



LAKE GENEVA TOURISM COMMISSION

Monday, January 13, 2025 - 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 minutes from December 9, 2024
5. Update from Heather Jones (Independent Contractor for Tourism Commission) Meet at the Lake Promotional Activity
6. Update from Tourism Entity (VISIT Lake Geneva) on Promotional Activity, Calendar, and Hotel performance
7. Update from Lake Geneva Business Improvement District (events and mission)
8. Written financial update regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements, list of outstanding (unpaid) tourism grants awarded
9. Discussion/Action on Tourism Promotional Grant Program and Requests: **Maximum ten (10) minute presentation per request:**
 - a. Fall 2025 & Winter 2026 Promo, The Riviera Ballroom
 - b. 2024 Worlds Tallest Glass Tree-Budget Details (Update Only, Grant Request was already approved)
10. Final Event Evaluations from organizations receiving Tourism Grants
 - a. Oktoberfest
11. Tourism Commission related forms, paperwork, and grant procedures review
12. Future Agenda Items; Next meeting - Monday, February, 10, 2025 at 4:00 pm

13. 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, December 9, 2024
COUNCIL CHAMBERS, CITY HALL

Meeting was called to order by Chair Waspi at 4:04 p.m.

Roll Call

Present: Chair Brian Waspi, Alder Fesenmaier, *Alder Stoodley (temporarily replacing Alder Howell), Troy Migut (via cell phone), Stephanie Klett (Ex-Off)

Absent: Vice Chair Zakia Pirzada, 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 November 11, 2024. Motion by Stoodley, second by Waspi, 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 data in her monthly report. December 15 will kick off the holiday engagement season. The new Tourism website www.lakegenevahotels.org is showing good data already. Trends will be identified in the future.

Independent Contractor Agreement for the Lake Geneva Cooperative Convention Center Special Events Coordinator

No action needed. Final contract had never been placed in the packet for public view.

Update from Tourism Entity, Visit Lake Geneva

This year's parade set record attendance at an estimate by Lake Geneva Police Department (drones) at 20,000 with almost 100 floats. Goodwin cautioned that creations of copycat or fake event pages continue to pose challenges.

Winterfest is now sponsored by Visit Lake Geneva. The Ice Sculpture Walk continues to be popular with the use of Tourism grant funds. A new/returning event is Human Dog Sled Races on Riviera Beach. Registration opens in January for two teams. Deanna encouraged the Commissioners to form a team of 6 for the competition.

Their TikTok added over 500 new followers. The video of Barrel Dining at Magpie's had over 24,000 views (typically in the thousands).

Visit Lake Geneva's Bundle Up Campaign continues through the end of December 2024.

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

Binanti started her report by explaining that this year's Oktoberfest saw 47,000 visitors for the total weekend (using the new Placer.ai program).

BID is now an official Main Street Community.

The Fall Wine Walk was a huge success with tickets sold out (550) and with 24 downtown businesses participating. The annual Tree Lighting in Flat Iron Park still has a large crowd despite the wind and cold temperatures. Many more lighted decorations were added.

The Murals in Motion program will continue into 2025. BID Expansion Informational Sessions will be held in January regarding changing/increasing the BID boundary.

Written financial update provided by City Comptroller

Balance Sheet from September 30, 2024

Total Assets - \$1,322,848.99

Restricted Fund Balance - \$907,882.50

Discussion/Action on Tourism Promotional Grant Program and Requests:

Downtown Lake Geneva Ice Sculpture Walk – Visit Lake Geneva

The 6th Annual Ice Sculpture Walk brings a boost to downtown businesses as a complement to the Winterfest Competition and activities. Motion by Waspi, second by Stoodley, to award \$17,560. Unanimously carried.

World's Tallest Glass Tree – Mackglass Community, dba World's Tallest Glass Tree

The grant was approved on November 11 contingent upon submission of a detailed marketing budget. Rob Elliott was not present, and no new budget was included in the December packet. Item will be placed on January agenda with the updated marketing budget details.

Final Event Evaluations from organizations receiving Tourism Grants –

Lake Geneva Beer & Spirits Festival -Nei-Turner Group, Inc.

Commissioners were pleased to be able to review the Event Final Evaluation. This evaluation included paid invoices and the breakdown of data (attendance, etc.) from the event and could be used as a model for other grant recipients. Future evaluations will include Placer.ai data in a report from BID Executive Director Binanti.

Discussion/Act concerning revisions to the Tourism Grant application.

The most updated copy appears to be in the December packet with all the changes requested. Motion by Waspi, second by Stoodley, to approve the Tourism Grant application as modified. Unanimously carried.

Future meeting agenda items and next meeting date –

- World's Tallest Glass Tree – marketing budget details

- City of Lake Geneva Grant for roll up doors at Riviera Beach
- Check on BID invoices.
- Always include date for Future Meeting (see previous agendas)

Monday, January 13, 2024, at 4:00 p.m.

Motion by Fesenmaier, second by Stoodley, to adjourn at 5:24 p.m. Carried.

Respectfully submitted,
Alderman Fesenmaier, Secretary

Riviera Ballroom/MATL Update- Tourism Commission Meeting January 2025

Marketing Update

- Website Analytics Update: Past 30 Days:
 - Site Sessions: 1,402(+35%)
 - Site Sessions by traffic source
 1. Google (523)
 2. Direct (388)
 3. Social Media Ads (202)
 4. Facebook Paid Social (61)
 5. Visit LG (52)
 - Active Inquiries: 108, 54 recorded for December 2023
 - Avg. Session Duration: 2m 44s (-17)
 - Site Bounce Rate: 59.3 (+9%)
- WeddingWire & TheKnot: December Stats
 - 149 Visitors
 - 13 Link Clicks
 - 24 Saves
 - 22 leads
- Hotels & Lodging Analytics Update Past 30 days:
 - 43 Page Views (-19 from last month)
 - Avg. time spent on page: 2min 51sec (- 4min 5sec)

**Reports generated on January 3rd*
- www.lakegenevahotels.org Analytics
 - 30 Site Sessions (-32)
- Social media campaign started December 15th, kick starting the holiday engagement season.
- Lake Geneva Wedding Expo is 1/18/25

Sales Update

	2018	2019	2020	2021	2022	2023	2024	2025	2026
Weddings	45	28	9	54	55	52	43	39	9
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	47	10
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								5	

- Sales by year January 2025:
 - 2025 Events- Two wedding contracts returned. Three wedding contracts out for signature.
 - 2026 – One wedding contract returned. Two contracts out for signature.
 - Last Year- Reported on January 3rd; 50 events booked for 2024 and 4 events booked for 2025.

ACTUAL RIVIERA BALLROOM REVENUE BY YEAR

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

2019	2020	2021	2022	2023	2024	2025 YTD
\$99,792.62	\$29,095.71	\$162,926.92	\$286,754.23	\$308,151.03	\$260,375.56	\$164,981.21
CATERING REVENUE						
\$14,688.76	\$4,337.68	\$32,970.09	\$46,691.72	\$48,795.80	\$47,914.74	\$0



**Lake Geneva Tourism Commission
JANUARY 13, 2025
VISIT Lake Geneva Update**

Partner Events

- Q1 Monthly Partner Meetings
 - January 21, 8-9am at Tristan Crist Magic Theater
 - February 18, 8-9am at Harbor Shores on Lake Geneva
 - March 18, 8-9am at The Abbey Resort

2025 Public Events

- 30th Annual Winterfest & America's Snow Sculpting Invitational – January 29-February 2
 - Downtown Ice Sculpture Walk installation January 30
- Lake Geneva Restaurant Week – April 19-27
- Concerts in the Park – Thursdays June 26 – August 7
- Electric Christmas Parade – December 6

Earned Media Highlights – DECEMBER 2024

- Milwaukee Journal Sentinel | [Outdoor festivals, music, arts and more things to do in the Milwaukee area in winter 2025](#)
- World Atlas | [10 Most Relaxing Wisconsin Towns](#)
- World Atlas | [7 Charming Wisconsin Communities to Retire Around Milwaukee](#)
- GazetteXtra | [Lake Geneva Winterfest snow sculpting teams announced](#)
- World Atlas | [These 14 Towns in Wisconsin Were Ranked Among US Favorites in 2024](#)
- MadisonMom.com | [100+ Fun Things to Do with Kids in Madison](#)
- Up North News | [8 best places to get beer cheese soup in all of Wisconsin](#)
- TheKnot.com | [12 Restaurant Wedding Venues to Say I Do Across the United States](#)
- WTMJ Radio | Travel Wisconsin: [Winter Break Ideas](#)
- Indianapolis Monthly Magazine | [You Really Must Stay: Southeast Wisconsin has all the ingredients for a sparkling winter weekend](#)
- The Seattle Medium | [The Best Winter Destinations for Families](#)
- WTMJ Radio | [Travel Wisconsin: Gifting Travel](#)
- Yahoo.com | [10 Midwest vacation destinations for a great winter getaway](#)
- World Atlas | [8 of the Most Captivating Small Towns In Wisconsin](#)
- TMJ4 Milwaukee | [Dungeons & Dragons 50th Anniversary: How a room in Lake Geneva changed the fantasy world](#)
- Chicago Parent Magazine | [Family Getaways a Short Drive from Chicago for Every Season](#)
- Travelpulse.com | [The Best Winter Festivals in the USA](#)
- NBC Chicago | [Illinois streets among America's best for Christmas shopping](#)

Marketing Metrics – DECEMBER 2024

WEBSITE – VisitLakeGeneva.com

- Visitor Sessions – 143,351 (+17.0%) | YTD 1,678,336 (+6.1%)

- Pageviews – 391,021 (+17.4%) | **YTD 5,081,973 (+17.2%)**
- Users – 110,627 (+19.3%) | **YTD 1,290,709 (+6.4%)**
- Online Guide Visits – 1,123 | **YTD 54,251**

- **Top Pages**

1. Events	104,207 Pageviews
2. Home	39,654
3. Winterfest	20,214
4. Things to Do LG Holiday	18,782
5. Things to Do Winter Activities	10,622
6. Weddings	9,937
7. Things to Do	9,632
8. Events Christmas Parade	8,887
9. Events Events This Week	7,361
10. Food & Drink	5,162

- **Top Cities**

1. Chicago	35,961 Users
2. (not set)	6,923
3. Milwaukee	3,349
4. Minneapolis	2,192
5. Lake Geneva	1,787
6. Dallas	1,211
7. New York	1,208
8. Madison	887
9. Detroit	795
10. Kenosha	700

SOCIAL MEDIA

- Facebook – **73,215** Followers (+616 MoM) | Monthly Reach 1,276,752
- Instagram – **16,002** Followers (+368 MoM) | 104,854 Monthly Reach
- X – **3,510** Followers (+3 MoM) | 987 Monthly Impressions
- LinkedIn – **1,797** Followers (+8 MoM) | 1,893 Monthly Impressions
- TikTok – **2,040** Followers (+142 MoM) | 49,805 Monthly Views

EMAIL SUBSCRIBERS

- Subscribers – **52,701**
- Open Rate – 30.0%

VISITOR CENTER ACTIVITY

- Walk-ins – 404 (-20) | **15,944 YTD (+633)**
- Phone Calls – 125 (-24) | **YTD 3,123 (+196)**
- Emails – 479 (+120) | YTD 10,660 (-282)
- Visitors Guides Fulfilled – 428 (+105) | YTD 9,895 (-729)

HOTEL ACTIVITY – 2024 OCTOBER*

- 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%)

(*) Pending receipt of November data

Meetings & Events RFP Activity – DECEMBER 2024

RPF #	Total Attendees	Total Room Nights	Type	Properties Sourced	Event Date
1441	50	30	SMERF	Lake Lawn, Grand Geneva	June 2025
1442	120	142	Corporate	Lake Lawn, Grand Geneva, The Abbey, The Ridge, Geneva National	April 2026
1443	75	40	SMERF	Maxwell Mansion, The Cove , Grand Geneva, The Abbey, Lake Lawn, Geneva Inn	July 2025
1444	160	40	SMERF	LaRocque Farms, Lake Lawn, Grand Geneva, The Abbey	October 2025
1445	45	0	SMERF	Yerkes, Geneva Lake Museum , Grand Geneva, Dancing Horses Theatre, Tristan Crist Magic Theatre , Belfry Music Theatre	December 2026
1446	120	636	Corporate	Grand Geneva	June 2026
1447	20	68	Association	Abbey, Grand Geneva, Lake Lawn	June 2025
1448	60	120	Corporate	Grand Geneva	September 2025
1449	200	539	Corporate	Grand Geneva	September 2025
1450	65	145	Corporate	The Abbey, GN/Ridge, Grand Geneva, Lake Lawn, Bella Vista Suites , Delavan Lake Resort	October 2025
1451	150	316	Corporate	Grand Geneva, GN & Lodge of Geneva National	April 2026
11	1065	2076	December 2024 Totals		

Year-to-Date

- RFPs Distributed – **154 (+7.6% YoY)** | RFP Room Nights – 49,121 | RFP Attendees – 23,467

More...

- Visit Lake Geneva’s annual [Bundle Up Campaign](#) concluded December 30th. A total of 2,284 clothing items were collected and donated to Walworth County families through the Geneva Lakes YMCA and Circle of Friends.
- Two Geiger Media Tours are scheduled for 2025. New tour hosting meetings/convention and group tour publications June 2-5 and general/leisure media September 2-5.
- Winter commercial filming is scheduled for February. This is the third in VLG’s video series featuring Donald Driver.
- Visit Lake Geneva will be attending IPW 2025, an international media and travel buyer convention.
- The 2025 Lake Geneva Visitors Guide is complete and published online. Hard copy delivery by 1/16.



626 Geneva Street, Lake Geneva WI 53147 | 262.716.9529 | www.downtownlakegeneva.org

Executive Director's Report December & Year End Marketing Recap

Website & Social:

Looking at year end, downtownlakegeneva.org

Year to Date Pageviews: 109,027 +

Year to Date Site Sessions: 62,721 +61%

Unique Visitors: 47,951 +44%

Site Traffic Sources:

Events/Oktoberfest: 25,342 (new page)

Events/murals: 17,1176 (new page)

/homepage: 14,342 +46%

/winewalk: 6,531 -17%

/shop: 5,991 +16%

Site Session Sources:

Google (Organic Search): 15,303 +35%

Facebook: 13,772 +17%

Direct: 11,578 +50%

Visitlakegeneva (referral): 9,375 +453%

Google (paid): 7,004 +222%



Websites traffic has grown significantly over the last year with high visibility on Oktoberfest and Murals in Motion. In addition to the /events/murals page...it's associated pages gained another 13,493 site sessions for web traffic. Most of promotional budget was increased for these two events and APG's

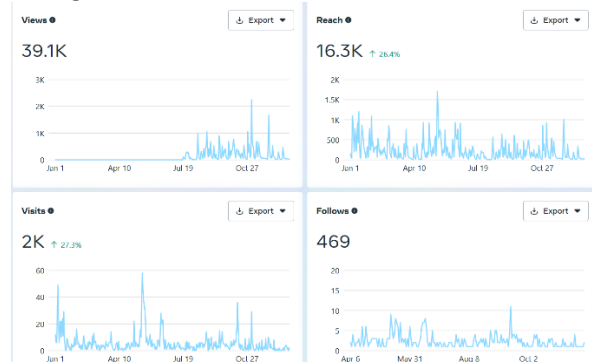
media buy saw +222% traffic increase. Organically developed marketing campaigns such as Maxwell Street Days and Downtown Holidays saw modest increase of +16.8% and /shop page organically increased its pageviews by +16% indicating opportunity of promotional enhancement in 2025.

Our Increases on Socials Read As Follows:

Facebook:



Instagram:



Again, this data shows bigger spikes in paid campaigns sponsored by Tourism Commission for events. However, Interview with a Local which is fully organic has been a top performing post month over month with exception to August. Looking at the Marketing Plan into 2025, BID will be considering some of it's \$24,000 marketing budget on evergreen ad purchases to seek more traffic. Also considering a small bid co-op program for its website. Promotions on social in December have been focused on Holidays, recent event and business shares, visits with Santa. We also utilized radio ads this month for Shop Small Weekend and holidays in Lake Geneva promotions.

	JAN	FEB	MAR	APR	MAY	JUN	AUG	SEP	OCT	NOV	DEC
Mobile	871	1136	1443	3940	9138	2806	4589	7050	14805	1248	643
Desktop	443	423	506	903	2306	710	1244	1819	2546	438	263
Tablet	33	32	44	105	416	57	106	166	308	15	9
Pageviews	2094	2441	3265	8292	20829	5927	11028	13244	17656	3987	1697
Users	1347	1591	2027	4948	9410	3573	5939	9032	13681	1381	915
New Visitors	995	1252	1545	4221	8800	3015	4862	7527	12497	1240	815
Avg Time on site	4m16s	3m16s	5m20s	3m14s	3m31s	2m14s	3m13s	3m37s	3m58s	3m12s	2m41s
	JAN	FEB	MAR	APR	MAY	JUN	AUG	SEP	OCT	NOV	DEC
FACEBOOK											

Followers	10863	11,196	11,503	11687	11705	11785	11941	12,121	20330	17732	17611
MoM Change	306	333	307	184	18	80	156	180	8209	-1750	-121
Reach	84,195	97,238	93,200	81510	175,993	33546	34,253	46,636	72492	39090	34671
Post Engagement	21,094	15,427	16,671	12432	64,460	6773	6,542	9,168	16648	11713	2715
INSTAGRAM											
Followers	2980	2998	3034	3071	3160	3216	3270	3326	3345	3356	3373
MoM Change	49	18	36	37	89	56	54	56	21	11	17
Reach	2811	2196	1811	2187	4541	4180	2,207	7271	10345	10546	3528
Engagement	526	396	249	200	621	425	278	394	585	444	234
TIKTOK											
Followers	-	188	252	305	675	690	860	928	1001	-	994
MoM Change	-	32	64	53	370	15	170	68	77	-	-6
Video Views	-	3,545	2556	2876	145,000	2761	1581	487	1460	-	457
Engagement	-	114	122	61	8863	101	136	45	56	-	16

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.
 - Businesses preferred Fall Wine Walk Sales over Spring Wine Walk (attendance was 24% higher in Fall).
 - Guest feedback was positive for enjoying in store sales, wine selections, with the request for more substantial food at a couple locations.
 - Further guest feedback indicated on good wine varietal 11 percent requesting more white wine options (Fall is heavier on reds/Spring on whites/rose).
- 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
- Shop Small Weekend Performance Survey was participated by 14% of business district: Foot Traffic was increased on Black Friday. Shop Small Saturday seemed to have a slight foot traffic decrease.
Sales were stagnant over the entire weekend for most, however some indicated larger sales over Saturday.
Average purchase spends were \$100.00
Average busy hours were from 1-3pm
- Additional feedback is that it seems to be a national trend for decrease in participation of Shop Small Weekend, citing cyber month long deals. Economic hardship was not indicated, but weather was also a factor as the weekend had negative degree windchills.
- 97% were satisfied with the event promotion of the Tree Lighting and Window Decorating Contest, however 1 business indicated the desire for the event to be moved to a different date over concern of taking shoppers away from downtown at 5pm ceremony time.

In 2025, we are considering enhancing with a small ticketed event, perhaps a sweet stroll and private shopping hour. Also examining ways to enhance the tree lighting ceremony for families to stay downtown.

- 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.
 - Library guessed at 105 visitors to see Santa. Lines were full at the 6pm hour but traffic flow was fast. About 15% of visitors stayed and checked out books and average stay time was about 35 minutes.
 - O2 Lounge estimated at 75 guests in attendance. Saw a 11% increase in sales and said that if they were to participate again, they would offer coupons for future visits.
 - The Bottle Shop estimated nearly 170 guests. Lines were full right at 5pm. Tapered a bit at 6pm. Offered cookies and hot cocoa for guests.

For 2025, we want to add a mobile backdrop and additional selfie station for during the visits. Plus a holiday passport for attendees.

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. For 2025 also will be creating an RFP for additional lighting on Main Street based on rooftops.
- ii. Benches – Sample refinish bench purchase made. Met with City’s Mayor to discuss RFP for park benches throughout city and bid district. Cataloging inventory in both spaces and partnership potential for cost. Funds from Beautification Committee are not applicable as

- their conditional use cannot be for maintenance projects. Mayor will be assisting with RFP requirements to offer expertise in wood refinishing.
- iii. Call for Committees taking place for 2025 with focus on lighting, seasonal enhancements, business co-op opportunities for services such as snow removal, sidewalk powerwashing, and uniformed main street lights. Implementation of individual projects still to TBD as this will be initial research and development of plan phase.

Business Communications, Organization & General Marketing:

264 BRV totals. 5 digital surveys sent out this year to businesses with average of 21% participation. 4 separate walking visits catered to survey input on post event feedback and programming specifically. Non accounted for visits include Wine Walk and Oktoberfest checkins during event, and signage drop offs for various programming. Met with owner of Something Sweet to discuss transition into downtown from previous location which inspired a series of business asks of what unique opportunity are we missing...overwhelming consensus is need for perception of local investment in stores. Needing to considering PR strategy for shop by a local.

- i. Main Street Resource Team visit being planned for February 2025. 11-13th. Anticipated agenda to be finalized pending City approvals but is listed as following:
 - Tuesday, February 11:**
 - Special Board of Directors Meeting at Harbor Shores 9am
 - Meet with staff, exec officers, and tour downtown: 10:30
 - City Visit with Administration and Department Heads 1:00
 - City Committee Planning Session with focus on strategy for Hwy 50 resurfacing project 1:30-3:00
 - Historic Preservation Committee meeting 6:30pm
 - Wednesday, February 12:**
 - BID Connects: Merchant Meeting 8-10:00am Inspired Coffee
 - VISIT Lake Geneva: TBD
 - Tourism Commission: TBD
 - Thursday, February 13**
 - Results Presentation lunch and learn at The Bottle Shop 12pm
- ii. BID taking inventory of available spaces for rent and looking for a committee investment in economic vitality programming. To meet in January.
- iii. BID resolution created to install a permanent mill rate for BID assessment as previous method was adjusted in 2018.
- iv. BID Expansion Informational Sessions will start taking place February 2025.
- v. Main Street Shop Small Campaign from WEDC kicked off in Lake Geneva. Alexandria Binanti hosted Deputy Secretary Sam Ridders at 5 locations to discuss business history with owners, shop, and take photos for its marketing campaign launched now.
- vi. Main Street reporting started but backlogged. Had previous software issues with our account as Alexandria Binanti was a previous account holder in other communities. IT is working on fixing CRM for access and reports will start to be generated February 2025.
- vii. Placer.ai data software is purchased and undergoing some training for post event data for future reports.

**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	144,090.97	-	144,090.97
November			-
December			-
	<u>1,383,263.38</u>	<u>583,830.72</u>	<u>1,967,094.10</u>

2024

	Room Tax Regular	Room Tax Marketplace	Net Totals
January	46,345.11	15.52	46,360.63
February	66,449.53	43.29	66,492.82
March	84,536.65	172,059.59	256,596.24
April	63,357.72	20.09	63,377.81
May	106,782.84	118.54	106,901.38
June	225,867.09	189,668.55	415,535.64
July	278,306.46	169.25	278,475.71
August	248,280.43	178.73	248,459.16
September	192,333.93	229,206.50	421,540.43
October	121,887.37	75.05	121,962.42
November			-
December			-
	<u>1,434,147.13</u>	<u>591,555.11</u>	<u>2,025,702.24</u>

Variance 58,608.14

Note: Marketplace Providers now pay on a quarterly basis

CITY OF LAKE GENEVA
BALANCE SHEET
OCTOBER 31, 2024

FUND 47 - TOURISM

ASSETS

47-00-00-11111	FUND CASH	1,254,679.12	
	TOTAL ASSETS		1,254,679.12

LIABILITIES AND EQUITY

FUND EQUITY

47-00-00-34800	RESTRICTED FUND BALANCE	907,882.50	
	REVENUES OVER EXPENDITURES - YTD	346,796.62	
	TOTAL FUND EQUITY		1,254,679.12
	TOTAL LIABILITIES & EQUITY		1,254,679.12

2024 Tourism Grant Commitments

Meetings	Events	Amount committed	Vendor	Date of Event	Paid to Date	Remaining Balance	PAID
2023-Meetings							
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
	Oktoberfest	22,450.00	BID	October 12-13, 2024	-	\$ 22,450.00	
	Abominable Trail Race	3,000.00	ASR Events, LLC	16-Nov-24	-	\$ 3,000.00	
	Abominable Snow Race	10,000.00	ASR Events, LLC	January 25, 2025	-	\$ 10,000.00	
	The Balloon Adventure	40,000.00	Santa Cause, Inc.	March 6-16, 2025	-	\$ 40,000.00	
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	
December	Downtown Ice Sculpture Walk	17,560.00	VISIT Lake Geneva	Jan 30-Feb 2, 2025		\$ 17,560.00	
	The World's Tallest Glass Tree	50,000.00	Mackglass Community	December 6-15, 2024		\$ 50,000.00	

Account Number	Account Title	2024-24 Current year Actual	2024-24 Current year Budget	Variance Current year	% of Budget
TOURISM					
TOURISM					
TOURISM					
47-00-00-41210	ROOM TAX	1,417,991.57	1,400,000.00	465,699.66-	142.34
47-00-00-46100	TOURISM MISC REVENUE	.00	.00	.00	.00
47-00-00-48110	INTEREST INCOME	41,810.18	10,000.00	31,623.82-	3,262.38
47-00-00-49350	TRANSFER FROM GENERAL FUND	.00	.00	.00	.00
Total TOURISM:		1,459,801.75	1,410,000.00	497,323.48-	145.17
TOURISM					
47-00-00-57100	HOTEL/MOTEL ASSN-CHAM OF COM	673,672.93	680,000.00	217,849.83-	140.34
47-00-00-57210	EVENTS COORDINATOR	.00	.00	94.01-	100.29
47-00-00-57212	EVENTS COORDINATOR-RIVIERA	70,000.08	70,000.00	94.01-	100.29
Total TOURISM:		743,673.01	750,000.00	218,037.85-	136.02
Total TOURISM:		2,203,474.76	2,160,000.00	715,361.33-	141.92
DEPARTMENT: 70					
PROGRAM: 00					
47-70-00-57150	PROMOTIONAL GRANT	301,647.21	150,000.00	63,914.57-	142.61
47-70-00-57155	TOURISM MUNICIPAL DEVELOPMENT	19,628.33	271,425.00	30,309.17	39.38
47-70-00-59500	TRANSFER TO LAKEFRONT FUND	.00	.00	.00	.00
47-70-00-59600	TRANSFER TO DEBT SERVICE FUND	238,575.00	238,575.00	8,575.00	94.88
Total PROGRAM: 00:		559,850.54	660,000.00	25,030.40-	106.81
Total DEPARTMENT: 70:		559,850.54	660,000.00	25,030.40-	106.81
TOURISM Revenue Total:		1,459,801.75	1,410,000.00	497,323.48-	145.17
TOURISM Expenditure Total:		1,303,523.55	1,410,000.00	243,068.25-	124.99
Net Total TOURISM:		156,278.20	.00	254,255.23-	298.13
Net Grand Totals:		156,278.20	.00	254,255.23-	298.13

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
FUND CASH			09/30/2024 (09/24) Balance	47-00-00-11111			1,322,848.99
11/30/2024	CA	7	Cash Allocation - Created: 11/01/24 10:54 AM		325,382.20		
11/30/2024	CA	18	Cash Allocation - Created: 11/07/24 1:34 PM		3,290.31		
10/31/2024	CA	39	Cash Allocation - Created: 12/13/24 4:22 PM			328,672.51-	
11/30/2024	CA	53	Cash Allocation - Created: 12/13/24 5:00 PM			168,524.44-	
10/31/2024	CA	66	Cash Allocation - Created: 01/03/25 10:32 AM		168,524.44		
10/31/2024	CA-CD	7	CDA Fund Allocation - Created: 01/03/25 10:31			168,524.44-	
10/31/2024	CA-JE	7	JE Fund Allocation - Created: 12/13/24 4:21 PM		3,290.31		
10/31/2024	CA-JE	12	JE Fund Allocation - Created: 01/06/25 12:23 P		97,064.26		
			10/31/2024 (10/24) Period Totals and Balance		597,551.52 *	665,721.39- *	1,254,679.12
RESTRICTED FUND BALANCE			09/30/2024 (09/24) Balance	47-00-00-34800			907,882.50-
			10/31/2024 (10/24) Period Totals and Balance		.00 *	.00 *	907,882.50-
ROOM TAX			09/30/2024 (09/24) Balance	47-00-00-41210			1,320,927.31-
10/31/2024	JE	32	TRANSFER ROOM TAX TO TOURISM FUND-			48,532.13-	
10/31/2024	JE	32	TRANSFER ROOM TAX TO TOURISM FUND-			48,532.13-	
			10/31/2024 (10/24) Period Totals and Balance		.00 *	97,064.26- *	1,417,991.57-
YTD Encumbrance	.00	YTD Actual	-1,417,991.57 Total	-1,417,991.57 YTD Budget	-1,400,000.00 Unearned	(17,991.57)	
INTEREST INCOME			09/30/2024 (09/24) Balance	47-00-00-48110			34,355.57-
10/31/2024	JE	23	REC OCT LGIP ACTIVITY			3,290.31-	
			10/31/2024 (10/24) Period Totals and Balance		.00 *	3,290.31- *	37,645.88-
YTD Encumbrance	.00	YTD Actual	-37,645.88 Total	-37,645.88 YTD Budget	-10,000.00 Unearned	(27,645.88)	
HOTEL/MOTEL ASSN-CHAM OF COMM			09/30/2024 (09/24) Balance	47-00-00-57100			430,434.46
10/03/2024	AP	123	LAKE GENEVA CONVENTION		86,814.70		
			**Desc: AUG 2024 SHARE OF ROOM TAX				
			10/31/2024 (10/24) Period Totals and Balance		86,814.70 *	.00 *	517,249.16
YTD Encumbrance	.00	YTD Actual	517,249.16 Total	517,249.16 YTD Budget	680,000.00 Unexpended	162,750.84	
EVENTS COORDINATOR-RIVIERA			09/30/2024 (09/24) Balance	47-00-00-57212			52,500.06
11/01/2024	AP	777	JONES, HEATHER		5,833.34		
			**Desc: RIVIERA EVENTS COORDINATOR-NOV 2024				
			10/31/2024 (10/24) Period Totals and Balance		5,833.34 *	.00 *	58,333.40
YTD Encumbrance	.00	YTD Actual	58,333.40 Total	58,333.40 YTD Budget	70,000.00 Unexpended	11,666.60	
PROMOTIONAL GRANT			09/30/2024 (09/24) Balance	47-70-00-57150			222,445.29
09/26/2024	AP	46	APG OF SOUTHERN WISCONSIN		15,000.00		
			**Desc: TOURISM GRANT-TACO FEST 2024				
10/09/2024	AP	340	LAKE GENEVA JAYCEES		45,421.79		
			**Desc: TOURISM GRANT REIMB-VENETIAN FEST				
			10/31/2024 (10/24) Period Totals and Balance		60,421.79 *	.00 *	282,867.08
YTD Encumbrance	.00	YTD Actual	282,867.08 Total	282,867.08 YTD Budget	150,000.00 Unexpended	(132,867.08)	

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
TOURISM MUNICIPAL DEVELOPMENT			09/30/2024 (09/24) Balance	47-70-00-57155			11,696.21
10/14/2024	AP	596	CHARTER COMMUNICATIONS		119.98		
			**Desc: INTERNET SVC OCT 2024				
			10/31/2024 (10/24) Period Totals and Balance		119.98 *	.00 *	11,816.19
YTD Encumbrance	.00	YTD Actual	11,816.19 Total	11,816.19 YTD Budget	271,425.00 Unexpended	259,608.81	
Number of Transactions: 16 Number of Accounts: 8					Debit	Credit	Proof
Total TOURISM:					750,741.33	766,075.96-	15,334.63-
Number of Transactions: 16 Number of Accounts: 8					Debit	Credit	Proof
Grand Totals:					750,741.33	766,075.96-	15,334.63-

Report Criteria:

Actual Amounts
Only Accounts With Balances
Summarize Payroll Detail
Print Period Totals
Print Grand Totals
Include Only Description Comments
Page and Total by FUND
All Segments Tested for Total Breaks
[Report].Account Number = "47000011111"- "47700059500"

City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

Revised June 2023

Date Submitted: 1/6/25

Organization: The Riviera Ballroom

Contact Person: Heather Jones

Phone Number: 262. 344. 8246

Street Address: 812 Wrigley Dr.

City, State, Zip: Lake Geneva, WI 53147

Email Address: lakegenevariviera@gmail.com

Name of Event: Fall 2025 + Winter 2026 Proms

Date(s) of Event: Oct 15, 2025 - April 1, 2026

Deadline for receipt submittal to the City (45 days after event ending): April 30, 2026

Location of Event: The Riviera Ballroom

Type of Event: Meetings, weddings + other social events
(Festival, Cultural, Convention, Tour, Sporting, Other)

Estimated Number of Attendees: 1BD

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

Yes, approved for 2023/2024 + 2024/2025

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

The Riviera Ballroom

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 N/A

Estimated Number of Overnight Stays: 120 or more

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.

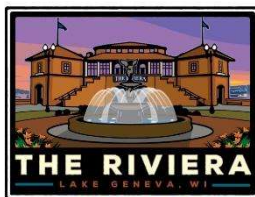
Grant Amount Requested: IBD - Based on number of qualified events

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



Riviera Ballroom 2025 Fall & 2026 Winter Event Promo

This promotion offers targeted groups 25% off their Riviera rental fee if they book a **minimum** of 30 room nights at a City of Lake Geneva hotel between October 15th 2025 – April 1st 2026. The grant money requested will pay the 25% difference for each group that books to the City of Lake Geneva to ensure the city collects their standard rental fee in full. Because the average size of events at The Riviera is approximately 200 guests, it is likely that the groups will book closer to 40+ room nights.

The grant money requested will only be used when a group has committed to contracting a minimum of 30 room nights at a City of Lake Geneva hotel, so if no groups take advantage of the offer, none of the grant money will be used. The goal is to book at least 4 events with this promotion. The grant amount total is based on booking events with the highest rental fee option; however, it is likely that we will book a few events at a lower rental fee thus reducing the amount of grant money required or allowing us to book additional groups.

Examples:

Event Rental Fee (Corporate weekday event): \$1,250

Client pays \$937.50 to city & commits to 30+ overnight stays at a City of Lake Geneva hotel

Grant amount used for this event: **\$312.50** (\$1,250 x 30%)

Event Rental Fee (2025 Saturday off-peak): \$5,800

Client pays \$4,350 to city & commits to 30+ overnight stays at a City of Lake Geneva hotel

Grant Amount used for this event: **\$1,450** (\$5,800 x 30%)

Post-Event Grant Payout:

After April 1st, 2026, proof of discounted room rentals and amounts will be presented to the Tourism Commission along with the grant evaluation. Grant funds would then be paid at the conclusion of the promotion by the Tourism Commission to the City of Lake Geneva.

Marketing

Heather will create a flyer to be available on The Riviera Ballroom website, as well as provided to all inquiries.

We will run 4 email/online campaigns to target potential clients and generate awareness of the promotion: Chicago Style Weddings Social Media Campaign, Visit Lake Geneva Carousel Ad, Storefront Promotion on The Knot & follow-up emails booking incentive.

The grant money WILL NOT be used to pay for the marketing efforts tied to this promotion.

2024 Worlds Tallest Glass Tree

Expense Account Brief Explanation

Social Media Content Creation \$ 10,500.00

design \$ 1,500.00

Misc promo/branding \$ 1,500.00

Print Media: Signage/banners, free tickets, direct mailer,
posters rack cards \$ 18,000.00

Social Media Celebrity Rate \$ 3,000.00

Radio Marketing WLKG ,WGN, \$ 3,500.00

Free Shuttle Service from LG Hotels
to Yerkes for two weekends \$12,000.00

Total: \$ 50,000.00

Approved \$38,000.00

Thank you.

Rob

CITY OF LAKE GENEVA TOURISM COMMISSION



TOURISM PROMOTION GRANT INFORMATIONAL GUIDE

Revised June 2023

I. INTRODUCTION:

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

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

II. ELIGIBLE APPLICANTS:

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

Applicants must also state:

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

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

III. APPLICATION PROCEDURES:

Applications are due and shall be submitted one week prior to the Tourism Commission meeting. See City of Lake Geneva website calendar for Tourism Commission meeting dates.

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

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

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

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

IV. APPROVAL PROCEDURES:

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

V. EVENT EXPENSE REIMBURSEMENT PROCEDURES:

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

City of Lake Geneva Tourism Commission
Tourism Promotion Grant Application

Revised June 2023

Date Submitted: 8/21/2024

Organization: Downtown Lake Geneva Business Improvement District

Contact Person: Alexandria Binanti

Phone Number: 262-716-9529

Street Address: 10711 252nd Court #146

City, State, Zip: Trevor, WI, 53179

Email Address: director@downtownlakegeneva.org

Name of Event: Lake Geneva's Annual Oktoberfest

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

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

Location of Event: Broad and Geneva Streets

Type of Event: Cultural Festival

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

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

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

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

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

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

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

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

Annual Event (Yes/No): Yes

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

Grant Amount Requested: \$22,450.00

Provide as attachment the following:

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

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

Please send the completed application with required additional information, one week prior to meeting, to cityadmin@cityoflakegeneva.gov

Important points for your grant presentation at Tourism Commission:

Revised September, 2021

- Please verify permitting requirements with the City of Lake Geneva *Tourism Grant Applications will not be considered until any required permits or approvals by the City Council are obtained.
- Please be prepared to address the items outlined on page four of this packet when presenting to the Tourism Commission.
- If you are going to bring printed materials to the meeting as part of your presentation; bring seven (7) copies, so all members of the Tourism Commission and the meeting recorder will have copies.
- Presentations should not last more than ten (10) minutes. Additional time is reserved for members of the Tourism Commission to ask questions of the applicant.
- If you intend to present any digital materials to the Commission, you must provide those to the City Administrator one week prior to the meeting.

Important points before submitting your invoices to the Tourism Commission for reimbursement:

Revised September, 2021

- All reimbursable expenses must be listed on the attached Reimbursement Form and submitted to the City Administrator at one time
- All reimbursable expenses must be submitted to the City no later than forty-five (45) consecutive days after the event; not business days
- All expenses to be reimbursed must have an actual receipt included
- All reimbursable receipts must be marked “paid” by the vendor
- You must use the Tourism Commission Reimbursement Form provide. The form must correlate exactly with the individual receipts that are attached.
- Reimbursement forms need to include the Grant Evaluation Form before grant funds will be released.

Under no circumstances will the Tourism Commission reimburse invoices submitted which exceed the amount approved.

City of Lake Geneva Tourism Commission Reimbursement Form

Revised September, 2021

Name: Alexandria Binanti

Organization Name: Downtown Lake Geneva

Payment made Payable to: Lake Geneva BID

Remittance Address: 626 Geneva Street Lake Geneva WI 53147

Contact Phone #: 262-716-9529 Email: director@downtownlakegeneva.org

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

<u>Invoice Date</u>	<u>Invoice #</u>	<u>Vendor Name</u>	<u>Purchase Description</u>	<u>Purchase Amount</u>	<u>Date Paid</u>
10/23	39511	APG	Digital ads and commercial	13,000.00	11/14
		WGN	radio ads	3950.00	
		VISIT	October billing	350.00	12/2
		96.1	Lake Geneva Ads & Social	500.00	12/2
		96.1	remaining balance	1660.00	
		VISIT	Sept Billing	800.00	
		Alexandria Binanti	Internal Facebook and instagram	225.00	10/30
		Jessica Salgado	Oktoberfest Graphics	1250.00	
		Evan Knutson	oktoberfest in house marketing	250.00	
		via payment from Alexandria Binanti			

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: Alexandria Binanti Date: 12/2/2024
Name of Organization: Downtown Lake Geneva
Email: director@downtownlakegeneva.org Phone: 262-716-9529

Provide a final media synopsis that includes the following information

a. Number of customer responses generated from type of media utilized: See attached presentation of media usage from APG. From in house marketing, had a reach of 32,490 in Chicago and Milwaukee Markets. VISIT Lake Geneva was top 3rd link clickthrus on website analytics and e-newsletters from VISIT Lake Geneva reached 71.3%.

b. What media did you use in your use in your campaign? Digital marketing banner ads, commercials, 3 different e-newsletters, print media and signage throughout downtown and visitor centers in Kenosha, Madison, and Lake Geneva. Radio ads for Chicagoland. Print Article in Madison Market picked up in various publications.

c. What were your target markets? Chicago and Suburbs, Madison second largest and then Milwaukee/Kenosha

2. In your grant application you listed estimated number of attendees. What were your actual results?

47k visitors in downtown; 13.6k unique visitors in Oktoberfest grounds spending average of 53 minutes at event

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.

Based on placer ai data estimate that 211 room nights were booked that attended Oktoberfest.

4. Provide an income and expense statement to include actual paid receipts.

Attached.

Date		Check		Amount		Description		Balance	
						Salgado			
05/03/2024	Check	2603	Alexandria Binanti	Adobe	11000 Town Bank-Cking	10.54	5,636.56		
05/03/2024	Check	2604	Jessica Alethea Smale	Marketing/Website-May 2024	11000 Town Bank-Cking	1,250.00	6,886.56		
						Salgado			
06/13/2024	Check	2623	Jessica Alethea Smale	Marketing/Website-June 2024	11000 Town Bank-Cking	1,250.00	8,136.56		
						Salgado			
06/13/2024	Check	2626	Copies & Prints Plus LLC	Misc. Printing	11000 Town Bank-Cking	259.19	8,395.75		
06/13/2024	Check	2621	Alexandria Binanti	Adobe	11000 Town Bank-Cking	10.54	8,406.29		
07/17/2024	Check	2636	Jessica Alethea Smale	Visme-Graphic Design Subscription	11000 Town Bank-Cking	0.00	8,406.29		
						Salgado			
07/17/2024	Check	2635	Alexandria Binanti	Adobe Subscription	11000 Town Bank-Cking	10.54	8,416.83		
07/17/2024	Check	2636	Jessica Alethea Smale	Marketing/Website-July 2024	11000 Town Bank-Cking	0.00	8,416.83		
						Salgado			
08/20/2024	Check	2642	Alexandria Binanti	Amazon-Lemonade Crawl supplies	11000 Town Bank-Cking	63.27	8,480.10		
08/20/2024	Check	2642	Alexandria Binanti	Adobe Subscription	11000 Town Bank-Cking	10.54	8,490.64		
08/20/2024	Check	2641	Jessica Alethea Smale	Inv# 10824 Marketing/website Aug 2024	11000 Town Bank-Cking	1,250.00	9,740.64		
						Salgado			
08/20/2024	Check	2642	Alexandria Binanti	Tote Bags-Lemonade Crawl	11000 Town Bank-Cking	370.00	10,110.64		
08/26/2024	Check	2643	Jessica Alethea Smale	Visme (Graphic Design Subscription)	11000 Town Bank-Cking	58.00	10,168.64		
						Salgado			
08/26/2024	Check	2643	Jessica Alethea Smale	Marketing/Website-July 2024 reissued	11000 Town Bank-Cking	1,250.00	11,418.64		
						Salgado			
09/10/2024	Check	2645	Alexandria Binanti	Main Street Awards Dinner	11000 Town Bank-Cking	160.00	11,578.64		
						Reimbursement			
09/10/2024	Check	2649	Copies & Prints Plus LLC	Inv# 341322	11000 Town Bank-Cking	34.55	11,613.19		
09/10/2024	Check	2649	Copies & Prints Plus LLC	Inv# 341201	11000 Town Bank-Cking	45.00	11,658.19		
09/10/2024	Check	2646	Jessica Alethea Smale	Marketing/Website-September 2024	11000 Town Bank-Cking	1,250.00	12,908.19		
						Salgado			
09/10/2024	Check	2645	Alexandria Binanti	A Paquin-Maxwell Street Music	11000 Town Bank-Cking	100.00	13,008.19		
09/10/2024	Check	2645	Alexandria Binanti	Adobe	11000 Town Bank-Cking	10.54	13,018.73		
10/03/2024	Check	2653	Alexandria Binanti	Adobe	11000 Town Bank-Cking	10.54	13,029.27		
10/03/2024	Check	2653	Alexandria Binanti	Main Street-Meal for training	11000 Town Bank-Cking	66.03	13,095.30		
10/03/2024	Check	2653	Alexandria Binanti	Mileage reimbursement-Training 88 miles	11000 Town Bank-Cking	58.96	13,154.26		
10/03/2024	Check	2656	Copies & Prints Plus LLC	Invoice #341692 Color Copies	11000 Town Bank-Cking	82.00	13,236.26		

January 1 - November 18, 2024

DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	SPLIT	AMOUNT	BALANCE
10/09/2024	Check	2666	John McLaughlin	Pieptone-Oktoberfest Band	11000 Town Bank-Cking	150.00	14,427.73
10/09/2024	Check	2667	Daniel Ornduff	Pieptone-Oktoberfest Band	11000 Town Bank-Cking	150.00	14,577.73
10/09/2024	Check	2668	Robert Trapp	Oktoberfest Band	11000 Town Bank-Cking	600.00	15,177.73
10/11/2024	Check	2669	Scott Menefee	Bill's Little Big Band-Oktoberfest	11000 Town Bank-Cking	750.00	15,927.73
11/03/2024	Check	2670	Alexandria Binanti	Unhitched Dumpster-2	11000 Town Bank-Cking	469.20	16,396.93
11/03/2024	Check	2670	Alexandria Binanti	National Construction	11000 Town Bank-Cking	2,881.26	19,278.19
11/03/2024	Check	2670	Alexandria Binanti	Unhitched Dumpster-1	11000 Town Bank-Cking	367.20	19,645.39
11/03/2024	Check	2670	Alexandria Binanti	Facebook ads	11000 Town Bank-Cking	234.00	19,879.39
11/03/2024	Check	2674	Pat's Services Inc	Porta Potties-Oktoberfest	11000 Town Bank-Cking	2,500.00	22,379.39
11/03/2024	Check	2672	WGN-AM	Oktoberfest Advertising	11000 Town Bank-Cking	1,975.00	24,354.39
11/03/2024	Check	2670	Alexandria Binanti	Labor Stipend-balance	11000 Town Bank-Cking	1,456.38	25,810.77
11/03/2024	Check	2670	Alexandria Binanti	DIY Outlet	11000 Town Bank-Cking	527.49	26,338.26
11/03/2024	Check	2675	Underground Sound Jazz	Oktoberfest Band	11000 Town Bank-Cking	850.00	27,188.26
11/03/2024	Check	2673	WLKG 96.1	Oktoberfest Advertising	11000 Town Bank-Cking	530.07	27,718.33
11/07/2024	Check	2678	Jessica Alethea Smale Salgado	iPad for Oktoberfest CC Processing	11000 Town Bank-Cking	210.99	27,929.32
11/07/2024	Check	2678	Jessica Alethea Smale Salgado	Walmart-supplies	11000 Town Bank-Cking	27.00	27,956.32
11/07/2024	Check	2678	Jessica Alethea Smale Salgado	Double Tree-First Aid kit supplies	11000 Town Bank-Cking	14.51	27,970.83
11/07/2024	Check	2679	APG of Southern Wisconsin	Oktoberfest Advertising	11000 Town Bank-Cking	13,000.00	40,970.83
11/07/2024	Check	2678	Jessica Alethea Smale Salgado	Chalking-Oktoberfest setup	11000 Town Bank-Cking	21.09	40,991.92
11/07/2024	Check	2678	Jessica Alethea Smale Salgado	Home Depot-supplies	11000 Town Bank-Cking	205.42	41,197.34
11/07/2024	Check	2676	Alexandria Binanti	Oktoberfest -Temp operator license	11000 Town Bank-Cking	15.00	41,212.34
11/07/2024	Check	2678	Jessica Alethea Smale Salgado	Venmo to Joseph Reeves-Videographer	11000 Town Bank-Cking	250.00	41,462.34
11/07/2024	Check	2677	CJW Inc	Oktoberfest-Beer, etc.	11000 Town Bank-Cking	11,010.30	52,472.64
11/07/2024	Check	2676	Alexandria Binanti	Meyer Family Farm-pumpkins, straw	11000 Town Bank-Cking	1,210.25	53,682.89

Select a filter...



Ad accounts WhatsApp Business accounts

Ad account **Alexandria Binanti (653927509193117)** Current balance **\$0.00** [Pay now](#)

Transactions Search by transaction ID... Sep 1, 2024 - Oct 31, 2024

[Download](#)

Transaction ID	Date	Amount	Payment method	Payment status	Action
8806063186173438-8701882503258168	Oct 30, 2024	\$9.80	MasterCard · 918C VZSNWDYEE2	Paid	
8474413596005065-8587710608008692	Oct 12, 2024	\$175.00	MasterCard · 918C JG6XVCYEE2	Paid	
8413047855474976-8503826613063761	Sep 30, 2024	\$50.00	MasterCard · 918C YWWRVBYEE2	Paid	





Payment receipt

You paid \$800.00

to Visit Lake Geneva on 12/2/2024

Invoice no.	7084
Invoice amount	\$800.00
Total	\$800.00

Status	Paid
Payment method	Credit Card
Authorization ID	MQ0250823067

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



Payment receipt

You paid \$350.00

to Visit Lake Geneva on 12/2/2024

Invoice no.	7064
Invoice amount	\$350.00
Total	\$350.00

Status	Paid
Payment method	Credit Card
Authorization ID	MQ0250806347

Thank you



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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



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

WLKG-FM Statement of Account

Account ID: 0550
Statement Date: 12/2/2024
Account Rep: Tessa August

Please Pay This Amount \$0.00

Amount Paid: _____

DOWNTOWN LAKE GENEVA
C/O ALEXANDRIA BINANTI
10711 252ND COURT #146
TREVOR, WI 53179

TERMS: NET 15 DAYS

Sponsor: Downtown Lake Geneva

Page 1

Reference	Date	Type	Description	Amount	Balance
24090001.03	9/1/2024	FIN	+WLKG-FM Finance Charge 7/31/2024-9/1/2024 Ba	16.27	
24110018	11/7/2024	PMT	-Payment Check 2673 on Inv 24090001.03 Downto	-16.27	0.00
24090083	9/30/2024	INV	Invoice: WLKG-FM 0550-012 2pm Weekend Weath	500.00	
			[1-Package Billing / 1-Weekend Weather Sponsorshi		
24110018	11/7/2024	PMT	-Payment Check 2673 on Inv 24090083 Downtown	-500.00	0.00
24100001.01	10/1/2024	FIN	+WLKG-FM Finance Charge 9/2/2024-10/1/2024 Ba	30.07	
24100015	10/7/2024	PMT	-Payment Check 2660 on Inv 24100001.01 Downto	-16.27	
24110018	11/7/2024	PMT	-Payment Check 2673 on Inv 24100001.01 Downto	-13.80	0.00
24100079	10/31/2024	INV	Invoice: WLKG-FM 0550-012 2pm Weekend Weath	1,100.00	
			[2-Emceeing Dog Races / 1-Package Billing / 1-Wee		
24120015	12/2/2024	PMT	-Payment Credit Card DISC ***9358 on Inv 2410007	-1,100.00	0.00
24110014.03	11/1/2024	FIN	+WLKG-FM Finance Charge 10/2/2024-11/1/2024 B	16.21	
24120014	12/2/2024	CR	-Credit Adjustment	-16.21	0.00
24110071	11/30/2024	INV	Invoice: WLKG-FM 0550-013 November 2024	520.00	
			[1-Package Billing / 30-:30 Spots]		
24120014	12/2/2024	CR	-Credit Adjustment	-20.00	
24120015	12/2/2024	PMT	-Payment Credit Card DISC ***9358 on Inv 2411007	-500.00	0.00
24120012.01	12/1/2024	FIN	+WLKG-FM Finance Charge 11/2/2024-12/1/2024 B	33.03	
24120014	12/2/2024	CR	-Credit Adjustment	-33.03	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

