



## **LAKE GENEVA TOURISM COMMISSION**

Monday, February 10, 2025 - 4:00 PM  
Lake Geneva City Hall; Council Chambers

### **Members:**

Chairperson Brian Waspi, Shelley Rowell, 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 January 13, 2025
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. Art in the Park; Geneva Lake Arts Foundation
  - b. Wisconsin Cheese Festival; Lake Geneva House of Music and Adams Publishing Group
  - c. Lake Geneva Taco Fest 2025; Lake Geneva House of Music and Adams Publishing Group
10. Final Event Evaluations from organizations receiving Tourism Grants
  - a. World's Tallest Glass Tree
11. Tourism Commission related forms, paperwork, and grant procedures review

## 12. Future Agenda Items

## 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, January 13, 2025  
COUNCIL CHAMBERS, CITY HALL

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

**Roll Call**

**Present:** Chair Brian Waspi, Vice Chair Zakia Pirzada, Alderman Fesenmaier, Alderman Stoodley, Troy Migut; Stephanie Klett (Ex-Off, arrived at 4:33 p.m.), Mayor Klein (Ex-Off)  
**Absent:** Comptroller Laura Pisarcik (Ex-Off).

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

**Approval of Tourism Commission minutes from December 9, 2024**

Motion by Waspi, second by Pirzada, to approve the minutes from December 9, 2024.

Unanimously carried.

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

Jones reviewed her monthly report included in the packet. We are on-pace for Riviera bookings. The social media campaign runs from mid-December through mid-March which will help with future bookings. The wedding expo is being held this weekend, January 18.

**Update from Tourism Entity – Visit Lake Geneva**

Deanna Goodwin was happy to announce there will be 15 teams, invited back from past winners, for the 30<sup>th</sup> anniversary of Winterfest from January 29 through February 2. Visit Lake Geneva now has sole proprietary of the event. Human Dog Sled teams of six members will be able to sign up soon through their website. The Sculpture Walk will include 36 to 38 businesses (still finalizing list).

The year-end website visits topped out at almost 1.7 million with over 5 million page views. Due to media presence Lake Geneva has become a premiere **year-round** destination.

Earned media:

<https://seattlemedium.com/winter-travel-spots-family/>

<https://www.worldatlas.com/cities/8-of-the-most-captivating-small-towns-in-wisconsin.html>

<https://www.tmj4.com/news/walworth-county/dungeons-and-dragons-50th-anniversary-how-lake-geneva-changed-the-fantasy-world>

Deanna pointed out that the hotel activity data is from October because the November data had glitches that need review.

Visit reps will attend an international convention show in Chicago for the first time.

**Update from Lake Geneva Business Improvement District (BID) –**

Stephanie Klett joined the meeting.

BID Director Binanti let the Commissioners know that the Main Street Resource Team will be doing a site visit in February. Invitations will be sent to different stakeholders.

Alex will create a composite annual report from Placer.ai for 2024 and will then provide reports for each event in 2025.

**Written financial update provided by City Comptroller**

No information was included in the packet. October payment to Visit Lake Geneva not received.

**Tourism Promotional Grant Program and Requests**

**Fall 2025 and Winter 2026 Promo, The Riviera Ballroom – Heather Jones, Riviera Event**

**Coordinator** Heather explained the grant that has been received the past few years. It will include a 25% off deal for the Riviera booking with the confirmed booking of rooms at City hotels. There will be a limit of 10 offers. Heather will return if necessary if all 10 are booked. Motion by Waspi, second by Pirzada, for a grant Not to Exceed \$10,000. Unanimously carried.

**2024 World's Tallest Glass Tree – updated application**

The packet included an updated application reflecting a more detailed/specific budget for public transparency.

**Final Grant Evaluations from organizations receiving Tourism Grant**

**Oktoberfest** - The evaluation included in the packet is outstanding and the success of the event shows in the documentation. BID Director Binanti pulled data from Placer.ai which showed 47,000 visitors to downtown Lake Geneva during the weekend of the event. There were 211 people tracked to hotels after their time at Oktoberfest.

**Tourism Commission related forms, paperwork, and grant procedures review**

Commissioners recommended keeping this item as a standing item on the agenda each month.

**Future meeting agenda items and next meeting date –**

**Monday, February 10 at 4:00 PM**

Motion by Waspi, second by Migut, to adjourn at 5:00 p.m. Carried.

Respectfully submitted,  
Alderman Fesenmaier, Secretary

## Riviera Ballroom/MATL Update- Tourism Commission Meeting February 2025

### Marketing Update

- Website Analytics Update: Past 30 Days:
  - Site Sessions: 1,851(+32%)
    - Site Sessions by traffic source
      1. Google (875)
      2. Direct (525)
      3. Social Media Ads (142)
      4. Visit LG (52)
      5. Bing (45)
  - Active Inquiries: 200, 99 recorded for January 2024
  - Avg. Session Duration: 3m 12s (+28s)
  - Site Bounce Rate: 53 (-6%)
- WeddingWire & TheKnot: January Stats
  - 224 Visitors
  - 19 Link Clicks
  - 34 Saves
  - 35 leads
- Hotels & Lodging Analytics Update Past 30 days:
  - 91 Page Views (-19 from last month)
  - Avg. time spent on page: 3min 58sec (+ 1min 7sec)

*\*Reports generated on February 5th*
- [www.lakegenevahotels.org](http://www.lakegenevahotels.org) Analytics
  - 51 Site Sessions (+21)
    - (35) Direct
    - (7) Facebook
    - (4) BID
- Social media campaign started December 15<sup>th</sup>, running until April 15<sup>th</sup>.
- Lake Geneva Wedding Expo was 1/18/25, huge turnout. Looking to make some exciting changes in 2025!

### Sales Update

|                           | 2018      | 2019      | 2020      | 2021      | 2022      | 2023      | 2024      | 2025      | 2026      |
|---------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| <b>Weddings</b>           | 45        | 28        | 9         | 54        | 55        | 52        | 43        | 41        | 10        |
| <b>Social</b>             | 4         | 1         | 0         | 1         | 5         | 4         | 5         | 2         | 2         |
| <b>Corporate</b>          | 4         | 2         | 1         | 1         | 2         | 3         | 1         | 2         |           |
| <b>Non-Profit</b>         | 7         | 10        | 0         | 3         | 1         | 5         | 4         | 4         |           |
| <b>Event Total</b>        | <b>60</b> | <b>41</b> | <b>10</b> | <b>60</b> | <b>62</b> | <b>64</b> | <b>54</b> | <b>49</b> | <b>12</b> |
| <b>Cancellation Total</b> | 0         | 0         | 40        | 11        |           | 3         | 2         | 4         |           |
| <b>Rescheduled</b>        | 0         | 0         | 20        | 4         |           | 1         | 1         | 1         |           |
| <b>Comp</b>               |           |           | 5         | 2         | 5         | 6         | 6         | 7         |           |
| <b>Pending Comp Req</b>   |           |           |           |           |           |           |           | 1         |           |

- Sales by year January 2025:
  - 2025 Events- Three wedding contracts returned and one wedding cancellation for May (paid in full). Three event contracts out for signature (2 social & 1 non-profit).
  - 2026 – One wedding contract and one social contract returned. Two contracts out for signature.
  - Last Year- Reported on February 5th; 50 events booked for 2024 and 5 events booked for 2025.

**ACTUAL RIVIERA BALLROOM REVENUE BY YEAR**

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

| <b>2019</b>             | <b>2020</b> | <b>2021</b>  | <b>2022</b>  | <b>2023</b>  | <b>2024</b>  | <b>2025 YTD</b> |
|-------------------------|-------------|--------------|--------------|--------------|--------------|-----------------|
| \$99,792.62             | \$29,095.71 | \$162,926.92 | \$286,754.23 | \$308,151.03 | \$260,375.56 | \$195,853.27    |
| <b>CATERING REVENUE</b> |             |              |              |              |              |                 |
| \$14,688.76             | \$4,337.68  | \$32,970.09  | \$46,691.72  | \$48,795.80  | \$47,914.74  | \$0             |



**Lake Geneva Tourism Commission**  
**February 10, 2025**  
**VISIT Lake Geneva Update**

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**Partner Events**

- Q1 Monthly Partner Meetings
  - February 18, 8-9am at Harbor Shores on Lake Geneva
  - March 18, 8-9am at The Abbey Resort

**2025 Public Events**

- 30<sup>th</sup> Annual Winterfest & America's Snow Sculpting Invitational – Recap
- Lake Geneva Restaurant Week – April 19-27
- Concerts in the Park – Thursdays June 26 – August 7
- Electric Christmas Parade – December 6

**Marketing Metrics – JANUARY 2025**

**WEBSITE – VisitLakeGeneva.com**

- Visitor Sessions – 244,562 (+30.2%)
- Pageviews – 551,242 (+8.9%)
- Users – 172,879 (+18.2%)
- Online Guide Visits – 1,491
- **Top Pages**

|                                     |                   |
|-------------------------------------|-------------------|
| 1. Winterfest                       | 103,234 Pageviews |
| 2. Event                            | 89,076            |
| 3. Home                             | 71,339            |
| 4. Winterfest   Program             | 18,957            |
| 5. Things to Do   Winter Activities | 17,530            |
| 6. Things to Do                     | 14,040            |
| 7. Meetings                         | 11,630            |
| 8. Weddings                         | 11,597            |
| 9. Stay   Hotels & Resorts          | 9,479             |
| 10. Winterfest   Teams              | 9,164             |
- **Top Cities**

|                |              |
|----------------|--------------|
| 1. Chicago     | 55,581 Users |
| 2. (not set)   | 9,297        |
| 3. Milwaukee   | 4,774        |
| 4. Minneapolis | 3,302        |
| 5. Ashburn     | 2,586        |
| 6. Madison     | 1,896        |
| 7. Lake Geneva | 1,774        |
| 8. New York    | 1,547        |
| 9. Dallas      | 1,368        |
| 10. Detroit    | 1,223        |

## SOCIAL MEDIA

- Facebook – **75,150** Followers (+1,935 MoM) | Monthly Reach 5.9 Million
- Instagram – **17,220** Followers (+1,218 MoM) | Monthly Reach 470,405
- X – **3,516** Followers (+6 MoM) | 1,576 Monthly Impressions
- LinkedIn – **1,810** Followers (+13 MoM) | 1,014 Monthly Impressions
- TikTok – **2,643** Followers (+603 MoM) | 77,390 Monthly Views

## EMAIL SUBSCRIBERS

- Subscribers – **52,409**
- Open Rate – 30.7%

## VISITOR CENTER ACTIVITY

- Walk-ins – 514 (+111)
- Phone Calls – 331 (-27)
- Emails – 796 (-191)
- Visitors Guides Fulfilled – 930 (-138)

## HOTEL ACTIVITY – 2024 DECEMBER

- Occupancy – 41.4% (-0.7%) | YTD 53.3% (+2.9%)
- ADR - \$188.10 (-6.3%) | YTD \$19.67 (-2.2%)
- RevPar - \$77.92 (-7.0%) | YTD \$102.07 (+0.7%)

## Meetings & Events RFP Activity – JANUARY 2024

| RFP #     | Total Attendees | Total Room Nights | Type                       | Properties Sourced                                                                                                                       | Event Date       |
|-----------|-----------------|-------------------|----------------------------|------------------------------------------------------------------------------------------------------------------------------------------|------------------|
| 1452      | 50              | 45                | SMERF                      | Lake Lawn Resort, The Abbey, Grand Geneva, <a href="#">Bella Vista Suites</a> , <a href="#">Harbor Shores</a> , <a href="#">The Cove</a> | July 2026        |
| 1453      | 25              | 50                | SMERF                      | <a href="#">Harbor Shores</a>                                                                                                            | September 2025   |
| 1454      | 120             | 204               | Corporate                  | Grand Geneva                                                                                                                             | June 2026        |
| 1455      | 200             | 112               | SMERF                      | The Abbey, Delavan Lake Resort, Lake Lawn Resort, <a href="#">The Cove</a> , Timber Ridge                                                | June 2026        |
| 1456      | 200             | 12                | SMERF                      | The Abbey, Delavan Lake Resort, Lake Lawn Resort, <a href="#">The Cove</a> , Timber Ridge                                                | May 2025         |
| 1457      | 200             | 48                | SMERF                      | The Abbey, Delavan Lake Resort, Lake Lawn, <a href="#">The Cove</a> , Timber Ridge                                                       | July 18-20, 2025 |
| 1458      | 250             | 1007              | Corporate                  | Lake Lawn, Grand Geneva                                                                                                                  | July 2025        |
| 1459      | 130             | 332               | SMERF                      | The Abbey, Grand Geneva                                                                                                                  | July 2025        |
| 1460      | 30              | 90                | Corporate                  | Grand Geneva                                                                                                                             | May 2025         |
| 1461      | 165             | 396               | SMERF                      | The Abbey, Grand Geneva, Lake Lawn Resort                                                                                                | May 2025         |
| 1462      | 22              | 128               | Corporate                  | Grand Geneva                                                                                                                             | May 2025         |
| 1463      | 125             | 150               | SMERF                      | The Abbey, Grand Geneva                                                                                                                  | June 2025        |
| <b>12</b> | <b>1517</b>     | <b>2574</b>       | <b>January 2025 Totals</b> |                                                                                                                                          |                  |

## Year-to-Date

- RFPs Distributed – **12** | RFP Room Nights – 2,573 | RFP Attendees – 1,517

## Earned Media Highlights

### JANUARY 2024

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**MSN.com | Winners chosen for Lake Geneva Winterfest & America's Snow Sculpting Invitational**

<https://www.msn.com/en-us/weather/general/winners-chosen-for-lake-geneva-winterfest-america-s-snow-sculpting-invitational/arAA1ynzD6?ocid=BingNewsVerp&apiversion=v2&noservercache=1&domshim=1&renderwebcomponents=1&wcseo=1&batchservertelemetry=1&noservertelemetry=1>

**WMTV 15 NBC – Madison | Winners chosen for Lake Geneva Winterfest**

<https://www.wmtv15news.com/video/2025/02/03/winners-chosen-lake-geneva-winterfest-america-s-snow-sculpting-invitational/>

**Beloit Daily News | Wisconsin team takes first place in snow sculpting event**

[https://www.beloitdailynews.com/news/local-news/wisconsin-team-takes-first-place-in-snow-sculpting-event/article\\_25467c8a-e1ab-11ef-930c-9b7bc0c69d61.html](https://www.beloitdailynews.com/news/local-news/wisconsin-team-takes-first-place-in-snow-sculpting-event/article_25467c8a-e1ab-11ef-930c-9b7bc0c69d61.html)

**Fox6 Milwaukee | Lake Geneva Winterfest snow sculptors battle each other, temps**

<https://www.fox6now.com/news/lake-geneva-winterfest-snow-sculptures>

**WISN 12 ABC – Milwaukee | Teams transform snow into works of art at Lake Geneva Winterfest**

<https://www.wisn.com/article/teams-transform-snow-into-works-of-art-at-lake-geneva-winterfest/63631801>

**WISN 12 ABC – Milwaukee | Snow sculptors kick off 30th Annual Winterfest in Lake Geneva**

<https://www.wisn.com/article/lake-geneva-30th-annual-winterfest-snow-sculpture-competition/63606875>

**Fox6 Milwaukee | Lake Geneva Winterfest runs Jan. 29-Feb. 1; free to attend, view**

<https://www.fox6now.com/news/lake-geneva-winterfest-runs-jan-29-feb-1-free-attend-view>

**CBS Chicago | Lake Geneva's 30th Winterfest**

<https://www.cbsnews.com/chicago/video/lake-genevas-30th-winterfest/?intcid=CNM-00-10abd1h>

**Kenosha News | See the greatest snow on earth in Lake Geneva**

[https://kenoshanews.com/news/local/see-the-greatest-snow-on-earth-in-lake-geneva/article\\_a9266b0d-c6aa-5a34-b6c8-58622d62a7fe.html](https://kenoshanews.com/news/local/see-the-greatest-snow-on-earth-in-lake-geneva/article_a9266b0d-c6aa-5a34-b6c8-58622d62a7fe.html)

**Racine Journal Times | See the greatest snow on earth in Lake Geneva**

[https://journaltimes.com/see-the-greatest-snow-on-earth-in-lake-geneva/article\\_64ab5096-cf70-11ef-9764-4f3e48ec172a.html](https://journaltimes.com/see-the-greatest-snow-on-earth-in-lake-geneva/article_64ab5096-cf70-11ef-9764-4f3e48ec172a.html)

**WISN 12 ABC – Milwaukee | What to do in MKE: Milwaukee With Kids weekend picks Jan. 29-Feb. 2**

<https://www.wisn.com/article/what-to-do-in-mke-milwaukee-with-kids-weekend-picks-jan-29-feb-2/63602135>

**Fox47 – Madison | Warm temps won't keep sculptors away from Lake Geneva Winterfest**

<https://fox47.com/news/local/warm-temps-wont-keep-sculptors-away-from-lake-geneva-winterfest>

**WISN 12 ABC – Milwaukee | Snow sculptors kick off 30th annual Winterfest in Lake Geneva**

<https://www.wisn.com/article/lake-geneva-30th-annual-winterfest-snow-sculpture-competition/63606875>

**MSN.com | 72-hour Snow Sculpting Competition starts Wednesday in Lake Geneva**

<https://www.msn.com/en-us/lifestyle/travel/72-hour-snow-sculpting-competition-starts-wednesday-in-lake-geneva/ar-AA1y41aE?ocid=BingNewsVerp>

**WMTV 15 NBC – Madison | 72-hour Snow Sculpting Competition starts Wednesday in Lake Geneva**  
<https://www.wmtv15news.com/2025/01/29/72-hour-snow-sculpting-competition-starts-today-lake-geneva/>

**WIFR Stateline CW – Rockford | 72-hour Snow Sculpting Competition starts Wednesday in Lake Geneva**  
<https://www.wifr.com/2025/01/29/72-hour-snow-sculpting-competition-starts-today-lake-geneva/>

**WCLO Radio | Lake Geneva’s Winterfest marks 30th anniversary this year**  
<https://www.wclo.com/2025/01/28/lake-genevas-winterfest-marks-30th-anniversary-this-year/>

**Chicago Star | Where to go to get away from it all, but not too far from Chicago, all year long**  
[https://www.chicagostarmedia.com/opinion/where-to-go-to-get-away-from-it-all-but-not-too-far-from-chicago/article\\_90b7bfa4-dcf8-11ef-b35a-b3bff39828ab.html](https://www.chicagostarmedia.com/opinion/where-to-go-to-get-away-from-it-all-but-not-too-far-from-chicago/article_90b7bfa4-dcf8-11ef-b35a-b3bff39828ab.html)

**World Atlas | 10 Best Destinations for a Winter Vacation in Wisconsin**  
<https://www.worldatlas.com/destination/10-best-destinations-for-a-winter-vacation-in-wisconsin.html>

**Shaw Local News Network - The Scene | Lake Geneva a winter haven for outdoor adventure**  
<https://www.shawlocal.com/thescene/2025/01/12/lake-geneva-a-winter-haven-for-outdoor-adventure/>

**Milwaukee Magazine | 10 Outdoor Events That Celebrate Winter Weather**  
<https://www.milwaukeeimag.com/outdoor-winter-events-wisconsin-2025/>

**MadisonFamily.com | Check out Winterfest in Lake Geneva, WI**  
<https://madisonmom.com/lake-geneva-winterfest/>

**World Atlas | 10 Best Lakeside Towns in Wisconsin**  
<https://www.worldatlas.com/cities/10-best-lakeside-towns-in-wisconsin.html>

**World Atlas | 11 Best Wisconsin Towns For A Weekend Trip**  
<https://www.worldatlas.com/cities/11-best-wisconsin-towns-for-a-weekend-trip.html>

**FamilyVacationist.com | These 13 Midwest vacations are the perfect way to bring the whole family together**  
<https://familyvacationist.com/best-midwest-vacations-families/>

**Beloit Daily News | Snow sculpting competitions need one key ingredient – Snow**  
[https://www.beloitdailynews.com/news/local-news/snow-sculpting-competitions-need-one-key-ingredient--snow/article\\_ada73186-c875-11ef-915d-4b8f26bf1bfb.html](https://www.beloitdailynews.com/news/local-news/snow-sculpting-competitions-need-one-key-ingredient--snow/article_ada73186-c875-11ef-915d-4b8f26bf1bfb.html)

**World Atlas | 10 Undisturbed Towns To Visit In Wisconsin**  
<https://www.worldatlas.com/cities/10-undisturbed-towns-to-visit-in-wisconsin.html>

**CITY OF LAKE GENEVA  
ROOM TAX COMPARISONS  
2023 AND 2024**

**2023**

|           | Room Tax<br>Regular | Room Tax<br>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  | 73,055.01           | -                       | 73,055.01           |
| December  | 73,835.76           | 122,728.93              | 196,564.69          |
|           | <u>1,530,154.15</u> | <u>706,559.65</u>       | <u>2,236,713.80</u> |

**2024**

|           | Room Tax<br>Regular | Room Tax<br>Marketplace | Additions Room Tax-<br>Reg<br>Since last Reported | Additions Room Tax-<br>Marketplace<br>Since last Reported | Net<br>Totals       | Amount Issued<br>to LG Visit | Check Issue<br>Date |
|-----------|---------------------|-------------------------|---------------------------------------------------|-----------------------------------------------------------|---------------------|------------------------------|---------------------|
| 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           | 25,464.49                    | 6/5/2024            |
| May       | 106,782.84          | 118.54                  | -                                                 | -                                                         | 106,901.38          | 25,275.69                    | 7/1/2024            |
| June      | 225,867.09          | 189,668.55              | -                                                 | -                                                         | 415,535.64          | 241,169.19                   | 8/14/2024           |
| July      | 278,306.46          | 169.25                  | -                                                 | -                                                         | 278,475.71          | 138,525.09                   | 9/4/2024            |
| August    | 248,280.43          | 178.73                  | -                                                 | -                                                         | 248,459.16          | 86,814.70                    | 10/3/2024           |
| September | 192,333.93          | 229,206.50              | 9,242.33                                          | -                                                         | 430,782.76          | 156,423.77                   | 12/4/2024           |
| October   | 121,426.53          | 75.05                   | -                                                 | -                                                         | 121,501.58          | 49,502.77                    | 1/6/2025            |
| November  | 40,693.63           | 19.20                   | 25,666.16                                         | -                                                         | 66,378.99           | 95,522.60                    | 2/7/2025            |
| December  | 67,256.47           | 125,153.36              | -                                                 | -                                                         | 192,409.83          |                              |                     |
|           | <u>1,541,636.39</u> | <u>716,727.67</u>       | <u>34,908.49</u>                                  | <u>-</u>                                                  | <u>2,293,272.55</u> | <u>818,698.30</u>            |                     |

Variance 56,558.75

Note: Marketplace Providers now pay on a quarterly basis

**CITY OF LAKE GENEVA**  
**BALANCE SHEET**  
**DECEMBER 31, 2024**  
  
**FUND 47 - TOURISM**

ASSETS

|                |              |              |              |
|----------------|--------------|--------------|--------------|
| 47-00-00-11111 | FUND CASH    | 1,255,529.13 |              |
|                | TOTAL ASSETS |              | 1,255,529.13 |

LIABILITIES AND EQUITY

LIABILITIES

|                |                   |           |           |
|----------------|-------------------|-----------|-----------|
| 47-00-00-21100 | ACCOUNTS PAYABLE  | 85,427.77 |           |
|                | TOTAL LIABILITIES |           | 85,427.77 |

FUND EQUITY

|                |                                  |            |              |
|----------------|----------------------------------|------------|--------------|
| 47-00-00-34800 | RESTRICTED FUND BALANCE          | 907,882.50 |              |
|                | REVENUES OVER EXPENDITURES - YTD | 262,218.86 |              |
|                | TOTAL FUND EQUITY                |            | 1,170,101.36 |
|                | TOTAL LIABILITIES & EQUITY       |            | 1,255,529.13 |

## 2024/2025 Tourism Grant Commitments

| Meetings             | Events                                | Amount<br>committed | Vendor                           | Date of Event       | Paid to Date | Remaining Balance | PAID       |
|----------------------|---------------------------------------|---------------------|----------------------------------|---------------------|--------------|-------------------|------------|
| <b>2024-Meetings</b> |                                       |                     |                                  |                     |              |                   |            |
| July                 | Pacer.Ai Data Service Software        | 11,000.00           | BID                              |                     | 11,000.00    | \$ -              | 1/29/2025  |
| 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  | 21,925.00    | \$ 525.00         | 1/29/2025  |
|                      | Abominable Trail Race                 | 3,000.00            | ASR Events, LLC                  | 16-Nov-24           | 3,000.00     | \$ -              | 1/29/2025  |
|                      | Abominable Snow Race                  | 10,000.00           | ASR Events, LLC                  | Janaury 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      |            |

## 2025-Meetings

|         |                                 |     |                        |         |
|---------|---------------------------------|-----|------------------------|---------|
| January | Fall 2025 and Winter 2026 Promo | TBD | Riviera -Heather Jones | Various |
|---------|---------------------------------|-----|------------------------|---------|

| Account Number             | Account Title                 | 2024-24<br>Prior year<br>Actual | 2024-24<br>Prior year<br>Budget | Variance<br>Current year | % of<br>Budget |
|----------------------------|-------------------------------|---------------------------------|---------------------------------|--------------------------|----------------|
| <b>TOURISM</b>             |                               |                                 |                                 |                          |                |
| <b>TOURISM</b>             |                               |                                 |                                 |                          |                |
| <b>TOURISM</b>             |                               |                                 |                                 |                          |                |
| 47-00-00-41210             | ROOM TAX                      | 1,605,290.78                    | 1,400,000.00                    | 205,290.78-              | 114.66         |
| 47-00-00-46100             | TOURISM MISC REVENUE          | .00                             | .00                             | .00                      | .00            |
| 47-00-00-48110             | INTEREST INCOME               | 45,879.40                       | 10,000.00                       | 35,879.40-               | 458.79         |
| 47-00-00-49350             | TRANSFER FROM GENERAL FUND    | .00                             | .00                             | .00                      | .00            |
| Total TOURISM:             |                               | 1,651,170.18                    | 1,410,000.00                    | 241,170.18-              | 117.10         |
| <b>TOURISM</b>             |                               |                                 |                                 |                          |                |
| 47-00-00-57100             | HOTEL/MOTEL ASSN-CHAM OF COM  | 723,175.70                      | 680,000.00                      | 43,175.70-               | 106.35         |
| 47-00-00-57210             | EVENTS COORDINATOR            | .00                             | .00                             | .00                      | .00            |
| 47-00-00-57212             | RIVIERA MARKETING COORDINATOR | 70,000.08                       | 70,000.00                       | .08-                     | 100.00         |
| Total TOURISM:             |                               | 793,175.78                      | 750,000.00                      | 43,175.78-               | 105.76         |
| Total TOURISM:             |                               | 2,444,345.96                    | 2,160,000.00                    | 284,345.96-              | 113.16         |
| <b>DEPARTMENT: 70</b>      |                               |                                 |                                 |                          |                |
| <b>PROGRAM: 00</b>         |                               |                                 |                                 |                          |                |
| 47-70-00-57150             | PROMOTIONAL GRANT             | 337,572.21                      | 150,000.00                      | 187,572.21-              | 225.05         |
| 47-70-00-57155             | TOURISM MUNICIPAL DEVELOPMENT | 19,628.33                       | 271,425.00                      | 251,796.67               | 7.23           |
| 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                      | .00                      | 100.00         |
| Total PROGRAM: 00:         |                               | 595,775.54                      | 660,000.00                      | 64,224.46                | 90.27          |
| Total DEPARTMENT: 70:      |                               | 595,775.54                      | 660,000.00                      | 64,224.46                | 90.27          |
| TOURISM Revenue Total:     |                               | 1,651,170.18                    | 1,410,000.00                    | 241,170.18-              | 117.10         |
| TOURISM Expenditure Total: |                               | 1,388,951.32                    | 1,410,000.00                    | 21,048.68                | 98.51          |
| Net Total TOURISM:         |                               | 262,218.86                      | .00                             | 262,218.86-              | .00            |
| Net Grand Totals:          |                               | 262,218.86                      | .00                             | 262,218.86-              | .00            |

| Journal                                       | Reference Number | Payee or Description                           | Debit Amount | Credit Amount | Balance       |
|-----------------------------------------------|------------------|------------------------------------------------|--------------|---------------|---------------|
| <b>47-00-00-11111 FUND CASH</b>               |                  |                                                |              |               |               |
|                                               |                  | 11/30/2024 (11/24) Balance                     | .00 *        | .00 *         | 1,258,379.24  |
| CA                                            | 4                | Cash Allocation - Created: 01/13/25 4:14 PM    | 4,069.22     |               |               |
| CA                                            | 9                | Cash Allocation - Created: 01/15/25 9:17 AM    |              | 4,069.22-     |               |
| CA                                            | 20               | Cash Allocation - Created: 01/22/25 3:27 PM    |              | 194,218.54-   |               |
| CA                                            | 34               | Cash Allocation - Created: 01/24/25 4:28 PM    | 194,218.54   |               |               |
| CA                                            | 43               | Cash Allocation - Created: 02/05/25 2:42 PM    | 187,299.21   |               |               |
| CA                                            | 50               | Cash Allocation - Created: 02/05/25 2:51 PM    |              | 194,218.54-   |               |
| CA-JE                                         | 19               | JE Fund Allocation - Created: 01/15/25 9:16 AM | 4,069.22     |               |               |
|                                               |                  | 12/31/2024 (12/24) Period Totals and Balance   | 389,656.19 * | 392,506.30- * | 1,255,529.13  |
| <b>47-00-00-13920 ACCTS RECEIVABLE</b>        |                  |                                                |              |               |               |
|                                               |                  | 11/30/2024 (11/24) Balance                     | .00 *        | .00 *         | .00           |
|                                               |                  | 12/31/2024 (12/24) Period Totals and Balance   | .00 *        | .00 *         | .00           |
| <b>47-00-00-21100 ACCOUNTS PAYABLE</b>        |                  |                                                |              |               |               |
|                                               |                  | 11/30/2024 (11/24) Balance                     | .00 *        | .00 *         | .00           |
| AP                                            | 17               | Summary Transactions from AP System            |              | 5,833.34-     |               |
| AP                                            | 142              | Summary Transactions from AP System            |              | 175,203.90-   |               |
| AP                                            | 398              | Summary Transactions from AP System            |              | 7,167.50-     |               |
| AP                                            | 628              | Summary Transactions from AP System            |              | 5,833.34-     |               |
| AP                                            | 708              | Summary Transactions from AP System            |              | 180.46-       |               |
| CDA                                           | 87349            | JONES, HEATHER                                 | 5,833.34     |               |               |
| CDA                                           | 87447            | LAKE GENEVA CONVENTION                         | 156,423.77   |               |               |
| CDA                                           | 87450            | NEI-TURNER MEDIA                               | 18,780.13    |               |               |
| CDA                                           | 87539            | NEI-TURNER MEDIA                               | 7,167.50     |               |               |
| CDA                                           | 87598            | CHARTER COMMUNICATIONS                         | 119.98       |               |               |
| CDA                                           | 87602            | JONES, HEATHER                                 | 5,833.34     |               |               |
| CDA                                           | 87605            | US CELLULAR                                    | 60.48        |               |               |
|                                               |                  | 12/31/2024 (12/24) Period Totals and Balance   | 194,218.54 * | 194,218.54- * | .00           |
| <b>47-00-00-21900 ACCRUED EXPENSES</b>        |                  |                                                |              |               |               |
|                                               |                  | 11/30/2024 (11/24) Balance                     | .00 *        | .00 *         | .00           |
|                                               |                  | 12/31/2024 (12/24) Period Totals and Balance   | .00 *        | .00 *         | .00           |
| <b>47-00-00-34800 RESTRICTED FUND BALANCE</b> |                  |                                                |              |               |               |
|                                               |                  | 11/30/2024 (11/24) Balance                     | .00 *        | .00 *         | 907,882.50-   |
|                                               |                  | 12/31/2024 (12/24) Period Totals and Balance   | .00 *        | .00 *         | 907,882.50-   |
| <b>47-00-00-41210 ROOM TAX</b>                |                  |                                                |              |               |               |
|                                               |                  | 11/30/2024 (11/24) Balance                     | .00 *        | .00 *         | 1,417,991.57- |

| Journal                                             | Reference Number | Payee or Description                         | Debit Amount        | Credit Amount            | Balance                            |
|-----------------------------------------------------|------------------|----------------------------------------------|---------------------|--------------------------|------------------------------------|
| <b>47-00-00-41210 ROOM TAX (continued)</b>          |                  |                                              |                     |                          |                                    |
| JE                                                  | 38               | TRANSFER ROOM TAX TO TOURISM FUND-DE         |                     | 138,220.57-              |                                    |
| JE                                                  | 38               | TRANSFER ROOM TAX TO TOURISM FUND-DE         |                     | 49,078.64-               |                                    |
|                                                     |                  | 12/31/2024 (12/24) Period Totals and Balance | .00 *               | 187,299.21- *            | 1,605,290.78-                      |
| YTD Encumbrance                                     | .00              | YTD Actual                                   | 1,605,290.78- Total | 1,605,290.78- YTD Budget | 1,400,000.00- Unearned 205,290.78- |
| <b>47-00-00-46100 TOURISM MISC REVENUE</b>          |                  |                                              |                     |                          |                                    |
|                                                     |                  | 11/30/2024 (11/24) Balance                   | .00 *               | .00 *                    | .00                                |
|                                                     |                  | 12/31/2024 (12/24) Period Totals and Balance | .00 *               | .00 *                    | .00                                |
| YTD Encumbrance                                     | .00              | YTD Actual                                   | .00 Total           | .00 YTD Budget           | .00 Unearned .00                   |
| <b>47-00-00-48110 INTEREST INCOME</b>               |                  |                                              |                     |                          |                                    |
|                                                     |                  | 11/30/2024 (11/24) Balance                   | .00 *               | .00 *                    | 41,810.18-                         |
| JE                                                  | 37               | REC DEC LGIP ACTIVITY                        |                     | 4,069.22-                |                                    |
|                                                     |                  | 12/31/2024 (12/24) Period Totals and Balance | .00 *               | 4,069.22- *              | 45,879.40-                         |
| YTD Encumbrance                                     | .00              | YTD Actual                                   | 45,879.40- Total    | 45,879.40- YTD Budget    | 10,000.00- Unearned 35,879.40-     |
| <b>47-00-00-49100 APPL. PRIOR YR APPROPRIATIONS</b> |                  |                                              |                     |                          |                                    |
|                                                     |                  | 11/30/2024 (11/24) Balance                   | .00 *               | .00 *                    | .00                                |
|                                                     |                  | 12/31/2024 (12/24) Period Totals and Balance | .00 *               | .00 *                    | .00                                |
| YTD Encumbrance                                     | .00              | YTD Actual                                   | .00 Total           | .00 YTD Budget           | .00 Unearned .00                   |
| <b>47-00-00-49350 TRANSFER FROM GENERAL FUND</b>    |                  |                                              |                     |                          |                                    |
|                                                     |                  | 11/30/2024 (11/24) Balance                   | .00 *               | .00 *                    | .00                                |
|                                                     |                  | 12/31/2024 (12/24) Period Totals and Balance | .00 *               | .00 *                    | .00                                |
| YTD Encumbrance                                     | .00              | YTD Actual                                   | .00 Total           | .00 YTD Budget           | .00 Unearned .00                   |
| <b>47-00-00-57100 HOTEL/MOTEL ASSN-CHAM OF COMM</b> |                  |                                              |                     |                          |                                    |
|                                                     |                  | 11/30/2024 (11/24) Balance                   | .00 *               | .00 *                    | 517,249.16                         |
| AP                                                  | 49               | LAKE GENEVA CONVENTION                       | 156,423.77          |                          |                                    |
|                                                     |                  | **Desc: SEPTEMBER 2024 SHARE OF ROOM TAX     |                     |                          |                                    |
|                                                     |                  | 12/31/2024 (12/24) Period Totals and Balance | 156,423.77 *        | .00 *                    | 673,672.93                         |
| YTD Encumbrance                                     | .00              | YTD Actual                                   | 673,672.93 Total    | 673,672.93 YTD Budget    | 680,000.00 Unexpended 6,327.07     |
| <b>47-00-00-57210 EVENTS COORDINATOR</b>            |                  |                                              |                     |                          |                                    |
|                                                     |                  | 11/30/2024 (11/24) Balance                   | .00 *               | .00 *                    | .00                                |

| Journal                                              | Reference<br>Number | Payee or Description                         | Debit<br>Amount | Credit<br>Amount | Balance     |
|------------------------------------------------------|---------------------|----------------------------------------------|-----------------|------------------|-------------|
| <b>47-00-00-57210 EVENTS COORDINATOR (continued)</b> |                     |                                              |                 |                  |             |
|                                                      |                     | 12/31/2024 (12/24) Period Totals and Balance | .00 *           | .00 *            | .00         |
| YTD Encumbrance                                      | .00                 | YTD Actual                                   | .00             | Total            | .00         |
|                                                      |                     | YTD Budget                                   | .00             | Unexpended       | .00         |
| <b>47-00-00-57212 RIVIERA MARKETING COORDINATOR</b>  |                     |                                              |                 |                  |             |
|                                                      |                     | 11/30/2024 (11/24) Balance                   | .00 *           | .00 *            | 58,333.40   |
| AP                                                   | 13                  | JONES, HEATHER                               | 5,833.34        |                  |             |
|                                                      |                     | **Desc: RIVIERA EVENTS COORDINATOR-DEC 2024  |                 |                  |             |
| AP                                                   | 575                 | JONES, HEATHER                               | 5,833.34        |                  |             |
|                                                      |                     | **Desc: RIVIERA EVENTS COORDINATOR-JAN 2025  |                 |                  |             |
|                                                      |                     | 12/31/2024 (12/24) Period Totals and Balance | 11,666.68 *     | .00 *            | 70,000.08   |
| YTD Encumbrance                                      | .00                 | YTD Actual                                   | 70,000.08       | Total            | 70,000.08   |
|                                                      |                     | YTD Budget                                   | 70,000.00       | Unexpended       | .08-        |
| <b>47-00-11-15900 DUE TO/FROM GENERAL FUND</b>       |                     |                                              |                 |                  |             |
|                                                      |                     | 11/30/2024 (11/24) Balance                   | .00 *           | .00 *            | .00         |
|                                                      |                     | 12/31/2024 (12/24) Period Totals and Balance | .00 *           | .00 *            | .00         |
| <b>47-00-40-15900 DUE TO/FROM LAKEFRONT FUND</b>     |                     |                                              |                 |                  |             |
|                                                      |                     | 11/30/2024 (11/24) Balance                   | .00 *           | .00 *            | .00         |
|                                                      |                     | 12/31/2024 (12/24) Period Totals and Balance | .00 *           | .00 *            | .00         |
| <b>47-70-00-57150 PROMOTIONAL GRANT</b>              |                     |                                              |                 |                  |             |
|                                                      |                     | 11/30/2024 (11/24) Balance                   | .00 *           | .00 *            | 282,867.08  |
| AP                                                   | 57                  | NEI-TURNER MEDIA                             | 18,780.13       |                  |             |
|                                                      |                     | **Desc: BEER & SPIRITS FESTIVAL-REIMB        |                 |                  |             |
|                                                      |                     | 12/31/2024 (12/24) Period Totals and Balance | 18,780.13 *     | .00 *            | 301,647.21  |
| YTD Encumbrance                                      | .00                 | YTD Actual                                   | 301,647.21      | Total            | 301,647.21  |
|                                                      |                     | YTD Budget                                   | 150,000.00      | Unexpended       | 151,647.21- |
| <b>47-70-00-57155 TOURISM MUNICIPAL DEVELOPMENT</b>  |                     |                                              |                 |                  |             |
|                                                      |                     | 11/30/2024 (11/24) Balance                   | .00 *           | .00 *            | 12,280.37   |
| AP                                                   | 334                 | NEI-TURNER MEDIA                             | 7,167.50        |                  |             |
|                                                      |                     | **Desc: CHICAGO WEDDINGS                     |                 |                  |             |
| AP                                                   | 664                 | US CELLULAR                                  | 60.48           |                  |             |
|                                                      |                     | **Desc: RIVIERA CELL-HEATHER                 |                 |                  |             |
| AP                                                   | 693                 | CHARTER COMMUNICATIONS                       | 119.98          |                  |             |
|                                                      |                     | **Desc: INTERNET SVC- DEC 2024               |                 |                  |             |
|                                                      |                     | 12/31/2024 (12/24) Period Totals and Balance | 7,347.96 *      | .00 *            | 19,628.33   |

| Journal                                                  | Reference Number   | Payee or Description      | Debit Amount           | Credit Amount | Balance    |
|----------------------------------------------------------|--------------------|---------------------------|------------------------|---------------|------------|
| 47-70-00-57155 TOURISM MUNICIPAL DEVELOPMENT (continued) |                    |                           |                        |               |            |
| YTD Encumbrance                                          | .00                | YTD Actual                | 19,628.33              | Total         | 19,628.33  |
|                                                          |                    |                           | YTD Budget             | 271,425.00    | Unexpended |
|                                                          |                    |                           |                        |               | 251,796.67 |
| 47-70-00-59400 TRANSFER TO CAPITAL PROJECTS              |                    |                           |                        |               |            |
|                                                          | 11/30/2024 (11/24) | Balance                   | .00                    | *             | .00        |
|                                                          | 12/31/2024 (12/24) | Period Totals and Balance | .00                    | *             | .00        |
| YTD Encumbrance                                          | .00                | YTD Actual                | .00                    | Total         | .00        |
|                                                          |                    |                           | YTD Budget             | .00           | Unexpended |
|                                                          |                    |                           |                        |               | .00        |
| 47-70-00-59500 TRANSFER TO LAKEFRONT FUND                |                    |                           |                        |               |            |
|                                                          | 11/30/2024 (11/24) | Balance                   | .00                    | *             | .00        |
|                                                          | 12/31/2024 (12/24) | Period Totals and Balance | .00                    | *             | .00        |
| YTD Encumbrance                                          | .00                | YTD Actual                | .00                    | Total         | .00        |
|                                                          |                    |                           | YTD Budget             | .00           | Unexpended |
|                                                          |                    |                           |                        |               | .00        |
| 47-70-00-59600 TRANSFER TO DEBT SERVICE FUND             |                    |                           |                        |               |            |
|                                                          | 11/30/2024 (11/24) | Balance                   | .00                    | *             | 238,575.00 |
|                                                          | 12/31/2024 (12/24) | Period Totals and Balance | .00                    | *             | 238,575.00 |
| YTD Encumbrance                                          | .00                | YTD Actual                | 238,575.00             | Total         | 238,575.00 |
|                                                          |                    |                           | YTD Budget             | 238,575.00    | Unexpended |
|                                                          |                    |                           |                        |               | .00        |
| Number of transactions: 29                               |                    |                           | Number of accounts: 20 |               |            |
|                                                          |                    |                           | Debit                  | Credit        | Proof      |
| Grand Totals:                                            |                    |                           | 778,093.27             | 778,093.27-   | .00        |

# **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](mailto: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](mailto: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: Jan 21, 2025

Organization: Geneva Lake Arts Foundation, Inc.

Contact Person: Jeff Russart

Phone Number: 262 249 6765

Street Address: 223 Broad Street

City, State, Zip: Lake Geneva, WI 53147

Email Address: aitplakegeneva@gmail.com

Name of Event: Art in the Park

Date(s) of Event: August 9, 10

Deadline for receipt submittal to the City (45 days after event ending): Sept 24, 2025

Location of Event: Flat Iron Park

Type of Event: Art show

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

Estimated Number of Attendees: 2-3,000 per day x 2 days or 4-6,000 for the event

Have you Applied Before? Yes or No; Explain: Yes, we apply each year. This is the 45th year for Art in the Park.

Where is this event physically located? (street address and governmental jurisdiction):  
Flat Iron Park, 201 Wrigley Drive, Lake Geneva, WI 53147

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

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

Estimated Number of Overnight Stays: 1090

The estimate is explained on the included Advertising Budget Summary

**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: \$22,280

**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](mailto:cityadmin@cityoflakegeneva.gov)**

## **Important points for your grant presentation at Tourism Commission:**

Revised September, 2021

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

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

Revised September, 2021

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

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

# City of Lake Geneva Tourism Commission Reimbursement Form

Revised September, 2021

Name: \_\_\_\_\_

Organization Name: \_\_\_\_\_

Payment made Payable to: \_\_\_\_\_

Remittance Address: \_\_\_\_\_

Contact Phone #: \_\_\_\_\_ Email: \_\_\_\_\_

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

| <u>Invoice Date</u> | <u>Invoice #</u> | <u>Vendor Name</u> | <u>Purchase Description</u> | <u>Purchase Amount</u> | <u>Date Paid</u> |
|---------------------|------------------|--------------------|-----------------------------|------------------------|------------------|
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## **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](mailto:cityadmin@cityoflakegeneva.gov)

**or mail to**

**City of Lake Geneva**

**626 Geneva Street**

**Lake Geneva, WI 53147**

1. Provide a final media synopsis that includes the following information
  - a. Number of customer responses generated from type of media utilized
  - b. What media did you use in your use in your campaign?
  - c. What were your target markets?
2. In your grant application you listed estimated number of attendees. What were your actual results?
3. In your grant application you listed estimated number of overnight stays. Please estimate approximate number of City of Lake Geneva hotel room nights booked and how that estimate was attained.
4. Provide an income and expense statement to include actual paid receipts. Any items that are grouped together in a category (I.e. contributions cash or in-kind trade) must be detailed on a separate sheet.
5. Please include any additional information you would consider pertinent in summarizing your promotion/event.

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Name of Organization: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

**City of Lake Geneva Tourism Commission  
Tourism Promotion Grant Application Summary**

**Art in the Park: Lake Geneva's Summer Art Celebration**

**Section 1 - Overview**

Art in the Park is a two-day art fair sponsored by the Geneva Lake Arts Foundation, Inc. (GLAF), a 501 3C non-profit corporation. GLAF's mission is to support and encourage individual artistic growth and to foster community awareness and appreciation of the Fine Arts. GLAF achieves its mission with artist exhibits, monthly programs, classes, lectures, a Gallery presence, an annual High School exhibit, programs at assisted living facilities, and with the continuation of this well-attended public art fair.

By the Numbers:

- 90 artists
- 4-8 food vendors
- 4,000 - 6,000 art show shoppers over two days

This vibrant event is an economic engine and a mainstay for Lake Geneva, injecting over \$300,000 into the community each year.

**Section 2 - Event Budget**

The proposed event budget is \$22,280. Please refer to the table in the appendix for details.

**Section 3 - Mock-ups**

One example is attached in the Appendix. Other marketing materials will closely follow the 2024 plan.

**Section 4 - Marketing Plan**

**Target Audience:**

Artists: Nationally, across diverse media

Attendees: Local Lake Geneva residents, Wisconsin, Illinois, and Midwest art enthusiasts

**Promotion Channels:**

**For Artists:**

- Email targeting art communities: Partnering with national, regional, and genre-specific online art communities and galleries.
- Facebook groups, Instagram & online art forums: Post engaging stories and visuals, showcasing successful past artists and the stunning Lake Geneva backdrop.
- Social media ads: Targeted ads toward artists based on specific media and location interests.
- Dedicated landing page: The GLAF website has been completely revamped with a dedicated landing page and with clear/streamlined application details, FAQs, and highlights of our unique event.

**Promotion Channels:****For Attendees:**

- Email marketing: Segmented approach to the following groups: local residents, regional audiences, and the broader Midwest reach. Includes enticing visuals and artist previews.
- Digital advertising: Targeted ads on popular websites and social media platforms relevant to art enthusiasts and regional tourism.
- Local print media: Partnering with newspapers, magazines, and community calendars in Lake Geneva, surrounding areas, and key cities in neighboring states.
- Social media: Launch Facebook and Instagram campaigns. Share artist sneak peeks and event updates.
- Radio: Multiple 30-second spots in the weeks leading up to the event, 20 spots on Milwaukee Public Radio.
- Partnerships: Collaboration with local businesses, tourism boards, and cultural institutions for cross-promotion.
- Influencer marketing: Partnering with local and regional art influencers to share their excitement and generate buzz.

**Key Messages:**

- Beautiful lakefront setting with excellent tourist amenities (restaurants, attractions, resorts, etc.)
- Well-respected art show attracting established and emerging talents
- High-quality and diverse artwork (applicants are screened for quality by a jury)
- Family-friendly activities (free family art activities, music, food, chalk art, etc)

**Section 5 & 6 - Overnight Stays**

Art in the Park has a long history and a great reputation with artists and attendees. It draws artists from around the country and art show shoppers from the local area, the surrounding States and the Midwest region. In 2023 we increased advertising to art show shoppers from distances far enough away that an attendee is likely to stay overnight. In 2024 we expanded the food truck offering and saw an nice increase in show traffic as a result.

Detailed calculations for overnight stays and economic impact are shown in the appendix. Estimates are based on prior years experience. We estimate 4-6,000 attendees, however the low end attendance was used to calculate room stays. This results in an estimated 1,090 overnight stays. If the attendance reaches 6,000, another 500 overnight stays will be needed.

The local economic impact from this event is estimated at over \$300,000. This estimate is based on the 2022 Wisconsin Department of Tourism data for their Joint Effort Marketing Program. Details are shown on the table in the Appendix

**Appendix:****Art in the Park 2025 Advertising Proposal**

| <b>Vendor</b>                      | <b>Budget</b>   | <b>Medium</b>                                                                                                                | <b>Media Type</b> | <b>Description</b>                                                       |
|------------------------------------|-----------------|------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------------------------------------------|
| Janesville Gazette/Evvnt           | \$1,500         | Evvnt                                                                                                                        | Digital           | Email reaching 30,000 subscribers, Co-listing on 30 Midwest event sites  |
| Southern Lakes News                | \$2,500         | LG Regional News                                                                                                             | Print             | 1/2 pg color ad                                                          |
|                                    |                 | Spirit of Geneva Lakes                                                                                                       | Print             | 1/4 page color ad                                                        |
|                                    |                 | My Kenosha/My Racine                                                                                                         | Digital           | Banner ads reaching Racine/Kenosha Counties                              |
| Daily Herald                       | \$3,200         | Daily Herald                                                                                                                 | Print             | 3 print ads reaching 58,000 subscribers                                  |
|                                    |                 | Summer Fun Guide                                                                                                             | Print             | 1/4 page color ad                                                        |
|                                    |                 | <a href="http://Dailyherald.com">Dailyherald.com</a>                                                                         | Digital           | 100,000 impressions                                                      |
|                                    |                 | Weekly Things To Do                                                                                                          | Digital           | Email blast to 23,000 subscribers                                        |
| Nei Turner                         | \$2,000         | At The Lake                                                                                                                  | Print             | 1/2 pg color ad                                                          |
|                                    |                 | Lake Geneva Area Visitors Guide                                                                                              | Print             | 1/2 pg color ad                                                          |
| Milwaukee Magazine                 | \$2,300         | <a href="http://milwaukeeemag.com">milwaukeeemag.com</a>                                                                     | Print             | 1/2 pg color ad                                                          |
| Visit Lake Geneva                  | \$400           | <a href="http://visitlakegeneva.com">visitlakegeneva.com</a>                                                                 | Digital           | Email blast to 53,000 subscribers                                        |
| A+ Graphics and Central Printing   | \$2,000         | Printed Materials                                                                                                            | Print             | Postcards, rack cards, brochures, fliers, signage                        |
| Madison State Journal              | \$2,000         | Madison Magazine                                                                                                             | Print             | 1/3 pg color ad                                                          |
| On Milwaukee                       | \$1,500         | <a href="http://onmilwaukee.com">onmilwaukee.com</a>                                                                         | Digital           | Ads on website, Facebook and Instagram boosted campaigns                 |
| Art Fair Calendar/Call for Artists | \$850           | <a href="http://artfaircalendar.com">artfaircalendar.com</a><br><a href="http://callsforartists.com">callsforartists.com</a> | Digital           | Event listing on website and targeted email blasts to 30,000 subscribers |
| Art Show advertising sites         | \$550           | <a href="http://artshow.com">artshow.com</a> ,<br><a href="http://festival.net">festival.net</a>                             | Digital           | Event listing on website and targeted email blasts                       |
| WLKG                               | \$780           | WLKG                                                                                                                         | Radio             | 49 - thirty second ads                                                   |
| WUWM                               | \$1,200         | WUWM                                                                                                                         | Radio             | 20 messages to engage public radio listeners to attend                   |
| Graphic Design Services            | \$1,500         | Rowanberry Studio                                                                                                            |                   | Design service for all print and digital assets                          |
| <b>Grand Total</b>                 | <b>\$22,280</b> |                                                                                                                              |                   |                                                                          |

## Overnight Stay Calculations

| Assumptions                                                   | Stays | Local Economic Impact                  | Amount           |
|---------------------------------------------------------------|-------|----------------------------------------|------------------|
| 90 vendors each day with 50% needing rooms for two nights     | 90    | Overnight stay @ \$157/day             | \$14,130         |
| 1000 overnight attendees (25% of 4,000 attendees for 1 night) | 1000  | Overnight stay @ \$157/day             | \$157,000        |
| 2,000 day trip attendees                                      | 0     | Day trip attendee @ \$75/day           | \$150,000        |
| 1,000 local attendees                                         | 0     | Local Attendee @ \$0/day               | \$0              |
| Total Overnight Stays                                         | 1090  | <b>Total Incremental Local Revenue</b> | <b>\$321,130</b> |

## Example Artwork:

Very similar to prior years. Work is in progress for the 2025 show.

### CALL FOR ARTISTS

45<sup>th</sup> Annual  
Juried Fine Art  
& Craft Fair

Located in Flat Iron Park  
on the beautiful lakefront  
in Lake Geneva, WI

Art in the Park is presented by:

GENEVA  
LAKE  
ARTS  
FOUNDATION

Visit our Gallery Downtown!  
Gallery 223  
223 Broad St. • Lake Geneva, WI



## ART IN THE PARK



Best of Show 2024  
Benjamin Calvert

AUG. 9 & 10, 2025  
Saturday 10 – 5  
Sunday 10 – 4

- Over 80 Artists
- Free Admission
- Free Shuttle
- Silent Auction
- Kids Art Area
- Food & Beverages

More about GLAF  
& Art in the Park



genevalakeartsfoundation.org

# **CITY OF LAKE GENEVA TOURISM COMMISSION**



## **TOURISM PROMOTION GRANT INFORMATIONAL GUIDE**

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](mailto: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 Tourism Commission logo and its website (link or QR Code) to be placed on marketing event/initiative materials including printed materials, banners, event websites and all 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 shall take place after a grant request has been submitted. Be prepared to explain how you calculated your estimate for overnight room stays. The 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](mailto:cityadmin@cityoflakegeneva.gov). The City of Lake Geneva will follow their internal policies in regards to reimbursement and documentation needed for reimbursement up to the approved amount. Any disputes arising from submission will be reviewed for State law compliance by the Lake Geneva City Attorney and the Lake Geneva City Administrator.

**Section 1-Submit for Approval**  
**City of Lake Geneva Tourism Commission**  
**Tourism Promotion Grant Application**

Revised December 2024

Date Submitted: Jan. 28

Organization: Lake Geneva House of Music and Adams Publishing Group  
Chris Buttleman & Robert Ireland

Contact Person:

Phone Number: 262-374-2808 (Chris) 262-949-6281 Rob

Street Address: N3241 County Trunk H  
Lake Geneva, WI 53147

City, State, Zip:

Email Address: Chris@LGHOM.com & robert.ireland@adamspg.com

Name of Event: Wisconsin Cheese Festival

Date(s) of Event: May 16 to May 18, 2025

Deadline for receipt submittal to the City (45 days after event ending): July 2, 2025

Location of Event: Lake Geneva House of Music

Type of Event: Food Festival  
(Festival, Cultural, Convention, Tour, Sporting, Other)

Estimated Number of Attendees: 3,000 to 4,000

Have you Applied Before? Yes or No; Explain: Yes. We applied in 2024 for this event.

Where is this event physically located? (street address and governmental jurisdiction): N3241 County Trunk H, Lake Geneva, WI 53147

What other governmental bodies have been approached for support and what amount has been received? We will be applying for a grant with the town of Geneva Tourism Commission. We are waiting for them to have an official application.

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: Target is 450 to 600.

**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 Tourism Commission logo and its website (link or QR Code) on marketing event/initiative materials including printer materials, banners, event websites and all 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: \$25,000

**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 the 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 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](mailto:cityadmin@cityoflakegeneva.gov)**

## **Important points for your grant presentation at Tourism Commission:**

- 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

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 |
|--------------|-----------|-------------|----------------------|-----------------|-----------|
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**City of Lake Geneva Tourism Commission**

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

- 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**

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](mailto: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: \_\_\_\_\_

## **Marketing Grant Application for the Inaugural Wisconsin Cheese Festival to be held Friday, May 16, Saturday, May 17, and Sunday, May 18, 2025**

### **Overview**

The Lake Geneva House of Music is planning the second annual Wisconsin Cheese Festival, which will be held Friday, May 16, Saturday, May 17, and Sunday, May 18, at the Lake Geneva House of Music. Cheese artisans will be invited to the event to sell freshly-prepared meals, enjoy a plethora of free Wisconsin cheese samples, specialty cheese items for later consumption and cheese-related items. While dining at the festival, patrons will be able to enjoy live bluegrass, newgrass, Americana, and alt-country music. We are also looking at installing fun, family-friendly contests throughout the event. We plan to bring back our Cheese Sculptor, Cheese Bingo, and Wine & Cheese Trivia. The venue is planning a contests between the cheese vendors.

The Lake Geneva House of Music is an established entertainment venue and enjoys the appropriate licensing to serve wine, beer and spirits, which will also be available at the festival. The Wisconsin Cheese Festival will be a family-friendly event.

### **About the organization**

The Lake Geneva House of Music has successfully hosted multiple live music and food events including Taco Fest and Jazz Fest. It also has recently expanded its physical footprint to include additional parking.

### **Media and Marketing Partner**

For this event, The Lake Geneva House of Music is partnering with APG Southern Wisconsin. APG Southern Wisconsin is a full-service marketing firm with print products and websites across southeastern Wisconsin. The print products include The Walworth County SmartShop, The Janesville Gazette, The Beloit Daily News and additional newspapers that span across Dane, Jefferson, Columbia, Dodge and Rock counties. Leading the charge for APG is its Director of Business Development, Robert Ireland. In a previous role, Robert Ireland has been the main media buyer and involved with the marketing in successful events in Walworth, Kenosha, Racine, Rock and Jefferson counties.

### **Estimated Attendance**

Last year the Wisconsin Cheese Festival drove about 2,500 people to The Lake Geneva House of Music. Last year, about 60% of our attendees drove more than 30 miles to attend the event. We estimate that about 15% of the attendees stayed in hotels. Based on that math, we estimate about 400 people had at least one overnight stay.

This year we would like to bring attendance up to between 3,000 and 4,000 people. That would drive between 450 and 600 overnight stays.

## Marketing Plan

All of the money from the marketing grant will be served in the northern Chicago suburbs and the Madison markets. The marketing strategy will specifically target individuals who have a propensity to travel, who enjoy cheese, music and attending festivals.

| Target Market     | Tactic                           | Costs    | Notes                                                       |
|-------------------|----------------------------------|----------|-------------------------------------------------------------|
| Chicago & Madison | Website Updates                  | \$500    |                                                             |
| Chicago & Madison | SEM                              | \$2,500  |                                                             |
| Chicago & Madison | Videography & Video Production   | \$2,500  | Includes two days of filming and video                      |
| Chicago & Madison | Retargeting Ads                  | \$200    | Served to past web site visitors                            |
| Chicago           | Facebook & Instagram             | \$6,300  |                                                             |
| Madison           | Facebook & Instagram             | \$4,000  |                                                             |
| Chicago           | TikTok                           | \$1,750  | Will switch to YouTube or SnapChat if ban is still in place |
| Madison           | TikTok                           | \$1,000  | Will switch to YouTube or SnapChat if ban is still in place |
| Chicago           | 100K Targeted Emails & Redrop    | \$2,500  |                                                             |
| Madison           | 50K Targeted Emails & Redrop     | \$1,250  |                                                             |
| Chicago & Madison | Printing Material                | \$1,000  |                                                             |
| Chicago & Madison | Grass Root /Influencer Marketing | \$1,500  | Independent influencer/marketer targeting desired areas     |
| Total             |                                  | \$25,000 |                                                             |

**None of the above impressions include inventory on APG owned sites.**

We plan on running the targeted ads in the northern Chicago suburbs and the Madison area.

## Added-Value

With the Lake Geneva House of Music partnering with APG, we will provide added value advertising that will benefit the city and LGHOM.

- APGSOWI will provide the following:
  - 20,000 digital impressions on APGSOWI-owned websites.

- Half-page print ads in the Walworth County SmartShop for four weeks leading up to the event.
- This marketing occurs four weeks prior to the event.
- Three sponsored articles in the Janesville Gazette and Beloit Daily News in the month prior to the event.

The creative assets will be similar to last year. To review, please visit the following websites:

**Website:**

<https://www.cheesefestwi.com/>

**Social Media Examples:**

[https://adamspg.brandcdn.com/crtv/get\\_adset/VGxSQmVVMVVM3BOYW1zOQ==/The-Wisconsin-Cheese-FestSocial-Cheese-Fest-Video04.16.2024.21.33.15v1](https://adamspg.brandcdn.com/crtv/get_adset/VGxSQmVVMVVM3BOYW1zOQ==/The-Wisconsin-Cheese-FestSocial-Cheese-Fest-Video04.16.2024.21.33.15v1)

**Retargeting Ads:**

[https://adamspg.brandcdn.com/crtv/get\\_adset/VGtSSk5FNVVVWGxQVkJrOQ==/The-Wisconsin-Cheese-Fest2024-Targeted-Display02.27.2024.20.06.48v2](https://adamspg.brandcdn.com/crtv/get_adset/VGtSSk5FNVVVWGxQVkJrOQ==/The-Wisconsin-Cheese-Fest2024-Targeted-Display02.27.2024.20.06.48v2)

**TikTok**

<https://www.tiktok.com/@lghom/video/7367067710716415274>

Thank you for your consideration. Additional questions can be directed to Robert Ireland at [robert.ireland@adamspg.com](mailto:robert.ireland@adamspg.com).

# **CITY OF LAKE GENEVA TOURISM COMMISSION**



## **TOURISM PROMOTION GRANT INFORMATIONAL GUIDE**

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](mailto: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 Tourism Commission logo and its website (link or QR Code) to be placed on marketing event/initiative materials including printed materials, banners, event websites and all 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 shall take place after a grant request has been submitted. Be prepared to explain how you calculated your estimate for overnight room stays. The 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](mailto:cityadmin@cityoflakegeneva.gov). The City of Lake Geneva will follow their internal policies in regards to reimbursement and documentation needed for reimbursement up to the approved amount. Any disputes arising from submission will be reviewed for State law compliance by the Lake Geneva City Attorney and the Lake Geneva City Administrator.

**Section 1-Submit for Approval**  
**City of Lake Geneva Tourism Commission**  
**Tourism Promotion Grant Application**

Revised December 2024

Date Submitted: Jan. 28, 2025  
Organization: Lake Geneva House of Music & Adams Publishing Group  
Chris Buttleman & Robert Ireland  
Contact Person: 262-374-2808 (Chris) 262-949-6281  
Phone Number:  
Street Address: N3241 County Trunk H  
City, State, Zip: Lake Geneva, WI 53147  
Email Address: Chris@LGHOM.com & robert.ireland@adamspg.com  
Name of Event: Lake Geneva Taco Fest 2025

Date(s) of Event: Sept. 12, Sept. 13 and Sept. 14, 2025

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

Location of Event: Oct. 29, 2025

Type of Event: N3241 County Trunk H  
Lake Geneva, WI 53147

Estimated Number of Attendees: 3,000 to 4,000  
Have you Applied Before? Yes or No; Explain: Yes. APG and LGHOM applied together in 2024.  
LGHOM applied with a different partner in 2021, 2022 and 2023.

Where is this event physically located? (street address and governmental jurisdiction):  
N3241 County Trunk H, Lake Geneva WI 53147 Governmental Jurisdiction: Town of Geneva

What other governmental bodies have been approached for support and what amount has been received? We will be applying for a grant with the Town of Geneva Tourism Commission. We are waiting for them to have an official application.

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: Target is 450 to 600.

**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 Tourism Commission logo and its website (link or QR Code) on marketing event/initiative materials including printer materials, banners, event websites and all 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: \$25,000

**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 the 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 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](mailto:cityadmin@cityoflakegeneva.gov)**

## **Important points for your grant presentation at Tourism Commission:**

- 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

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 |
|--------------|-----------|-------------|----------------------|-----------------|-----------|
|              |           |             |                      |                 |           |
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**City of Lake Geneva Tourism Commission**

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

- 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**

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](mailto: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: \_\_\_\_\_

**Marketing Grant Application for the fourth Annual Lake Geneva TacoFest  
to be held Friday, Sept. 12, 2024, Saturday, Sept. 13, 2024 and Sunday, Sept 14, 2024.**

**Overview**

The Lake Geneva House of Music is planning the fifth annual Lake Geneva TacoFest, which will be held Friday, Sept. 12, Saturday, Sept. 13 and Sunday, Sept. 14 at the Lake Geneva House of Music. Taco trucks throughout the midwest will serve authentic cuisine throughout the weekend. We also plan on continuing our Jalapeno eating contest and our Hot Pepper Eating Contest.

The annual attendance for the first four years of the event would average about 3,500 ticket purchasers. Last year was a bit of a down year and we up to grow it in 2025 by reaching out to the Madison market.

The Lake Geneva House of Music is an established entertainment venue and enjoys the appropriate licensing to serve wine, beer and spirits, which will all be available at the festival. Lake Geneva Taco Fest will be a family-friendly event.

The Lake Geneva House of Music and APG Southern Wisconsin will continue to partner to host the event.

**About the organization**

The Lake Geneva House of Music has successfully hosted multiple live music and food events including Taco Fest and Cheese Fest. It also has recently expanded its physical footprint to include additional parking.

**Media and Marketing Partner**

For this event, The Lake Geneva House of Music is partnering with APG Southern Wisconsin. APG Southern Wisconsin is a full-service marketing firm with print products and websites across southeastern Wisconsin. The print products include The Walworth County SmartShop, The Janesville Gazette, The Beloit Daily News and additional newspapers that span across Dane, Jefferson, Columbia, Dodge and Rock counties. Leading the charge for APG is its Director of Business Development, Robert Ireland. In a previous role, Robert Ireland has been the main media buyer and involved with the marketing in successful events in Walworth, Kenosha, Racine, Rock and Jefferson counties.

**Estimated Attendance**

Our goal for 2025 is to drive 3,000 to 4,000 people to the event. We drew about 2,500 to the event in 2024.

**Marketing Plan**

Most of the funding from the marketing grant will be served in the northern Chicago suburbs and the Madison market. The marketing strategy will specifically target individuals who have a propensity to travel. The SEM budget will cover a larger geographic area, including Madison

and Milwaukee. In order to reach a more diverse audience, we will serve ads in both English and Spanish.

| Target Market     | Tactic                           | Language          | Costs    | Notes                                                                |
|-------------------|----------------------------------|-------------------|----------|----------------------------------------------------------------------|
| Chicago & Madison | Website Updates                  | English           | \$500    |                                                                      |
| Chicago & Madison | SEM                              | English           | \$2,500  |                                                                      |
| Chicago & Madison | Videography & Video Production   | Bi-lingual        | \$2,850  | Includes two days of filming and English and Spanish Language Videos |
| Chicago & Madison | Retargeting Ads                  | English           | \$200    | Served to past web site visitors                                     |
| Chicago           | Facebook & Instagram             | English           | \$3,800  |                                                                      |
| Chicago           | Facebook & Instagram             | Spanish           | \$2,000  |                                                                      |
| Madison           | Facebook & Instagram             | English           | \$3,000  |                                                                      |
| Madison           | Facebook & Instagram             | Spanish           | \$1,000  |                                                                      |
| Chicago           | TikTok                           | English           | \$1,900  | Will switch to YouTube or SnapChat if ban is in place                |
| Madison           | YouTube                          | English & Spanish | \$1,000  | Budget will be split 50/50                                           |
| Chicago           | 100K Targeted Emails & Redrop    | English           | \$2,500  |                                                                      |
| Madison           | 50K Targeted Emails & Redrop     | English           | \$1,250  |                                                                      |
| Chicago & Madison | Printing Material                | Bi-lingual        | \$1,000  |                                                                      |
| Chicago & Madison | Grass Root /Influencer Marketing | Bi-lingual        | \$1,500  | Independent influencer/marketer targeting desired areas              |
| Total             |                                  |                   | \$25,000 |                                                                      |

**None of the above impressions include inventory on APG owned sites.**

We plan on running the targeted ads in the northern Chicago suburbs and the Madison area.

#### **Added-Value**

With the Lake Geneva House of Music partnering with APG, we will provide added value advertising that will benefit the city and LGHOM.

- APGSOWI will provide the following:
  - 20,000 digital impressions on APGSOWI-owned websites.
  - Half-page print ads in the Walworth County SmartShop for four weeks leading up to the event.
  - This marketing occurs four weeks prior to the event.
  - Three sponsored articles in the Janesville Gazette and Beloit Daily News in the month prior to the event.

The creative assets will be similar to last year. To review, please visit the following websites:

**Website:**

<https://www.lgtacofest.com/>

**Spanish Language Video:**

[https://adampg.brandcdn.com/crtv/get\\_adset/VG5wck1FNUVUVEZOVkZVOQ==/Lake-Ge neva-Taco-FestSpanish-Language-202408.03.2024.02.44.59v5](https://adampg.brandcdn.com/crtv/get_adset/VG5wck1FNUVUVEZOVkZVOQ==/Lake-Ge neva-Taco-FestSpanish-Language-202408.03.2024.02.44.59v5)

**English Language Video**

[https://adampg.brandcdn.com/crtv/get\\_adset/VG5wck1FNUVTVEJOZWxVOQ==/Lake-Ge neva-Taco-FestEnglish-Language-TacoFest-202407.25.2024.20.03.08v5](https://adampg.brandcdn.com/crtv/get_adset/VG5wck1FNUVTVEJOZWxVOQ==/Lake-Ge neva-Taco-FestEnglish-Language-TacoFest-202407.25.2024.20.03.08v5)

**TikTok Video**

<https://www.tiktok.com/@lghom/video/7410500952194600235>

# THE WORLD'S TALLEST GLASS TREE

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January 20, 2024

Dear City of Lake Geneva Tourism Board,

Thank you very much for your support in promoting The World's Tallest Glass Tree. We had a record-breaking year. Through trolley attendance and ticket sales we anticipate there were between 12 and 15 thousand people over the 6-day event. Allowing children free admission to the event doesn't allow us to get a perfectly accurate number of attendees, but we feel this to be an accurate depiction. Our event sold out of every glass class, torch class, and tree experience. We had over 1000 people add hot glass to the tree, and Yerkes gave 1000 people tours of the facility.

During the event we featured hosts on the Trolley rides who asked where people were visiting from. It was the consensus that more than 75% of people were visiting from out of town, some of the most common responses were, Milwaukee, Madison, Rockford, Davenport, Green Bay, and most impressive was the number of visitors from Chicago and the Chicago suburbs. We had dozens of people telling us they heard about the event on WGN radio, FOX, NBC, CBS, news, and also multiple other radio outlets. We also had a feature in the Chicago Tribune. It was a well-publicized event this year.

We had a family of four fly up in their own plane from southern Missouri because they heard about the event on Instagram. They landed at Lake lawn, took an uber to the school, hopped on the trolley and attended the event for a couple of hours. It is my understanding they were going to stay overnight and fly home in the morning.

There were guests who drove from Wyoming for the second year in a row, they stayed in town for a week and loved checking out the great food in the area.

We used multiple media outlets for the event. We had a great PR firm, who was able to get us lots of news and radio coverage as well as a pbs special. We were featured on every news station in Milwaukee and multiple in Chicago, as well as having some of those stories picked up nationally.



# THE WORLD'S TALLEST GLASS TREE

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We had great success with social media, growing our Facebook following from 14k in October to 59k as of Jan 19<sup>th</sup>. Our Instagram has rocketed from 8k to over 16k from October until January, and we created a TikTok account in October that started with no followers and now has over 10k, with multiple reels reaching well over 5 and 10 million views each. All our socials are continuing to produce viral posts even after the event. According to comments online people are already planning their visits for 2025.

We utilized billboard style banners on route 43, HWY 50 and 67 and at three glass collection locations. These were well-branded and tasteful banners that featured the Lake Geneva logo. We were able to collect over 5 tons of glass at each location. We also provided free tickets to all of the local schools and hotels for their guests, this proved to be a successful approach as we received over 1000 of these tickets back at the event.

I have provided an attached PR report, I think you will find that we had extensive coverage. We look forward to expanding this in 2025.

Thank you again for everything, we look forward to working with you more in 2025 to create another successful event in the Lake Geneva Area. We love being able to help create winter magic in this area for visitors and community members alike. Thank you for helping to make that possible.

With appreciation,

Rob, Sarah, Jason and the Team at The World's Tallest Glass Tree





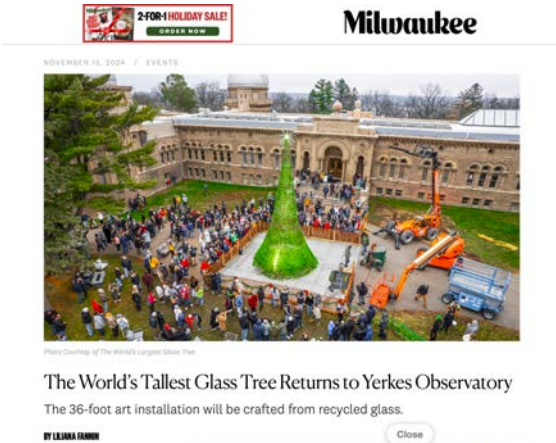
|         | TV                                                                                                                                                                                                                                                                                                                                                                                                                    |
|---------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| NBC-5   | <p><a href="#">“Illinois artist builds ‘world's tallest glass tree’ from recycled bottles,”</a><br/>by Kate Chappell, December 9th, 2024.</p>  <p>WORLD'S TALLEST GLASS TREE<br/>WILLIAMS BAY, WI</p> <p>NFL: BEARS @ 49ERS, TODAY AT 3:25 PM YOU CAN GET ALL YOUR NEWS, WEATHER AND TR 10:18 46°</p>                               |
| ABC-7   | <p><a href="#">“Festival Friday with Diane Pathieu,”</a> by Diane Pathieu, December 6th, 2024.</p>                                                                                                                                                                                                                                                                                                                    |
| ABC-7   | <p><a href="#">“Diane Pathieu's Weekender Report,”</a> by Diane Pathieu, December 7th, 2024.</p>                                                                                                                                                                                                                                                                                                                      |
| TMJ4-TV | <p><a href="#">“The world’s tallest glass tree returns to Williams Bay this holiday season,”</a> by Jennifer Gregorich, November 12th, 2024.</p>                                                                                                                                                                                                                                                                      |
| FOX6-TV | <p><a href="#">“World's largest glass Christmas tree returning to Williams Bay,”</a><br/>November 13th, 2024.</p>  <p>THE GLOW LAND</p> <p>NEW AT 9<br/>WORLD'S TALLEST GLASS TREE RETURNS THIS HOLIDAY SEASON<br/>WILLIAMS BAY</p> <p>9:24 48° ALL THE MONEY RAISED TODAY WILL BE USED TO PURCHASE BRAND NEW WIN! DONATE NOW</p> |

|                              |                                                                                                                                                                                                    |
|------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| CBS58-TV                     | <p><a href="#">“Recycled glass tree aims for world record height with the public's help,”</a> November 12th, 2024.</p>                                                                             |
| WISN-TV                      | <p><a href="#">“The world's tallest glass tree returns to Williams Bay,”</a> by Bella Van Lanen, November 12th, 2024.</p>                                                                          |
| WiscNews                     | <p><a href="#">“The Making of the World’s Tallest Glass Christmas Tree,”</a> December 15th, 2024.</p>                                                                                              |
| CBS58-TV                     | <p>“Last Weekend for World’s Tallest Glass Tree,” (no available link) November 13th, 2024.</p>                   |
| WAND-TV                      | <p>“World’s Tallest Glass Tree On Display in WI,” (no available link) December 12th, 2024.</p>                 |
| ABC-7                        | <p>“World’s Tallest Glass Tree at Yerkes Observatory in Williams Bay,” (no available link), December 8th.</p>  |
| WXPI-TV<br>(Idaho Falls, ID) | <p><a href="#">“Recycled glass tree aims for world record height with the public's help,”</a> November 12th, 2024.</p>                                                                             |

|                                                 |                                                                                                                 |
|-------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|
| <b>KTVZ-TV</b><br><b>(Bend, OR)</b>             | <a href="#">“Recycled glass tree aims for world record height with the public’s help,”</a> November 12th, 2024. |
| <b>KVIA-TV</b><br><b>(El Paso, TX)</b>          | <a href="#">“Recycled glass tree aims for world record height with the public’s help,”</a> November 12th, 2024. |
| <b>KMIZ-TV</b><br><b>(Columbia, MO)</b>         | <a href="#">“Recycled glass tree aims for world record height with the public’s help,”</a> November 12th, 2024. |
| <b>KESQ-TV</b><br><b>(Thousand Palms, CA)</b>   | <a href="#">“Recycled glass tree aims for world record height with the public’s help,”</a> November 12th, 2024. |
| <b>KRDO-TV</b><br><b>(Colorado Springs, CO)</b> | <a href="#">“Recycled glass tree aims for world record height with the public’s help,”</a> November 12th, 2024. |
| <b>KION-TV</b><br><b>(Salinas, CA)</b>          | <a href="#">“Recycled glass tree aims for world record height with the public’s help,”</a> November 12th, 2024. |
| <b>KEYT-TV</b><br><b>(Santa Barbara, CA)</b>    | <a href="#">“Recycled glass tree aims for world record height with the public’s help,”</a> November 12th, 2024. |

|                            |                                                                                                                                                                                                                                                          |
|----------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                            | <div>PUBLICATIONS / ONLINE</div>                                                                                                                                                                                                                         |
| Chicago Tribune            | <div><p><a href="#">“Building the World's Tallest Glass Tree With Recycled Bottles,”</a> (front page feature) by Vivian La, November 29th, 2024.</p><div></div></div> |
| Chicago Star Media         | <div><p><a href="#">“See the World’s Tallest Glass Tree in Williams Bay (just hours away),”</a>by Amina Sergazina, December 9th, 2024.</p></div>                                                                                                         |
| Yahoo News                 | <div><p><a href="#">“Here's how an artist builds the world's largest glass tree in Williams Bay every holiday season,”</a> by Amy Schwab, November 29th, 2024.</p></div>                                                                                 |
| Yahoo! Life                | <div><p><a href="#">“See how the world's tallest glass tree is created each year in Williams Bay,”</a> November 29th, 2024.</p></div>                                                                                                                    |
| MSN                        | <div><p><a href="#">“Illinois artist builds ‘world's tallest glass tree’ from recycled bottles,”</a> by Kate Chappell, December 10th, 2024.</p></div>                                                                                                    |
| MSN                        | <div><p><a href="#">“World's tallest glass Christmas tree will go up in Walworth County,”</a></p></div>                                                                                                                                                  |
| OnMilwaukee                | <div><p><a href="#">“World's Tallest Glass Tree returns to Yerkes Observatory and gets even taller,”</a> by Bobby Tanzilo, November 12th, 2024.</p></div>                                                                                                |
| Milwaukee Journal Sentinel | <div><p><a href="#">“World's Tallest Glass Tree is Built in Williams Bay Wisconsin,”</a> by Amy Schwab, November 29th, 2024.</p></div>                                                                                                                   |
| Milwaukee Journal Sentinel | <div><p><a href="#">“See how the world's tallest glass tree is created each year in Williams Bay,”</a> November 29th, 2024.</p></div>                                                                                                                    |

|                                           |                                                                                                                                                                                                  |
|-------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>Milwaukee Journal Sentinel</b></p>  | <p>“The Story Behind the World’s Tallest Glass Tree in Williams Bay,” by Amy Schwab, November 30th, 2024.</p>  |
| <p><b>Milwaukee Magazine</b></p>          | <p>“<a href="#">13 Things to Do in Milwaukee This Weekend: Dec. 13-15</a>,” by Jonathan Joseph, December 11th, 2024.</p>                                                                         |
| <p><b>WisBusiness</b></p>                 | <p>“<a href="#">Mack Glass Community: The world’s tallest glass tree to grow even taller at Yerkes Observatory</a>”</p>                                                                          |
| <p><b>Milwaukee Community Journal</b></p> | <p>“<a href="#">The World’s Tallest Glass Tree to Grow Even Taller at Yerkes Observatory</a>,” November 12th, 2024.</p>                                                                          |
| <p><b>Urban Milwaukee</b></p>             | <p>“<a href="#">The World’s Tallest Glass Tree to Grow Even Taller at Yerkes Observatory</a>,” November 12th, 2024.</p>                                                                          |
| <p><b>Urban Milwaukee</b></p>             | <p>“<a href="#">The World’s Tallest Glass Tree, Halfway Completed, Prepares for Big Final Weekend</a>,” December 10th, 2024.</p>                                                                 |
| <p><b>WTMJ Spanning the State</b></p>     | <p>“<a href="#">Spinning the State: Green Bay, Ripon, Williams Bay</a>,” by Brian Noonan, November 22nd, 2024.</p>                                                                               |
| <p><b>Walworth Community News</b></p>     | <p>“<a href="#">World’s Tallest Glass Tree returns to Yerkes, and they need your discarded glass bottles</a>,” November 13th, 2024.</p>                                                          |
| <p><b>Lake Geneva Regional News</b></p>   | <p>“<a href="#">Going to New Heights to Light Up Christmas</a>,” by Travis Devlin, November 13th, 2024.</p>                                                                                      |
| <p><b>Lake Geneva Regional News</b></p>   | <p>“<a href="#">Grant awarded to help promote World's Tallest Glass Tree</a>,” by Dennis Hines, November 23rd, 2024.</p>                                                                         |

|                                 |                                                                                                                                                                                                                                                                                                                                                              |
|---------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Milwaukee Magazine              | <p><a href="#">“The World’s Tallest Glass Tree Returns to Yerkes Observatory,”</a> by Lilianna Fannin, November 15th, 2024.</p>  <p>The World’s Tallest Glass Tree Returns to Yerkes Observatory<br/>The 36-foot art installation will be crafted from recycled glass.</p> |
| WCLO                            | <p><a href="#">“World’s tallest glass tree returns to Yerkes Observatory,”</a> November 15th, 2024.</p>                                                                                                                                                                                                                                                      |
| Tribune Phonograph              | <p><a href="#">“Going to New Heights to Light Up Christmas,”</a> by Bill Barth &amp; Stephanie Klett, December 3rd, 2024.</p>                                                                                                                                                                                                                                |
| Milwaukee With Kids             | <p><a href="#">“The World’s Tallest Glass Tree at Yerkes Observatory Returns This Year,”</a> by Calie Herbst, November 18th, 2024.</p>                                                                                                                                                                                                                       |
| Milwaukee With Kids             | <p><a href="#">“10 Magical Holiday Experiences Your Kid Will Love (2024),”</a> Calie Herbst, November 8th, 2024.</p>                                                                                                                                                                                                                                         |
| Wisconsin Newspaper Association | <p><a href="#">“Going to new heights to light up Christmas,”</a> December 2nd, 2024.</p>                                                                                                                                                                                                                                                                     |
| Our Community Now               | <p><a href="#">“Going to new heights to light up the season,”</a> by Travis Devlin, November 13th, 2014.</p>                                                                                                                                                                                                                                                 |
| Newsbreak                       | <p><a href="#">“Clip Captures Magical Moment The World’s Tallest Glass Christmas Tree Is Completed,”</a> by Marty Townsend, December 30th.</p>                                                                                                                                                                                                               |
| Only In Your State              | <p><a href="#">“The World’s Tallest Glass Tree In Wisconsin Is Positively Enchanting,”</a> by Ben Jones. (Updated article originally published last year)</p>                                                                                                                                                                                                |
| UWM Post                        | <p><a href="#">“Saving Real Life Forests Through the World’s Largest Glass Tree: Interview with Producer Rob Elliot,”</a> by Piper Harried, December 13th, 2024.</p>                                                                                                                                                                                         |
| Yahoo News                      | <p><a href="#">News Recap</a></p>                                                                                                                                                                                                                                                                                                                            |
| WisBusiness                     | <p><a href="#">News Recap</a></p>                                                                                                                                                                                                                                                                                                                            |
|                                 |                                                                                                                                                                                                                                                                                                                                                              |

“[10 Top Family-Friendly Holiday Events in Walworth County,](#)” by Kim Kovellev, November 1st, 2024.

Chicago Parent

CHICAGO PARENT THINGS TO DO - PARENTING - EDUCATION - TRENDING - MORE - CONTACT US

8. World's Tallest Glass Tree, Williams Bay



“[Today In Culture, Tuesday, December 3, 2024: Gensler’s Riverline Design | Reckless on the Move | The Midwest’s Roadside Giants,](#)” by Ray Pride, December 3rd, 2024.

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Gingerbread skyline in Conrad Hilton lobby/Photo: Todd Hieggelke

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ART

**World’s Tallest Glass Tree From Recycled Bottles By Illinois Artist**

Champaign-based glass artist Jason Mack builds the world’s tallest glass tree at the Yerkes Observatory in Williams Bay, Wisconsin each year. More than 20,000 visitors from Illinois, Wisconsin and beyond are expected to visit the tree that reaches thirty-six feet tall. The tree has always been green, but this year has been crafted from 3,000 pounds of recycled blue glass. “Starting on December 6, visitors of any age are welcome to try their hand at taking a rod of 2,000-degree liquid glass and letting it drip onto the perpetually spinning tree.” More [here](#).

|                      |                                                                                                                                                                                                                               |
|----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                      | <h1>RADIO</h1>                                                                                                                                                                                                                |
| WGN Radio 720        | <p><a href="#">“The World’s Tallest Glass Tree Getaway,”</a> by Sara Tieman, November 22nd, 2024. (Giveaway contest)</p>                    |
| WGN Radio 720        | <p><a href="#">“Best of the Midwest: Visit the World’s Tallest Glass Tree in Williams Bay!”</a> by Pete Zimmerman, November 27th, 2024.</p>                                                                                   |
| 620 WTMJ             | <p><a href="#">“How You Can Help Build the World’s Tallest Glass Tree,”</a> by Isaac Marquardt, December 1st, 2024.</p>                                                                                                       |
| WPR                  | <p><a href="#">“Visitors add glass to a 36-foot Christmas tree at Yerkes Observatory,”</a> by Anna Marie Yanny, December 12th, 2024.</p>  |
|                      | <h1>SOCIAL MEDIA</h1>                                                                                                                                                                                                         |
| Fluffy Feather Farm  | <p><a href="#">“World’s tallest glass tree!”</a> Youtube Post, December 9th, 2024.</p>                                                                                                                                        |
| Fluffy Feather Farm  | <p><a href="#">“World’s tallest glass tree!”</a> Instagram Post, December 9th, 2024.</p>                                                                                                                                      |
| Wisconsin Arts Board | <p><a href="#">Social Media Post</a></p>                                                                                                                                                                                      |

# City of Lake Geneva Tourism Commission Reimbursement Form

Revised September, 2021

Name: Rob Elliott

Organization Name: Mack Glass DBA World's Tallest Glass Tree

Payment made Payable to: Mack Glass

Remittance Address: PO Box 201 Williams Bay , WI 53191-0201

Contact Phone #: 630-244-3477 Email: roberttelliott1@gmail.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.**

| <u>Invoice Date</u> | <u>Invoice #</u> | <u>Vendor Name</u> | <u>Purchase Description</u> | <u>Purchase Amount</u> | <u>Date Paid</u> |
|---------------------|------------------|--------------------|-----------------------------|------------------------|------------------|
| 11/13/2024          | 655091           | Meridian           | Print Media                 | \$767.00               | 12/23/24         |
| 12/5/2024           | 656543           | Meridian           | Direct Mail                 | \$9,384.67             | 12/23/24         |
| 12/5/2024           | 656585           | Meridian           | Print Media                 | \$399.00               | 12/23/24         |
| 12/11/2024          | 657085           | Meridian           | Print Media                 | \$675.00               | 12/23/24         |
| 12/12/2024          | 657177           | Meridian           | Print Media                 | \$408.75               | 12/23/24         |
| 12/17/2024          | 657497           | Meridian           | Print Media                 | \$593.67               | 12/23/24         |
| 12/09/2024          | 656842           | Meridian           | Print Media                 | \$252.00               | 12/30/24         |
| 12/26/2024          | 658042           | Meridian           | Promo Branding-Caps         | \$1382.02              | 12/30/24         |
| 12/26/2024          | 658040           | Meridian           | Print Media                 | \$6196.47              | 12/30/24         |
| 12/2/2024           | 0654             | 96.1 WLKG          | Radio                       | \$750.00               | 12/23/24         |
| 11/21/2024          | 82306            | 99.9 WJVL          | Radio                       | \$520.00               | 12/23/24         |
| 11/18/2024          | 652462           | WGN Radio          | Radio                       | \$2000.00              | 11/19/24         |



## 2024 Worlds Tallest Glass Tree

### Expense Account Brief Explanation

|                                                                                  |              |             |
|----------------------------------------------------------------------------------|--------------|-------------|
| Social Media Content Creation                                                    | \$ 10,500.00 | \$10,000    |
| design                                                                           | \$ 1,500.00  | \$1525.00   |
| Misc promo/branding                                                              | \$ 1,500.00  | \$1382.02   |
| Print Media: Signage/banners, free tickets, direct mailer,<br>posters rack cards | \$ 18,000.00 | \$18,676.56 |
| Marketing Support Staff                                                          | \$ 3,000.00  | \$3500.00   |
| Radio Marketing WLKG ,WGN,                                                       | \$ 3,500.00  | \$3270.00   |
| Free Shuttle Service from LG Hotels<br>to Yerkes for two weekends                | \$12,000.00  |             |

**Total: \$ 50,000.00**

Approved \$38,000.00

Thank you.

Rob