AND RETURN WITH YOUR PAYMENT

Account	Invoice Date	Amount Due	Amount Enclosed
45486	10-31-24	$200.00	

Nei-Turner Media Group, Inc.

Remit to:
APG of Southern Wisconsin
P.O. Box 888
Fort Atkinson, WI 53538-0888
608-755-8219
accountsreceivable@apg-sw.com
Fed ID 37-1751246

Credit Card Payment Authorization
(VISA, MASTERCARD, DISCOVER, AMERICAN EXPRESS)

Amount: _____ Exp. Date: ____/____/____

Card # _____

Signature: _____

CITY OF LAKE GENEVA

TOURISM COMMISSION

TOURISM PROMOTION GRANT

INFORMATIONAL GUIDE

~~June 2023~~ December 2024

I. INTRODUCTION:

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

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

II. ELIGIBLE APPLICANTS:

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

Applicants must also state:

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

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

III. APPLICATION PROCEDURES:

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

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

Following submittal of an application to the Commission, the Commission will examine the application, approve or deny the application and level of financial support to be granted. As part of the application, the commission requires the ~~City of Lake Geneva~~ Tourism Commission logo and its website (link or QR Code) be placed on marketing event/initiative materials including ~~printer~~ printed 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:_____