



LAKE GENEVA TOURISM COMMISSION

Monday, March 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 February 10, 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. Wee Whiskey Fest; Geneva Lakes Whiskey Club
 - b. Wisconsin Cheese Festival; Lake Geneva House of Music and Adams Publishing Group
(continued from February 10, 2025)
 - c. Lake Geneva Taco Fest 2025; Lake Geneva House of Music and Adams Publishing Group
(continued from February 10, 2025)
10. Final Event Evaluations from organizations receiving Tourism Grants
 - a. Lake Geneva Winter Bridal Expo

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

12. Future Agenda Items

13. Next Meeting Date and Time: Monday, April 14, 2025, at 4:00 pm

14. 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, February 10, 2025
COUNCIL CHAMBERS, CITY HALL

Meeting was called to order by Vice Chair Pirzada at 4:06 p.m.

Roll Call

Present: Vice Chair Zakia Pirzada, Alderman Fesenmaier, Alderman Stoodley, Shelley Rowell; Stephanie Klett (Ex-Off), Mayor Krause (Ex-Off)

Absent: Chair Brian Waspi, Troy Migut, 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 January 13, 2025

Motion by Stoodley, second by Pirzada, to approve the minutes from January 13, 2025, with a correction of attendees from former Mayor Klein to current Mayor Krause. Unanimously carried.

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

Jones reviewed her monthly report included in the packet. Site sessions were up by 32%. There were 200 active inquiries (only 99 last year for the same period) possibly due to a new Zola subscription which may include “fluff” inquiries. LakeGenevaHotels.org website had an increase of 21 site sessions. The mid-winter social media campaign runs through April and will be refreshed shortly with new pictures.

The Wedding Expo was filled the Riviera to capacity. Heather will be looking to expand the space used for next year’s event. Jones explained that capacity varies depending on the set-up (i.e. band, food, etc.) but averages between 230 to 260 people.

Update from Tourism Entity – Visit Lake Geneva

Deanna Goodwin gave details regarding the enormous success of the 30th Annual Winterfest. Huge crowds and lots of media attention. Klett had received questions about moving the event due to weather, but other national and state sculpture contests are already scheduled in the weeks before or after the Lake Geneva date.

Restaurant Week is quickly approaching in mid-April.

Website visits are up 30%. Facebook reach was almost 6 million with over 75,000 followers. Their email open rate was 31% surpassing industry standards. The new weekly email of “events only” is close to 2000.

The “Lake Geneva” photo op statue placed in the Brunk Pavilion during the Winterfest event needs a permanent location. Visit will work with City staff for the perfect spot in Flat Iron Park! Earned media (included an extensive list).

Update from Lake Geneva Business Improvement District (BID) –

No representative to speak nor report in the packet.

Written financial update provided by City Comptroller

The Room Tax comparison between yearend 2023 and 2024 showed a net gain of almost \$57,000.

Balance Sheet from December 31, 2025

Total Assets \$1,255,529.13
Restricted Fund Balance - \$907,882.50

Tourism Promotional Grant Program and Requests

Art in the Park – Geneva Lake Arts Foundation

Jeff Russart explained the event in its 45th year. The marketing budget increased from last year with line item changes rather than vendors. The money generated from the event helps keep their current space open on Broad Street.

Motion by Pirzada, second by Stoodley, to fund the grant for \$22,280. Unanimously carried.

Wisconsin Cheese Festival – Lake Geneva House of Music and Adams Publishing

Chris Buttleman and Rob Ireland talked about the 2nd annual event for May 2025. Last year's event showcased a cheese sculpture. Using placer.ai they estimated that 15% of their attendees stayed at City of Lake Geneva hotels. Pirzada asked about the lack of cheese variety and choices. Buttleman responded their goal is to do better. They are adding Madison as a target for marketing. Fesenmaier pointed out that they had not heard back from the Geneva Township Tourism Commission (as noted in the application).

Motion by Fesenmaier, second by Pirzada, to continue the grant request to March. Carried on a 3 to 1 vote.

Lake Geneva Taco Fest - Lake Geneva House of Music and Adams Publishing

Chris Buttleman and Rob Ireland explained this \$25,000 grant request with a predicted overnight stay of up to 600 for the 5th annual September event. They pointed out the updated marketing plans that include bi-lingual ad buys. Fesenmaier asked about the amount of last year's grant and was told it was \$15,000. The same concern regarding the Geneva Township Tourism Commission funding was raised.

Motion by Fesenmaier, second by Pirzada, to continue the grant request to the March meeting. Unanimously carried.

Final Grant Evaluations from organizations receiving Tourism Grant

2024 World's Tallest Glass –

The evaluation included in the packet displayed a good diversity of marketing. The shuttle to the City of Lake Geneva hotels was a success. Missing was a detailed report from placer.ai (subscription funded by the Commission).

Chair Waspi will be asked to call Alex Binanti for an update and future reports.

Tourism Commission related forms, paperwork, and grant procedures review

None

Future meeting agenda items and next meeting date –

Monday, March 10 at 4:00 PM

- Wisconsin Cheese Festival
- Lake Geneva Taco Fest
- Note: Include Future Meeting Date on the agenda

Motion by Pirzada, second by Stoodley, to adjourn at 4:57 p.m. Carried.

Respectfully submitted,
Alderman Fesenmaier, Secretary

Riviera Ballroom/MATL Update- Tourism Commission Meeting March 2025

Marketing Update

- Website Analytics Update: Past 30 Days:
 - Site Sessions: 1,374(-18%)
 - Site Sessions by traffic source
 1. Google (527)
 2. Direct (396)
 3. Social Media Ads (160)
 4. Visit LG (68)
 5. Bing (32)
 - Active Inquiries: 63, 71 recorded for January 2024
 - Avg. Session Duration: 3m 15s (+3s)
 - Site Bounce Rate: 61 (+15%)
- WeddingWire & TheKnot: February Stats
 - 143 Visitors
 - 18 Link Clicks
 - 11 Saves
 - 17 leads
- Hotels & Lodging Analytics Update Past 30 days:
 - 67 Page Views (-19 from last month)
 - Avg. time spent on page: 3min 43sec (-15sec)

**Reports generated on March 5th*
- www.lakegenevahotels.org Analytics
 - 89 Site Sessions (+38)
 - (49) Direct
 - (32) Trading Source (Balloon Build?)
 - (10) Facebook
 - (4) Google
- Social media campaign started December 15th, running until April 15th.

Sales Update

	2018	2019	2020	2021	2022	2023	2024	2025	2026
Weddings	45	28	9	54	55	52	43	43	14
Social	4	1	0	1	5	4	5	3	2
Corporate	4	2	1	1	2	3	1	2	
Non-Profit	7	10	0	3	1	5	4	5	
Event Total	60	41	10	60	62	64	54	53	11
Cancellation Total	0	0	40	11		3	2	4	1
Rescheduled	0	0	20	4		1	1	1	
Comp			5	2	5	6	6	8	
Pending Comp Req								1	

- Sales by year February 2025:
 - 2025 Events- Contracts returned; two weddings, one social and one non-profit. One event contract out for signature (social).
 - 2026 – Four wedding contracts returned. Two contracts out for signature. Once social event cancellation.
 - Last Year- Reported on March 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)

2019	2020	2021	2022	2023	2024	2025 YTD
\$99,792.62	\$29,095.71	\$162,926.92	\$286,754.23	\$308,151.03	\$260,375.56	\$229,431.48
CATERING REVENUE						
\$14,688.76	\$4,337.68	\$32,970.09	\$46,691.72	\$48,795.80	\$47,914.74	\$475.00



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

Partner Events

- Monthly Partner Meeting - March 18, 8-9am at The Abbey Resort

Public Events

- Lake Geneva Restaurant Week – April 19-27
- Concerts in the Park – Thursdays June 26 – August 7
- Electric Christmas Parade – December 6

Earned Media Highlights - FEBRUARY

- WorldAtlas.com | [The 7 Friendliest Little Towns in Wisconsin](#)
- WSAW TV Wausau | [Numerous events happening this weekend in Wisconsin](#)
- TMJ4 Milwaukee | [Wisconsin Weekend in a Minute](#)
- Milwaukee Journal Sentinel | [What's the most romantic place in Wisconsin?](#)
- OnMilwaukee.com | [Urban spelunking: Revisiting now-reopened Yerkes Observatory](#)
- WorldAtlas.com | [Top 10 Wisconsin Towns to Visit in 2025](#)
- MSN.com | [Winners chosen for Lake Geneva Winterfest & America's Snow Sculpting Invitational](#)
- WMTV 15 NBC – Madison | [Winners chosen for Lake Geneva Winterfest](#)
- Racine County Eye | [Top 5 romantic winter getaways in Wisconsin](#)
- Beloit Daily News | [Wisconsin team takes first place in snow sculpting event](#)
- Fox6 Milwaukee | [Lake Geneva Winterfest snow sculptors battle each other, temps](#)

Marketing Metrics – FEBRUARY 2025

WEBSITE – VisitLakeGeneva.com

- Visitor Sessions – 153,760 (-3.1%) | YTD 398,322 (+15.0%)
- Pageviews – 363,533 (-13.3%) | YTD 914,775 (+1.2%)
- Users – 112,992 (+0.8%) | YTD 285,871 (+9.3%)
- Online Guide Visits – 1,076 | YTD 2,567
- **Top Pages**

1. Events	64,994 Pageviews
2. Home	60,101
3. Winterfest	28,570
4. Things to Do Winter Activities	11,358
5. Weddings	11,355
6. Things to Do	11,058
7. Winterfest Program	8,375
8. Meetings	7,426
9. Stay Hotels & Resorts	6,390
10. Events Events This Week	5,472

- **Top Cities**

1. Chicago	30,958 Users
2. (not set)	4,971
3. Milwaukee	3,120
4. Minneapolis	2,390
5. Ashburn	2,173
6. Lake Geneva	1,334
7. Detroit	1,109
8. Madison	961
9. Dallas	886
10. Los Angeles	736

SOCIAL MEDIA

- Facebook – 75,446 Followers (+296 MoM) | Monthly Reach 1,561,511
- Instagram – 17,449 Followers (+229 MoM) | 86,430 Monthly Reach
- X – 3,527 Followers (+11 MoM) | 670 Monthly Impressions
- LinkedIn – 1,828 Followers (+18 MoM) | 1,829 Monthly Impressions
- TikTok – 2,698 Followers (+55 MoM) | 30,400 Monthly Views

EMAIL SUBSCRIBERS

- Subscribers – 52,324
- Open Rate – 29.4%

VISITOR CENTER ACTIVITY

- Phone Calls – 216 (-203) | YTD 547 (-230)
- Walk-ins – 1,391 (-331) | YTD 1,905 (-220)
- Emails – 714 (-64) | YTD 1,510 (-255)
- Visitors Guides Fulfilled – 628 (-58) | YTD 1,558 (-196)

Hotel Performance

2024 December

- Occupancy - 41.4% (-0.7%) | YTD 53.3% (+2.9%)
- ADR - \$188.10 (16.3%) | YTD \$191.67 (-2.2%)
- RevPar - \$77.92 (-7%) | YTD \$102.07 (+0.7%)

2025 January

- Occupancy - 40.6% (+14.1%)
- ADR - \$184.63 (+13.6%)
- RevPar - \$75.00 (+29.6%)

Meetings & Events RFP Activity – FEBRUARY 2024

RPF #	Total Attendees	Total Room Nights	Type	Event Date	Properties Sourced
1464	8	8	SMERF	March 2025	Lake Lawn, Grand Geneva, Abbey, Maxwell Mansion , Geneva Inn
1465	60	120	Assoc	July 2025	Lake Geneva Cruise Line , Lake Lawn Queen
1466	40	80	SMERF	July 2025	Abbey, Grand Geneva
1467	300	32	SMERF	April 2027	Grand Geneva
1468	250	330	Assoc	Jan 2028	Abbey, Grand Geneva, Lake Lawn
1469	120	432	Assoc	June 2027	Grand Geneva, Lake Lawn, The Cove
1470	300	555	Assoc	Sept 2026	Grand Geneva, Abbey
1471	300	555	Assoc	Sept 2027	Grand Geneva, Abbey
1472	300	555	Assoc	Sept 2028	Grand Geneva, Abbey
1473	100	45	Social	Sept 2026	Lake Lawn, Abbey, Grand Geneva, Bella Vista Suites , Harbor Shores , The Riviera
1474	300	200	Education	Dec 2025	Abbey, Grand Geneva
1475	400	175	Corporate	June 2027	Abbey, Grand Geneva, Lake Lawn
1476	15	30	Corporate	July 2025	Grand Geneva
1477	75	223	Corporate	June 2026	Abbey, Grand Geneva,
1478	225	175	Corporate	Aug 2025	Abbey, Grand Geneva, Lake Lawn, Timber Ridge
15	2793	3515	February 2025 Totals		

Year-to-Date

- RFPs Distributed – 27 | RFP Room Nights – 6,089 | RFP Attendees – 4,310

More...

- The VLG team wrapped up our Winter commercial shoot featuring Donald Driver in February. The Fall and Winter commercials will debut in 2025.
- Lake Geneva has been nominated in USA Today's 10 Best reader's choice poll in the category of "Best Small Town in the Midwest". Voting is open now through 3/31. Vote daily [HERE](#).
- Visit Lake Geneva hosted a ribbon cutting to celebrate the re-opening of Town Bank's Broad Street location on Friday, March 7.
- VLG staff will attend IPW, an international media and travel buyer show in Chicago, June 14-18.
- Two Geiger Media Tours are scheduled for 2025 – Meetings & Conventions writers, June 2-5 and Leisure writers Sept 2-5.



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

Executive Director's Report

February 2025 Recap

Website & Social:

In February, we had one blog post added for Interview with a Local series and we had 9 rvps for the Annual Meeting. Updates to Wine Walk page are being finalized and will be live in March.

Most pages visited were /homepage /shop and then /information. Top traffic sources were google, then direct, and then VISIT Lake Geneva.

In social, highlights included Winterfest, Main Street visit, comfort foods, and indoor entertainment. More post shares than original content and Clearwater Outdoor interview was most viewed and engaged post on our page as well as in local shares. Continued scrubbing accounts on facebook to minimize bots/scammers indicating a slight decrease of overall followers but still an increase in organic new followers.

Also looking into creating a toolbox for businesses to have resources for building vacancies, article shares, chat platform and more.

	JAN	FEB	MAR	APR	MAY	JUN	AUG	SEP	OCT	NOV	DEC (24)
Mobile	546	630									643
Desktop	327	385									263
Tablet	15	12									9
Pageviews	1821	2100									1697
Users	888	857									915
New Visitors	803	790									815

Avg Time on site	4m1s	5m31s									2m41s
	JAN	FEB	MAR	APR	MAY	JUN	AUG	SEP	OCT	NOV	DEC (24)
FACEBOOK											
Followers	17890	17507									17611
MoM Change	279	94									-121
Reach	38,886	42,346									34671
Views	111,637	89,536									
Post Engagement	6,551	5766									2715
INSTAGRAM											
Followers	3409	3493									3373
MoM Change	36	84									17
Reach	6,214	5758									3528
Engagement	522	322									234

Events:

Listed Events for the year:

Indoor Sidewalk Sale – January 10-12th

Annual Meeting – March 12th

Spring Wine Walk – May 18th

Lemonade Day Crawl – August 20th

Maxwell Street Days - August 22-24th

Oktoberfest – October 11-12th

Fall Wine Walk – November 2nd

Light Up Lake Geneva Tree Lighting Shop Small Weekend – November 28-30th

Visits with Santa – Thursdays in December

- i. Annual Meeting Planning – March 12th
Budget: \$3,000

Location: Riveria Ballroom (City Council Approved the Comp of \$1000 Room Rate)

Catering: Annie's Burger Town Cost \$1425.00

Attendance Estimate: 65 people at \$10.00 per person

Tickets to be purchased on Eventbrite and can be found our website

Event to Start at 7:30am for check-in; 8am breakfast; presentation at 8:30, awards by 8:45am

Invitations to be sent out February 12th; attendance at 49 so far;

ii. Oktoberfest Planning –

- a. January 9th - Anthony and Alexandria met with City of Lake Geneva for a 2024 recap meeting. Discussing the attendance increase and safety needs of the area, the recommendation was made to the BID to relocate the event back to Flat Iron Park with Wrigley Drive closed.
- b. January 16th Oktoberfest Promo meeting took place with Anthony, Alexandria, Jennifer Adams, and Stephen Schroeder to discuss the changes required to relocate. Tasks have been assigned for band bookings and estimates for increased activity stations. To meet in February 10, 2025
- c. February 12th meeting took place with Main Street Resource Team, shared sponsor documents, working on design event location map, also reaching out to potential food and activity vendors.

iii. Wine Walk Planning –

- a. Credit card processing established on website.
- b. Business Sign Ups to be sent out March 5th for participation
- c. Permit application and liquor licensing to be applied in March
- d. Tickets to go on sale April 1st (Gives a 6 week ticket window)

Beautification:

- i. Benches – This is to be continued in March with discussion at the City in regards to rfp process formation.
- ii. Mural Committee – Postponed to March.
- iii. Placemaking Committee – City and BID partnership with Anthony Silvestri, Mayor Krause, MaryJo Fesenmaier and Alexandria Binanti to discuss an alleyway activation project to take place on Broad Street. Discussed funding potentials with grants, scope of work, and getting estimate for resurfacing of parameter. To schedule meeting with City Administrator to discuss next steps of planning in partnership. Received quote of repavement of alleyways from local vendors. Approached design specialist to create a rendering of the potential space.

Economic Vitality:

- i. BID Led Hwy 50 Committee held its first 2025 meeting January 23rd. In attendance Alexandria Binanti, Deanna Goodwin, Ryan Cardinal, Roger Wolf, Speedo Condos, Alistair Cummings, Anthony Silvestri. Discussed goals for public communication, business communications, organization of information to present to the city. Alexandria followed up with WEDC toolkit and shared input with city. The City is now assigning a task force with Alexandria Binanti as BID representative to meet in February.
- ii. February 12th held second meeting with Main Street Resource team present with discussion to add representatives to the city task force and consolidate interests for current and long term parking solutions to be planned in tandem.
- iii. BID expansion data being developed and meetings held with potential property owners started taking place in February. Looking at map design of parameter increase for marketing materials.

Business Communications, Organization & General Marketing:

BRV: 6 site visits. Hosted two business meetings. Merchant Meeting Attendance was at 46 business district partners, lunch and learn was 22.

- i. Finance Committee are in ongoing discussion with City for account adjustments and ordinance changes. Bringing to FLR in March.
- ii. Put out request for RFP for annual marketing plans for radio, display, and digital platforms for events and evergreen campaign.
- iii. Ordinance adjustment discussion taking place at city in proposal of mural specifications pertaining to amount of murals on a building and sponsorship placards. To go to Committee of the Whole for discussion.
- iv. Marketing for Spring Wine Walk in process of design and will be updated in March.

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

2023

	Room Tax Regular	Room Tax Marketplace	Totals
January	50,649.40	-	50,649.40
February	69,510.46	-	69,510.46
March	71,887.05	152,450.05	224,337.10
April	66,450.06	-	66,450.06
May	103,584.65	-	103,584.65
June	215,298.05	191,031.50	406,329.55
July	272,345.01	-	272,345.01
August	218,291.21	-	218,291.21
September	171,156.52	240,349.17	411,505.69
October	144,090.97	-	144,090.97
November	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 Regular	Room Tax Marketplace	Additions Room Tax- Reg Since last Reported	Additions Room Tax- Marketplace Since last Reported	Net Totals	Amount Issued to LG Visit	Check Issue 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	830.73	-	249,289.89	86,814.70	10/3/2024
September	192,333.93	229,206.50	9,322.69	-	430,863.12	156,423.77	12/4/2024
October	121,426.53	75.05	277.22	-	121,778.80	49,502.77	1/6/2025
November	40,693.63	19.20	25,920.65	-	66,633.48	95,522.60	2/7/2025
December	67,256.48	125,153.36	-	-	192,409.84	515.08	3/7/2025
	<u>1,541,636.40</u>	<u>716,727.67</u>	<u>36,351.29</u>	<u>-</u>	<u>2,294,715.36</u>	<u>819,213.38</u>	

Variance 58,001.56

Note: Marketplace Providers now pay on a quarterly basis

CITY OF LAKE GENEVABALANCE SHEET
DECEMBER 31, 2024**FUND 47 - TOURISM**ASSETS

47-00-00-11111	FUND CASH	1,256,539.10	
	TOTAL ASSETS		1,256,539.10

LIABILITIES AND EQUITYLIABILITIES

47-00-00-21100	ACCOUNTS PAYABLE	180,950.37	
	TOTAL LIABILITIES		180,950.37

FUND EQUITY

47-00-00-34800	RESTRICTED FUND BALANCE	907,882.50	
	REVENUES OVER EXPENDITURES - YTD	167,706.23	
	TOTAL FUND EQUITY		1,075,588.73
	TOTAL LIABILITIES & EQUITY		1,256,539.10

Account Number	Account Title	2024-24 Prior year Actual	2024-24 Prior year Budget	Variance Current year	% of Budget
TOURISM					
TOURISM					
TOURISM					
47-00-00-41210	ROOM TAX	1,606,300.75	1,400,000.00	206,300.75-	114.74
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:		1,652,180.15	1,410,000.00	242,180.15-	117.18
TOURISM					
47-00-00-57100	HOTEL/MOTEL ASSN-CHAM OF COM	818,698.30	680,000.00	138,698.30-	120.40
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:		888,698.38	750,000.00	138,698.38-	118.49
Total TOURISM:		2,540,878.53	2,160,000.00	380,878.53-	117.63
DEPARTMENT: 70					
PROGRAM: 00					
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:		1,652,180.15	1,410,000.00	242,180.15-	117.18
TOURISM Expenditure Total:		1,484,473.92	1,410,000.00	74,473.92-	105.28
Net Total TOURISM:		167,706.23	.00	167,706.23-	.00
Net Grand Totals:		167,706.23	.00	167,706.23-	.00

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-11111 FUND CASH					
		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
		12/31/2024 (13/24) Period Totals and Balance	.00 *	.00 *	1,255,529.13
47-00-00-13920 ACCTS RECEIVABLE					
		11/30/2024 (11/24) Balance	.00 *	.00 *	.00
		12/31/2024 (13/24) Period Totals and Balance	.00 *	.00 *	.00
47-00-00-21100 ACCOUNTS PAYABLE					
		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
AP	236	Summary Transactions from AP System		49,502.77-	
AP	352	Summary Transactions from AP System		21,925.00-	
AP	539	Summary Transactions from AP System		14,000.00-	
AP	661	Summary Transactions from AP System		95,522.60-	
		12/31/2024 (13/24) Period Totals and Balance	.00 *	180,950.37- *	180,950.37-
47-00-00-21900 ACCRUED EXPENSES					
		11/30/2024 (11/24) Balance	.00 *	.00 *	.00
		12/31/2024 (13/24) Period Totals and Balance	.00 *	.00 *	.00

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-21900 ACCRUED EXPENSES (continued)					
47-00-00-34800 RESTRICTED FUND BALANCE					
		11/30/2024 (11/24) Balance	.00 *	.00 *	907,882.50-
		12/31/2024 (13/24) Period Totals and Balance	.00 *	.00 *	907,882.50-
47-00-00-41210 ROOM TAX					
		11/30/2024 (11/24) Balance	.00 *	.00 *	1,417,991.57-
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-
JE	25	TRANSFER ROOM TAX TO TOURISM FUND-FI		1,009.97-	
		12/31/2024 (13/24) Period Totals and Balance	.00 *	1,009.97- *	1,606,300.75-
YTD Encumbrance	.00	YTD Actual	1,605,290.78- Total	1,605,290.78- YTD Budget	1,400,000.00- Unearned 205,290.78-
47-00-00-46100 TOURISM MISC REVENUE					
		11/30/2024 (11/24) Balance	.00 *	.00 *	.00
		12/31/2024 (13/24) Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual	.00 Total	.00 YTD Budget	.00 Unearned .00
47-00-00-48110 INTEREST INCOME					
		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-
		12/31/2024 (13/24) Period Totals and Balance	.00 *	.00 *	45,879.40-
YTD Encumbrance	.00	YTD Actual	45,879.40- Total	45,879.40- YTD Budget	10,000.00- Unearned 35,879.40-
47-00-00-49100 APPL. PRIOR YR APPROPRIATIONS					
		11/30/2024 (11/24) Balance	.00 *	.00 *	.00
		12/31/2024 (13/24) Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual	.00 Total	.00 YTD Budget	.00 Unearned .00
47-00-00-49350 TRANSFER FROM GENERAL FUND					
		11/30/2024 (11/24) Balance	.00 *	.00 *	.00
		12/31/2024 (13/24) Period Totals and Balance	.00 *	.00 *	.00

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-49350 TRANSFER FROM GENERAL FUND (continued)					
YTD Encumbrance	.00	YTD Actual	.00	Total	.00
YTD Budget	.00	Unearned	.00		
47-00-00-57100 HOTEL/MOTEL ASSN-CHAM OF COMM					
	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
AP	64 LAKE GENEVA CONVENTION		49,502.77		
	**Desc: OCTOBER 2024 SHARE OF ROOM TAX				
AP	566 LAKE GENEVA CONVENTION		95,522.60		
	**Desc: NOV 2024 -DEC 2024 SHARE OF ROOM TAX				
	12/31/2024 (13/24) Period Totals and Balance		145,025.37 *	.00 *	818,698.30
YTD Encumbrance	.00	YTD Actual	673,672.93	Total	673,672.93
YTD Budget	680,000.00	Unexpended	6,327.07		
47-00-00-57210 EVENTS COORDINATOR					
	11/30/2024 (11/24) Balance		.00 *	.00 *	.00
	12/31/2024 (13/24) Period Totals and Balance		.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual	.00	Total	.00
YTD Budget	.00	Unexpended	.00		
47-00-00-57212 RIVIERA MARKETING COORDINATOR					
	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
	12/31/2024 (13/24) Period Totals and Balance		.00 *	.00 *	70,000.08
YTD Encumbrance	.00	YTD Actual	70,000.08	Total	70,000.08
YTD Budget	70,000.00	Unexpended	.08-		
47-00-11-15900 DUE TO/FROM GENERAL FUND					
	11/30/2024 (11/24) Balance		.00 *	.00 *	.00
	12/31/2024 (13/24) Period Totals and Balance		.00 *	.00 *	.00
47-00-40-15900 DUE TO/FROM LAKEFRONT FUND					
	11/30/2024 (11/24) Balance		.00 *	.00 *	.00

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-40-15900 DUE TO/FROM LAKEFRONT FUND (continued)					
		12/31/2024 (13/24) Period Totals and Balance	.00 *	.00 *	.00
47-70-00-57150 PROMOTIONAL GRANT					
		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
AP	318	CITY OF LAKE GENEVA BID	21,925.00		
		**Desc: OCTOBERFEST 2024			
AP	507	LAKE GENEVA BID	11,000.00		
		**Desc: PROMO GRANT REIMBURSEMENT			
AP	530	ASR EVENTS LLC	3,000.00		
		**Desc: ABOMINABLE TRAIL RACE			
		12/31/2024 (13/24) Period Totals and Balance	35,925.00 *	.00 *	337,572.21
YTD Encumbrance	.00	YTD Actual 301,647.21 Total	301,647.21	YTD Budget 150,000.00 Unexpended	151,647.21-
47-70-00-57155 TOURISM MUNICIPAL DEVELOPMENT					
		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
		12/31/2024 (13/24) Period Totals and Balance	.00 *	.00 *	19,628.33
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 *	.00
		12/31/2024 (13/24) Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual .00 Total	.00	YTD Budget .00 Unexpended	.00
47-70-00-59500 TRANSFER TO LAKEFRONT FUND					
		11/30/2024 (11/24) Balance	.00 *	.00 *	.00

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-70-00-59500 TRANSFER TO LAKEFRONT FUND (continued)					
		12/31/2024 (13/24) Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual .00 Total	.00	YTD Budget .00 Unexpended	.00
47-70-00-59600 TRANSFER TO DEBT SERVICE FUND					
		11/30/2024 (11/24) Balance	.00 *	.00 *	238,575.00
		12/31/2024 (13/24) Period Totals and Balance	.00 *	.00 *	238,575.00
YTD Encumbrance	.00	YTD Actual 238,575.00 Total	238,575.00	YTD Budget 238,575.00 Unexpended	.00
Number of transactions: 39 Number of accounts: 20			Debit	Credit	Proof
Grand Totals:			959,043.64	960,053.61-	1,009.97-

**CITY OF LAKE GENEVA
ROOM TAX COMPARISONS
2024 AND 2025**

2024

	Room Tax Regular	Room Tax Marketplace	Totals
January	46,345.11	15.52	46,360.63
February	66,449.53	43.29	66,492.82
March	84,536.65	172,059.59	256,596.24
April	63,357.72	20.09	63,377.81
May	106,782.84	118.54	106,901.38
June	225,867.09	189,668.55	415,535.64
July	278,306.46	169.25	278,475.71
August	249,111.16	178.73	249,289.89
September	201,656.62	229,206.50	430,863.12
October	121,703.75	75.05	121,778.80
November	66,614.28	19.20	66,633.48
December	67,256.48	125,153.36	192,409.84
	<u>1,577,987.69</u>	<u>716,727.67</u>	<u>2,294,715.36</u>

2025

	Room Tax Regular	Room Tax Marketplace	Additions Room Tax- Reg Since last Reported	Additions Room Tax- Marketplace Since last Reported	Net Totals	Amount Issued to LG Visit	Check Issue Date
January	24,826.04	0.60			24,826.64	-	
February	387.96				387.96		
March					-		
April					-		
May					-		
June					-		
July					-		
August					-		
September					-		
October					-		
November					-		
December					-		
	<u>25,214.00</u>	<u>0.60</u>	<u>-</u>	<u>-</u>	<u>25,214.60</u>	<u>0.00</u>	

Note: Marketplace Providers now pay on a quarterly basis

CITY OF LAKE GENEVABALANCE SHEET
JANUARY 31, 2025**FUND 47 - TOURISM**ASSETS

47-00-00-11111	FUND CASH	1,171,897.37	
	TOTAL ASSETS		1,171,897.37

LIABILITIES AND EQUITYLIABILITIES

47-00-00-21100	ACCOUNTS PAYABLE	98,522.60	
	TOTAL LIABILITIES		98,522.60

FUND EQUITY

47-00-00-34800	RESTRICTED FUND BALANCE	1,075,588.73	
	REVENUES OVER EXPENDITURES - YTD	(2,213.96)	
	TOTAL FUND EQUITY		1,073,374.77
	TOTAL LIABILITIES & EQUITY		1,171,897.37

Account Number	Account Title	2025-25 Period Actual	2025-25 Current year Actual	Current year Budget	Variance Current year	% of Budget
TOURISM						
TOURISM						
47-00-00-41210	ROOM TAX	.00	.00	1,400,000.00	1,400,000.00	.00
47-00-00-46100	TOURISM MISC REVENUE	.00	.00	.00	.00	.00
47-00-00-48110	INTEREST INCOME	3,739.36	3,739.36	10,000.00	6,260.64	37.39
47-00-00-49350	TRANSFER FROM GENERAL FUND	.00	.00	.00	.00	.00
Total TOURISM:		3,739.36	3,739.36	1,410,000.00	1,406,260.64	.27
47-00-00-57100	HOTEL/MOTEL ASSN-CHAM OF COM	.00	.00	680,000.00	680,000.00	.00
47-00-00-57210	EVENTS COORDINATOR	.00	.00	.00	.00	.00
47-00-00-57212	RIVIERA MARKETING COORDINATOR	5,833.34	5,833.34	70,000.00	58,333.32	16.67
47-70-00-57150	PROMOTIONAL GRANT	.00	.00	200,402.00	162,402.00	18.96
47-70-00-57155	TOURISM MUNICIPAL DEVELOPMENT	119.98	119.98	221,425.00	221,016.20	.18
47-70-00-59500	TRANSFER TO LAKEFRONT FUND	.00	.00	.00	.00	.00
47-70-00-59600	TRANSFER TO DEBT SERVICE FUND	.00	.00	238,173.00	238,173.00	.00
TOURISM Expenditure Total:		5,953.32	5,953.32	1,410,000.00	1,359,924.52	3.55
Net Total TOURISM:		2,213.96-	2,213.96-	.00	46,336.12	.00
Net Grand Totals:		2,213.96-	2,213.96-	.00	46,336.12	.00

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-11111 FUND CASH					
		01/01/2025 (00/25) Balance	.00 *	.00 *	1,255,529.13
CA-CDA	7	CDA Fund Allocation - Created: 02/13/25 12:05 P		88,381.09-	
CA-JE	22	JE Fund Allocation - Created: 02/20/25 11:02 AM	3,739.36		
		01/31/2025 (01/25) Period Totals and Balance	3,739.36 *	88,381.09- *	1,170,887.40
47-00-00-13920 ACCTS RECEIVABLE					
		01/01/2025 (00/25) Balance	.00 *	.00 *	.00
		01/31/2025 (01/25) Period Totals and Balance	.00 *	.00 *	.00
47-00-00-21100 ACCOUNTS PAYABLE					
		01/01/2025 (00/25) Balance	.00 *	.00 *	180,950.37-
AP	394	Summary Transactions from AP System		119.98-	
AP	523	Summary Transactions from AP System		5,833.34-	
CDA	87737	LAKE GENEVA CONVENTION	49,502.77		
CDA	87751	CITY OF LAKE GENEVA BID	21,925.00		
CDA	87881	CHARTER COMMUNICATIONS	119.98		
CDA	87896	LAKE GENEVA BID	11,000.00		
CDA	87903	JONES, HEATHER	5,833.34		
		01/31/2025 (01/25) Period Totals and Balance	88,381.09 *	5,953.32- *	98,522.60-
47-00-00-21900 ACCRUED EXPENSES					
		01/01/2025 (00/25) Balance	.00 *	.00 *	.00
		01/31/2025 (01/25) Period Totals and Balance	.00 *	.00 *	.00
47-00-00-34800 RESTRICTED FUND BALANCE					
		01/01/2025 (00/25) Balance	.00 *	.00 *	1,075,588.73-
		01/31/2025 (01/25) Period Totals and Balance	.00 *	.00 *	1,075,588.73-
47-00-00-41210 ROOM TAX					
		01/01/2025 (00/25) Balance	.00 *	.00 *	.00
		01/31/2025 (01/25) Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual	.00	Total	.00
YTD Budget	1,400,000.00-	Unearned	1,400,000.00		
47-00-00-46100 TOURISM MISC REVENUE					
		01/01/2025 (00/25) Balance	.00 *	.00 *	.00
		01/31/2025 (01/25) Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual	.00	Total	.00
YTD Budget	.00	Unearned	.00		
47-00-00-48110 INTEREST INCOME					
		01/01/2025 (00/25) Balance	.00 *	.00 *	.00

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-48110 INTEREST INCOME (continued)					
JE	25 REC JAN LGIP ACTIVITY			3,739.36-	
	01/31/2025 (01/25) Period Totals and Balance		.00 *	3,739.36- *	3,739.36-
YTD Encumbrance	.00 YTD Actual	3,739.36- Total	3,739.36- YTD Budget	10,000.00- Unearned	6,260.64
47-00-00-49100 APPL. PRIOR YR APPROPRIATIONS					
	01/01/2025 (00/25) Balance		.00 *	.00 *	.00
	01/31/2025 (01/25) Period Totals and Balance		.00 *	.00 *	.00
YTD Encumbrance	.00 YTD Actual	.00 Total	.00 YTD Budget	.00 Unearned	.00
47-00-00-49350 TRANSFER FROM GENERAL FUND					
	01/01/2025 (00/25) Balance		.00 *	.00 *	.00
	01/31/2025 (01/25) Period Totals and Balance		.00 *	.00 *	.00
YTD Encumbrance	.00 YTD Actual	.00 Total	.00 YTD Budget	.00 Unearned	.00
47-00-00-57100 HOTEL/MOTEL ASSN-CHAM OF COMM					
	01/01/2025 (00/25) Balance		.00 *	.00 *	.00
	01/31/2025 (01/25) Period Totals and Balance		.00 *	.00 *	.00
YTD Encumbrance	.00 YTD Actual	.00 Total	.00 YTD Budget	680,000.00 Unexpended	680,000.00
47-00-00-57210 EVENTS COORDINATOR					
	01/01/2025 (00/25) Balance		.00 *	.00 *	.00
	01/31/2025 (01/25) Period Totals and Balance		.00 *	.00 *	.00
YTD Encumbrance	.00 YTD Actual	.00 Total	.00 YTD Budget	.00 Unexpended	.00
47-00-00-57212 RIVIERA MARKETING COORDINATOR					
	01/01/2025 (00/25) Balance		.00 *	.00 *	.00
AP	502 JONES, HEATHER		5,833.34		
	**Desc: RIVIERA EVENTS COORDINATOR-FEB 2025				
	01/31/2025 (01/25) Period Totals and Balance		5,833.34 *	.00 *	5,833.34
YTD Encumbrance	.00 YTD Actual	5,833.34 Total	5,833.34 YTD Budget	70,000.00 Unexpended	64,166.66
47-00-11-15900 DUE TO/FROM GENERAL FUND					
	01/01/2025 (00/25) Balance		.00 *	.00 *	.00

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-11-15900 DUE TO/FROM GENERAL FUND (continued)					
		01/31/2025 (01/25) Period Totals and Balance	.00 *	.00 *	.00
47-00-40-15900 DUE TO/FROM LAKEFRONT FUND					
		01/01/2025 (00/25) Balance	.00 *	.00 *	.00
		01/31/2025 (01/25) Period Totals and Balance	.00 *	.00 *	.00
47-70-00-57150 PROMOTIONAL GRANT					
		01/01/2025 (00/25) Balance	.00 *	.00 *	.00
		01/31/2025 (01/25) Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual .00 Total	.00	YTD Budget 200,402.00 Unexpended	200,402.00
47-70-00-57155 TOURISM MUNICIPAL DEVELOPMENT					
		01/01/2025 (00/25) Balance	.00 *	.00 *	.00
AP		383 CHARTER COMMUNICATIONS	119.98		
		**Desc: INTERNET SERV.- JAN 2025			
		01/31/2025 (01/25) Period Totals and Balance	119.98 *	.00 *	119.98
YTD Encumbrance	.00	YTD Actual 119.98 Total	119.98	YTD Budget 221,425.00 Unexpended	221,305.02
47-70-00-59400 TRANSFER TO CAPITAL PROJECTS					
		01/01/2025 (00/25) Balance	.00 *	.00 *	.00
		01/31/2025 (01/25) Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual .00 Total	.00	YTD Budget .00 Unexpended	.00
47-70-00-59500 TRANSFER TO LAKEFRONT FUND					
		01/01/2025 (00/25) Balance	.00 *	.00 *	.00
		01/31/2025 (01/25) Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual .00 Total	.00	YTD Budget .00 Unexpended	.00
47-70-00-59600 TRANSFER TO DEBT SERVICE FUND					
		01/01/2025 (00/25) Balance	.00 *	.00 *	.00
		01/31/2025 (01/25) Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual .00 Total	.00	YTD Budget 238,173.00 Unexpended	238,173.00
Number of transactions: 12 Number of accounts: 20			Debit	Credit	Proof
Grand Totals:			98,073.77	98,073.77-	.00

Report Criteria:

Actual amounts

All accounts

Account.Account number = "47000011111"- "47700059600"

2024/2025 Tourism Grant Commitments

Meetings	Events	Amount committed	Vendor	Date of Event	Paid to Date	Remaining Balance	PAID
2024-Meetings							
September	Lake Geneva Beer and Spirits Festival	18,780.13	Nei-Turner Media Group Inc.	October 26, 2024	18,780.13	\$ -	12/13/2024
	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	
November	Avian Committee	4,000.00	Avian Committee (Bird Backpacks)	Ongoing-April 2025		\$ 4,000.00	2/18/2025
	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	
2025-Meetings							
January	Fall 2025 and Winter 2026 Promo	TBD	Riviera -Heather Jones	Various			
February	Art in the Park	22,280.00	Geneva Lake Arts Foundation, Inc.	August 9-10, 2025		22,280.00	
	Wisconsin Chees Festival	25,000.00	LG house of Music and Adams Publishing Group	May 16-18, 2025	Continued to March		
	Taco Fest	25,000.00	LG house of Music and Adams Publishing Group	September 12-14, 2025	Continued to March		

Section 1-Submit for Approval

City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

Revised December 2024

Date Submitted: 3/2/25

Organization: GENEVA LAKES WHISKEY CLUB

Contact Person: Dana Trilla

Phone Number: 815 715 0900

Street Address: 672 W. MAIN ST PO BOX 551

City, State, Zip: LAKE GENEVA, WI 53147

Email Address: info@genevalakeswhiskeyclub.com

Name of Event: Wee Whiskey Fest

Date(s) of Event: APRIL 25-27, 2025

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

Location of Event: Throughout downtown LG + The Lodge - GN

Type of Event: Festival

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

Estimated Number of Attendees: 500+

Have you Applied Before? Yes or No; Explain: yes, last year

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

Numerous locations throughout the city of LG + the town of GN

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

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

Estimated Number of Overnight Stays: 150 +

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: \$20,000

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

Wee Whiskey Fest - Lake Geneva April 25-27, 2025

1) Overview

The Geneva Lakes Whiskey Club was formed in early 2022, and now has over 1,100 members. We host monthly meetups and tastings throughout the Geneva Lakes area and have created a wonderful social group of Distinguished Hooligans!

After a VERY successful Inaugural Event that exceeded expectations, we are thrilled to announce that this unique Whiskey Festival is coming back for a second year. 'The Whiskey Sippin' Weekend by the Lake - Part 2' is set for April 25-27, 2025 and we would LOVE to have the support of the Lake Geneva Tourism Commission once again.

Join fellow Whiskey lovers as we enjoy an entire weekend of festivities starting with multiple events on Friday, April 25th, to kick us off in style! Saturday brings the highlight of Wee Whiskey Fest, The Grand Tasting, at Lodge Geneva National off of beautiful Lake Como. There, guests will be able to sample over 150 premium Bourbons & Whiskies from 50+ distilleries of our Club's choosing with a heavy focus on Bourbon, all while being swept into a Whiskey drinkin' atmosphere with live bands & entertainment. The weekend continues with multiple Bourbon & Whiskey Pairing Dinner options from local restaurants, lively parties, numerous Bourbon tastings and concludes on Sunday with a Cocktail Contest featured by the best watering holes in town.

For the 2025 edition, The Geneva Lakes Whiskey Club will be increasing our efforts which include; additional advertising dollars, a larger outreach to NEW exciting distilleries, plus added entertainment & festivities throughout the weekend. We have no doubt these additional efforts will make our event even Bigger & Better and become what we have always dreamed of...

The BEST Whiskey Tasting Festival in the Midwest!

2) Event Budget

Website Modification	\$7,500
ESPN1000 Chicago	\$7,000
Social Media	\$8,500
Wisconn Valley Media Group	\$2,500
Lake 96.1	\$1,500
Print Advertising (brochures, posters, banners)	\$4,800
Promotional Items (glassware, bags, t shirts, stickers, patches, etc)	\$10,000
Facility Rentals	\$15,000
Entertainment	\$6,000
Transportation	\$1,200
Total Budget	\$64,000

3) Mock-up of Marketing Materials

See attached file for a banner mock-up.

* will email over shortly

4) Marketing Plan

We are expecting over 500,000 unique clicks on our website leading up to Wee Whiskey Fest. With our website, social media, print and digital media, we are expecting an ad reach of 750,000. We will be sending out exclusive emails to our growing list of subscribers and will be advertising a radio spotlight regularly, starting in March 2025. We will also send targeted ads focusing on the Chicago, Madison, Milwaukee, Rockford and local markets with impression counts nearing 750,000 between our different media.

Marketing Breakdown

80% Chicagoland, 6% Milwaukee, 6% Madison, 5% Locally, 3% Rockford

Marketing Budget

Website Modifications	\$7,500
ESPN1000 Chicago	\$7,000
Social Media	\$8,500
Wisconn Valley Media Group	\$2,500
Lake 96.1	\$1,500
Print Advertising (brochures, posters, banners)	\$4,800
Total	\$31,800
Grant Amount Requested	\$20,000

5) *Overnight Stays*

We are expecting over 500-600 sophisticated guests to attend this festival over a three day period. Our marketing campaign is primarily focused on the Chicagoland area and other out of town locations. If we hit our estimated number of say 500 attendees, we predict that at least 30% of these guests will be staying overnight. That is equivalent to roughly 150 bookings. To support this estimate, we have already partnered with local Lake Geneva Hotels that include Harbor Shores, Bella Vista Suites, Maxwell Mansion, The Cove and Geneva Lakes Vacation Rentals. All of these hotels currently have room blocks for the event, and reflected on our festival website. In addition to our partnered hotels, we also have links on our lodging page to the following downtown establishments: Mill Creek Inn, Fairfield Inn & Suites, Comfort Inn, The Baker House, Geneva Wells Motel, Lake Geneva Lodge and Seven Oaks Bed & Breakfast. The requested grant from the city would help support our marketing campaign to allow us to hit our predicted numbers.

Additional Information

We will be entertaining the type of clientele that Lake Geneva prefers to host, which is reflected in our ticket prices that range from \$125 to \$1,095. This festival is meant to be an annual event in Lake Geneva for years to come and something the city will be proud of.

We will also be extending all marketing benefits to the City of Lake Geneva Tourism Commission as if they were a "*Big Player*" partner. Which include:

- Priority placement of Logo and Link on Fest website
- Level placement of Logo and Link on Fest Partner webpage
- Logo in Fest program
- Logo on Fest welcome banner
- Exclusive Post on Fest Facebook and Instagram pages
- Four (4) Barrel Strength (VIP Admission) Tickets - \$780 value
- Company recognition during Grand Tasting Event
- Priority placement of Logo on all other printed media
- Company shoutout on radio advertisement on WLKG 96.1 FM

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 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. 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

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

--	--	--	--	--	--

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

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

Retargeting Ads:

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.

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 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. 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

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

--	--	--	--	--	--

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

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

English Language Video

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>

Section 2-Submit For Reimbursement/Final Evaluation

City of Lake Geneva Tourism Commission Reimbursement Form

Name: Lake Geneva Winter Bridal Expo
Organization Name: Celebration Management
Payment made Payable to: Celebration Management
Remittance Address: 512 S Main St Delavan, WI 53115
Contact Phone #: 262 215 1859 Email: lgwinterbrdalexpo@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.*

Invoice Date	Invoice #	Vendor Name	Purchase Description	Purchase Amount	Date Paid

Celebration Management 2025 Bridal Show

Expense Account	Brief Explanation	Total
Facebook Ads	Advertising Boosts	\$ 4,386.99
Eventbrite Ads*	Advertising Boosts	\$ 277.01
Stock Images	Canva, pixlr -stock images, designer	\$ 131.28
Email Marketing	Constant Contact	\$ 717.60
Cassie Martino	Social Media/Website Maintenance	\$ 2,400.00
Table Cloths	Linen	\$ 500.00
Promo Items	Stickers for brides/grooms	\$ 189.88
Gift Bags	Bags for Brides, pens	\$ 1,649.45
Print Media	Signage, passports	\$ 809.19
Day Of Assistant	Bethany Williams, Kevin Hegarty	\$ 270.00
Radio Advertisement	WLKG	\$ 2,080.00
Safety of Guests	Extension Cords and covers	\$ 240.06
Online Advert	Simple booklet advertising	\$ 44.31

Total: \$ 13,695.77

* Eventbrite has made it incredibly difficult to pull an itemized invoice.
I have attached correspondence with a Rep, a screenshot of the
summary page of Eventbrite, as well as the charges paid via credit card.



Receipt for Lake Geneva Winter Bridal Expo

Account ID: 575700953183028

Invoice/Payment Date
Dec 22, 2024, 3:06 AM

Payment method
MasterCard · 0972
Reference Number: 82S4KGC7N2

Transaction ID
8934906579958873-8860292190753649

Product Type
Meta ads

Paid

\$202.69 USD

Ads spend since Dec 4, 2024.

Campaigns

Event: Lake Geneva Winter Bridal Expo 2025		\$189.24
From Dec 4, 2024, 12:00 AM to Dec 20, 2024, 11:59 PM		

Event: Lake Geneva Winter Bridal Expo 2025	18,138 Impressions	\$189.24

Post: "Plan the wedding of your dreams at the Riviera..."		\$13.45
From Dec 4, 2024, 12:00 AM to Dec 20, 2024, 11:59 PM		

Post: "Plan the wedding of your dreams at the Riviera..."	1,807 Impressions	\$13.45

Meta Platforms, Inc.
1 Meta Way
Menlo Park, CA 94025
United States

Celebration Management LLC
4525 Woodgate Dr
Janesville, WI 53546
United States



Receipt for Lake Geneva Winter Bridal Expo

Account ID: 575700953183028

Invoice/Payment Date
Dec 22, 2024, 6:18 AM

Payment method
MasterCard · 0972
Reference Number: MEWJ9GU7N2

Transaction ID
8980529065396626-8915637488552450

Product Type
Meta ads

Paid
\$87.15 USD
Ads spend since Dec 20, 2024.

Campaigns

Post: "Plan the wedding of your dreams at the Riviera..."		\$29.63
From Dec 20, 2024, 12:00 AM to Dec 21, 2024, 11:59 PM		
Post: "Plan the wedding of your dreams at the Riviera..."	2,535 Impressions	\$29.63
Event: Lake Geneva Winter Bridal Expo 2025		\$12.13
From Dec 20, 2024, 12:00 AM to Dec 21, 2024, 11:59 PM		
Event: Lake Geneva Winter Bridal Expo 2025	1,420 Impressions	\$12.13
Post: "♥️Vendor Shoutout♥️"		\$45.39
From Dec 20, 2024, 12:00 AM to Dec 21, 2024, 11:59 PM		
Post: "♥️Vendor Shoutout♥️"	2,287 Impressions	\$45.39

Meta Platforms, Inc.
1 Meta Way
Menlo Park, CA 94025
United States

Celebration Management LLC
4525 Woodgate Dr
Janesville, WI 53546
United States

Receipt for Lake Geneva Winter Bridal Expo

Account ID: 575700953183028

Invoice/Payment Date
Dec 26, 2024, 2:51 PM

Payment method
MasterCard · 0972
Reference Number: 9Q9PGGU7N2

Transaction ID
9161120317337496-9005791646203701

Product Type
Meta ads

Paid

\$900.00 USD

You're being billed because you reached your \$900.00 payment threshold.

Campaigns

Post: "Plan the wedding of your dreams at the Riviera..."			\$131.27
From Dec 21, 2024, 12:00 AM to Dec 26, 2024, 2:51 PM			
Post: "Plan the wedding of your dreams at the Riviera..."	19,078 Impressions		\$131.27
Event: Lake Geneva Winter Bridal Expo 2025			\$51.94
From Dec 21, 2024, 12:00 AM to Dec 26, 2024, 2:51 PM			
Event: Lake Geneva Winter Bridal Expo 2025	7,620 Impressions		\$51.94
Post: "♥️ Vendor Shoutout ♥️"			\$204.52
From Dec 21, 2024, 12:00 AM to Dec 26, 2024, 2:51 PM			
Post: "♥️ Vendor Shoutout ♥️"	30,699 Impressions		\$204.52
Post: "♥️ Vendor Shoutout ♥️"			\$180.51
From Dec 21, 2024, 12:00 AM to Dec 26, 2024, 2:51 PM			
Post: "♥️ Vendor Shoutout ♥️"	33,670 Impressions		\$180.51
Post: "♥️ Vendor Shoutout ♥️"			\$179.67
From Dec 21, 2024, 12:00 AM to Dec 26, 2024, 2:51 PM			
Post: "♥️ Vendor Shoutout ♥️"	17,544 Impressions		\$179.67
Post: "♥️ Vendor Shoutout ♥️"			\$110.12
From Dec 21, 2024, 12:00 AM to Dec 26, 2024, 2:51 PM			
Post: "♥️ Vendor Shoutout ♥️"	5,359 Impressions		\$110.12
Event: Lake Geneva Winter Bridal Expo 2025			\$41.97
From Dec 21, 2024, 12:00 AM to Dec 26, 2024, 2:51 PM			
Event: Lake Geneva Winter Bridal Expo 2025	5,384 Impressions		\$41.97



Receipt for Lake Geneva Winter Bridal Expo

Account ID: 575700953183028

Invoice/Payment Date
Dec 30, 2024, 7:26 PM

Payment method
MasterCard · 0972
Reference Number: 4PCJQGY7N2

Transaction ID
8963042643811934-8983220761794121

Product Type
Meta ads

Paid

\$900.00 USD

You're being billed because you reached your \$900.00 payment threshold.

Campaigns

Event: Lake Geneva Winter Bridal Expo 2025		\$620.73
From Dec 25, 2024, 12:00 AM to Dec 30, 2024, 7:26 PM		
Event: Lake Geneva Winter Bridal Expo 2025	65,358 Impressions	\$620.73
Post: "Plan the wedding of your dreams at the Riviera..."		\$25.61
From Dec 25, 2024, 12:00 AM to Dec 30, 2024, 7:26 PM		
Post: "Plan the wedding of your dreams at the Riviera..."	3,816 Impressions	\$25.61
Event: Lake Geneva Winter Bridal Expo 2025		\$49.04
From Dec 25, 2024, 12:00 AM to Dec 30, 2024, 7:26 PM		
Event: Lake Geneva Winter Bridal Expo 2025	6,827 Impressions	\$49.04
Post: "♥Vendor Shoutout♥"		\$44.48
From Dec 25, 2024, 12:00 AM to Dec 30, 2024, 7:26 PM		
Post: "♥Vendor Shoutout♥"	13,834 Impressions	\$44.48
Post: "♥□Vendor Shoutout♥□"		\$45.33
From Dec 25, 2024, 12:00 AM to Dec 30, 2024, 7:26 PM		
Post: "♥□Vendor Shoutout♥□"	6,204 Impressions	\$45.33
Post: "♥Vendor Shoutout♥"		\$114.81
From Dec 25, 2024, 12:00 AM to Dec 30, 2024, 7:26 PM		
Post: "♥Vendor Shoutout♥"	18,966 Impressions	\$114.81

Meta Platforms, Inc.
1 Meta Way
Menlo Park, CA 94025
United States

Celebration Management LLC
4525 Woodgate Dr
Janesville, WI 53546
United States



Receipt for Lake Geneva Winter Bridal Expo

Account ID: 575700953183028

Invoice/Payment Date
Jan 13, 2025, 6:40 PM

Payment method
MasterCard · 0972
Reference Number: CZXQDHY7N2

Transaction ID
9195114263938098-9195114280604763

Product Type
Meta ads

Paid

\$900.00 USD

You're being billed because you reached your \$900.00 payment threshold.

Campaigns

Event: Lake Geneva Winter Bridal Expo 2025		\$331.97
From Dec 30, 2024, 12:00 AM to Jan 13, 2025, 6:40 PM		
Event: Lake Geneva Winter Bridal Expo 2025	43,856 Impressions	\$331.97
Event: Lake Geneva Winter Bridal Expo 2025		\$156.31
From Dec 30, 2024, 12:00 AM to Jan 13, 2025, 6:40 PM		
Event: Lake Geneva Winter Bridal Expo 2025	23,278 Impressions	\$156.31
Post: "♥️ Vendor Shoutout"		\$199.94
From Dec 30, 2024, 12:00 AM to Jan 13, 2025, 6:40 PM		
Post: "♥️ Vendor Shoutout"	23,294 Impressions	\$199.94
Post: "♥️ Vendor Shoutout"		\$120.12
From Dec 30, 2024, 12:00 AM to Jan 13, 2025, 6:40 PM		
Post: "♥️ Vendor Shoutout"	4,992 Impressions	\$120.12
Post: "♥️ Vendor Shoutout"		\$67.07
From Dec 30, 2024, 12:00 AM to Jan 13, 2025, 6:40 PM		
Post: "♥️ Vendor Shoutout"	5,272 Impressions	\$67.07
Post: "♥️ Vendor Shoutout"		\$24.59
From Dec 30, 2024, 12:00 AM to Jan 13, 2025, 6:40 PM		
Post: "♥️ Vendor Shoutout"	1,182 Impressions	\$24.59

Meta Platforms, Inc.
1 Meta Way
Menlo Park, CA 94025
United States

Celebration Management LLC
4525 Woodgate Dr
Janesville, WI 53546
United States

Receipt for Lake Geneva Winter Bridal Expo

Account ID: 575700953183028

Invoice/Payment Date
Jan 16, 2025, 8:47 PM

Payment method
MasterCard · 0972
Reference Number: S2928H88N2

Transaction ID
9212487542200770-9000340643415469

Product Type
Meta ads

Paid

\$900.00 USD

You're being billed because you reached your \$900.00 payment threshold.

Campaigns

Post: "♥️ Vendor Shoutout"			\$104.83
From Jan 13, 2025, 12:00 AM to Jan 16, 2025, 8:47 PM			
Post: "♥️ Vendor Shoutout"	5,087 Impressions		\$104.83
Event: Lake Geneva Winter Bridal Expo 2025			\$32.72
From Jan 13, 2025, 12:00 AM to Jan 16, 2025, 8:47 PM			
Event: Lake Geneva Winter Bridal Expo 2025	4,790 Impressions		\$32.72
Post: "♥️ Vendor Shoutout"			\$178.80
From Jan 13, 2025, 12:00 AM to Jan 16, 2025, 8:47 PM			
Post: "♥️ Vendor Shoutout"	11,703 Impressions		\$178.80
Post: "♥️ Vendor Shoutout"			\$157.05
From Jan 13, 2025, 12:00 AM to Jan 16, 2025, 8:47 PM			
Post: "♥️ Vendor Shoutout"	13,262 Impressions		\$157.05
Post: "♥️ Vendor Shoutout"			\$22.62
From Jan 13, 2025, 12:00 AM to Jan 16, 2025, 8:47 PM			
Post: "♥️ Vendor Shoutout"	3,334 Impressions		\$22.62
Post: "♥️ Vendor Shoutout"			\$174.57
From Jan 13, 2025, 12:00 AM to Jan 16, 2025, 8:47 PM			
Post: "♥️ Vendor Shoutout"	8,400 Impressions		\$174.57
Post: "♥️ Vendor Shoutout"			\$172.14
From Jan 13, 2025, 12:00 AM to Jan 16, 2025, 8:47 PM			
Post: "♥️ Vendor Shoutout"	7,494 Impressions		\$172.14
Post: "♥️ Vendor Shoutout"			\$57.27
From Jan 13, 2025, 12:00 AM to Jan 16, 2025, 8:47 PM			



Receipt for Lake Geneva Winter Bridal Expo

Account ID: 575700953183028

Invoice/Payment Date

Jan 22, 2025, 3:32 AM

Payment method

MasterCard · 0972

Reference Number: BD8UWHC8N2

Transaction ID

9086237908159073-9106876749428521

Product Type

Meta ads

Paid

\$497.15 USD

Ads spend since Jan 15, 2025.

Campaigns

Post: "♥️ Vendor Shoutout♥️"

From Jan 15, 2025, 12:00 AM to Jan 18, 2025, 11:59 PM

\$21.56

Post: "♥️ Vendor Shoutout♥️"

2,117 Impressions

\$21.56

Post: "♥️ Vendor Shoutout♥️"

From Jan 15, 2025, 12:00 AM to Jan 18, 2025, 11:59 PM

\$50.40

Post: "♥️ Vendor Shoutout♥️"

2,849 Impressions

\$50.40

Post: "♥️ Vendor Shoutout♥️"

From Jan 15, 2025, 12:00 AM to Jan 18, 2025, 11:59 PM

\$52.84

Post: "♥️ Vendor Shoutout♥️"

5,153 Impressions

\$52.84

Post: "♥️ Vendor Shoutout♥️"

From Jan 15, 2025, 12:00 AM to Jan 18, 2025, 11:59 PM

\$0.22

Post: "♥️ Vendor Shoutout♥️"

24 Impressions

\$0.22

Event: Lake Geneva Winter Bridal Expo 2025

From Jan 15, 2025, 12:00 AM to Jan 18, 2025, 11:59 PM

\$5.31

Event: Lake Geneva Winter Bridal Expo 2025

717 Impressions

\$5.31

Post: "♥️ Vendor Shoutout♥️"

From Jan 15, 2025, 12:00 AM to Jan 18, 2025, 11:59 PM

\$167.73

Post: "♥️ Vendor Shoutout♥️"

15,304 Impressions

\$167.73

Post: "♥️ Vendor Shoutout♥️"

From Jan 15, 2025, 12:00 AM to Jan 18, 2025, 11:59 PM

\$199.09

Post: "♥️ Vendor Shoutout♥️"

14,093 Impressions

\$199.09

For more information, visit

fb.com/ads

or call 1-800-392-2643

Meta Ads

For more information, visit

fb.com/ads

or call 1-800-392-2643

Meta Ads

Eventbrite Ads [ref:!00D7008atE.!500Pk0ZG5kL:ref]

2 messages

Eventbrite Support <support@eventbrite.com>

Mon, Feb 24, 2025 at 4:59 PM

To: "lgwinterbridalexpo@gmail.com" <lgwinterbridalexpo@gmail.com>



Hi Cassie,

This is Juliet from Eventbrite. Thank you for contacting us today! I hope this email finds you well.

I know how importance for us to have the correct invoice. I will be more than happy to help.

The total ad spend is \$302.02, and the breakdown will be \$177.58+\$74.29+50.14. While the total is \$302.02, since you have a \$25.00 credit from us, you only pay \$277.01. You will need to deduct the total balance from the credit.

For more information, you can also refer to this Help Center article: <https://www.eventbrite.com/help/en-us/articles/638125/manage-your-eventbrite-ads-campaign/>

I hope our conversation helped! If you have any other questions, check out our Help Center for the fastest answers (<https://www.eventbrite.com/support>), and feel free to reach out again here if you need us: <https://www.eventbrite.com/support/contact-us>.

Regards,

Juliet

The Eventbrite Customer Experience Team

Eventbrite Webinars

Eventbrite's team of experts hosts online sessions to help event creators like you learn how to use Eventbrite, prepare for your next event, and grow your attendance.

Our webinars have limited seats and fill up fast. Want to be first in line? Sign up for an Eventbrite webinar to secure your spot.

Subject: I need to report an issue

Description: I'm trying to collect accurate invoicing from the ads I published through EventBrite for my last event. I'm showing charges to my credit card equalling \$277.01 from October 2024-January 2025, however the ad spend summary for the "Lake Geneva Winter Bridal Expo 2025" is showing as \$302.02, and when I look under "duration" in the summary, it says that I was billed \$181.71, and then when I click "view your invoice," a receipt of \$177.58 is all that is shown. I would like an accurate invoice reflecting the amount spent for accounting purposes. Thanks.

ref:!00D7008atE.!500Pk0ZG5kL:ref

----- Original Message -----

From: Eventbrite Support [support@eventbrite.com]**Sent:** 2/24/2025 12:38 PM**To:** lgwinterbridalexpo@gmail.com



You've reached 100% more attendees by using Eventbrite Ads!

Ended

Lake Geneva Winter Bridal Expo 2025

Create New Campaign

Edit Campaign



Lake Geneva Winter Bridal Expo 2025
January 18, 2025 at 10:00 AM CST

Ad spend ⓘ
\$302.02

Budget
Your daily budget was set to \$10.

Duration
Your campaign was active from Dec 20, 2024 to Jan 18, 2025. You were billed \$181.71 for this campaign.
[View your invoice →](#)

Recommendations
Learn how to maximize your ad's results by improving your event details.
[Listing Best Practices →](#)

1457 / 1600 Tickets sold

0.0
Gross sales

⋮

Account details

Business Rewards Credit Card

*1134

\$3,222.17
CURRENT BALANCE

Account type	CORPORATION
Available credit	\$605.35
Available cash	\$0.00
Credit limit	\$13,000.00
Current minimum payment due ⓘ	\$0.00

Account transactions

Q eb

X  PRINT

 FILTER

POSTED

FACEBK *4PCJQGY7N2 MENLO PARK CA Dec 31, 2024	\$900.00
FACEBK *9Q9PGGU7N2 MENLO PARK CA Dec 26, 2024	\$900.00
EB ADS CAMPAIGN SAN FRANCISCO CA Dec 24, 2024	\$25.14
FACEBK *82S4KGC7N2 MENLO PARK CA Dec 22, 2024	\$202.69
FACEBK *MEWJ9GU7N2 MENLO PARK CA Dec 22, 2024	\$87.15
SQ *SQUARE WEEBLY gosq.com CA Dec 7, 2024	\$240.00

Account details

Business Rewards Credit Card

*1134

\$3,222.17
CURRENT BALANCE

Account type	CORPORATION
Available credit	\$605.35
Available cash	\$0.00
Credit limit	\$13,000.00
Current minimum payment due ⓘ	\$0.00

Account transactions

 eb   PRINT	
 FILTER	
POSTED	
FACEBK *BD8UWHC8N2 MENLO PARK CA Jan 22, 2025	\$497.15
FACEBK *S2928H88N2 MENLO PARK CA Jan 17, 2025	\$900.00
FACEBK *CZXQDHY7N2 MENLO PARK CA Jan 14, 2025	\$900.00
PADDLE.NET* SIMPLEBOOK New York NY Jan 9, 2025	\$44.31
FACEBK *RTZ82H4KV2 MENLO PARK CA Jan 1, 2025	\$250.00
EB ADS CAMPAIGN SAN FRANCISCO CA Jan 1, 2025	\$74.29

Account details

Business Rewards Credit Card

*1134
.....

\$3,222.17

CURRENT BALANCE

Account type	CORPORATION
Available credit	\$605.35
Available cash	\$0.00
Credit limit	\$13,000.00
Current minimum payment due ⓘ	\$0.00

Account transactions

 eb	  PRINT
 FILTER	
POSTED	
FACEBK *F4NFZJUJV2 6505434800 CA Feb 24, 2025	\$66.30
EB ADS CAMPAIGN SAN FRANCISCO CA Feb 1, 2025	\$177.58
FACEBK *4EEUJJ4KV2 6505434800 CA	\$799.92

Pixlr Plus - Payment Receipt1 message **PIXLR** <no-reply@pixlr.com>

Reply-To: noreply <no-reply@pixlr.com>

To: lgwinterbridalexp@gmail.com

Thu, Jan 4, 2024 at 2:04 PM



Thank you for subscribing to Pixlr :)

YOUR SUBSCRIPTION SUMMARY

Name:	C. Martino
Email Address:	lgwinterbridalexp@gmail.com
Invoice Date:	2024-01-04
Invoice number:	PIXHKPL00551002
Payment Type:	Online-Payment
Retailer:	PIXLR USD
Amount Paid:	11.88
Expires On:	2025-01-04

We will automatically renew your subscription every year, 3 days before it expires until you choose to cancel. You can cancel your **Pixlr Plus - Yearly Subscription** any time on your "My Subscription" page.

If you have any questions, please contact us at info@pixlr.com and we'll get back to you as soon as possible.

— Pixlr Team



Tax Invoice

Invoice Date

November 13, 2024

Invoice no.

04334-51632004

To

Cassandra martino

martino.cass@gmail.com

Subscriptions

Canva Pro

IAGWX0eD6sw

November 13, 2024

US\$119.40

Total

US\$119.40

Includes tax

US\$0.00

Total charged

US\$119.40

Please retain for your records.

Canva US Inc.

3212 E. Cesar Chavez Street, Building 1, Suite 1300 Austin Texas 78702 United States

Copyright © 2025 Canva US Inc.. All rights reserved.

Print

Billing Activity - Payments

Lake Geneva Winter Bridal Expo

*Attn: Cassie Martino
1540 West Main street
Lake Geneva WI 53147
US
P: 2622980502*

Today's Date: 02/24/2025

User Name:

Payments from 09/01/2024 to 02/24/2025

Date	Description	Charge Amount	Credit Amount
01-24-2025 10:35:05 AM	Payment - Credit Card (MasterCard) *****0972		\$436.80
09-30-2024 04:54:47 AM	Payment - Credit Card (MasterCard) *****0972		\$280.80

Billing questions? [Contact Support](#)

Constant Contact - 1601 Trapelo Road - Waltham, MA 02451 US

ISSUED TO

Celebration Management
512 S Main St
Delavan, WI 53115

ISSUED FROM

Cassandra Martino
Invoice 2217
10/31/2024

DESCRIPTION	QTY	TOTAL
-------------	-----	-------

Website Maintenance, Updates Social Media Management Online Advertising Vendor Marketing Attendee Marketing	1	\$600
---	---	-------

TOTAL	\$600
-------	-------

TOTAL AMOUNT	\$600
PAID	\$600
AMOUNT DUE	\$0.00

ISSUED TO

Celebration Management
512 S Main St
Delavan, WI 53115

ISSUED FROM

Cassandra Martino
Invoice 2218
11/30/2024

DESCRIPTION	QTY	TOTAL
Website Maintenance, Updates Social Media Management Online Advertising Vendor Marketing Attendee Marketing	1	\$600
TOTAL		\$600

TOTAL AMOUNT	\$600
PAID	\$600
AMOUNT DUE	\$0.00

ISSUED TO

Celebration Management
512 S Main St
Delavan, WI 53115

ISSUED FROM

Cassandra Martino
Invoice 2219
12/31/2024

DESCRIPTION

QTY

TOTAL

Website Maintenance, Updates 1
Social Media Management
Online Advertising
Vendor Marketing
Attendee Marketing

\$600

TOTAL\$600

TOTAL AMOUNT \$600

PAID \$600

AMOUNT DUE \$0.00

ISSUED TO

Celebration Management
512 S Main St
Delavan, WI 53115

ISSUED FROM

Cassandra Martino
Invoice 2220
1/31/2025

DESCRIPTION	QTY	TOTAL
Website Maintenance, Updates Social Media Management Online Advertising Vendor Marketing Attendee Marketing POST EVENT: Attendee/Vendor Questionnaire Attendee Summary	1	\$600
TOTAL		\$600

TOTAL AMOUNT	\$600
PAID	\$600
AMOUNT DUE	\$0.00



1150 Willis Avenue
Wheeling, IL 60090
Tel: (224)279-1500 Fax: (847)510-0982
Orders@WindyCityLinen.com
www.WindyCityLinen.com

INVOICE

ORDER #:285453
ORDER STATUS: Approved
ORDER DATE: 1/9/2025
ORDER BY: KYLE CARY
DELIVERY DATE: 1/14/2025
EVENT DATE: 1/18/2025
PICKUP DATE: 1/21/2025
DESCRIPTION: Vendor Booths
EVENT ID:
DAYS RENTED: 1
CHANGE DEADLINE: 1/12/2025
ORDER VERSION: 1

BILLING INFORMATION

CELEBRATION MANAGEMENT
422 S. WELLS ST LAKE
GENEVA, WI 53147
2622482555
PO:

DELIVERY INFORMATION

CELEBRATION ON WELLS
KYLE CARY
422 S. WELLS ST
LAKE GENEVA, WI 53147

PICK-UP INFORMATION

CELEBRATION ON WELLS
KYLE CARY
422 S. WELLS ST
LAKE GENEVA, WI 53147

SALESPERSON(S)

tera@windycitylinen.com

DELIVERY TIME

09:00AM - 06:00PM

PICK-UP INSTRUCTIONS

09:00AM - 06:00PM

PICK-UP TIME

ITEM DESCRIPTION	QTY	UNIT	EXTENDED
ALL IN BOXES NO HANGERS	1	\$0.00	\$0.00
Classic Solid - 90"x156" Banquet - White	35	\$13.00	\$455.00
PICK-UP BAG (\$10.00 CHARGED FOR BAGS NOT RETURNED)	4	\$0.00	\$0.00

Sub-Total:	\$455.00
Discount:	\$0.00
Damage Waiver:	\$0.00
Tax:	\$0.00
Delivery Fee:	\$45.00
Grand Total:	\$500.00
Payment Total:	\$500.00
Remaining Balance:	\$0.00

FINAL

Please Help Us To Serve You Better

Serving our clients whose needs and orders change daily if not hourly is our primary concern. We will often have new inventory produced for your event based upon your order confirmation. The following policies have been put in place to help guide you through the ordering process so that all orders may be filled in a timely manner. Thank you for your business!

Additions To An Order

Additions to an order made within the above timeframe may be made at no charge based upon the availability of the items requested. Additions may be treated as a separate order if the original order has left our premises. Additions may be subject to a 'Timed-Delivery' based upon your schedule requirements.

Cancellation Of An Order

In order to avoid a 40% restocking fee, you must receive from Windy City Linen a "Cancellation Confirmation" no later than 12 pm two business days prior to the delivery date on your contract (excluding holidays). You may request cancellation any time before this deadline by e-mailing us at 'Orders@WindyCityLinen.com'; verbal communication and/or voice messages will not be accepted. A "Cancellation Confirmation" will be sent to you once your cancellation request is received. Your sent e-mail will serve as proof of your request for cancellation. Once an order has left for delivery, the full payment terms of the contract are in effect.

Delivery

Standard deliveries are made between 9:00 a.m. and 6:00 p.m., Monday through Friday. "Rush", "Timed", and "Weekend/Holiday" Deliveries are available. Please call for pricing.

[Back to history](#)

Order details

lgwinterbridalexpo@gmail.com

Order #: VP_CH7W3RZF

Order date: January 9th 2025

Shipping method	Shipping address	Billing address	Payment method	
Express Estimated arrival Jan 15th	Cassie Martino 335 Wrigley Dr Lake Geneva, Wisconsin 53147-2034 United States of America 2628129674	Cassie Martino 335 Wrigley Dr Lake Geneva, Wisconsin 53147 United States of America 2628129674	 Mastercard **** 0972	\$189.88

Items



Roll Labels
Quantity: 500

Delivered: **Tuesday, Jan 14**
[View details](#)

Order summary	
Subtotal	\$139.99
Shipping: Express	\$39.99
Tax	\$9.90
Total paid	\$189.88

Selected options

Item total

[Write a review](#)

\$139.99

Sales Order Ack W284715

January 3, 2025

Page 1 / 2

MARCO Promos
Promote More. Spend Less. GUARANTEED![®]
MarcoPromos.com • 1.877.545.9322
2640 Commerce Drive • Harrisburg, PA 17110

MARCO Promos LLC
2640 Commerce Drive
USA

Bill To :
Charles Lorenzi
Celebration Management
Lake Geneva, WI 53147
USA

Ship To :
Cassie Martino
Lake Geneva Winter Bridal Expo
335 Wrigley Drive
Lake Geneva, WI 53147
USA

Promo Code SAV-DE24
Customer PO
Shipment Method UPS Ground

Salesperson Leon A Cassel
Email LEON.CASSEL@MARCOPROMOS.COM
Home Page www.marcopromos.com
Phone No. 800-232-1121
Account No 21040382

No.	Item	Promo Code	Quantity	Unit Price	Shipment Date	Shipment Method	Delivery Date	Discount Amt	Amount
WI-20035-24HR-MCLE	Javalina Pure Antimicrobial Stylus Pen - 24-Hour Production - Metallic Lime w/Black Ink Imprint Color: White Imprint Location: BARREL Product Color: Metallic Lime w/Black Ink		250	0.74	01-06-2025	UPS Ground	1/9/2025	0.00	185.00
4032	UPS Ground		1	21.06	01-06-2025	UPS Ground	1/9/2025	0.00	21.06
TBE-54BFC-WE	100 GSM Baby Grand Expo Tote - Full Color - White Imprint Location: BACK / FRONT POCKET Product Color: White		250	4.37	01-13-2025	UPS Next Day Air Saver	1/14/2025	0.00	1092.50
5155	Additional Location Imprint		250	1	01-13-2025			0.00	250.00
4032	UPS Next Day Air Saver		1	180.99	01-13-2025	UPS Next Day Air Saver	1/14/2025	0.00	180.99

Sub Total 1729.55
Inv Disc. Amount 166.08
Sales Tax 85.98

Sales Order Ack W284715

January 3, 2025

Page 2 / 2

MARCO Promos
Promote More. Spend Less. GUARANTEED![®]
MarcoPromos.com • 1.877.545.9322
2640 Commerce Drive • Harrisburg, PA 17110

MARCO Promos LLC
2640 Commerce Drive
USA

Bill To :
Charles Lorenzi
Celebration Management
Lake Geneva, WI 53147
USA

Ship To :
Cassie Martino
Lake Geneva Winter Bridal Expo
335 Wrigley Drive
Lake Geneva, WI 53147
USA

Promo Code SAV-DE24
Customer PO
Shipment Method UPS Ground

Salesperson Leon A Cassel
Email LEON.CASSEL@MARCOPROMOS.COM
Home Page www.marcopromos.com
Phone No. 800-232-1121
Account No 21040382

Total 1,649.45

For and on behalf of the above named company:

Signature

Position in company

Date :

Before we can produce and ship the above listed products, we ask that you please review all information contained in this acknowledgment as well as any attached art layouts and fax/email your approval back to MARCO upon receipt. Although we want to assure the prompt arrival of your order, a delay in approving this acknowledgment will most likely cause a delay in production and shipment and could result in additional charges. Since careful inspection at the factory often results in some imprinted pieces being discarded, it is understood that an under run or overrun of not more than 10% on the majority of our products will be billed pro-rata and is acceptable by the customer. Over/Under runs for plastic bags may vary between 10-25%. Please understand that all printed products are customized based on your specifications and once manufactured are not subject to cancellation or reduction.

All claims must be made within 15 days after receipt of shipment.

By approving your order below, you acknowledge that you have checked and approve the above order in its entirety (including ship method, delivery date, shipping address, product quantity, imprint colors and imprint layout) and would like MARCO to proceed with the order. Please either fax your approval to 1-866-545-5672 or if you received this order acknowledgement via email, simply hit reply with your approval.

- ☐ Approved - Proceed with Order.
☐ Approved with Changes (any changes may result in increased production time)
☐ Make corrections and send a new Acknowledgement for my approval before proceeding with my order

For additional product information, please visit our website at www.MarcoPromos.com

If you have any additional questions, please contact us at 1-800-232-1121.

Thank you for your order.



735 Sugar Creek Road
Delavan, WI 53115 US
+12627284231
centralprinting.com

Invoice 193772

DATE	PLEASE PAY	DUE DATE
01/21/2025	\$809.19	02/20/2025

BILL TO
CELEBRATION MANAGEMENT
1540 W. MAIN STREET
LAKE GENEVA, WI 53147 USA

SHIP TO
CUSTOMER PICKUP

PLEASE DETACH TOP PORTION AND RETURN WITH YOUR PAYMENT.

SHIP DATE 01/17/2025	SHIP VIA CPU	ORDER NO. DST26600-1	PO NUMBER CASSIE
--------------------------------	------------------------	--------------------------------	----------------------------

DESCRIPTION	QTY	RATE	AMOUNT
LAKE GENEVA BRIDAL EXPORT- PASSPORT	550	1.2781818	703.00T
LAKE GENEVA BRIDAL EXPO SIGN- FLOORPLAN	1	64.00	64.00T
SUBTOTAL			767.00
TAX			42.19
TOTAL			809.19

TOTAL DUE	\$809.19
-----------	----------

THANK YOU.

PLEASE SEND YOUR PAYMENT TO
735 SUGAR CREEK RD.
DELAVAN, WI 53115
WE ACCEPT ALL MAJOR CREDIT CARDS

CENTRAL PRINTING AND MEDI Transaction Receipt - Reference Number 628514629

1 message

CENTRAL PRINTING AND MEDI <notifications@paytrace.com>
Reply-To: TLILJA@meridian-direct.com
To: LGWINTERBRIDALEXPO@gmail.com

Tue, Jan 21, 2025 at 10:29 AM

CENTRAL PRINTING AND MEDI
735 SUGAR CREEK RD
DELAVAN, WI 53115
262-728-4231
1/21/2025 10:28:40 AM
Reference Number: 628514629
Total: \$809.19
Transaction Type: Sale
Transaction Status: Pending Settlement
Card Brand: MasterCard
Card Number: xxxxxxxxxxxx0972
Entry Method: Keyed
Approval Code: 08359G
Approval Message: APPROVAL 08359G
AVS Result: 0
CSC Result: Match
Customer Reference ID:193772
Customer Name:
Invoice: 193772
X
Please sign here to agree to payment.

Thank You

ISSUED TO
Celebration Management
512 S Main St
Delavan, WI 53115

ISSUED FROM
Bethany Williams

DESCRIPTION	QTY	TOTAL
Day Of Assistant	1	\$120
TOTAL		\$120

TOTAL AMOUNT	\$120
PAID	\$120
AMOUNT DUE	\$0.00

Thank You

ISSUED TO
Celebration Management
512 S Main St
Delavan, WI 53115

ISSUED FROM
Kevin Hegarty

DESCRIPTION	QTY	TOTAL
Day Of Assistant, Setup	1	\$150
TOTAL		\$150

TOTAL AMOUNT	\$150
PAID	\$150
AMOUNT DUE	\$0.00



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

WLKG-FM Statement of Account

Account ID: 0479
Statement Date: 2/26/2025
Account Rep: Tessa August

Please Pay This Amount \$0.00

Amount Paid: _____

CELEBRATION MANAGEMENT
422 SOUTH WELLS STREET
LAKE GENEVA, WI 53147

TERMS: NET 15 DAYS

Sponsor: Celebration Management

Page 1

Reference	Date	Type	Description	Amount	Balance
24120051	12/31/2024	INV	Invoice: WLKG-FM 0479-004 December 2024/Janu [1-Package Billing / 32-:30 Spots]	2,080.00	
25020031	2/24/2025	PMT	-Payment Credit Card M/C 0972 on Inv 24120051 C	-2,080.00	0.00
25010056	1/31/2025	INV	Invoice: WLKG-FM 0479-004 December 2024/Janu [1-Package Billing / 68-:30 Spots]	0.00	0.00
25020010.00	2/1/2025	FIN	+WLKG-FM Finance Charge 12/31/2024-2/1/2025 B	67.70	
25020030	2/24/2025	CR	-Credit Adjustment	-67.70	0.00

Statement Total: \$0.00

Please Pay This Amount \$0.00

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

Final Details for Order #113-3303367-2053067

[Print this page for your records.](#)

Order Placed: January 8, 2025

Amazon.com order number: 113-3303367-2053067

Order Total: \$240.06

Shipped on January 9, 2025

Items Ordered

3 of: Flat Extension Cord 15ft, Olcorife Flat Plug Power Strip with 6 Outlets 3 USB Ports(1 USB C), 3-Side Outlet Extender Surge Protector for Home Office Dorm Room Essentials, White **Price** \$15.99

Sold by: olcorife (seller profile)

Supplied by: olcorife (seller profile)

Condition: New

1 of: Flat Plug Extension Cord 25 ft, Surge Protector Power Strip, Outlet Extender with 6 Outlets 4 USB Ports, 1080 J, Overload Protection, Extension Cord with Multiple Outlets for Indoor, Home, Office \$29.99

Sold by: Surge Pro Store (seller profile)

Supplied by: Surge Pro Store (seller profile)

Condition: New

9 of: D-Line 6ft Floor Cord Cover, Cable Protector, Hide Extension Cords, Protect Cords, Prevent Cable Trips, Heavy Duty Cord Hider - Cable Cavity = 0.63" (W) x 0.31" (H) - Black \$16.79

Sold by: D-Line USA, Inc. (seller profile) | Product question? Ask Seller

Supplied by: D-Line USA, Inc. (seller profile)

Condition: New

Shipping Address:

Cassandra Martino
512 S MAIN ST
DELAVAN, WI 53115-2110
United States

Shipping Speed:

FREE Prime Delivery

Payment information

Payment Method:

Mastercard ending in 0972

Billing address

Charles Lorenzi
CHARLES LORENZI 335 WRIGLEY DR
LAKE GENEVA, WI 53147-2034
United States

Credit Card transactions

Item(s) Subtotal: \$229.07
Shipping & Handling: \$0.00
Your Coupon Savings: -\$1.50

Total before tax: \$227.57
Estimated tax to be collected: \$12.49

Grand Total: \$240.06

MasterCard ending in 0972: January 9, 2025: \$240.06

To view the status of your order, return to Order Summary.

Conditions of Use | Privacy Notice © 1996-2025, Amazon.com, Inc. or its affiliates

[Back to top](#)

Tax invoice **PAID**

9th January 2025 - **\$44.31**

Simplebooklet

via Paddle.com

Invoice to

martino.cass@gmail.com

53115
United States

Invoice from

Paddle.com Inc
3811 Ditmars Blvd #1071
Astoria 11105-1803
New York
United States

Payment method:  - 0972

Registration Number: 30-1210399

Invoice details

Invoice reference: 3271-15501
Billing period: 9th January 2025 - 9th January 2026
Transaction: txn_01jh69197n591jcpvygh33hc3d
Currency code: USD

Transaction

Product	Qty	Unit price	Tax rate	Amount
Basic Plan	1	\$42.00	5.5%	\$42.00
9th January 2025 - 9th January 2026				
Basic Annual Subscription				

Subtotal	\$42.00
Sales Tax	\$2.31
Total	\$44.31
Amount paid	\$44.31

Tax breakdown

Tax %	Tax
5.5%	\$2.31
Tax total	\$2.31

The **\$44.31** payment will appear on your bank/card statement as:
PADDLE.NET* SIMPLEBOOK

If you have a problem with your order (e.g. don't recognize the charge, suspect a fraudulent transaction, etc.) please visit paddle.net.



Paddle.com Market Ltd, Judd House, 18-29 Mora Street, London EC1V 8BT.
© 2024 Paddle. All rights reserved.

Lake Geneva Winter Bridal Expo 2025 Summary

188,000 Reach via Facebook

3,431 link clicks via Facebook

We received 1,457 registrations to attend the event via Eventbrite, and 12 parties walk in the day of event. Removing the additional tickets purchased for guests in a single party here are the demographics:

How Did You Hear About Us?

Facebook	Instagram	Radio	Search Engine	Friend	Other	Unknown
314	19	2	18	47	34	46

State	Registered	Attended
IL	211	96
WI	226	119
CA	2	0
MO	6	4
KS	1	0
UT	3	2
OH	6	3
TX	4	2
ND	1	0
IA	6	5
MIC	1	0
MN	2	1
NY	4	3
MI	1	0
FL	1	1
Unknown	17	14
	492	250

Approximately 660 people attended the event between 10am-2pm

Overnight stays are TBD as they will be between 2025-2026.

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

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: Cassie Martino Date: 3/4/21
Name of Organization: Celebration Management
Email: lgwinterbridesexpo@gmail.com Phone: 262 812 9674