



LAKE GENEVA TOURISM COMMISSION

Monday, April 14, 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 Tourism Commission minutes from March 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: None**
10. Final Event Evaluations from organizations receiving Tourism Grants
 - a. Abominable Snow Race 2025
 - b. The Riviera Ballroom-Winter Promo
11. Tourism Commission related forms, paperwork, and grant procedures review
 - a. Discussion/Recommendation on the Riviera Ballroom Complimentary Request form related to actual cost of use beyond the rental fees
 - b. Discussion/Possible Recommendation regarding developing criteria for grant applications

for events held outside of the City of Lake Geneva

12. Next meeting date and time: Monday May 12, 2025, at 4:00 pm

13. Future Agenda Items

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, March 10, 2025
COUNCIL CHAMBERS, CITY HALL

Meeting was called to order by Chair Waspi at 4:01 p.m.

Roll Call

Present: Chair Brian Waspi, Vice Chair Zakia Pirzada, Alderman Fesenmaier, Alderman Stoodley, Troy Migut, Shelley Rowell; Mayor Krause (Ex-Off)

Absent: Stephanie Klett (Ex-Off), Comptroller Laura Pisarcik (Ex-Off).

Comments from the Public limited to 5 minutes, limited to items on the agenda: Sarah Hill, 1024 George Street, Lake Geneva, commented on Item #8 specifically room taxes. She believes that a sports complex on Hillmoor would attract visitors to the City and increase overnight stays thus increasing room taxes collected.

Approval of Tourism Commission minutes from February 10, 2025

Motion by Stoodley, second by Pirzada, to approve the minutes from February 10, 2025.

Unanimously carried.

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

Jones explained that the social media campaign is featuring all new pictures of the Riviera, and she has added a special tile to the website with the off-season promotion. Bookings are ahead of pace for 2025 and 2026.

Update from Tourism Entity – Visit Lake Geneva

Deanna Goodwin is attending the Wisconsin Governor’s Conference on Tourism along with Ms. Klett. Waspi highlighted the private partner and public events along with the impressive website metrics. Visit’s commercial shoot with Donald Driver will appear in the fall and winter of 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 through the end of March.

Update from Lake Geneva Business Improvement District (BID) –

Alexandra Binanti pointed out the addition of new calendar pages to the Downtown Lake Geneva website including clicks to ticketed events. In May, their website will showcase a Toolbox for businesses with resources from WEDC. Oktoberfest 2025 will be relocated to Flat Iron Park. In February, the Resource Team from the Main Street program visited and conducted an audit. Alex just received the Final Report from that audit and will ask to give a presentation of the results at the May Committee of the Whole meeting.

Binanti took time to review the printed report she had created from Placer.ai for the three grants listed below on the agenda.

Written financial update provided by City Comptroller

The Room Tax comparison between yearend 2023 and 2024 showed a net gain of exactly \$58,001.56.

Balance Sheet from December 31, 2024

Total Assets \$1,256,539.10

Restricted Fund Balance - \$907,882.50

Tourism Promotional Grant Program and Requests

Wee Whiskey Fest – Geneva Lakes Whiskey Club

Dana Trilla presented the details of the grant and marketing budget for the 3-day event at the end of April. Waspi pointed out that it is off-season and two nights. Trilla was reminded to include the URL or QR Code for City-only hotels on materials. Though one part of the event is in Geneva Township, the Commission discussed that most of the activity would happen in the City of Lake Geneva. The group was asked to apply earlier next time.

Motion by Stoodley, second by Waspi, to fund the grant for \$20,000. Unanimously carried.

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

Chris Buttleman and Robert Ireland explained the grant again this month. They disclosed that Geneva Township created their own Tourism Commission in August, that Chris Buttleman is a member of the Commission, and that they were awarded \$15,000 of an additional grant submitted for \$25,000.

That left their original grant to this Commission for \$25,000.

The difference between the marketing budgets is a matter of target audience.

The Commission discussed creating a better criteria system for distinguishing grant's viability based on event location, etc.

Motion by Pirzada, second by Stoodley, to grant \$10,000 of the original grant to our Commission. Unanimously carried.

Waspi reminded the applicants that they needed to include the URL to the City-only Hotels website and the invoices submitted to be very specific for the target audiences in the grant.

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

Due to discussion on Item #9b, by consent, the Commission agreed to continue this item/grant to the May meeting.

Final Grant Evaluations from organizations receiving Tourism Grant

Lake Geneva Bridal Expo –

The participation from last year's Wedding Expo has increased. There is a need to find an additional or alternate space for this and other events.

Tourism Commission related forms, paperwork, and grant procedures review

Discussion regarding events held outside City of Lake Geneva. Criteria should be developed to guide the grant petitioners and Commission for awarding grants.

Future meeting agenda items and next meeting date –

Monday, April 14 at 4:00 PM

- Develop criteria for events held outside the City limits
- Lake Geneva Taco Fest – schedule on May meeting agenda
- Note: Include Future Meeting Date on the agenda

Motion by Waspi, second by Stoodley, to adjourn at 5:50 p.m. Carried.

Respectfully submitted,
Alderman Fesenmaier, Secretary

Riviera Ballroom/MATL Update- Tourism Commission Meeting April 2025

Marketing Update

- Website Analytics Update: Past 30 Days:
 - Site Sessions: 2,053 (+30%)
 - Site Sessions by traffic source
 1. Google (742)
 2. Social Media Ads (582)
 3. Direct (434)
 4. Visit LG (39)
 5. Bing (29)
 - Active Inquiries: 63, 71 recorded for January 2024
 - Avg. Session Duration: 3m 15s (+3s)
 - Site Bounce Rate: 61 (+15%)

- WeddingWire & TheKnot: March Stats
 - 156 Visitors
 - 12 Link Clicks
 - 11 Saves
 - 30 leads

- Hotels & Lodging Analytics Update Past 30 days:
 - 117 Page Views (+50 from last month)
 - Avg. time spent on page: 5min 43sec (+2min)

**Reports generated on April 7th*

- www.lakegenevahotels.org Analytics
 - 56 Site Sessions (-40%)
 - (39) Direct
 - (6) Facebook

- 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	18
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	20
Cancellation Total	0	0	40	11		3	2	4	1
Rescheduled	0	0	20	4		1	1	1	
Comp			5	2	5	6	6	9	
Pending Comp Req									

- Sales by year March 2025:
 - 2025 Events- One event contract out for signature (social).
 - 2026 – Four wedding contracts returned. Two contracts out for signature.
 - Last Year- Reported on April 5th; 50 events booked for 2024 and 10 events booked for 2025.

ACTUAL RIVIERA BALLROOM REVENUE BY YEAR

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

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	\$253,483.64
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
APRIL 14, 2025
VISIT Lake Geneva Update**

Partner Events

- Upcoming Monthly Partner Meeting – April 15, 8-9am at Lake Geneva Youth Camp

2025 Public Events

- Lake Geneva Restaurant Week – April 19-27
 - 33 Participating Restaurants
 - Charity Check Program to award \$10,000 in donations
- Concerts in the Park – Thursdays June 26 – August 7
- Electric Christmas Parade – December 6

Earned Media Highlights – MARCH 2025

- KDHL Radio (Faribault, MN) | [Two Small Minnesota Towns Up for Best in the Midwest](#)
- Spectrum 1 News | [Visit Lake Geneva expects a busy spring break](#)
- WTOP Radio (Washington DC region) | [The 14 Best Midwest Family Vacations](#)
- Crains Chicago Business | [Women's Leadership Center opening at Geneva Lake in 2026](#)
- ArchDaily.com | [Studio Gang Reveals Design for Women's Leadership Center in Wisconsin](#)
- WorldAtlas.com | [11 Wisconsin Towns with Unforgettable Main Streets](#)
- B105 Radio (Duluth, MN) | [One Wisconsin Town Is Up for Best Small Town in the Midwest](#)
- WorldAtlas.com | [9 Most Beautiful Cities in Wisconsin](#)
- Milwaukee Magazine | [10 Last-Minute Spring Break Travel Ideas](#)
- WorldAtlas.com | [14 Small Town Getaways in Wisconsin Perfect for Families](#)
- WorldAtlas.com | [11 Small Towns in Wisconsin to Visit for a Weekend Getaway](#)
- TMJ4 Milwaukee | [Hidden History: The luxurious sanitariums of Lake Geneva](#)
- WorldAtlas.com | [11 Charming Wisconsin Towns for The Perfect Getaway](#)

MARKETING METRICS – MARCH 2025

WEBSITE – VisitLakeGeneva.com

- Visitor Sessions – 71,920 (-30.1%) | YTD 470,242 (+4.7%)
- Pageviews – 225,843 (-30.8%) | YTD 1,140,618 (-8.9%)
- Users – 53,134 (-33.7%) | YTD 339,005 (-0.7%)
- Online Guide Visits – 2,506 | YTD 5,073

Top Pages

1. Events	37,616 Pageviews
2. Home	13,938

3. Things to Do	13,584
4. Stay Hotels & Resorts	7,513
5. Things to Do Family Fun	7,233
6. Events Events This Week	6,124
7. Things to Do Shopping	5,142
8. Food & Drink	4,850
9. Events Balloon Adventure	4,664
10. Things to Do Shore Path	3,924

- **Top Cities**

1. Chicago	8,511 Users
2. (not set)	2,535
3. Milwaukee	1,673
4. Lake Geneva	1,180
5. Ashburn	673
6. Madison	601
7. Minneapolis	516
8. Burlington	320
9. New York	314
10. Wheaton	313

SOCIAL MEDIA

- Facebook – 75,661 Followers (+215 MoM) | 374,327 Monthly Views
- Instagram – 17,740 Followers (+291 MoM) | 143,588 Monthly Views
- X – 3,534 Followers (+7 MoM) | 930 Monthly Impressions
- LinkedIn – 1,844 Followers (+16MoM) | 2,707 Monthly Impressions
- TikTok – 2,784 Followers (+86 MoM) | 25,835 Monthly Views

EMAIL SUBSCRIBERS

- Subscribers – 52,172
- Open Rate – 29.0%

VISITOR CENTER ACTIVITY

- Phone Calls – 145 (-19) | YTD 692 (-249)
- Walk-ins – 639 (-2) | YTD 2,544 (-222)
- Emails – 770 (-102) | YTD 2,280 (-357)
- Visitors Guides Fulfilled – 673 (-141) | YTD 2,231 (-337)

HOTEL ACTIVITY

2025 February

- Occupancy – 47.3% (+7.7%) | YTD 43.8% (+10.7%)
- ADR - \$178.63 (+12.5%) | YTD \$181.55 (+13.1%)
- RevPar - \$84.43 (+21.2%) | YTD \$79.47 (+25.2%)

MEETINGS & EVENTS RFP ACTIVITY – MARCH 2024

RPF #	Total Attendees	Total Room Nights	Type	Event Date
1479	43	184	Corporate	Jun-25
1480	20	20	Corporate	Jun-25
1481	15	30	Association	Aug-25
1482	65	243	Corporate	May-25
1483	180	549	Corporate	Feb-26
1484	150	160	Corporate	May-25
1485	50	150	Corporate	Jul-26
1486	500	2224	Corporate	Jul-27
1487	40	80	Healthcare	Jul-25
1488	150	13	Corporate	Sep-25
1489	20	80	Corporate	Sep-25
1490	550	1155	Corporate	May-27
1491	125	385	Corporate	Sep-26
13	1908	5273	March 2025 Totals	

Year-to-Date

- RFPs Distributed – 40 | RFP Room Nights – 11,362 | RFP Attendees – 6,218

More...

- Visit Lake Geneva held Ribbon Cuttings for two Downtown businesses in March - Town Bank and Creative Forces Art Studio
- National Travel & Tourism Week 2025 is May 4-10
- Lake Geneva placed 5th on USA Today's 10 Best reader's choice poll for Best Small Town in the Midwest
- Discover Wisconsin TV Episode "Lake Geneva After Dark" to air again May 17-18
- VLG will attend IPW International conference in Chicago, June 14-18; one-on-one meetings with 40 group travel buyers and 20 journalists



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

Executive Director’s Report
 March 2025 Recap

Website & Social:

In March, our site sessions increased by 28% in response to our annual meeting and information updates on our directory. We had one blog post added for Interview with a Local series and focused on food experiences in Lake Geneva on social that did raise some clickthrough traffic to the website.

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

While we did see a significant increase of website traffic in March, social media interaction did decrease over the month by nearly 31% over last year, in part because of some reduced content but also reflective of not purchasing any boosted ads to increase visibility. Our two most engaging posts were the sharing of VISIT Lake Geneva’s ribbon cutting at Creative Forces and then the Interview with a Local. Most traffic comes from local audience but also reporting less engagement this month with other competitive markets (Downtown Janesville, GoDowntown Kenosha, Downtown Sister Bay).

Proposing an ad budget for evergreen content on social of \$250 a month in ads to capture visibility and engagement.

	JAN	FEB	MAR	APR	MAY	JUN	AUG	SEP	OCT	NOV	DEC (24)
Mobile	546	630	888								643
Desktop	327	385	460								263
Tablet	15	12	12								9
Pageviews	1821	2100	2622								1697
Users	888	857	1098								915
New Visitors	803	790	1020								815

Avg Time on site	4m1s	5m31s	4m11s								2m41s
	JAN	FEB	MAR	APR	MAY	JUN	AUG	SEP	OCT	NOV	DEC (24)
FACEBOOK											
Followers	17890	17507	17581								17611
MoM Change	279	94	74								-121
Reach	38,886	42,346	27,673								34671
Views	111,637	89,536	67,339								
Post Engagement	6,551	5766	2923								2715
INSTAGRAM											
Followers	3409	3493	2188								3373
MoM Change	36	84	41								17
Reach	6,214	5758	1707								3528
Engagement	522	322	92								234

Events & Promotions:
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 – 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: 82

Tickets to be purchased on Eventbrite and can be found our website for \$10.00 per person

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

- ii. Oktoberfest Planning – March did not hold in person committee meeting
 - a. Anthony and Alex secured music line up
 - b. Met with DAS Fest Little Leg Dog Races to book doxie races
 - c. Approached pumpkin carver for demonstrations; to meet in April
- iii. Wine Walk Planning –
 - a. Credit card processing established on website.
 - b. Business Sign Ups sent out March 5th. All spots were booked March 5th. 26 locations
 - c. Permit application and liquor licensing submitted and going to FLR April
 - d. Tickets on sale April 1st (Gives a 6 week ticket window)
 - e. Bags arrived, wine in process of being ordered with Beth and Alex
- iv. New Promotion – Downtown Giveback Days
 - a. April 9-19 (date had to be moved due to slow sign ups initially)
 - b. 15 participating businesses housing a food drive drop off location and offering 11% off store purchases
 - c. Creative designed and local media being contacted to help promote
 - d. Non perishable food items to be delivered to Lake Geneva Food Pantry
 - e. Customers receive a discount card for one day only (date to be written when handed out) and discount applies to all participating locations for this day as long as guest presents. For every purchase made in store as well, we will offer raffle tickets for a chance to win additional downtown gift cards for future purchases to support local.

Beautification:

- i. Mural Committee –
 - f. Zoom meeting with Alex and Alethea artist in regards to a wall on W Main Street. Awaiting art proposal
 - g. Alex met with public works to discuss bridge maintenance near museum for potential mural location; discussion tbc
 - h. Committee to draft new ordinance proposal for additional mural allowances on buildings to allow for gallery style installation
- ii. 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.
 - a. Discussed funding potentials with grants, scope of work, and getting estimate for resurfacing of parameter.
 - b. 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.
 - c. Grant Opening for TMobile Small Town Grant Opening in April
 - d. Discussion with Fire/Police on alleyway closure feasibility taking place

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. Mayor Task Force March Meeting: Examined utility update timeline with follow up to take place in April. Examined communication needs for locals, commuters, tourists, and delivery/service vehicles. Goal is to have one more DOT led presentation this spring.
- iii. BID expansion data being developed and meetings held with potential property owners started taking place in February and March. Map being created with two potential expansion zones for the board to review by May.
- iv. BID presented at VISIT Lake Geneva's partner meeting in March to discuss WINS and future planning for downtown and Main Street
- v. Organized BID Connects event for May 12 to host lunch and learn with Monroe Advisors and paneled discussion on financial planning for small business sustainability during construction. To take place at The Bottle Shop at 11:30. Anticipate 40 attendees.

Business Communications & Organization:

BRV: 13 site visits (19 to date)

- 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. Review of the Main Street Resource Team report to take place in April with presentations at Committee of the Whole to take place in May
- v. Main Street Now Conference April 7-9 in Philly; Alex to attend and booked appointments with mapping app for walkability; booked a way finding signage lunch, attending sessions on green city initiatives, art in residence promotions in service businesses, the use of ai in marketing small businesses, etc.

**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	23,473.35	-	48,299.99	-	
February	387.96	63.60	50,705.25		51,156.81	-	
March	1,074.49	-	-		1,074.49		
April					-		
May					-		
June					-		
July					-		
August					-		
September					-		
October					-		
November					-		
December					-		
	<u>26,288.49</u>	<u>64.20</u>	<u>74,178.60</u>	<u>-</u>	<u>100,531.29</u>	<u>0.00</u>	

Note: Marketplace Providers now pay on a quarterly basis

2024/2025 Tourism Grant Commitments

Meetings	Events	Amount committed	Vendor	Date of Event	Paid to Date	Remaining Balance	PAID
2024-Meetings							
September	Abominable Snow Race	10,000.00	ASR Events, LLC	Janaury 25, 2025	10,000.00	\$ -	3/19/2025
	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	
	Winter Bridal Expo	15,000.00	Celebration Management	January 18, 2025		\$ 15,000.00	
	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 Cheese Festival	10,000.00	LG house of Music and Adams Publishing Group	May 16-18, 2025	-	10,000.00	
	Taco Fest	25,000.00	LG house of Music and Adams Publishing Group	September 12-14, 2025	Continued to May		
March	Wee Whiskey Fest	20,000.00	Geneva Lakes Whiskey Club	April 25-27, 2025	-	20,000.00	

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	2,667.14	6,406.50	10,000.00	3,593.50	64.07
47-00-00-49350	TRANSFER FROM GENERAL FUND	.00	.00	.00	.00	.00
Total TOURISM:		2,667.14	6,406.50	1,410,000.00	1,403,593.50	.45
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	11,666.68	70,000.00	52,499.98	25.00
47-70-00-57150	PROMOTIONAL GRANT	38,000.00	38,000.00	200,402.00	139,216.29	30.53
47-70-00-57155	TOURISM MUNICIPAL DEVELOPMENT	288.82	408.80	221,425.00	213,669.15	3.50
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:		44,122.16	50,075.48	1,410,000.00	1,323,558.42	6.13
Net Total TOURISM:		41,455.02-	43,668.98-	.00	80,035.08	.00
Net Grand Totals:		41,455.02-	43,668.98-	.00	80,035.08	.00

CITY OF LAKE GENEVA
BALANCE SHEET
FEBRUARY 28, 2025

FUND 47 - TOURISM

<u>ASSETS</u>			
47-00-00-11111	FUND CASH	1,031,919.75	
	TOTAL ASSETS		1,031,919.75
<u>LIABILITIES AND EQUITY</u>			
<u>LIABILITIES</u>			
47-00-00-21100	ACCOUNTS PAYABLE	515.08	
	TOTAL LIABILITIES		515.08
<u>FUND EQUITY</u>			
47-00-00-34800	RESTRICTED FUND BALANCE	1,075,073.65	
	REVENUES OVER EXPENDITURES - YTD	(43,668.98)	
	TOTAL FUND EQUITY		1,031,404.67
	TOTAL LIABILITIES & EQUITY		1,031,919.75

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance		
FUND CASH			01/31/2025 (01/25) Balance	47-00-00-11111			1,171,897.37		
03/31/2025	CA	21	Cash Allocation - Created: 03/11/25 9:01 AM		2,667.14				
02/28/2025	CA	28	Cash Allocation - Created: 03/11/25 12:19 PM			2,667.14-			
02/28/2025	CA-CD	7	CDA Fund Allocation - Created: 02/12/25 12:02			98,583.08-			
02/20/2025	CA-CD	35	CDA Fund Allocation - Created: 02/21/25 12:42			38,119.98-			
02/26/2025	CA-CD	45	CDA Fund Allocation - Created: 02/27/25 4:22 P			5,941.70-			
02/28/2025	CA-JE	17	JE Fund Allocation - Created: 03/11/25 12:18 P		2,667.14				
02/28/2025 (02/25) Period Totals and Balance					5,334.28 *	145,311.90- *	1,031,919.75		
ACCOUNTS PAYABLE			01/31/2025 (01/25) Balance	47-00-00-21100			99,037.68-		
02/28/2025	AP	77	Summary Transactions from AP System			60.48-			
02/28/2025	AP	480	Summary Transactions from AP System			38,119.98-			
02/28/2025	AP	814	Summary Transactions from AP System			5,941.70-			
02/26/2025	CDA	12025	ELAN FINANCIAL SERVICES		47.88				
02/05/2025	CDA	87911	ASR EVENTS LLC		3,000.00				
02/07/2025	CDA	88026	LAKE GENEVA CONVENTION		95,522.60				
02/07/2025	CDA	88035	US CELLULAR		60.48				
02/21/2025	CDA	88139	CHARTER COMMUNICATIONS		119.98				
02/21/2025	CDA	88144	MACK GLASS		38,000.00				
02/28/2025	CDA	88165	JONES, HEATHER		5,833.34				
02/28/2025	CDA	88176	US CELLULAR		60.48				
02/28/2025 (02/25) Period Totals and Balance					142,644.76 *	44,122.16- *	515.08-		
RESTRICTED FUND BALANCE			01/31/2025 (01/25) Balance	47-00-00-34800			1,075,073.65-		
02/28/2025 (02/25) Period Totals and Balance					.00 *	.00 *	1,075,073.65-		
INTEREST INCOME			01/31/2025 (01/25) Balance	47-00-00-48110			3,739.36-		
02/28/2025	JE	30	REC FEB LGIP ACTIVITY			2,667.14-			
02/28/2025 (02/25) Period Totals and Balance					.00 *	2,667.14- *	6,406.50-		
YTD Encumbrance	.00	YTD Actual	-6,406.50	Total	-6,406.50	YTD Budget	-10,000.00	Unearned	3,593.50
RIVIERA MARKETING COORDINATOR			01/31/2025 (01/25) Balance	47-00-00-57212			5,833.34		
03/01/2025	AP	757	JONES, HEATHER		5,833.34				
			**Desc: RIVIERA EVENTS COORDINATOR-MAR 2025						
02/28/2025 (02/25) Period Totals and Balance					5,833.34 *	.00 *	11,666.68		
YTD Encumbrance	.00	YTD Actual	11,666.68	Total	11,666.68	YTD Budget	70,000.00	Unexpended	58,333.32
PROMOTIONAL GRANT			01/31/2025 (01/25) Balance	47-70-00-57150			.00		
02/18/2025	AP	346	MACK GLASS		38,000.00				
			**Desc: WORLD'S TALLEST GLASS TREE-REIMB						
02/28/2025 (02/25) Period Totals and Balance					38,000.00 *	.00 *	38,000.00		
YTD Encumbrance	.00	YTD Actual	38,000.00	Total	38,000.00	YTD Budget	200,402.00	Unexpended	162,402.00
TOURISM MUNICIPAL DEVELOPMENT			01/31/2025 (01/25) Balance	47-70-00-57155			119.98		
01/12/2025	AP	48	US CELLULAR		60.48				
			**Desc: RIVIERA CELL-HEATHER						
02/14/2025	AP	458	CHARTER COMMUNICATIONS		119.98				
			**Desc: INTERNET SERV.- FEB 2025						

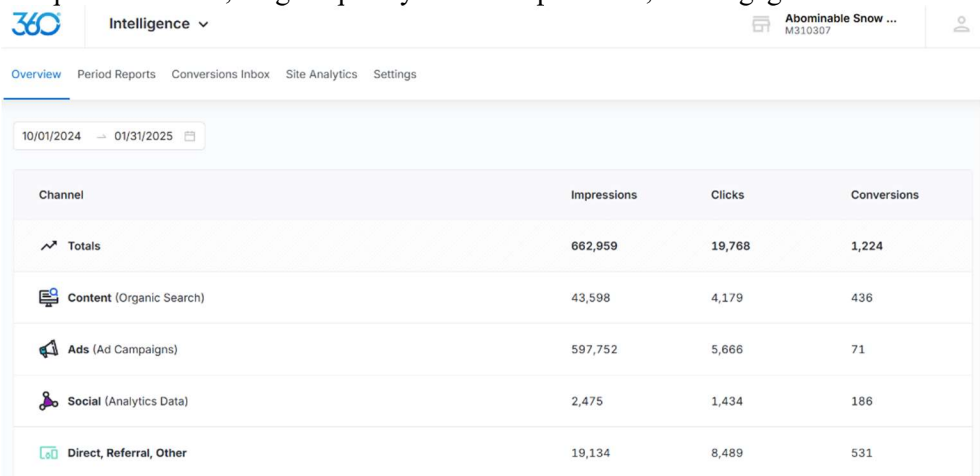
Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
02/12/2025	AP	597	US CELLULAR **Desc: RIVIERA CELL-HEATHER		60.48		
01/24/2025	AP	767	ELAN FINANCIAL SERVICES **Desc: WIX-YEARLY APP		47.88		
02/28/2025 (02/25) Period Totals and Balance					288.82 *	.00 *	408.80
YTD Encumbrance	.00	YTD Actual	408.80 Total	408.80 YTD Budget	221,425.00 Unexpended	221,016.20	

Number of Transactions: 24	Number of Accounts: 7	Debit	Credit	Proof
Total TOURISM:		192,101.20	192,101.20-	.00
Number of Transactions: 24	Number of Accounts: 7	Debit	Credit	Proof
Grand Totals:		192,101.20	192,101.20-	.00

Report Criteria:

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

Abominable Snow Race Marketing Evaluation – January 2025

1. Provide a final media synopsis that includes the following information
 - a. Number of customer responses generated from type of media utilized
 - i. [All Marketing Performance Metrics can be Accessed Here](#)
 - ii. New Website developed for 2025... including a Stay & Play Page, highlighting hotels, dining and entertainment for race weekend. For reference – here’s the link to our stay and play page: <https://abominablesnowrace.com/stay-and-play-before-after-you-race>.
 - iii. Email Reach
 1. 4-6 emails a month promoting our Stay and Play Campaign and Registration
 2. Stay & Play Promo Email <https://gem.godaddy.com/p/374b4b1#>
 - a. Note button for hotels links to <https://www.visitlakegeneva.com/places-to-stay/hotels-resorts/>
 3. Email performance:
 - a. Paid Emails with Marketing 360
 - i. [Mktg 360 Email Performance](#)
 - b. Direct Email from ASR
 - i. [ASR 2025 Email Campaigns - Direct](#)
 - iv. Social Reach Oct 2024 – Feb 2025
 1. Unique 662k reach, Avg frequency 2.5 times per reach, 20k engagements
 

Channel	Impressions	Clicks	Conversions
Totals	662,959	19,768	1,224
Content (Organic Search)	43,598	4,179	436
Ads (Ad Campaigns)	597,752	5,666	71
Social (Analytics Data)	2,475	1,434	186
Direct, Referral, Other	19,134	8,489	531
 - v.
 - vi. Specific FB/IG Ad for Stay and Play Campaign)
 1. Examples of Ad sets:
 - a. [Dec-Jan Registration Ads](#)
 - b. [Dec – Jan Stay & Play Ads](#)
 - vii. Snow Race Registration Website Visits – ~125k visitors from Oct to January
 1. [Website Visits Report](#)
- b. What media did you use in your use in your campaign?
 - i. Email (12k emails in house – Prior racers) – 2-4 emails direct from ASRa week promoting registrations and stay and play campaign
 - ii. Social (FB/IG) Free Posts 3-5 a week to 11k followers promoting registrations and stay and play campaign
 - iii. Social Paid advertising with Mktg 360 & organic ASR paid ads
 1. 2 Emails a month to “Active Racer emails – active in last 6 months”
 2. 2-4 paid social ads
 3. “Getaway weekend giveaway contest” –
 - a. Winners receive a free hotel stay
 - b. 400+ emails registered for the contest
 - c. 3 winners announced in January 2025
 - iv. Flyers hung downtown Lake Geneva
 - v. Yeti Sightings
 1. LG Octoberfest

2. LG Parade of Lights
- c. What were your target markets?
 - i. Our target customer is adventurous and loves the outdoors
 1. Chicago, Milwaukee, Madison, and Rockford DMAs
 2. M& F Ages 21-50 (M/F)
 3. Interests: 5k running, 10k running, Spartan Race, Mud Run, Obstacle Races, Winter Sport
2. In your grant application you listed estimated number of attendees. What were your actual results?
 - a. In 2024 we hosted 904 racers, in 2025 were we anticipating 1000-1200. We actually had 880 racers from 27 states (Top 5 = IL, WI, IN, MN, and IA). The miss in volumes are believed to be tied to a ~\$15 increase in price for the 5k and 10k distances (25 vs 24). As well, our average age of racer moved to the right, up 3-4 yrs, and we did not backfill with younger racers. This is believed to be an effective of cannibalism within the OCR industry, whereby there are more options for Indoor competitions in the Dec-Jan timeframe (Hyrox and Deku).
 - b. Despite the flat performance, we were delighted to see that we hit (or exceeded) our targeted hotel stays tied to the event.
3. In your grant application you listed estimated number of overnight stays. Please estimate approximate number of City of Lake Geneva hotel room nights booked and how that estimate was attained.
 - a. We estimated 200 heads in beds in our grant application, and believe we exceeded this.
 - b. We initiated a Survey, just after the event, and one of the questions was:
 - i. "Did you stay overnight in Lake Geneva?"
 1. 147 total responses
 2. 5% stayed in an AirBnb/Vrbo in LG
 3. 32% stayed in a Hotel in Lake Geneva
 - a. 28% stayed in Downtown Hotels
 - b. 4% stayed in Grand Geneva / Timberland Lodge
 - ii. [Link to Survey](#)
 - c. Top Hotels
 - i. Fairfield Inn
 - ii. Comfort Suites
 - iii. Harbor Shores
 - iv. Grand Geneva / Timber Ridge Water Park
 - v. Lake Geneva Lodge
 - d. Total Estimated hotels
 - i. $815 \text{ racers} * 37\% \text{ "Stayed overnight"} = \sim 300 \text{ hotel stays (AirBnb, Downtown LG, and Grand Geneva)}$
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.
 - a. Provided full list of marketing spend in previous submission (Total ~\$20k spend = \$17k ad spend + 1.2k Yeti Services + \$2k Other mktg costs > Emails thru VLG, Print services, Graphic Artist work)
5. Please include any additional information you would consider pertinent in summarizing your promotion/event.
 - a. I would like improve our ability to track our actual hotel stays – would appreciate any feedback from other grant participants that may be considered best practice.

Section 2-Submit For Reimbursement/Final Evaluation

City of Lake Geneva Tourism Commission Reimbursement Form

Name: Bill Wolfe

Organization Name: Abominable Snow Race

Payment made Payable to: ASR Events, LLC

Remittance Address: 3 Spenser Ct

Contact Phone #: 618-558-5663 Email: bwolfe@abominablesnowrace.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
Oct 1, 2024	0001	Mktg 360	Digital Ads - FB-IG & Email Spend Registration & Stay and Play Camp	2295.00	Oct 1, 2024
Nov 1, 2024	0002	Mktg 360	Digital Ads - FB-IG & Email Spend Registration & Stay and Play Camp	2295.00	Nov 1, 2024
Dec 1, 2024	0003	Mktg 360	Digital Ads - FB-IG & Email Spend Registration & Stay and Play Camp	2995.00	Dec 1, 2024
Jan 1, 2025	0004	Mktg 360	Digital Ads - FB-IG & Email Spend Registration & Stay and Play Camp	2995.00	Jan 1, 2025
Jan 15, 2024	0005	Mktg 360	Digital Ads - FB-IG & Email Spend Registration & Stay and Play Camp	45.28	Jan 15, 2024
Feb 5, 2024	0007	Mktg 360	Digital Ads - FB-IG & Email Spend Registration & Stay and Play Camp	395.00	Feb 5, 2024
Feb 5, 2024	0008	Mktg 360	Digital Ads - FB-IG & Email Spend Registration & Stay and Play Camp	395.00	Feb 5, 2024
Feb 15, 2024	0009	Mktg 360	Digital Ads - FB-IG & Email Spend Registration & Stay and Play Camp	19.85	Feb 15, 2024
Dec 31, 2024	0891	Race Ready	Social & Web Support Yeti Sightings	1000.00	Dec 31, 2024

BUSINESS RECEIPT



Race Ready Obstacles LLC
 5258 N Rockton Ave
 Rockford, IL 61103
 Ph: 815-871-1080
 Email: racereadyobstacles@gmail.com

Date: 01-31-2024

Receipt #: 0892

QTY	Description	Unit Price	Total
1	Abominable Snow Race Stay & Play/ Yeti Sighting	\$200	\$200
1	Social/Email Support	\$800	\$800

Subtotal: \$1000

Tax Rate: N/A

Tax: N/A

Total Amount Due: \$1000

Amount Paid: \$1000

Customer/Client Information

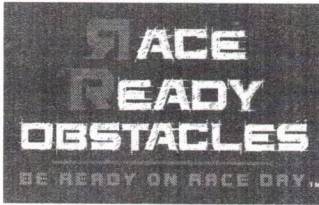
Name: ASR Events LLC
 Street Address: 616 Whitney Blvd
 City, State, Zip: Belvidere, IL 61008
 Phone: 618-558-5663
 Email: bwolfe@abominablesnowrace.com

Payment Method:
 Credit Card (No. _____)
 Cash
 Check (No. _____)
 Other: _____

Authorized Signature Dana Sabak

Title: Manager

BUSINESS RECEIPT



Race Ready Obstacles LLC
 5258 N Rockton Ave
 Rockford, IL 61103
 Ph: 815-871-1080
 Email: racereadyobstacles@gmail.com

Date: 12-31-2024

Receipt #: 0891

QTY	Description	Unit Price	Total
1	Abominable Snow Race Stay & Play/ Yeti Sighting	\$200	\$200
1	Social/Email Support	\$800	\$800

Subtotal: \$1000

Tax Rate: N/A

Tax: N/A

Total Amount Due: \$1000

Amount Paid: \$1000

Customer/Client Information

Name: ASR Events LLC
 Street Address: 616 Whitney Blvd
 City, State, Zip: Belvidere, IL 61008
 Phone: 618-558-5663
 Email: bwolfe@abominablesnowrace.com

Payment Method:
 Credit Card (No. _____)
 Cash
 Check (No. _____)
 Other: _____

Authorized Signature *Dana Sabiu*

Title: Manager

Receipt for ASR Events, LLC

Account ID: 514358141992876

Invoice/Payment Date
Jul 31, 2024, 1:56 PM

Payment method
MasterCard · 5291
Reference Number: 2VZ566LZ42

Transaction ID
7686519124792112-7579297702180923

Product Type
Meta ads

Paid

\$469.77 USD

You made this manual payment.

Campaigns

[07/07/2024] Promoting https://abominablesnowrace.com	\$469.77
From Jul 7, 2024, 12:00 AM to Jul 30, 2024, 11:59 PM	

[07/07/2024] Promoting https://abominablesnowrace.com	81,820 Impressions \$469.77

Receipt for ASR Events, LLC

Account ID: 514358141992876

Invoice/Payment Date
Aug 31, 2024, 6:58 AM

Payment method
MasterCard · 5291
Reference Number: WDTBR7C252

Transaction ID
7869468729830483-7899078986869460

Product Type
Meta ads

Paid

\$692.40 USD

Remaining ad costs at the end of the month.

Campaigns

[07/07/2024] Promoting https://abominablesnowrace.com		\$598.74
From Jul 31, 2024, 12:00 AM to Aug 30, 2024, 11:59 PM		
[07/07/2024] Promoting https://abominablesnowrace.com	106,838 Impressions	\$598.74
[08/18/2024] Promoting https://runsignup.com/Race/WI/LakeGeneva/AbominableTrailRace		\$64.08
From Jul 31, 2024, 12:00 AM to Aug 30, 2024, 11:59 PM		
[08/18/2024] Promoting https://runsignup.com/Race/WI/LakeGeneva/Abomi...	11,114 Impressions	\$64.08
[08/18/2024] Promoting https://runsignup.com/Race/WI/LakeGeneva/AbominableTrailRace		\$29.58
From Jul 31, 2024, 12:00 AM to Aug 30, 2024, 11:59 PM		
[08/18/2024] Promoting https://runsignup.com/Race/WI/LakeGeneva/Abomi...	5,212 Impressions	\$29.58

Receipt for ASR Events, LLC

Account ID: 514358141992876

Invoice/Payment Date
Sep 25, 2024, 8:09 PM

Payment method
Paypal account WilliamWolfell@yahoo.com

Transaction ID
8077505112360178-8212850598825621

Product Type
Meta ads

Paid

\$899.99 USD

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

Campaigns

[07/07/2024] Promoting https://abominablesnowrace.com		\$518.16
From Aug 30, 2024, 12:00 AM to Sep 25, 2024, 8:09 PM		

[07/07/2024] Promoting https://abominablesnowrace.com	98,484 Impressions	\$518.16

Post: "Calling all Trail Yetis! Join us Nov 16th in..."		\$381.83
From Aug 30, 2024, 12:00 AM to Sep 25, 2024, 8:09 PM		

Post: "Calling all Trail Yetis! Join us Nov 16th in..."	151,966 Impressions	\$381.83

Receipt for ASR Events, LLC

Account ID: 514358141992876

Invoice/Payment Date
Sep 30, 2024, 6:21 AM

Payment method
Paypal account WilliamWolfell@yahoo.com

Transaction ID
8044793025631384-8062780837165933

Product Type
Meta ads

Paid

\$148.88 USD

Remaining ad costs at the end of the month.

Campaigns

Post: "Calling all Trail Yetis! Join us Nov 16th in..."		\$67.58
From Sep 24, 2024, 12:00 AM to Sep 29, 2024, 11:59 PM		

Post: "Calling all Trail Yetis! Join us Nov 16th in..."	32,518 Impressions	\$67.58

[07/07/2024] Promoting https://abominablesnowrace.com		\$81.30
From Sep 24, 2024, 12:00 AM to Sep 29, 2024, 11:59 PM		

[07/07/2024] Promoting https://abominablesnowrace.com	13,959 Impressions	\$81.30

Receipt for ASR Events, LLC

Account ID: 514358141992876

Invoice/Payment Date
Oct 25, 2024, 2:47 AM

Payment method
Paypal account WilliamWolfell@yahoo.com

Transaction ID
8316148691829151-8340288489415166

Product Type
Meta ads

Paid

\$900.00 USD

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

Campaigns

[07/07/2024] Promoting https://abominablesnowrace.com		\$498.96
From Sep 29, 2024, 12:00 AM to Oct 25, 2024, 2:46 AM		

[07/07/2024] Promoting https://abominablesnowrace.com	77,560 Impressions	\$498.96

Post: "Calling all Trail Yetis! Join us Nov 16th in..."		\$401.04
From Sep 29, 2024, 12:00 AM to Oct 25, 2024, 2:46 AM		

Post: "Calling all Trail Yetis! Join us Nov 16th in..."	179,481 Impressions	\$401.04

Receipt for ASR Events, LLC

Account ID: 514358141992876

Invoice/Payment Date
Oct 31, 2024, 6:10 AM

Payment method
Paypal account WilliamWolfell@yahoo.com

Transaction ID
8380548832055798-8358278974282789

Product Type
Meta ads

Paid

\$215.35 USD

Remaining ad costs at the end of the month.

Campaigns

Post: "Calling all Trail Yetis! Join us Nov 16th in..."		\$95.12
From Oct 24, 2024, 12:00 AM to Oct 30, 2024, 11:59 PM		

Post: "Calling all Trail Yetis! Join us Nov 16th in..."	45,869 Impressions	\$95.12

[07/07/2024] Promoting https://abominablesnowrace.com		\$120.23
From Oct 24, 2024, 12:00 AM to Oct 30, 2024, 11:59 PM		

[07/07/2024] Promoting https://abominablesnowrace.com	19,674 Impressions	\$120.23

Receipt for ASR Events, LLC

Account ID: 514358141992876

Invoice/Payment Date
Nov 30, 2024, 10:08 AM

Payment method
Paypal account WilliamWolfell@yahoo.com

Transaction ID
8533278973449454-8474087362701943

Product Type
Meta ads

Paid

\$696.04 USD

Remaining ad costs at the end of the month.

Campaigns

ATR Stay & Play - Copy		\$456.40
From Nov 8, 2024, 12:00 AM to Nov 17, 2024, 11:59 PM		
ATR Stay & Play	64,793 Impressions	\$456.40
[07/07/2024] Promoting https://abominablesnowrace.com		\$144.18
From Nov 8, 2024, 12:00 AM to Nov 17, 2024, 11:59 PM		
[07/07/2024] Promoting https://abominablesnowrace.com	20,528 Impressions	\$144.18
Post: "Calling all Trail Yetis! Join us Nov 16th in..."		\$95.46
From Nov 8, 2024, 12:00 AM to Nov 17, 2024, 11:59 PM		
Post: "Calling all Trail Yetis! Join us Nov 16th in..."	28,741 Impressions	\$95.46

Receipt for ASR Events, LLC

Account ID: 514358141992876

Invoice/Payment Date

Nov 9, 2024, 8:56 PM

Payment method

Paypal account WilliamWolfell@yahoo.com

Paid

\$900.00 USD

Transaction ID

8432027250241295-8334435986667085

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

Product Type

Meta ads

Campaigns

[07/07/2024] Promoting <https://abominablesnowrace.com>

\$197.46

From Oct 30, 2024, 12:00 AM to Nov 9, 2024, 8:56 PM

[07/07/2024] Promoting <https://abominablesnowrace.com>

32,280 Impressions

\$197.46

Post: "Calling all Trail Yetis! Join us Nov 16th in..."

\$158.94

From Oct 30, 2024, 12:00 AM to Nov 9, 2024, 8:56 PM

Post: "Calling all Trail Yetis! Join us Nov 16th in..."

101,642 Impressions

\$158.94

ATR Stay & Play - Copy

\$543.60

From Oct 30, 2024, 12:00 AM to Nov 9, 2024, 8:56 PM

ATR Stay & Play

123,997 Impressions

\$543.60

Invoice



Invoice number 53D95CF7-0003
Date of issue December 1, 2024
Date due December 1, 2024

Madwire
3420 East Harmony Road
Ste 125
Fort Collins, Colorado 80525
United States
+1 970-251-0555
support@marketing360.com

Bill to
William Wolfe
3 Spenser Ct
Medford, New Jersey 08055
United States
+1 618-558-5663
bwolfe@abominablesnowrace.com

\$2,995.00 USD due December 1, 2024

[Pay online](#)

Abominable Snow Race - M310307

Description	Qty	Unit price	Amount
Ad Credits Dec 1, 2024 – Jan 1, 2025	1,700	\$1.00	\$1,700.00
Content Credits Dec 1, 2024 – Jan 1, 2025	900	\$1.00	\$900.00
Marketing 360® Full-Platform Dec 1, 2024 – Jan 1, 2025	1	\$395.00	\$395.00

Subtotal	\$2,995.00
Total excluding tax	\$2,995.00
NJ STATE TAX - NEW JERSEY (6.625% on \$0.00)	\$0.00
Total	\$2,995.00
Amount due	\$2,995.00 USD

We appreciate your business! To view or manage your account subscription, see your Marketing 360® Billing Information at <https://app.marketing360.com/settings/profile/billing>

Payment Terms: Due Upon Receipt of Invoice

All services governed by the Marketing 360® Terms of Service located at www.marketing360.com/terms.

Invoice



Invoice number 53D95CF7-0007
Date of issue February 5, 2025
Date due February 5, 2025

Madwire
3420 East Harmony Road
Ste 125
Fort Collins, Colorado 80525
United States
+1 970-251-0555
support@marketing360.com

Bill to
William Wolfe
3 Spenser Ct
Medford, New Jersey 08055
United States
+1 618-558-5663
bwolfe@abominablesnowrace.com

\$395.00 USD due February 5, 2025

[Pay online](#)

Abominable Snow Race - M310307

Description	Qty	Unit price	Amount
Marketing 360® Full-Platform Feb 5 – Mar 5, 2025	1	\$395.00	\$395.00
Subtotal			\$395.00
Total			\$395.00
Amount due			\$395.00 USD

We appreciate your business! To view or manage your account subscription, see your Marketing 360® Billing Information at <https://app.marketing360.com/settings/profile/billing>

Payment Terms: Due Upon Receipt of Invoice

All services governed by the Marketing 360® Terms of Service located at www.marketing360.com/terms.

Pay \$395.00 with a bank transfer

Bank transfers can take up to two business days. To pay via bank transfer, transfer funds using the following bank information.

Bank name Wells Fargo
Routing number 121000248
Account number 40630255693464202
SWIFT code WFBIUS6SXXX
Reference 53D95CF7-0007

Invoice



Invoice number 53D95CF7-0008
Date of issue February 5, 2025
Date due February 5, 2025

Madwire
3420 East Harmony Road
Ste 125
Fort Collins, Colorado 80525
United States
+1 970-251-0555
support@marketing360.com

Bill to
William Wolfe
3 Spenser Ct
Medford, New Jersey 08055
United States
+1 618-558-5663
bwolfe@abominablesnowrace.com

\$395.00 USD due February 5, 2025

[Pay online](#)

Abominable Snow Race - M310307

Description	Qty	Unit price	Amount
Marketing 360® Full-Platform Mar 5 – Apr 5, 2025	1	\$395.00	\$395.00
Subtotal			\$395.00
Total			\$395.00
Amount due			\$395.00 USD

We appreciate your business! To view or manage your account subscription, see your Marketing 360® Billing Information at <https://app.marketing360.com/settings/profile/billing>

Payment Terms: Due Upon Receipt of Invoice

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Pay \$395.00 with a bank transfer

Bank transfers can take up to two business days. To pay via bank transfer, transfer funds using the following bank information.

Bank name Wells Fargo
Routing number 121000248
Account number 40630255693464202
SWIFT code WFBIUS6SXXX
Reference 53D95CF7-0008

Invoice



Invoice number 53D95CF7-0009
Date of issue February 14, 2025
Date due February 14, 2025

Madwire
3420 East Harmony Road
Ste 125
Fort Collins, Colorado 80525
United States
+1 970-251-0555
support@marketing360.com

Bill to
William Wolfe
3 Spenser Ct
Medford, New Jersey 08055
United States
+1 618-558-5663
bwolfe@abominablesnowrace.com

\$19.85 USD due February 14, 2025

[Pay online](#)

Abominable Snow Race - M310307

Description	Qty	Unit price	Amount
Email Usage Overage	4,962	\$0.004	\$19.85
Subtotal			\$19.85
Total			\$19.85
Amount due			\$19.85 USD

We appreciate your business! To view or manage your account subscription, see your Marketing 360® Billing Information at <https://app.marketing360.com/settings/profile/billing>

Payment Terms: Due Upon Receipt of Invoice

All services governed by the Marketing 360® Terms of Service located at www.marketing360.com/terms.

Pay \$19.85 with a bank transfer

Bank transfers can take up to two business days. To pay via bank transfer, transfer funds using the following bank information.

Bank name Wells Fargo
Routing number 121000248
Account number 40630255693464202
SWIFT code WFBIUS6SXXX
Reference 53D95CF7-0009

Invoice



Invoice number 53D95CF7-0004

Date of issue January 1, 2025

Date due January 1, 2025

Madwire

3420 East Harmony Road
Ste 125
Fort Collins, Colorado 80525
United States
+1 970-251-0555
support@marketing360.com

Bill to

William Wolfe
3 Spenser Ct
Medford, New Jersey 08055
United States
+1 618-558-5663
bwolfe@abominablesnowrace.com

\$2,995.00 USD due January 1, 2025

[Pay online](#)

Abominable Snow Race - M310307

Description	Qty	Unit price	Amount
Ad Credits Jan 1 – Feb 1, 2025	1,700	\$1.00	\$1,700.00
Content Credits Jan 1 – Feb 1, 2025	900	\$1.00	\$900.00
Marketing 360® Full-Platform Jan 1 – Feb 1, 2025	1	\$395.00	\$395.00
Subtotal			\$2,995.00
Total			\$2,995.00
Amount due			\$2,995.00 USD

We appreciate your business! To view or manage your account subscription, see your Marketing 360® Billing Information at <https://app.marketing360.com/settings/profile/billing>

Payment Terms: Due Upon Receipt of Invoice

All services governed by the Marketing 360® Terms of Service located at www.marketing360.com/terms.

Invoice



Invoice number 53D95CF7-0005
Date of issue January 15, 2025
Date due January 15, 2025

Madwire
3420 East Harmony Road
Ste 125
Fort Collins, Colorado 80525
United States
+1 970-251-0555
support@marketing360.com

Bill to
William Wolfe
3 Spenser Ct
Medford, New Jersey 08055
United States
+1 618-558-5663
bwolfe@abominablesnowrace.com

\$45.28 USD due January 15, 2025

[Pay online](#)

Abominable Snow Race - M310307

Description	Qty	Unit price	Amount
Email Usage Overage	11,319	\$0.004	\$45.28
Subtotal			\$45.28
Total			\$45.28
Amount due			\$45.28 USD

We appreciate your business! To view or manage your account subscription, see your Marketing 360® Billing Information at <https://app.marketing360.com/settings/profile/billing>

Payment Terms: Due Upon Receipt of Invoice

All services governed by the Marketing 360® Terms of Service located at www.marketing360.com/terms.

Pay \$45.28 with a bank transfer

Bank transfers can take up to two business days. To pay via bank transfer, transfer funds using the following bank information.

Bank name Wells Fargo
Routing number 121000248
Account number 40630255693464202
SWIFT code WFBIUS6SXXX
Reference 53D95CF7-0005

Invoice



Invoice number 53D95CF7-0002
Date of issue November 1, 2024
Date due November 1, 2024

Madwire
3420 East Harmony Road
Ste 125
Fort Collins, Colorado 80525
United States
+1 970-251-0555
support@marketing360.com

Bill to
William Wolfe
3 Spenser Ct
Medford, New Jersey 08055
United States
+1 618-558-5663
bwolfe@abominablesnowrace.com

\$2,295.00 USD due November 1, 2024

[Pay online](#)

Abominable Snow Race - M310307

Description	Qty	Unit price	Amount
Ad Credits Nov 1 – Dec 1, 2024	1,000	\$1.00	\$1,000.00
Content Credits Nov 1 – Dec 1, 2024	900	\$1.00	\$900.00
Marketing 360® Full-Platform Nov 1 – Dec 1, 2024	1	\$395.00	\$395.00

Subtotal	\$2,295.00
Total excluding tax	\$2,295.00
NJ STATE TAX - NEW JERSEY (6.625% on \$0.00)	\$0.00
Total	\$2,295.00
Amount due	\$2,295.00 USD

To view or manage your account subscription, see your Marketing 360® Billing Information at <https://app.marketing360.com/settings/profile/billing>

We appreciate your business! All services governed by the Marketing 360® Terms of Service located at www.marketing360.com/terms.

Invoice



Invoice number 53D95CF7-0001

Date of issue October 1, 2024

Date due October 1, 2024

Madwire

3420 East Harmony Road
Ste 125
Fort Collins, Colorado 80525
United States
+1 970-251-0555
support@marketing360.com

Bill to

William Wolfe
3 Spenser Ct
Medford, New Jersey 08055
United States
+1 618-558-5663
bwolfe@abominablesnowrace.com

\$2,295.00 USD due October 1, 2024

[Pay online](#)

Abominable Snow Race - M310307

Description	Qty	Unit price	Amount
Ad Credits Oct 1 – Nov 1, 2024	1,000	\$1.00	\$1,000.00
Content Credits Oct 1 – Nov 1, 2024	900	\$1.00	\$900.00
Marketing 360® Full-Platform Oct 1 – Nov 1, 2024	1	\$395.00	\$395.00
Sales Tax	1	\$0.00	\$0.00
Subtotal			\$2,295.00
Total			\$2,295.00
Amount due			\$2,295.00 USD

To view or manage your account subscription, see your Marketing 360® Billing Information at <https://app.marketing360.com/settings/profile/billing>

We appreciate your business! All services governed by the Marketing 360® Terms of Service located at www.marketing360.com/terms.



Abominable Racing

Sponsored ·



Team up for the ultimate winter adventure! Sign up for the Abominable Snow Race (Jan 25th, 2025) in groups of 5, 10, or 20 and ... See more

The graphic features a background image of a person in winter gear. The main text reads "ASSEMBLE YOUR TEAM" in a white-outlined box. Below this is a blue price tag graphic that says "UP TO 50% OFF". Underneath the tag, it says "MIX & MATCH: 5K & 10K". At the bottom, there are three columns representing different team sizes: "5 PACK" with a price of "\$80 PER RACER", "10 PACK" with a price of "\$70 PER RACER", and "20-PACK" with a price of "\$65 PER RACER". On the right side of the graphic, the words "SIGN UP TODAY" are written vertically in white on a blue background.

ASSEMBLE YOUR TEAM

UP TO **50%** OFF

MIX & MATCH: 5K & 10K

5 PACK	10 PACK	20-PACK
\$80 PER RACER	\$70 PER RACER	\$65 PER RACER

SIGN UP TODAY

ASR 2025 Direct Emails

Email Performance

Campaign	Date	Sent	Accepted	Bounced	Unsubscribed	Engaged	Unique				Engaged	
							Views	Total Views	Unique Clicks	Total Clicks	Viewed %	% of Open
Race Day Info	2-Nov	726	725	1	1	181	593	1141	181	335	82%	31%
Stay & Play - Hotel deals 1	9-Dec	397	397	0	0	26	110	187	26	45	28%	24%
Biggest Team Contest	11-Dec	12423	12387	35	17	37	2384	3038	34	70	19%	2%
LiL Yetis Race Free	18-Dec	12016	11995	21	20	37	2257	2856	36	81	19%	2%
Stay & Play - Hotel deals 2	18-Dec	442	442	0	0	15	128	196	15	32	29%	12%
Merry Christmas 2024	25-Dec	12409	12376	32	28	19	2458	3114	18	38	20%	1%
Price Increase Dec 31	31-Dec	12397	12238	156	26	39	2415	3011	37	91	20%	2%
Stay & Play - Hotel deals 3	2-Jan	533	532	1	0	28	199	312	28	37	37%	14%
Are You Yeti-Ready? 7-Tips	6-Jan	560	553	7	0	20	247	614	20	28	45%	8%
ASR Race Info - 2 weeks out	17-Jan	12170	12142	22	15	52	2459	3386	49	107	20%	2%
Stay & Play - Hotel deals 4	24-Jan	563	561	2	1	8	200	289	8	15	36%	4%
Thank you ASR 2025 1	26-Jan	661	658	3	0	267	348	769	267	609	53%	77%
Thank you ASR 2025	26-Jan	21653	21588	49	80	289	6775	9519	288	674	31%	4%
Stay & Play - Hotel deals 5	26-Jan	11891	11835	53	13	105	2190	2747	102	248	19%	5%



Abominable Racing is in Wisconsin, United States.

Sponsored

Calling All Adventurous Families!

Unleash your inner Yeti at our 10th ... See more



12.19.24

Blitz - Ongoing

paused



Abominable Racing

Sponsored

Ready for a getaway? We've got something special just for you!

... See more



12.05.24

Blitz

paused



Abominable Racing is at Lake Geneva Ziplines & Adventures.

Sponsored

Are you ready to take on the ultimate winter adventure? Whether you're feeling frosty enough for the 5k, daring the wild ... See more



12.20.24

Blitz - Ongoing

paused

Campaigns

Compare recent

Create a campaign

View by

Filter by

Sent campaigns

Tags

Date



Overview

Drafts

Sent

Deleted

Manage tags

<input type="checkbox"/>	Campaign	Recipients	Opened [ⓘ]	Clicked [ⓘ]	Sent	
<input type="checkbox"/>	Last Call Email	1,777	49.8%	0.5%	23 Jan 2025	⋮
<input type="checkbox"/>	Stay and Play in Lake Geneva #2	2,093	49.3%	1.8%	22 Jan 2025	⋮
<input type="checkbox"/>	Assemble Your Team Campaign #2	1,790	50.9%	0.6%	21 Jan 2025	⋮
<input type="checkbox"/>	Join The Abominable Snow Race	1,802	51.6%	0.8%	7 Jan 2025	⋮
<input type="checkbox"/>	Lil' Yeti's Course	1,814	51.5%	0.2%	30 Dec 2024	⋮
<input type="checkbox"/>	12/31 Price Increase	2,134	52%	0.9%	28 Dec 2024	⋮
<input type="checkbox"/>	Assemble Your Team Campaign	1,829	51%	0.1%	26 Dec 2024	⋮
<input type="checkbox"/>	Stay and Play in Lake Geneva	2,146	49.5%	1.7%	22 Dec 2024	⋮
<input type="checkbox"/>	Giveaway Campaign	2,155	50%	2.6%	20 Dec 2024	⋮
<input type="checkbox"/>	Beanie +Discount Campaign	1,853	50.7%	1.1%	12 Dec 2024	⋮
<input type="checkbox"/>	Not Signed Up Yet Campaign	1,888	42.2%	0.9%	6 Dec 2024	⋮



Overview

Period Reports

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Period Reports

Overall

Organic & Content Marketing

Ads

Social

Direct & Other Channels

Organic & Content Marketing

10/01/2024 → 01/31/2025

compared to

Previous Period (05/31/2024 – 09/30/2024) ▾






Metric	This Period	Previous Period	Net Change	% Change
Total Spend	\$2,800.00	\$0.00	\$2,800.00 ▲	100% ▲
Visibility				

Metric	This Period	Previous Period	Net Change	% Change
Cost Per Impression	\$0.06	\$0.00	\$0.06 ▲	100% ▲
Impressions	43,598	10,299	33,299 ▲	323.32%
Clickability				
% Of Clicks	21.14%	100%	78.86% ▼	78.86% ▼
Click Rate	9.59%	9.49%	0.1% ▲	1.05% ▲
Cost Per Click	\$0.67	\$0.00	\$0.67 ▲	100% ▲
Clicks/Engagements	4,179	977	3,202 ▲	327.74%
Convertibility				
Conversion Rate	10.43%	0%	10.43% ▲	100% ▲
Cost Per Conversion	\$6.42	\$0.00	\$6.42 ▲	100% ▲
Conversions	436	0	436 ▲	100% ▲
Other				
Average Daily Cost	\$22.76	\$0.00	\$22.76 ▲	100% ▲
Total Ranking Keywords	1,189	399	790 ▲	197.99%
Total Ranking Pages	124	100	24 ▲	24% ▲
% ROI	567.24%	0%	567.24% ▲	100% ▲

Metric	This Period	Previous Period	Net Change	% Change
ROI	\$15,883.00	\$0.00	\$15,883.00 ▲	100% ▲
Estimated Revenue	\$18,683.00	\$0.00	\$18,683.00 ▲	100% ▲

Spend

10/01/2024 → 01/31/2025 

Channel	Impressions	Clicks	Conversions
 Totals	662,959	19,768	1,224
 Content (Organic Search)	43,598	4,179	436
 Ads (Ad Campaigns)	597,752	5,666	71
 Social (Analytics Data)	2,475	1,434	186
 Direct, Referral, Other	19,134	8,489	531



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Direct & Other Channels

Ads

10/01/2024 → 01/31/2025

compared to

Previous Period (05/31/2024 – 09/30/2024) ▾

Metric	This Period	Previous Period	Net Change	% Change
Total Spend	\$5,447.80	\$0.00	\$5,447.80 ▲	100% ▲
Visibility				

Metric	This Period	Previous Period	Net Change	% Change
Cost Per Impression	\$0.01	\$0.00	\$0.01 ▲	100% ▲
Impressions	597,752	0	597,752 ▲	100% ▲
Clickability				
% Of Clicks	28.66%	0%	28.66% ▲	100% ▲
Click Rate	0.95%	0%	0.95% ▲	100% ▲
Cost Per Click	\$0.96	\$0.00	\$0.96 ▲	100% ▲
Clicks/Engagements	5,666	0	5,666 ▲	100% ▲
Convertibility				
Conversion Rate	1.25%	0%	1.25% ▲	100% ▲
Cost Per Conversion	\$76.73	\$0.00	\$76.73 ▲	100% ▲
Conversions	71	0	71 ▲	100% ▲
Other				
Average Daily Cost	\$44.29	\$0.00	\$44.29 ▲	100% ▲
% ROI	-100%	0%	100% ▼	100% ▲
ROI	-\$5,447.80	\$0.00	\$5,447.80 ▼	100% ▲
Estimated Revenue	\$0.00	\$0.00	\$0.00	0%

Spend



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Traffic By Device

Traffic By Date/Time

Traffic By Device

10/01/2024 → 01/31/2025

compared to

Previous Period (05/31/2024 – 09/30/2024) ▾

Devices Overview

10/01/2024-01/31/2025

17.8k

Desktop	Mobile	Tablet
3,984	13,639	127



Devices Breakdown

10/01/2024-01/31/2025

Desktop	Mobile	Tablet
22%	77%	1%

Devices	Visits	Goal Completion	Conversion Rate	Bounce Rate
Totals	17,750 ▲100%	1,048 ▲100%	8.06% ▲100%	47.56% ▲100
Desktop	3,984 ▲100%	280 ▲100%	10.9% ▲100%	40.26% ▲100
Mobile	13,639 ▲100%	763 ▲100%	6.96% ▲100%	54.11% ▲100
Tablet	127 ▲100%	5 ▲100%	5.08% ▲100%	48.87% ▲100



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Traffic By Device

Traffic By Date/Time

Locations Data

10/01/2024 → 01/31/2025

compared to

Previous Period (05/31/2024 - 09/30/2024)

Location	Visits	Conversions	Conversion Rate	Bounce Rate	Avg. Time C
Totals	22,855 ▲100%	1,303 ▲100%	5.7% ▲100%	51.58% ▲100%	0m 30s ▲100%
^ United States	22,353 ▲100%	1,298 ▲100%	5.81% ▲100%	51.1% ▲100%	2m 26s ▲100%
Illinois	10,966 ▲100%	614 ▲100%	5.6% ▲100%	52.69% ▲100%	5m 0s ▲100%
Minnesota	1,207 ▲100%	109 ▲100%	9.03% ▲100%	47.31% ▲100%	2m 32s ▲100%
Colorado	252 ▲100%	26 ▲100%	10.32% ▲100%	40.48% ▲100%	2m 9s ▲100%
New York	341 ▲100%	16 ▲100%	4.69% ▲100%	61.88% ▲100%	1m 27s ▲100%
Tennessee	104 ▲100%	4 ▲100%	3.85% ▲100%	43.27% ▲100%	0m 53s ▲100%
Virginia	512 ▲100%	13 ▲100%	2.54% ▲100%	53.71% ▲100%	1m 27s ▲100%
Wisconsin	4,139 ▲100%	284 ▲100%	6.86% ▲100%	49.09% ▲100%	2m 7s ▲100%
Wyoming	36 ▲100%	1 ▲100%	2.78% ▲100%	66.67% ▲100%	0m 15s ▲100%

Location		Visits	Conversions	Conversion Rate	Bounce Rate	Avg. Time C
Pennsylvania		91 ▲100%	6 ▲100%	6.59% ▲100%	43.96% ▲100%	1m 16s ▲100%
California		325 ▲100%	8 ▲100%	2.46% ▲100%	67.08% ▲100%	0m 52s ▲100%
Delaware		1 ▲100%	0 ■0.0%	0% ■0.0%	100% ▲100%	0m 0s ■0.0%
Texas		782 ▲100%	34 ▲100%	4.35% ▲100%	47.06% ▲100%	1m 5s ▲100%
Iowa		537 ▲100%	31 ▲100%	5.77% ▲100%	44.69% ▲100%	1m 33s ▲100%
Indiana		337 ▲100%	16 ▲100%	4.75% ▲100%	46.29% ▲100%	1m 28s ▲100%
Michigan		224 ▲100%	9 ▲100%	4.02% ▲100%	42.86% ▲100%	1m 5s ▲100%
(not set)		52 ▲100%	0 ■0.0%	0% ■0.0%	69.23% ▲100%	0m 19s ▲100%
Florida		257 ▲100%	23 ▲100%	8.95% ▲100%	54.09% ▲100%	0m 59s ▲100%
Georgia		196 ▲100%	8 ▲100%	4.08% ▲100%	51.53% ▲100%	1m 30s ▲100%
Massachusetts		44 ▲100%	2 ▲100%	4.55% ▲100%	38.64% ▲100%	1m 14s ▲100%
Missouri		168 ▲100%	14 ▲100%	8.33% ▲100%	38.1% ▲100%	0m 57s ▲100%
Nebraska		95 ▲100%	6 ▲100%	6.32% ▲100%	43.16% ▲100%	0m 40s ▲100%
North Carolina		115 ▲100%	2 ▲100%	1.74% ▲100%	54.78% ▲100%	0m 20s ▲100%
Ohio		244 ▲100%	21 ▲100%	8.61% ▲100%	49.59% ▲100%	1m 35s ▲100%
South Carolina		15 ▲100%	2 ▲100%	13.33% ▲100%	33.33% ▲100%	0m 54s ▲100%
Utah		29 ▲100%	6 ▲100%	20.69% ▲100%	55.17% ▲100%	0m 53s ▲100%
Arizona		48 ▲100%	3 ▲100%	6.25% ▲100%	56.25% ▲100%	2m 1s ▲100%
Kansas		156 ▲100%	7 ▲100%	4.49% ▲100%	45.51% ▲100%	0m 45s ▲100%
Oklahoma		102 ▲100%	5 ▲100%	4.9% ▲100%	41.18% ▲100%	0m 28s ▲100%
Oregon		124 ▲100%	0 ■0.0%	0% ■0.0%	87.9% ▲100%	0m 3s ▲100%
North Dakota		113 ▲100%	7 ▲100%	6.19% ▲100%	38.94% ▲100%	2m 24s ▲100%
Mississippi		79 ▲100%	2 ▲100%	2.53% ▲100%	34.18% ▲100%	0m 44s ▲100%
Arkansas		63 ▲100%	1 ▲100%	1.59% ▲100%	50.79% ▲100%	0m 37s ▲100%

Location	Visits	Conversions	Conversion Rate	Bounce Rate	Avg. Time C
South Dakota	31 ▲100%	3 ▲100%	9.68% ▲100%	48.39% ▲100%	1m 11s ▲10
Vermont	3 ▲100%	0 ■0.0%	0% ■0.0%	33.33% ▲100%	0m 34s ▲10
Washington	127 ▲100%	1 ▲100%	0.79% ▲100%	66.14% ▲100%	0m 35s ▲10
Alabama	67 ▲100%	3 ▲100%	4.48% ▲100%	52.24% ▲100%	1m 3s ▲100
Louisiana	62 ▲100%	3 ▲100%	4.84% ▲100%	48.39% ▲100%	0m 48s ▲10
Maine	3 ▲100%	0 ■0.0%	0% ■0.0%	33.33% ▲100%	0m 36s ▲10
New Hampshire	44 ▲100%	2 ▲100%	4.55% ▲100%	40.91% ▲100%	2m 3s ▲100
Kentucky	49 ▲100%	2 ▲100%	4.08% ▲100%	46.94% ▲100%	1m 40s ▲10
Connecticut	12 ▲100%	1 ▲100%	8.33% ▲100%	41.67% ▲100%	0m 35s ▲10
	22 ▲100%	0 ■0.0%	0% ■0.0%	63.64% ▲100%	0m 32s ▲10
New Jersey	102 ▲100%	1 ▲100%	0.98% ▲100%	48.04% ▲100%	2m 18s ▲10
Maryland	11 ▲100%	1 ▲100%	9.09% ▲100%	27.27% ▲100%	0m 32s ▲10
Idaho	10 ▲100%	1 ▲100%	10% ▲100%	70% ▲100%	0m 29s ▲10
West Virginia	8 ▲100%	0 ■0.0%	0% ■0.0%	62.5% ▲100%	0m 5s ▲100
New Mexico	6 ▲100%	0 ■0.0%	0% ■0.0%	50% ▲100%	0m 6s ▲100
Montana	7 ▲100%	0 ■0.0%	0% ■0.0%	42.86% ▲100%	0m 59s ▲10
District of Columbia	9 ▲100%	0 ■0.0%	0% ■0.0%	33.33% ▲100%	1m 5s ▲100
Rhode Island	3 ▲100%	0 ■0.0%	0% ■0.0%	33.33% ▲100%	0m 27s ▲10
Nevada	16 ▲100%	0 ■0.0%	0% ■0.0%	37.5% ▲100%	0m 57s ▲10
Hawaii	5 ▲100%	0 ■0.0%	0% ■0.0%	60% ▲100%	0m 8s ▲100
Alaska	2 ▲100%	0 ■0.0%	0% ■0.0%	50% ▲100%	0m 20s ▲10
▼	1 ▲100%	0 ■0.0%	0% ■0.0%	100% ▲100%	0m 0s ■0.0'
▼ (not set)	17 ▲100%	0 ■0.0%	0% ■0.0%	100% ▲100%	0m 0s ▲100
▼ China	22 ▲100%	0 ■0.0%	0% ■0.0%	54.55% ▲100%	0m 5s ▲100

Location	Visits	Conversions	Conversion Rate	Bounce Rate	Avg. Time C
▼ Azerbaijan	8 ▲100%	0 ■0.0%	0% ■0.0%	100% ▲100%	0m 0s ■0.0'
▼ Chile	3 ▲100%	0 ■0.0%	0% ■0.0%	100% ▲100%	0m 0s ■0.0'
▼ India	63 ▲100%	0 ■0.0%	0% ■0.0%	73.02% ▲100%	0m 9s ▲100'
▼ Switzerland	1 ▲100%	0 ■0.0%	0% ■0.0%	0% ■0.0%	0m 12s ▲10'
▼ Bhutan	2 ▲100%	0 ■0.0%	0% ■0.0%	100% ▲100%	0m 4s ▲100'
▼ Canada	22 ▲100%	2 ▲100%	9.09% ▲100%	54.55% ▲100%	1m 49s ▲10'

Ads

10/01/2024 → 01/31/2025 📅

compared to

Previous Period (05/31/2024 – 09/30/2024) ▾

Metric	This Period	Previous Period	Net Change	% Change
Total Spend	\$5,447.80	\$0.00	\$5,447.80 ▲	100% ▲
Visibility				
Cost Per Impression	\$0.01	\$0.00	\$0.01 ▲	100% ▲
Impressions	597,752	0	597,752 ▲	100% ▲
Clickability				
% Of Clicks	28.66%	0%	28.66% ▲	100% ▲
Click Rate	0.95%	0%	0.95% ▲	100% ▲
Cost Per Click	\$0.96	\$0.00	\$0.96 ▲	100% ▲
Clicks/Engagements	5,666	0	5,666 ▲	100% ▲

≡ Ads ▾



Overview

Channels

Campaigns

Digital TV Ads

Google Local Service Ads

Settings

\$1.96 daily, \$2,290.60 Spent

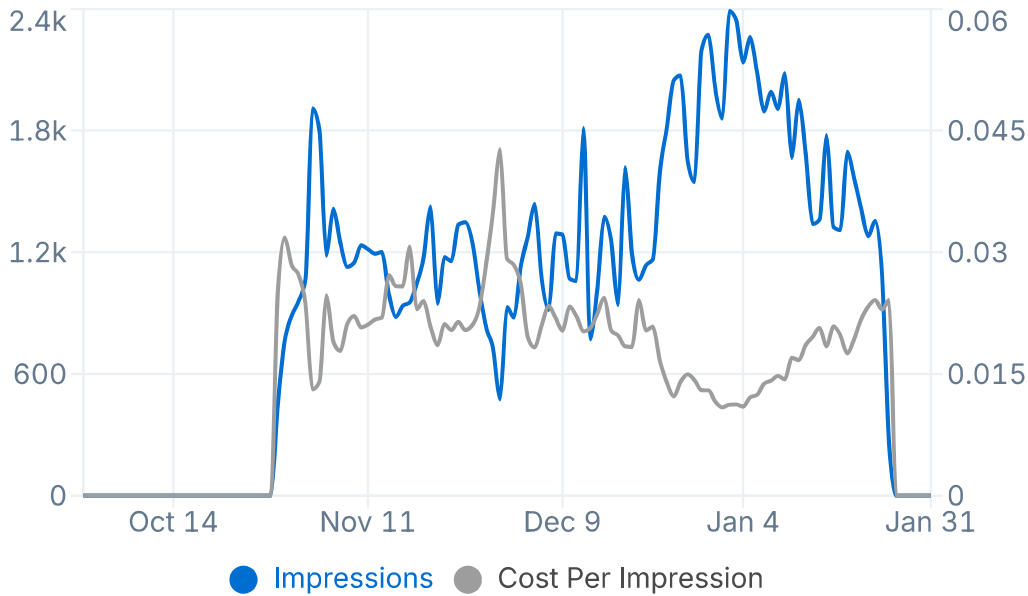
Overview

10/01/2024 → 01/31/2025

Comparative Chart

Impressions ▾

Cost Per Impression ▾



Metrics

Visibility

Impressions

121,376

▲100%

Cost Per Impression

\$0.02

▲100%

Engageability

Clicks/Engagements

2,314

▲100%

Click Rate

1.91%

▲100%

Cost Per Click

\$0.99

▲100%

Convertibility

Conversions

31

▲100%

Conversion Rate

1.34%

▲100%

Cost Per Conversion

\$73.89


▲100%


Ad Sets [Ads](#)

Ads

Actual Ads may appear differently depending on ad formats, usage, browsers, and other factors.

Filters  Grid List  Search

 Facebook • Video

 88k



Abominable Racing

Sponsored ·


Assemble Your team & Save - Save up to 50%
Don't wait – spots are filling fast!



abominablesnowrace.com

 **Sign Up for ASR Now!**

Sign up

 Facebook • Video

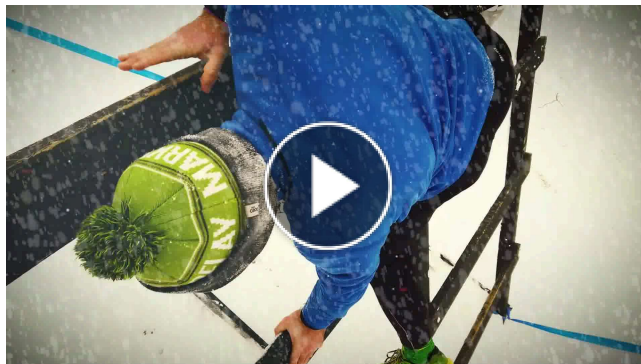
 34k




Abominable Racing

Sponsored ·

Join us for the Abominable Snow Race
on January 25th in Lake Geneva, WI! Make
it a full winter weekend adventure ...See more



abominablesnowrace.com


 **Join Us for a Winter
Weekend Getaway!**

Sign up

Weekend Event Focus Video Ad 1

New Leads Ad Set

paused

 <https://abominablesnowrace.com/>

1-2 of 2 items < **1** >

Overview

Channels

Campaigns

Digital TV Ads

Google Local Service Ads

Settings



Blitz

facebook |

paused

\$1.96 daily, \$333.60 Spent

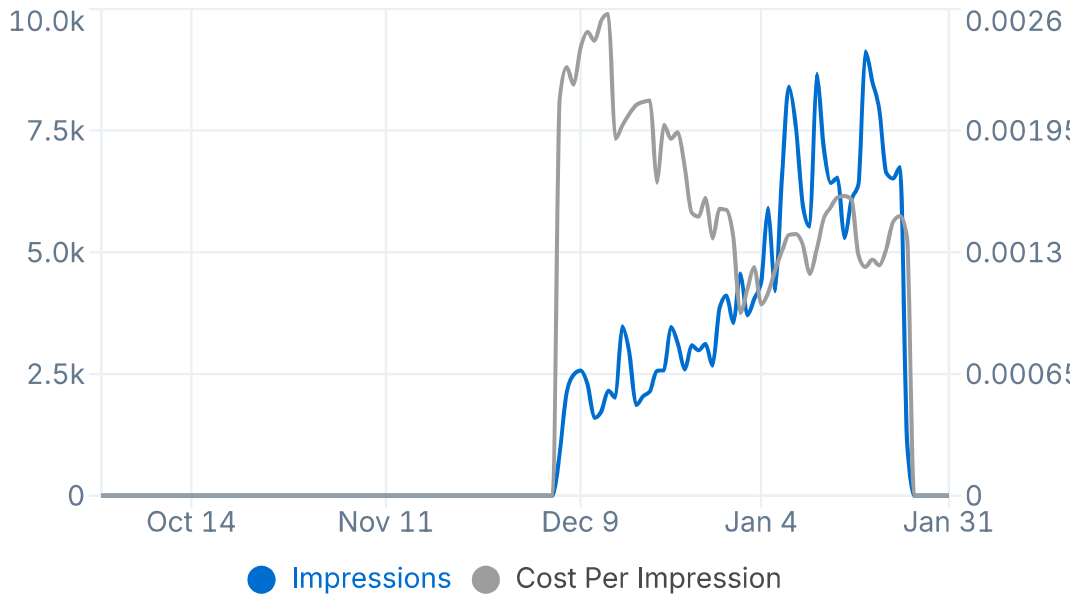
Overview

10/01/2024 → 01/31/2025

Comparative Chart

Impressions ▾

Cost Per Impression ▾



Metrics

Visibility

Impressions

221,978

▲100%

Cost Per Impression

\$0.00

▲100%

Engageability

Clicks/Engagements

174

▲100%

Click Rate

0.08%

▲100%

Cost Per Click

\$1.92

▲100%

Convertibility

Conversions

0

■ 0.0%

Conversion Rate

0%

■ 0.0%

Cost Per Conversion

\$0.00

■ 0.0%

Ad Sets [Ads](#)

Ads

Actual Ads may appear differently depending on ad formats, usage, browsers, and other factors.

Filters 

Grid


List



Search



Facebook • Photo

 159k



Abominable Racing is in Wisconsin, United States.

Sponsored ·

Calling All Adventurous Families!

Unleash your inner Yeti at our 10th ...See more



Facebook • Share

32k



Abominable Racing

Sponsored ·

Ready for a getaway? We've got something special just for you!

...See more

ABOMINABLE SNOW RACE Stay and Play **GIVEAWAY**
In Lake Geneva, Wisconsin

3 Lucky Winners will have the chance to win one of our two giveaway packages!

<p>Package 1</p> <ul style="list-style-type: none"> • Two Night Hotel Stay at Fairfield In Lake Geneva • \$100 In Abominable merchandise 	<p>Package 2</p> <ul style="list-style-type: none"> • \$100 in Abominable merchandise
-------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------

How To Enter:

- Must be registered for the Abominable Snow Race by Dec. 31st

12.05.24

Blitz

paused

Facebook • Photo

31k



Abominable Racing is at Lake Geneva Ziplines & Adventures.

Sponsored ·

Are you ready to take on the ultimate winter adventure? Whether you're feeling frosty enough for the 5k, daring the wild ... See more



12.20.24

Blitz - Ongoing

paused

1-3 of 3 items < 1 >

Traffic By Date/Time

10/01/2024 → 01/31/2025 

Traffic By Day





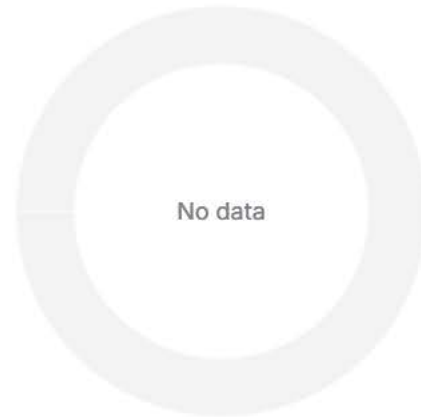
Views this month

899

Views last month

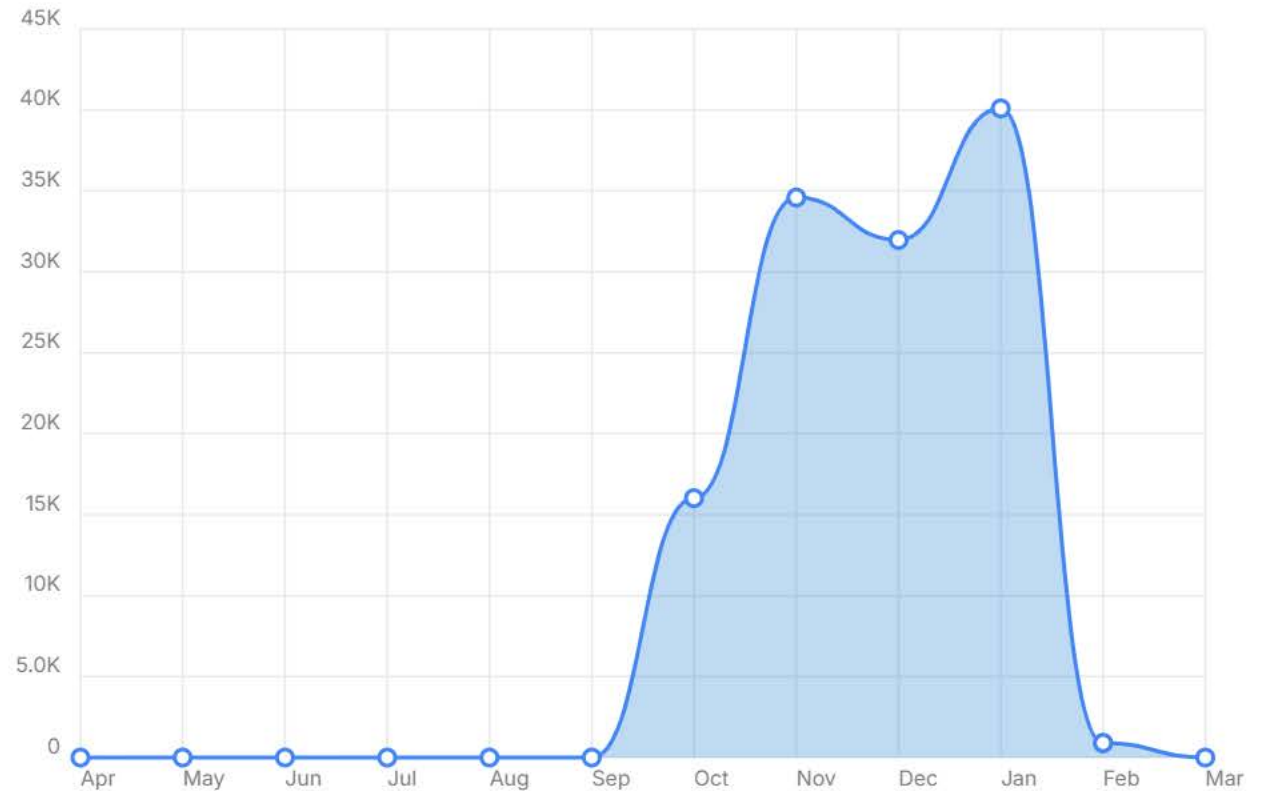
40K

Device Traffic



- Desktop 0 Pages
- Tablet 0 Pages
- Mobile 0 Pages

Page View Trend



Section 2-Submit For Reimbursement/Final Evaluation

City of Lake Geneva Tourism Commission Reimbursement Form

Name: The Riviera Ballroom

Organization Name: _____

Payment made Payable to: City of Lake Geneva

Remittance Address: 1026 Geneva St Lake Geneva WI 53147

Contact Phone #: 262-344-8246 Email: lakegenevariviera@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
3/20/15		City of Lake Geneva	Winter Promol Riv Rental	\$1,450	



2025 Riviera Ballroom Event Lease Agreement

Date of Event: **Saturday, March 29, 2025**

Hours of the Event:

Name of Event: **Jacobson & Pitt Wedding**

Person(s) Responsible: **Maren Jacobson and Richard Pitt**

Address: **3030 30th Street Unit 2 Astoria, NY 11102**

Phone Number: **(262)-506-8061** Work Number:

Email: **marenandrichard2025@gmail.com**

Event Type: **Wedding**

Bride: **Maren Jacobson** Bride Phone: **(262)-506-8061** Bride Email: **marenandrichard2025@gmail.com**

Groom: **Richard Pitt** Groom Phone: **(917)-971-3624** Groom Email: **marenandrichard2025@gmail.com**

Estimated number of guests attending (maximum capacity – 300 seated with no dancefloor): **~250**

Admission to be charged? Yes / **No** Liquor to be served? **Yes** / No

Lease, made this 29 day of July, 2024 between the City of Lake Geneva, a municipal corporation, Lessee, hereinafter referred to as the "City" and Maren Jacobson and Richard Pitt hereinafter referred to as "Lessee."

- Recitals:
1. The City is the sole owner of the described premises and desires to lease the premises to a suitable lessee.
 2. Lessee desires to lease the below described premises.
 3. The parties desire to enter into a lease agreement defining their rights, duties and liabilities relating to the premises.

1. Lease Premises: The City hereby leases to Lessee the top floor of the Riviera building on Geneva Lake, located at 812 Wrigley Drive in the City of Lake Geneva, also known as the Riviera Ballroom.

2. Term and Rental Fee: Rental fee is for up to a maximum eight (8) hour period. The lease period begins when guests arrive. Any time in excess of eight (8) hours or after 1:00 a.m. will be charged at \$400 per hour and deducted from the security deposit.

The Rental Fee includes up to (7) hours of **Set-up Time** for the Lessee and their vendors to access the venue for set-up on the day of the event. Set-up time can begin as early as 10:00am on the day of. If the Lessee would like to request additional set-up hours, these hours must be approved by the Riviera Sales Director and will be charged at the rate of \$50 per hour. Any time needed prior to guest arrival is considered Set-up Time.

2025 Rental Rates

Non- Resident

Saturday	\$7,750
Friday	\$6,000
Sunday	\$5,500
Mon-Thurs	\$2,400

Non-Resident Off-peak (December 1– April 30)

Saturday	\$5,800	Friday	\$4,750
Sunday	\$3,800	Mon-Thurs	\$2,100

*****Promotion: 25% discount on rental fee with confirming 30 rooms nights at a City of Lake Geneva Hotel (available for October 2024-March 2025 event dates)*****

Full-time City of Lake Geneva Resident*

This rate applies to the bride, groom or parents of the bride or groom and event must be for immediate family (parent or child) of resident.

Saturday	\$7,750
Friday	\$3,500
Sunday	\$2,750
Mon-Thurs	\$1,425

Resident Off-Peak (December 1–April 30)

Saturday	\$2,850	Friday	\$2,375
Sunday	\$1,950	Mon-Thurs	\$1,425

Holiday Surcharge: \$300.00

Military Discount: 15% discount applied if Bride or Groom is active or honorably discharged (Proof required)

****See Riviera Resident Rate Request Form for resident requirements. This form Can be obtained from the Riviera Sales Manager and must be submitted with this lease agreement for approval.***

The City leases the above described premises for a term of up to eight (8) hours from:

(estimated time) _____ (date & year) _____

To

(estimated time) _____ (date & year) _____

\$400.00 per hour will be charged for any occupancy exceeding the above specified time. Lessee hereby requests to lease the premises for an additional _____ hours from _____ to _____ (indicate time if applicable). The parties agree and understand that rent for such term shall be the sum of \$_____ dollars (if applicable).

Payment:

50% of the Rental Fee and \$1,000 Security Deposit shall be due and payable on the date this lease is executed. The remaining 50% of the Rental Fee shall be due and payable six months prior to the wedding date. Payment shall be made to the City of Lake Geneva.

3. Security Deposit: In addition to the rent set forth above the lessee shall pay a security deposit in the amount of \$1000.00. The City and Lessee agree that such security deposit shall be held by the City and may be applied to property damage to the premises, if any, resulting during the term of this lease or otherwise caused by the Lessee, his agents, employees or guests. Nothing in this section shall foreclose the City from, in addition to withholding the security deposit, seeking further action to recover damages or deficiencies from Lessee, his agents, employees or guests for damages to the leased premises. Additionally, the security deposit shall be forfeited in the event this lease is canceled by the Lessee.

4. Use: It is understood and agreed that Lessee's use of the premises shall be for the purpose of a wedding. Lessee shall not use nor shall he or she allow the use of the premises, or any part thereof, in any manner which is unlawful, immoral, disreputable, including, but not limited to, the following: gambling, contributing to the delinquency of minors, nude dancing and the use of fireworks.

5. Vendors: *The lessee agrees to use caterers & a from the Riviera Vendors List for their event. An outside vendor fee of \$1,500 will be charged for the use of a food provider not on the Riviera Vendor List.* If an outside caterer is used, the lessee is also required to pay an additional outside catering security deposit in the amount of \$1,000 which is in addition to the security deposit in paragraph three and which will be refunded after the event provided no damages occur at the leased premises. The beverage company must be licensed in the state of WI. Bartenders will be asked to present valid certification upon arrival on-site. All other services i.e. Florists, DJ's etc. will be up to the Lessee and no fee will be charged.

Please note, The Riviera does not have a liquor license, therefore by law, the Lessee cannot allow any exchange of cash or tickets for alcoholic beverages at the event (i.e. No

“Cash Bar”). All alcoholic beverages must be provided to the guests by the client free of charge.

6. Indemnity: Lessee shall indemnify the City and hold it harmless for all expenses, liability and claims of every kind, including reasonable attorney's fees, by or on behalf of any person or entity or arising out of (1) a failure of Lessee to perform any term or condition of this lease; (2) any injury or damage happening on or about the premises; (3) a failure of Lessee to comply with any law of any governmental authority; (4) any third party agreements or contracts to provide goods or services for the direct or indirect benefit of the Lessee; or (5) any other circumstance or condition not resulting as a result of the negligence or intentional act of the City, its agents and employees.

7. Stolen or Lost Property: Notwithstanding the provisions of Section 6 herein, Lessee agrees to hold the City harmless for any loss, theft or damage of or to personal property. Lessee has the responsibility of inspecting the premises prior to the close of the lease term for personal property which was lost, misplaced or left behind. Any personal property or fixture remaining at the close of the lease term shall be considered abandoned and shall become property of the City.

8. Surrender of Possession: Lessee shall, upon the close of the lease term, or earlier, peaceably and quietly surrender and deliver the premises to the City free of all liens and encumbrances.

9. Assignment: It is understood and agreed that Lessee shall not assign, sub-lease or in any way encumber the premises, nor shall this lease be transferred by operation of law, without prior written consent of the City.

10. Access to the Premises: Lessee shall allow the City, its agents and employees to enter the premises at reasonable times and in a reasonable manner so as not to disrupt Lessee's use of the premises to inspect the premises to determine whether performance is in accord with the lease terms and conditions.

11. Riviera Security Personnel: Lessee shall allow two (2) employees of the City bearing identification tags with the words "Riviera Personnel" to be present and move freely through the premises during the lease term to make certain no terms or conditions of the lease are being violated.

Such Riviera personnel shall also ask persons not authorized by Lessee to be present during the Lease term to leave and will call the police if necessary to assist in the control of guests of Lessee. Riviera personnel shall ask the lessee to announce last call and close down the bar 30 minutes prior to the event end-time, and no less than one and a half hours prior to the 1:00am shut down time.

A third security guard is required for parties larger than 250 guests (maximum capacity is 380 reception-style/no seating), charged at \$50 per hour.

12. Remedies of the City and Liquidated Damages: In the event of breach of any of the terms and conditions of this lease by Lessee, the City, at its option, may treat this lease as null and void, accept the security deposit as liquidated damages, accept the security deposit as partial payment of damages and sue for any deficiency or invoke any remedy available to it under law or equity.

13. Cancellation: A cancellation fee of \$1,000 (Security Deposit) will be charged for all cancellations. Cancellations made more than six months prior to the reserved date will be required to pay 50% of the rental fee, minus the \$1,000 deposit. Cancellations made within six months of the reserved date will be required to pay the rental fee in full, minus the \$1,000 deposit. All cancellations must be made in writing.

In the event an event is canceled for any reason and is rescheduled into a following year, the rescheduled event shall be subject to the rates and terms applicable to leases in the year the event is rescheduled.

15. Model Release: It is agreed that The Riviera/City of Lake Geneva staff may display and use any photographs taken for advertising and marketing in ways thought proper by the City of Lake Geneva. For client privacy, last names may be obscured if requested.

16. Rules: Lessee hereby acknowledges receipt of the Rules governing the rental of the Riviera. (*See attached procedures checklist & Usage Rules). Lessee agrees to abide by and follow each and all of said rules regarding the use of the premises. Lessee further agrees that he or she shall be liable for any and all damages incurred as a result of violation of these rules. Failure to abide by the subject rules will be considered a breach of this lease.

I acknowledge that I have received, have read and understand the Riviera Ballroom Procedures & Usage Rules and agree to the provisions therein.

Initial MJP

16. To Confirm Reservation:

CHECK PAYMENTS:

Please mail the Riviera Ballroom Lease, \$1,000.00 security deposit+ 50% of your rental fee, payable to "City of Lake Geneva" to:

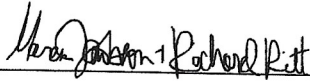
Riviera Facilities Coordinator
City of Lake Geneva
626 Geneva Street
Lake Geneva, WI 53147

CREDIT CARD PAYMENTS:

Note: We accept credit cards with ONLINE payments only. Online pay is available on the City of Lake Geneva website (www.cityoflakegeneva.com -> Payment Center -> Other City Services)

***Please select "Riviera Payments" on the scroll down menu under your credit card information & type "wedding" and your wedding date in the comments section.**

Any security deposit refund, if applicable, will be paid to and mailed to the Lessee below:



Signature of Lessee

3030 30th Street Unit 2 Astoria, NY 11102

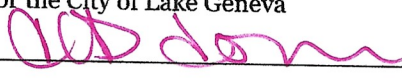
Address

City, State, Zip

Date

07/29/2024

For the City of Lake Geneva

 7/30/24

Date



In the Heart of Downtown Lake Geneva

300 Wrigley Drive
Lake Geneva, WI 53147, (262) 248-9181,

Jacobson / Pitt Wedding Block

GROUP CONTRACT
October 17, 2024

Account: Jacobson / Pitt Wedding Block

Contact: Jenna Penkalski

Address: 30-30 30th Street #2
Astoria, NY 11102

Email: jenna@lakesidebride.com

Phone: 262-949-2183

Booking Name: Jacobson / Pitt Wedding Block

Group Code:

Sales Manager: Becky Melchi

Email: sales@harborshoreslg.com

Phone: 262-248-9181 ext. 110

ROOM RATES & ACCOMMODATIONS

Name	Location	Arrival Date	Departure Date	Total Rooms Agreed	Arrival Day	Departure Day
Jacobson / Pitt Wedding Block	Harbor Shores on Lake Geneva	3/28/2025	3/30/2025	20	Friday	Sunday

Lakeview King

	3/28/2025	3/29/2025
Agreed Rooms	5	5
Rate	\$214.00	\$214.00

Lakeview Two QQs

	3/28/2025	3/29/2025
Agreed Rooms	5	5
Rate	\$214.00	\$214.00

Parkview QQ

	3/28/2025	3/29/2025
Agreed Rooms	0	0
Rate	\$185.00	\$185.00

SCHEDULE OF EVENTS

Name	Day	Date	Time	Areas	Event Type	Guests	Rental
Jacobson / Pitt Wedding Block	Friday	3/28/2025	12:00 pm – 1:00 pm	Guest Room	Rooms Only		\$0.00

GENERAL TERMS & CONDITIONS

Thank you for tentatively booking your room block with Harbor Shores on Lake Geneva, for the upcoming Jacobson / Pitt Wedding Block for the date of Friday, March 28, 2025!

Arrival: Friday, March 28, 2025
Departure: Sunday, March 30, 2025

CANCELLATION POLICY: Any rooms not booked 45 days prior to the event will be automatically released. After that point we do not guarantee rooms or rooms at the group rate to be available. There is no obligation to the contracted party for any unused guest rooms.

Rates are based on single or double occupancy, there will be an extra person cost of \$10 per adult after two people. Maximum capacity per room is four persons. Children 17 and under stay free.

Method of Reservation

Individual Call-Ins through The Harbor Shores (888) 746-7371 or (262) 248-9181
 Individual reservations must be made by 2/11/2025. After that date, reservations will be made on available basis at retail rates.

Once a reservation is made and guaranteed with a credit card by the guest, the normal 48-hour cancellation policy applies.

Method of Payment

Individuals are on own for guest rooms, taxes and incidentals

Resort Fee Waived

No two Night Minimum and No Attrition Fee

**Parking is for OVERNIGHT REGISTERED HOTEL GUESTS ONLY.
One parking space is allowed per room.**

**Guaranteed check-in is at 4pm.
Check Out is 11am.**

Meeting and banquet spaces: Only licensed caterers are allowed to service our private spaces. Due to fire codes there is no cooking of any kind in our private spaces, penalties will apply if not compliant.

The signed contract is due by 10/21/2024, to secure your room block.
It is a pleasure to confirm the above arrangements. By signing this contract, you affirm that you have read and agree to the above arrangements.

Only Licensed Catering Companies are permitted to serve Harbor Shores Meeting/Banquet facilities. Cooking in our meeting and banquet rooms is prohibited.

ACCEPTANCE OF AGREEMENT & AUTHORIZED SIGNATURES

Client Signature

Printed Name: Maren Jacobson
Signed: 10/17/2024 at 4:24 pm





Comfort Suites Lake Geneva

Group Sales Agreement

Account Name: 372 Wedding Blocks 2025
Arrival: Friday, March 28, 2025

Group Name: Jacobson-Pitt Wedding
Departure: Sunday, March 30, 2025

Contact Information

Group Contact: Maren Jacobson
Title:
Address: 30-30 30th Street #2,
Astoria, NY 11102
Phone #: 262-506-8061
Email: marenandrichard2025@gmail.com

Property Contact: Majlis Seisay
Title: Area Sales Manager
Address: 300 East Main Street
Lake Geneva, WI 53147
Phone #:
Email: mseisay@kinseth.com

Guestroom Requirements

Cutoff Date: Wed Feb 26

	Occupancy	Fri Mar 28		Sat Mar 29	
		Rooms	Rate	Rooms	Rate
Run Of House	S	0	\$0.00	0	\$0.00
SNK-Standard King w/pull out	S	5	\$129.00	0	\$159.00
SNQQ-Standard Queen/Queen w/pullout	D	10	\$139.00	0	\$169.00

Method of Reservation

Reservations will be made by Individual Call-In.
____ A Rooming List will be provided.

__x__ Individuals will call the hotel and book their own room.

__x__ Individuals will book their reservation online using the established link.

Cutoff Date: Friday, February 28, 2025

At the elapse of the cutoff date, all unreserved guest rooms held within the block will be released back into inventory.

Billing Comments:

Contract Terms

Courtesy Block

This agreement is a courtesy block hold. If the customer does not fulfill all of its commitments within the group block or cancels this agreement the customer will not be held accountable. The Hotel reserves the right to monitor your guest room block and increase or decrease the room commitment per night at any time. The increase or decrease will be based off current pick-up within the group block and/or high demand weekends. We encourage your guests to make reservations within the group block in advance to guarantee reservations.

MINIMUM STAYS. This accommodation requires a 2-night minimum stay during peak season and holidays. A shorter stay may be accepted during other periods or to fill openings in our reservation schedule. Longer minimum stays may also be required during some

Printed: October 17, 2024 6:53 PM

holiday periods. An accommodation may be taken for less than the minimum required stay, but the Guest will be charged the minimum rate in effect at the time of the reservation.

Please sign and return this agreement by Friday, October 25, 2024. Otherwise, quoted rates are not guaranteed and may be renegotiated.

Agreement of Parties

I agree to meet all terms and conditions as stated above.

E-Signed : 10/18/2024 08:52 AM CDT
Maren Jacobson
jenna@lakesidebride.com
IP: 104.28.32.125
Sertifi Electronic Signature
DocID: 20241017185550971

10/18/2024
Date

E-Signed : 10/18/2024 09:23 AM CDT
Majlis Seisay
mseisay@kinseth.com
IP: 99.48.233.161
Sertifi Electronic Signature
DocID: 20241017185550971

10/18/2024
Date