



LAKE GENEVA TOURISM COMMISSION

Monday, May 12, 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 April 14, 2025
5. Annual Election of Officers
 - a. Chairperson
 - b. Vice-Chairperson
 - c. Secretary
6. Review of City Ordinances pertaining to the Tourism Commission
7. Update from Heather Jones (Independent Contractor for Tourism Commission) Meet at the Lake Promotional Activity
8. Update from Tourism Entity (VISIT Lake Geneva) on Promotional Activity, Calendar, and Hotel performance
9. Update from Lake Geneva Business Improvement District (events and mission)
10. Written financial update regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements, list of outstanding (unpaid) tourism grants awarded
11. Discussion/Possible Action regarding Budget line items for municipal development projects including maintenance
12. Discussion/Action on Tourism Promotional Grant Program and Requests: **Maximum ten (10) minute presentation per request:**

- a.** Lake Geneva Taco Fest 2025; Lake Geneva House of Music and Adams Publishing Group
(continued from February & March 2025 meetings)
 - b.** Corporate Meetings and Events Social Media Campaign; The Riviera Ballroom
 - c.** Das Fest Wisconsin; Prost! Das Fest Wisconsin / The Bridge Food & Diaper Bank
 - d.** Venetian Festival; Lake Geneva Jaycees
- 13.** Final Event Evaluations from organizations receiving Tourism Grants
 - a.** Winterfest Ice Sculpture Walk 2025; VISIT Lake Geneva
 - b.** The Balloon Adventure; 531 Fund (formerly Santa Cause Inc)
- 14.** Discussion/Possible action regarding Tourism Commission related forms, paperwork, and grant procedures review
 - a.** Riviera Ballroom Complimentary Request Form
 - b.** Criteria/Guidelines for awarding grants to be included on the grant application
- 15.** Discussion/Possible Action regarding Promoting the Tourism Commission's website listing City hotels
- 16.** Next Meeting Date & Time: Monday, June 9, 2025, at 4:00 pm
- 17.** Future Agenda Items
- 18.** 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, April 14, 2025
COUNCIL CHAMBERS, CITY HALL

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

Roll Call

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

Absent: Comptroller Laura Pisarcik (Ex-Off).

Comments from the Public limited to 5 minutes, limited to items on the agenda:

Luke Pfeiffer, 1091 S. Lake Shore Drive, spoke regarding Item #10b. His concern is that the City keeps all the revenue from the Riviera rentals, and the Tourism Commission pays for the independent contractor, Heather Jones, plus the debt service while also retaining 30% of the total room tax collected. Luke also pointed out the Town of Geneva has its own Tourism Commission now, and we should bring in hotel managers to find out how to promote city hotels.

Stephanie Klett, Havenwood Drive, addressed Item #11b. She pointed out that the Wisconsin Department of Tourism Joint Effort Marketing (JEM) grants are given only to non-profit groups or a grant containing a non-profit component. Grant awards are limited to three years to acknowledge new events and the initiation period. Klett also reiterated the idea of using money for municipal development projects such as City Welcome signs, new attractive map kiosks, and wayfinding signs.

Approval of Tourism Commission minutes from March 10, 2025

Motion by Pirzada, second by Waspi, to approve the minutes from March 10, 2025. Unanimously carried.

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

Jones was absent, so Waspi quickly highlighted items from her report including the positive website trends and number of Riviera events booked. To address Public Comments, he explained that City staff in the past oversaw booking the Riviera which meant not reaching full potential. The Commission hired a contractor to focus solely on the Riviera marketing and bookings.

Update from Tourism Entity – Visit Lake Geneva

Deanna Goodwin drew attention to upcoming events: Restaurant Week, Concerts in the Park, and the annual Electric Christmas parade. City of Lake Geneva scored in the top 5 for Readers Choice Awards in USA Today's Best Small Towns. National Travel and Tourism Week is May 4 through May 10, 2025.

Discover Wisconsin's t.v. episode "Lake Geneva After Dark" will air again on May 17 and 18.

Update from Lake Geneva Business Improvement District (BID) –

Alexandra Binanti was absent, and Waspi gave a brief review of her report.

Written financial update provided by City Comptroller

Balance Sheet from February 28, 2025

Total Assets \$1,031,919.75

Restricted Fund Balance - \$1,075,073.65

Tourism Promotional Grant Program and Requests

None

Final Grant Evaluations from organizations receiving Tourism Grant

Abominable Snowman –

Though the results were very thorough, the size of this and other grants are increasing. Tourism website of City hotels was not on promotional materials. Commissioners will check future events for website QR-Code or URL on promotional materials – samples are required as part of the application packet.

The Riviera Ballroom – Winter Promo

The event targeted off-season rentals with a discount package for booking rooms at City Hotels.

Tourism Commission related forms, paperwork, and grant procedures review

Discussion ensued regarding creating fair but flexible criteria or guidelines for awarding grants.

Motion by Fesenmaier, second by Waspi, to suspend the rules to allow Deanna Goodwin to speak. Unanimously carried. Deanna let the group know that placer.ai will not be available through the Walworth County Visitor's Bureau after their subscription runs out this year. The company does not allow the co-op agreement of multiple groups sharing the subscription and cost (\$40,000/year). Visit Lake Geneva is meeting with representatives to discuss options. There are other companies providing similar services, but placer.ai tops the industry standards. Other discussion included landmark lawsuits in the last two years about how tourism funds are dispersed; adding a sports grant category; tying the grant to City permits issued, need for a convention center in the city limits; importance of off-season and new events; capping grants at three years; Welcome signs, map kiosks, and wayfaring signs that are cohesive, unique, and attractive plus maintenance, replacement, and landscaping; capping the amount of grants or not approving proposed amounts; adding a line item in the tourism section of the city budget for municipal development.

After more discussion, the Commission wants to move forward with **criteria/guidelines placed directly** on the grant application noting that strong preference will be given to new events or new elements, whether located in a municipality with an existing Tourism Commission or room tax collection, cap at three (3) years or reduced amounts, non-profits or non-profit components, and/or multiple day events.

Future meeting agenda items and next meeting date –

Monday, May 12 at 4:00 PM

- Lake Geneva Taco Fest grant application

- Promoting Tourism website listing City hotels (Zakia)
- Budget – add line items for municipal development projects including maintenance
- Riviera Ballroom Complimentary Request form with supporting docs (see above)
- Criteria for grant awards (see above)
- Note: Include Future Meeting Date on the agenda

Motion by Pirzada, second by Rowell, to adjourn at 5:54 p.m. Carried.

Respectfully submitted,
Alderman Fesenmaier
Secretary

Sec. 70-55. Tourism commission. [Added 3-27-2017 by Ord. No. 17-03]

- (a) **Members.** The Tourism Commission shall consist of six members: two of the members shall be Aldermen of the City of Lake Geneva; one member shall be a citizen of the City of Lake Geneva; the remaining three members shall be from the business community wherein one of the members must represent the Wisconsin hotel and motel industry; at least one member must be a member of the Lake Geneva Downtown Business Improvement District (BID), and at least one member must be a business owner within the City of Lake Geneva. Members of the Commission shall be appointed by the Mayor and shall be confirmed by the City Council. Commissioners shall serve for a one-year term, at the pleasure of the appointing official, and may be reappointed.
- (b) **Ex-Officio members.** The Mayor, the City Comptroller, and the Executive Director of the organization with whom the Tourism Commission contracts to perform tourism promotion functions shall be ex-officio, non-voting members of the Commission. The Lake Geneva City Administrator or her/his designee shall serve as the staff liaison to the Commission.
- (c) **Officers.** The Commission shall elect, from among its members a chairperson, a vice chairperson and a secretary.
- (d) **Meetings.** The Commission shall hold meetings not less than quarterly.
- (e) **Procedure.** Four members shall constitute a quorum. Action shall be by majority of those present and voting. The Commission shall adopt rules of procedure for governing the conduct of its meetings.
- (f) **Powers and duties.** The Commission shall be responsible for the coordination of tourism promotion and tourism development within the City and for ensuring that all room tax dollars it receives from the City, per state statutes, is spent on tourism promotion and development. The Commission shall contract with tourism entities as defined in § 66.0615, Wis. Stats., for tourism promotion services. "Tourism promotion and tourism development" means any of the following that are significantly used by transient tourists and reasonably likely to generate paid overnight stays at more than one establishment on which a room tax may be imposed, that are owned by different persons and located within the City of Lake Geneva in which a tax under this section is in effect; or, if at any time the City of Lake Geneva has only one such establishment, reasonably likely to generate paid overnight stays in that establishment:
 - (1) Marketing projects, including advertising media buys, creation and distribution of printed or electronic promotional tourist materials, or efforts to recruit conventions, sporting events, or motorcoach groups.
 - (2) Transient tourist informational services.
 - (3) Tangible municipal development, including a convention center.
- (g) **Record.** The Commission shall keep a written record of its proceedings to include all actions taken, a copy of which shall be filed with the City Clerk.
- (h) **Reports.** The Commission shall prepare and timely file all reports as required under the statute and/or by the City.

- (i) Compensation. The Commission members shall serve without compensation.
- (j) Confidentiality of Information Provided by Lodging Facilities. Pursuant to § 66.0615(3), Wis. Stats., any information provided by the City of Lake Geneva regarding room tax payment shall be confidential except for persons using the information in the discharge of their duties imposed by law or of the duties of their office or by order of a court.

Riviera Ballroom/MATL Update- Tourism Commission Meeting May 2025

Marketing Update

- Website Analytics Update: Past 30 Days:
 - Site Sessions: 1,705 (-15%)
 - Site Sessions by traffic source
 1. Google (737)
 2. Direct (493)
 3. Social Media Ads (267)
 4. Bing (36)
 5. City of Lake Geneva (33)
 - Active Inquiries: 64, 55 recorded for April 2024
 - Avg. Session Duration: 2m 55s (-20s)
 - Site Bounce Rate: 57 (-10%)
- WeddingWire & TheKnot: April Stats
 - 175 Visitors
 - 16 Link Clicks
 - 31 Saves
 - 23 leads
- Hotels & Lodging Analytics Update Past 30 days:
 - 133 Page Views (+16 from last month)
 - Avg. time spent on page: 4min 15sec (-32s)

**Reports generated on May 7th*
- www.lakegenevahotels.org Analytics
 - 70 Site Sessions (-40%)
 - (65) Direct
 - (3) City of Lake Geneva
- Social media campaign started December 15th, and ran until April 15th. See attached analytics.

Sales Update

	2018	2019	2020	2021	2022	2023	2024	2025	2026
Weddings	45	28	9	54	55	52	43	43	23
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	25
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 social event contract & one wedding contract out for signature.
 - 2026 – Five wedding contracts returned. Two wedding contracts and one non-profit contract out for signature.
 - Last Year- Reported on May 7th; 50 events booked for 2024 and 13 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	\$272,038.16
CATERING REVENUE						
\$14,688.76	\$4,337.68	\$32,970.09	\$46,691.72	\$48,795.80	\$47,914.74	\$4,216.57

RIVIERA BALLROOM - PROGRAMMATIC

DATES:

December 15th, 2024 - April 14th, 2025

OVERVIEW:

Impressions
400,339Clicks
690CTR
0.17%Conversions
78Event Targeting: **0.47% CTR**

Addressable Geo-Fencing:

0.15% CTR / 15 Website Conversions

Retargeting from Riviera Website:

0.16% CTR / 44 Website Conversions

Keyword Targeting:

0.12% CTR / 2 Website Conversions

Retargeting from CSW Website:

0.14% CTR / 5 Website Conversions

Geo-Fencing: **0.20% CTR**

6 were physical conversions,

3 were website conversions

- 4 physical from All About the Gown
- 2 physical from Gary Gygax Memorial
- 2 website from Glamour Closet Chicago
- 1 website from The Treasury in Delavan

The RIVIERA
WEDDINGS
MORE INFOLAKE GENEVA'S PREMIER
WEDDING VENUE

*CTR means Click-Through Rate - The National Average is 0.08% CTR

RIVIERA BALLROOM - PAID SOCIAL

DATES:

December 15^h, 2024 - April 14th, 2025

OVERVIEW:

Impressions

74,733

Clicks (all)

2,527

CTR (all)

3.38%

Reach

30,397

Age Mix:

65+: 35%

55-64: 35%

45-54: 16%

35-44: 8%

25-34: 5%

18-24: 1%

Gender Mix:

Female: 76%

Male: 24%

We are targeting Ages 18-64,

Newly Engaged (3-12 months),

Wedding Interest

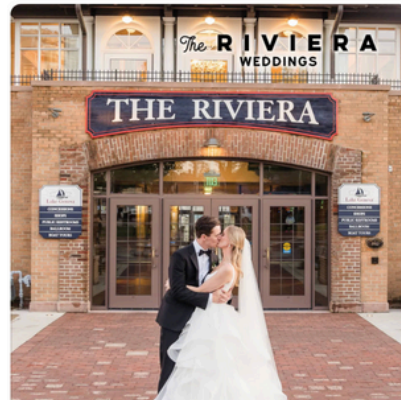


The Riviera Ballroom

Sponsored ·

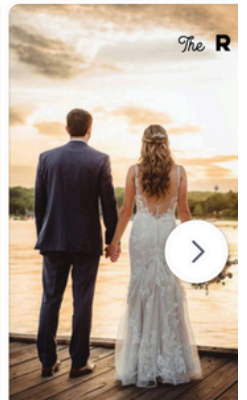


Considering a truly memorable Lake Geneva Wedding? The Riviera Ballroom is a historic venue located in the heart of Lake Geneva, offering breathtaking views of Geneva Lake.



Open and Bright

Contact us



Sparkling Lake Views

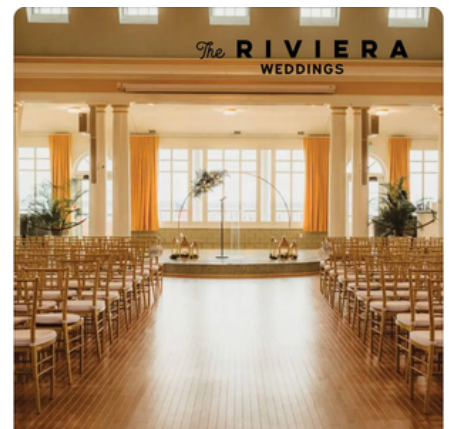


Sparkling Lake Views

Contact us

Airy with Natural
Light

Contact us

Radiant & Romantic
Venue

Contact us

*CTR means Click-Through Rate - The National Average is 0.08% CTR



**Lake Geneva Tourism Commission
MAY 12, 2025
VISIT Lake Geneva Update**

Partner Events

- Monthly Partner Meeting – May 20, 8-9am at The Riviera Ballroom
- Ribbon Cuttings
 - JAYNE – May 14, 4:30pm
 - Compass – May 15, 3pm
 - Strong Studio – May 15, 4pm
 - Oak & Oar at The Geneva Inn – May 20, 12pm

2025 Public Events

- Restaurant Week + Charity Check Recap
- Concerts in the Park – Thursdays, June 26 – August 7
- Electric Christmas Parade – December 6

Earned Media Highlights – APRIL 2025

- Madison Magazine | [*Three Wisconsin road trips: Come along for the ride as Madison Magazine's editors visit Mineral Point, Eagle River, and Lake Geneva*](#)
- WCLO Radio | [*Your Talk Show Podcast: President and CEO of Visit Lake Geneva, Stephanie Klett*](#)
- OnlyInYourState.com | [*5 Easy Day Trips You Can Take from Milwaukee, My Favorite Included*](#)
- WTMJ Radio Milwaukee | [*Travel Wisconsin: Breakfast Spots*](#)
- OCNJDaily (Ocean City) | [*Hidden Gems Near Chicago: The Ultimate Day Trip Guide*](#)
- ChicagoParent.com | [*Awesome Summer Road Trips Every Chicago Family Should Take*](#)
- TMJ4 Milwaukee | [*Wisconsin Weekend in a Minute \(Restaurant Week\)*](#)
- WorldAtlas.com | [*12 Prettiest Downtown Strips in Wisconsin*](#)
- Milwaukee Journal Sentinel | [*This Wisconsin city is among the best small towns in the Midwest, USA TODAY says*](#)
- Spectrum 1 News | [*Lake Geneva among top 10 best small Midwest towns*](#)
- WNANews.com | [*Geneva Lake and the people behind the destination*](#)
- Newsbreak.com | [*20 of the Best Small Towns in the Midwest USA for Romantic Getaways*](#)

May Features

- Madison Magazine Editors WI Road Trip – May issue
- Midwest Living Magazine Editors Road Rally – Summer issue (May 15 release)

MARKETING METRICS – APRIL 2025

WEBSITE – VisitLakeGeneva.com

- Visitor Sessions – 118,294 (+14.5%) | YTD 588,536 (+6.5%)
- Pageviews – 360,636 (+8.8%) | YTD 1,501,254 (-5.2%)
- Users – 91,190 (+12.7%) | YTD 430,195 (+1.8%)
- Online Guide Visits – 1,950 | YTD 7,023

- **Top Pages**

1. Events	57,786 Pageviews
2. Things to Do	18,529
3. Home	17,255
4. Restaurant Week	13,916
5. Stay	11,783
6. Donald Driver Itinerary	11,673
7. Food & Drink	10,858
8. Stay Hotels & Resorts	10,364
9. Things to Do Shopping	8,421
10. Restaurant Week Participants	7,125

- **Top Cities**

1. Chicago	14,217 Users
2. (not set)	4,601
3. Milwaukee	2,819
4. Lake Geneva	1,476
5. Minneapolis	983
6. Madison	916
7. Ashburn	731
8. Green Bay	618
9. Rockford	577
10. Detroit	556

SOCIAL MEDIA

- Facebook – 76,123 Followers (+462 MoM) | 2,284,235 Monthly Views
- Instagram – 18,021 Followers (+281 MoM) | 137,770 Monthly Views
- X – 3,546 Followers (+12 MoM) | 1,205 Monthly Impressions
- LinkedIn – 1,859 Followers (+15 MoM) | 1,774 Monthly Impressions
- TikTok – 3,121 Followers (+337 MoM) | 123,524 Monthly Views

EMAIL SUBSCRIBERS

- Subscribers – 52,208
- Open Rate – 30.3%

VISITOR CENTER ACTIVITY

- Phone Calls – 179 (-23) | YTD 871 (-272)
- Walk-ins – 786 (-3) | YTD 3,330 (-225)
- Emails – 1,013 (+232) | YTD 3,293 (-125)
- Visitors Guides Fulfilled – 901 (+169) | YTD 3,132 (-168)

HOTEL ACTIVITY – MARCH 2025

- Occupancy – 51.7% (+3.1%) | YTD 46.5% (+7.7%)
- ADR - \$189.90 (+17.5%) | YTD \$184.76 (+14.8%)
- RevPar - \$98.27 (+21.2%) | YTD \$85.96 (+23.6%)

MEETINGS & EVENTS RFP ACTIVITY – APRIL 2024

RFP #	Total Attendees	Total Room Nights	Type	Event Date
1492	26	13	Corporate	Aug-25
1493	200	650	Association	Jul-27
1494	75	0	SMERF	May-25
1495	20	28	Association	Jun-25
1496	21	12	SMERF	Jul-25
1497	50	100	Cvent	Apr-26
1498	400	430	Medical	Oct-26
1499	300	300	Cvent	Jul-25
1500	22	26	Cvent	Aug-25
1501	125	70	Corporate	Apr-27
1502	170	169	Manufacturing	Apr-26
1503	14	17	Pharma	May-25
1504	41	123	Corporate	Aug-25
1505	800	0	Association	Jun-27
14	2264	1938	April 2025 Totals	

Year-to-Date

- RFPs Distributed – 54 | RFP Room Nights – 13,300 | RFP Attendees – 8,482

Other

- USA Today 10 Best Reader Poll
 - #5 Best Small Town in the Midwest (April)
 - Voting Open Now for additional categories: [Best Lake Beach](#) (Riviera Beach) | [Best Lake | Best Lake for Water Sports | and Best Lake for Swimming](#) (Geneva Lake)
- Upcoming Media Visits
 - Geiger Media Tour - Meetings & Conventions (8 journalists) – June
 - John Williams, WGN Radio – June
 - IPW FAMs – Germany/Brazil (3-8 journalists) – June
 - Bill on the Road – July

**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	27,291.94	-	52,118.58	-	
February	387.96	63.60	52,880.72	-	53,332.28	-	
March	1,074.49	188,602.36	-	-	189,676.85	-	
April	60,351.54	-	-	-	60,351.54	-	
May					-		
June					-		
July					-		
August					-		
September					-		
October					-		
November					-		
December					-		
	<u>86,640.03</u>	<u>188,666.56</u>	<u>80,172.66</u>	<u>-</u>	<u>355,479.25</u>	<u>0.00</u>	

Note: Marketplace Providers now pay on a quarterly basis

CITY OF LAKE GENEVA
BALANCE SHEET
MARCH 31, 2025

FUND 47 - TOURISM

<u>ASSETS</u>			
47-00-00-11111	FUND CASH	998,689.57	
	TOTAL ASSETS		998,689.57
<u>LIABILITIES AND EQUITY</u>			
<u>FUND EQUITY</u>			
47-00-00-34800	RESTRICTED FUND BALANCE	1,075,073.65	
	REVENUES OVER EXPENDITURES - YTD	(76,384.08)	
	TOTAL FUND EQUITY		998,689.57
	TOTAL LIABILITIES & EQUITY		998,689.57

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	10,369.80	\$ 7,190.20	4/15/2025

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	
April	None						

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	3,651.00	10,057.50	10,000.00	57.50-	100.58
47-00-00-49350	TRANSFER FROM GENERAL FUND	.00	.00	.00	.00	.00
Total TOURISM:		3,651.00	10,057.50	1,410,000.00	1,399,942.50	.71
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	17,500.02	70,000.00	46,666.64	33.33
47-70-00-57150	PROMOTIONAL GRANT	23,185.71	61,185.71	200,402.00	128,846.49	35.71
47-70-00-57155	TOURISM MUNICIPAL DEVELOPMENT	7,347.05	7,755.85	221,425.00	213,488.41	3.58
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:		36,366.10	86,441.58	1,410,000.00	1,307,174.54	7.29
Net Total TOURISM:		32,715.10-	76,384.08-	.00	92,767.96	.00
Net Grand Totals:		32,715.10-	76,384.08-	.00	92,767.96	.00

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
FUND CASH			02/28/2025 (02/25) Balance	47-00-00-11111			1,031,919.75
04/30/2025	CA	4	Cash Allocation - Created: 05/05/25 11:47 AM		3,651.00		
03/06/2025	CA-CD	19	CDA Fund Allocation - Created: 03/06/25 1:54 P			515.08-	
03/07/2025	CA-CD	27	CDA Fund Allocation - Created: 03/14/25 10:41			13,185.71-	
03/21/2025	CA-CD	54	CDA Fund Allocation - Created: 03/21/25 12:39			10,119.99-	
03/25/2025	CA-CD	63	CDA Fund Allocation - Created: 03/27/25 11:47			13,060.40-	
			03/31/2025 (03/25) Period Totals and Balance		3,651.00 *	36,881.18- *	998,689.57
RESTRICTED FUND BALANCE			02/28/2025 (02/25) Balance	47-00-00-34800			1,075,073.65-
			03/31/2025 (03/25) Period Totals and Balance		.00 *	.00 *	1,075,073.65-
INTEREST INCOME			02/28/2025 (02/25) Balance	47-00-00-48110			6,406.50-
03/31/2025	JE	31	REC MAR LGIP ACTIVITY			3,651.00-	
			03/31/2025 (03/25) Period Totals and Balance		.00 *	3,651.00- *	10,057.50-
YTD Encumbrance	.00	YTD Actual	-10,057.50 Total	-10,057.50 YTD Budget	-10,000.00 Unearned	(57.50)	
RIVIERA MARKETING COORDINATOR			02/28/2025 (02/25) Balance	47-00-00-57212			11,666.68
04/01/2025	AP	765	JONES, HEATHER		5,833.34		
			**Desc: RIVIERA EVENTS COORDINATOR-APR 2025				
			03/31/2025 (03/25) Period Totals and Balance		5,833.34 *	.00 *	17,500.02
YTD Encumbrance	.00	YTD Actual	17,500.02 Total	17,500.02 YTD Budget	70,000.00 Unexpended	52,499.98	
PROMOTIONAL GRANT			02/28/2025 (02/25) Balance	47-70-00-57150			38,000.00
03/12/2025	AP	355	CELEBRATIONS MANAGEMENT LLC		13,185.71		
			**Desc: REIMB-BRIDAL SHOW 2025				
03/19/2025	AP	608	ASR EVENTS LLC		10,000.00		
			**Desc: ABOMINABLE SNOW RACE 2025-REIMB				
			03/31/2025 (03/25) Period Totals and Balance		23,185.71 *	.00 *	61,185.71
YTD Encumbrance	.00	YTD Actual	61,185.71 Total	61,185.71 YTD Budget	200,402.00 Unexpended	139,216.29	
TOURISM MUNICIPAL DEVELOPMENT			02/28/2025 (02/25) Balance	47-70-00-57155			408.80
03/14/2025	AP	604	CHARTER COMMUNICATIONS		119.99		
			**Desc: INTERNET SERV.- MAR 2025				
12/10/2024	AP	692	NEI-TURNER MEDIA		7,167.50		
			**Desc: CHICAGO WEDDINGS-2ND INSTALLMENT				
03/12/2025	AP	704	US CELLULAR		59.56		
			**Desc: RIVIERA CELL-HEATHER				
			03/31/2025 (03/25) Period Totals and Balance		7,347.05 *	.00 *	7,755.85
YTD Encumbrance	.00	YTD Actual	7,755.85 Total	7,755.85 YTD Budget	221,425.00 Unexpended	213,669.15	
Number of Transactions: 12 Number of Accounts: 6					Debit	Credit	Proof
Total TOURISM:					40,017.10	40,532.18-	515.08-
Number of Transactions: 12 Number of Accounts: 6					Debit	Credit	Proof

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
Grand Totals:					40,017.10	40,532.18-	515.08-

Report Criteria:

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

CITY OF LAKE GENEVA TOURISM COMMISSION



TOURISM PROMOTION GRANT 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

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

[illegible]

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

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://adamspg.brandcdn.com/crtv/get_adset/VG5wck1FNUVUVEZOVkZVOQ==/Lake-Ge neva-Taco-FestSpanish-Language-202408.03.2024.02.44.59v5

English Language Video

https://adamspg.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 1-Submit for Approval

City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

Revised December 2024

Date Submitted:	5/5/25
Organization:	The Riviera Ballroom
Contact Person:	Heather Jones
Phone Number:	262-344-8246
Street Address:	812 Wrigley Drive
City, State, Zip:	Lake Geneva, WI 53147
Email Address:	lakegenevariviera@gmail.com
Name of Event:	Corporate Meetings and Events Social Media Campaign
Date(s) of Event:	June 15- September 15, 2025
Deadline for receipt submittal to the City (45 days after event ending):	October 30, 2025
Location of Event:	N/A
Type of Event:	Marketing Campaign for Riviera Meetings and Events
(Festival, Cultural, Convention, Tour, Sporting, Other)	
Estimated Number of Attendees:	N/A
Have you Applied Before? Yes or No; Explain:	No
Where is this event physically located? (street address and governmental jurisdiction):	
N/A	
What other governmental bodies have been approached for support and what amount has been received?	
None	

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

Estimated Number of Overnight Stays: TBD based on leads generated from campaign

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

Annual Event (Yes/No): No

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.

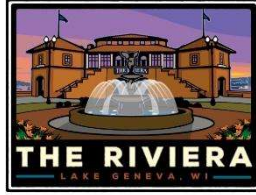
Grant Amount Requested: \$7,500

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



Riviera Ballroom – Summer 2025 Social Media Campaign

I am looking to capture more mid-week corporate business to The Riviera Ballroom, this is the largest opportunity we have for growth from year to year. This social media marketing plan will target corporate executives and planners in the area, as well as the Madison and Chicago markets.

I am proposing a 3-month social media campaign with 250,000 impressions (Tier 2 on the attached document) for a total cost of \$7,500.

If approved, we would plan to start the campaign June 15, 2025 and it will run through September 15, 2025.

Post-Event Grant Payout:

With the start of the campaign, an invoice will be submitted for payment.

Marketing

Please see attached proposal for specifics of the campaign and the marketing plan proposed.



Programmatic Display Proposal

Riviera Ballroom – Corporate Meetings Campaign

Campaign Overview:

The goal of this campaign is to capture corporate meeting bookings at Riviera Ballroom, ultimately driving hotel stays in Lake Geneva. The campaign will target decision-makers in corporate event planning and executive leadership roles, ensuring high visibility among key audiences.

Flight Dates:

June 2025 – September 2025

Target Audience:

- **Job Titles:** C-suite executives, corporate event planners, meeting coordinators
- **Industries:** Corporate businesses, professional services, event management
- **Geotargeting:** Dane County, Chicago, and surrounding drivable areas

Ad Placement & Strategy:

- Premium programmatic display placements across high-traffic business, travel, and industry-related websites
- Retargeting users who have engaged with Riviera Ballroom content or similar event venues
- Contextual targeting based on corporate event planning and travel-related searches

Pricing & Impressions:

Campaign pricing is based on your current, discounted \$10 CPM (cost per thousand impressions), with tiered options based on monthly impressions.

Tier	Monthly Impressions	Monthly Cost
Tier 1	100,000	\$1,000
Tier 2	250,000	\$2,500
Tier 3	500,000	\$5,000
Tier 4	1,000,000	\$10,000

Creative Recommendations:

- Display ad sizes: 300x250, 728x90, 160x600, 320x50 (mobile)
- Engaging call-to-action (e.g., "Host Your Next Corporate Event at Riviera Ballroom!")

- High-quality images of the venue's meeting spaces, corporate setups, and scenic views of Lake Geneva
- Incorporation of testimonials and key venue features (A/V capabilities, catering options, proximity to hotels)

Measurement & Reporting:

- Monthly performance reports including impressions, clicks, and engagement rates
- Optimization strategies to enhance performance based on audience behavior and engagement trends
- Mid-flight check-ins to adjust targeting or creative as needed

Next Steps:

Let's discuss which tier best aligns with your goals and finalize creative assets to launch the campaign in time for June 2025.

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

Revised December 2024

Date Submitted: 5-5-25

Organization: Prost! Das Fest Wisconsin / The Bridge Food+Diaper Bank

Contact Person: Tammy Dunn

Phone Number: 262-749-0033

Street Address: N2854 Hidden Valley Ln Po Box 1092

City, State, Zip: Lake Geneva, WI, 53147

Email Address: tammy@dasfestwi.com

Name of Event: Das Fest Wisconsin

Date(s) of Event: July 18-20, 2025

Deadline for receipt submittal to the City (45 days after event ending): 9/14/25

Location of Event: 30820 111th St, Wilmot, WI 53192 Kenosha Co. Fairgrounds

Type of Event: Cultural Festival

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

Estimated Number of Attendees: 30,000

Have you Applied Before? Yes or No; Explain: Yes, for Das Fest at The Walworth County Fairgrounds in 2023

Where is this event physically located? (street address and governmental jurisdiction):
30820 111th St, Wilmot, WI, 53192 Village of Salem Lakes

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

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

Estimated Number of Overnight Stays: Lake Geneva 1,313 nights

Projected: 7,000 overnight attendees avg 2/room @ 1.5 nights. Half to Walworth County (2,625 nights), of those, half to find lodging in Lake Geneva

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

Annual Event (☒ Yes / ☐ No): _____

Note: In addition, if chosen, the applicant agrees to include the 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: 15,000

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

Tourism Grant Proposal for Prost! Das Fest Wisconsin

Enhancing Cultural Tourism in Southeastern Wisconsin, specifically Lake Geneva

Prost! Das Fest Wisconsin

Contact: Tammy Dunn, 262-749-0033

Fest Mailing Address: PO Box 1092, Lake Geneva, WI 53147

Fest Address: 30820 111th St., Wilmot, WI 53192

2025 Dates and Hours

Friday, July 18th 3:00 p.m. to 10:00 p.m.

Saturday, July 19th 11:00 a.m. to 10:00 p.m.

Sunday, July 20th 11:00 a.m. to 8:00 p.m.

No other governmental bodies have been approached for support in 2025. All billboard advertising and social media ads would promote the City of Lake Geneva, the festival location, and major sponsors (see sample ads).

The event is not held in Lake Geneva; however, it is owned by a Lake Geneva business, it impacts nonprofit organizations in Lake Geneva through give-back of profits from the festival, and it will generate overnight stays annually from transient tourists in Lake Geneva.

The event is supported and approved by the Kenosha County Fair Association and the Village of Salem Lakes.

Introduction

Prost! Das Fest Wisconsin is an annual celebration of German heritage now held in Wilmot, Wisconsin at the Kenosha County Fairgrounds. The location is 17 miles from City Hall in Lake Geneva. This unique and vibrant festival showcases the rich cultural traditions, culinary delights, and spirited festivities that draw tourists from near and far. With its strong emphasis on community engagement and intercultural exchange, Prost! Das Fest Wisconsin has the potential to significantly boost local tourism and economic growth throughout Southeastern Wisconsin.

Purpose of the Grant

The primary objective of this grant proposal is to secure funding to enhance the festival's unique infrastructure, marketing efforts, and visitor experience. By investing in Prost! Das Fest Wisconsin, we aim to:

- Increase tourist attendance and engagement
- Generate overnight stays in Lake Geneva
- Have a positive economic impact on local businesses
- Raise awareness and support for the nonprofit community
- Foster community spirit and camaraderie

Festival Highlights

Prost! Das Fest Wisconsin offers a myriad of activities and attractions that appeal to a diverse audience, including:

- Traditional Bavarian Music and Dance: Live performances by authentic German dance troupes along with eighteen German and American bands performing across three stages. Prost! Das Fest Wisconsin also helped secure German dance performers for **Lake Geneva's downtown Oktoberfest** in 2024.
- Culinary Delights: A wide array of German cuisine, including Lake Geneva Country Meats German-award-winning bratwursts, Mader's Restaurant, pretzels, schnitzels, and delectable pastries by Maria Halpin, complemented by a selection of local and imported beers, including Topsy Turvy and Duesterbeck's.
- Arts and Crafts: Exhibitions and workshops, including wooden shoe carving and glass art making with Mack Glass Art.
- Family Activities: Fun-filled games, carnival rides, and activities for children and families to enjoy together.
- The Little Leg Races for Dachshund and Corgi daily: 300 participating dogs will race over three days, as they're cheered on by visiting family and friends. *Prost! Das Fest Wisconsin brought the Little Leg Races to **Lake Geneva's downtown Oktoberfest** in 2024. It was a featured attraction with 77 participating dogs and drew large audiences both Saturday and Sunday.

Target Audience

Prost! Das Fest Wisconsin attracts a broad range of visitors, including:

- Regional Tourists: Drawing visitors from across the state of Wisconsin and neighboring states who are eager to partake in the unique festivities.
- International Tourists: Appealing to global travelers interested in cultural tourism and heritage festivals.
- Families: Offering a wholesome experience for families seeking fun and educational activities.
- Groups: Engaging with the group travel industry.

Marketing Strategy

To maximize visibility and attendance, we propose a comprehensive marketing strategy that includes:

- Social Media Campaigns: Leveraging platforms such as Facebook and Instagram to engage with potential visitors and share exciting updates.
- Collaborations with Influencers: Partnering with travel bloggers and cultural influencers to promote the festival to a wider audience.
- Local and Regional Advertising: Utilizing radio, television, and print media to reach residents and tourists alike.
- Community Outreach: Engaging with local schools, clubs, and organizations to foster community involvement and support.
- Business Promotion: a 30-member team approach to distribute posters, rack cards, and coasters to businesses across northern Illinois and the Greater Chicago Area.

Budgetary Requirements

To successfully implement the proposed enhancements, we estimate the following budget allocation:

Overall Budget

- Infrastructure: \$80,000 for venue, equipment rental.
- **Marketing and Promotions: \$45,000** for advertising campaigns, social media management, signage, and other collaborations.
- Entertainment and Activities: \$45,000 for booking performers, organizing workshops, and providing family-friendly activities.
- Operational Costs: \$55,000 for staffing, supplies, insurance, maintenance, and security measures.

Grant funds would be used towards marketing and promotions. Specifically:

\$2,500 Billboards with the inclusion of “Stay and Play in Lake Geneva” on all.

\$5,000 Shuttle Service to/from Lake Geneva provided by Lakes Area Shuttle with Stay and Play in Lake Geneva signed on the bus.

\$5,000 Facebook and Instagram Advertising Campaign with the inclusion of “Stay and Play in Lake Geneva” on all.

\$2,500 Radio Advertising to include content of the #1 choice to stay and play with shuttle service to and from Das Fest.

Das Fest will place the Lake Geneva Tourism Commission logo and its website on the Das Fest website, event banners, and any additional opportunities that arise.

Expected Outcomes

By securing this tourism grant, Prost! Das Fest Wisconsin anticipates the following positive outcomes:

- **Increased Tourist Attendance:** Projecting a 2025 attendance of 25,000 with a 15% increase in visitor numbers annually, resulting in higher revenue for local businesses and greater economic impact.
- **Overnight Stays:** Projecting overnight stays specifically for Das Fest (already recorded) and encouraging overnight stays for Thursday (Concerts in the Park), or to extend stays beyond Das Fest to explore a U.S. top-rated place visitor destination, Lake Geneva.
- **Enhanced Visitor Experience:** Ease of getting to and from the festival grounds by using the shuttle service.
- **Festival Loyalty:** Das Fest has an established following of visitors from across the United States.

Projected Local Impact

With your help, we'll see an increase in overnight attendees, thus having a greater positive financial impact on the area. Lake Geneva offers one of the closest areas to stay overnight, and with the shuttle service, it's projected to be the first choice.

1. 2025 Local attendees 2,000
2. 2025 Non-local day trip attendees 16,000
3. 2025 Non-local overnight attendees 7,000

According to Travel Wisconsin, visitor spending is calculated by multiplying the number of overnight visitors by \$219 and day trippers by \$75 and adding these two figures together.

Based on this metric, the economic impact for the area would be:

1. Overnight visitors \$1,533,000
2. Day trippers \$1,200,000
3. Total \$2,733,000

For the first time, Das Fest will have one way in and one way out of the event. There will be a \$2 admission charge for those over ten years of age. Detailed attendance information can now be collected at the main gate.

The Kenosha County Fairgrounds are an up-and-coming venue for major events. They are currently heavily investing in their infrastructure and outreach. A partnership with Lake Geneva and the Tourism Commission could have a profound impact on the Lake Geneva area beyond Das Fest.

Das Fest Crew

Das Fest is run by a core crew of 35 year-round volunteers, and 300 additional volunteers during the event from several local businesses and charitable organizations. Das Fest is largely supported by Lake Geneva Lions Club and Geneva Lake Women's Association members and has raised several thousand dollars to date for the 2025 host charity, The Bridge Food & Diaper Bank in Elkhorn. The Bridge also supports the Lake Geneva Food Pantry.

Some local members of the year-round crew include:

Tammy Dunn, Executive Director, The Bridge Food & Diaper Bank

Mike Dunn, Midwest Fastener, formerly 4th generation President, Dunn Lumber

Gregg Rice, Vice President Commercial Banking Officer, First National Bank and Trust, Walworth

Allison Lieske, Realtor, Keefe Real Estate, Lake Geneva

Brian Broga, Senior Product Manager, Pentair, Delavan

Sherry Leka, Managing Director, Circle of Friends, Elkhorn

Jason Chilicki, Captain, New Berlin Police Department, Elkhorn resident

Kim Chilicki, CAN/HUC Impact Oncology, Waukesha Memorial Hospital, Elkhorn resident

Nancy Douglas, Owner, WLKG Lake 96.1 Radio, Lake Geneva

Dawn Heath-Fiedler, President, Join The Movement to Stop Human Trafficking, Elkhorn

Jen Grimme, Marketing Coordinator, Thrivent Shoreline Group, Burlington
Laurie Hallmark, DTS Application Director, Mercyhealth, Lake Geneva
Nick Vorpapel, Vice President, Lake Geneva Country Meats
Renee Sproul, Dean of Students, Randall School, Burlington

Additionally, crew members travel from Green Bay, Cedarburg, and Sheboygan, Wisconsin as well as Davenport, Iowa requiring up to 7 overnight stays each.

The 2026 dates will move either one weekend forward or backward. As Das Fest grows and brings in more bands and visitors from across the United States, we project a greater need for overnight stays.

Conclusion

Prost! Das Fest Wisconsin holds immense potential to become a cornerstone of cultural tourism in Wisconsin. By securing this grant, we can ensure the festival's growth, success, and positive impact on the local community. We kindly request your support in making Prost! Das Fest Wisconsin an unforgettable celebration of German heritage and an enriching experience for all.



**Das
Fest**

wisconsin

JULY 18-20, 2025

WWW.DASFESTWI.COM

WILMOT, WI @ THE KENOSHA COUNTY FAIRGROUNDS



SCHEDULE
FRIDAY, JULY 18TH
PICK UP
RETURN
SATURDAY, JULY 19TH
PICK UP
RETURN
SUNDAY, JULY 20TH
PICK UP
RETURN

STAY AND PLAY!
IN LAKE GENEVA



**RIDE THE
SHUTTLE
TO DAS FEST**



PROST! Das Fest *wisconsin*

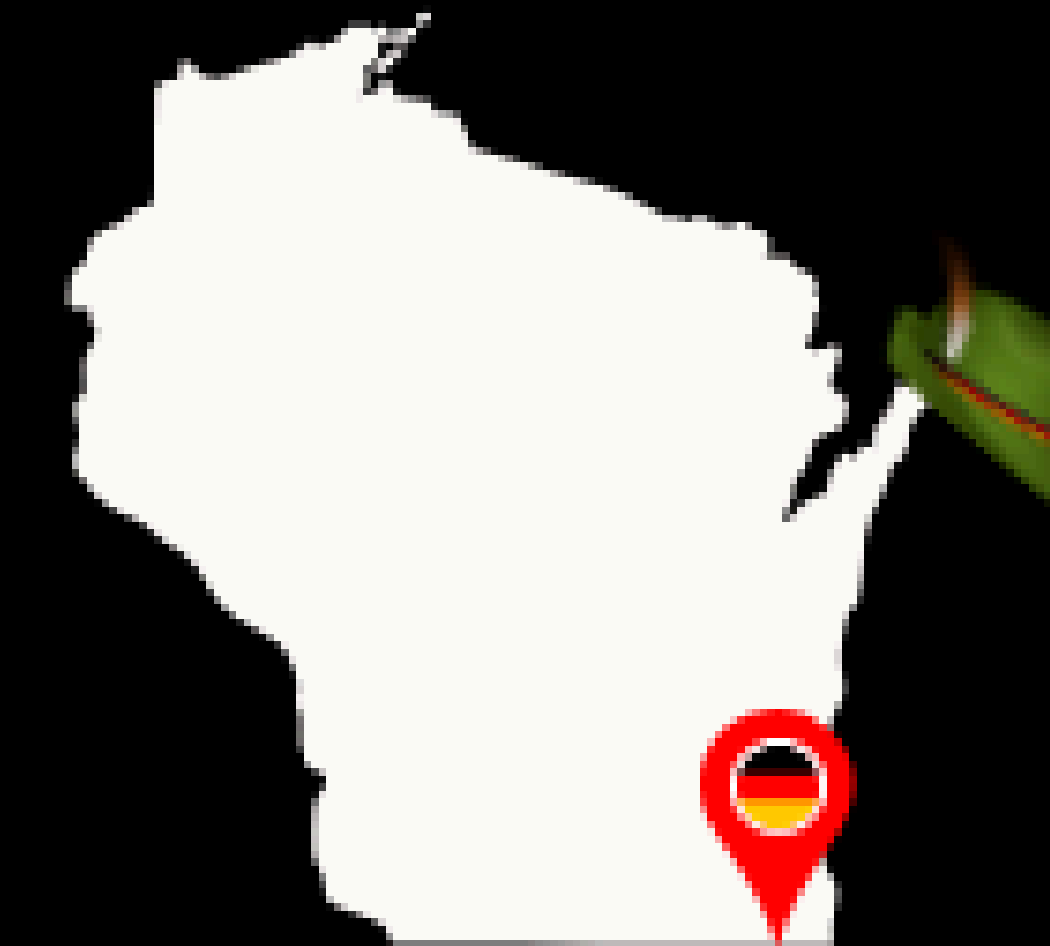
THE German Festival!

July 18 - 20, 2025

 **PROSTING FOR CHARITY!**

Profits from PROST! Das Fest Wisconsin support
multiple nonprofit organizations
across 3 counties.

WILMOT, WI



@ THE KENOSHA COUNTY FAIRGROUNDS

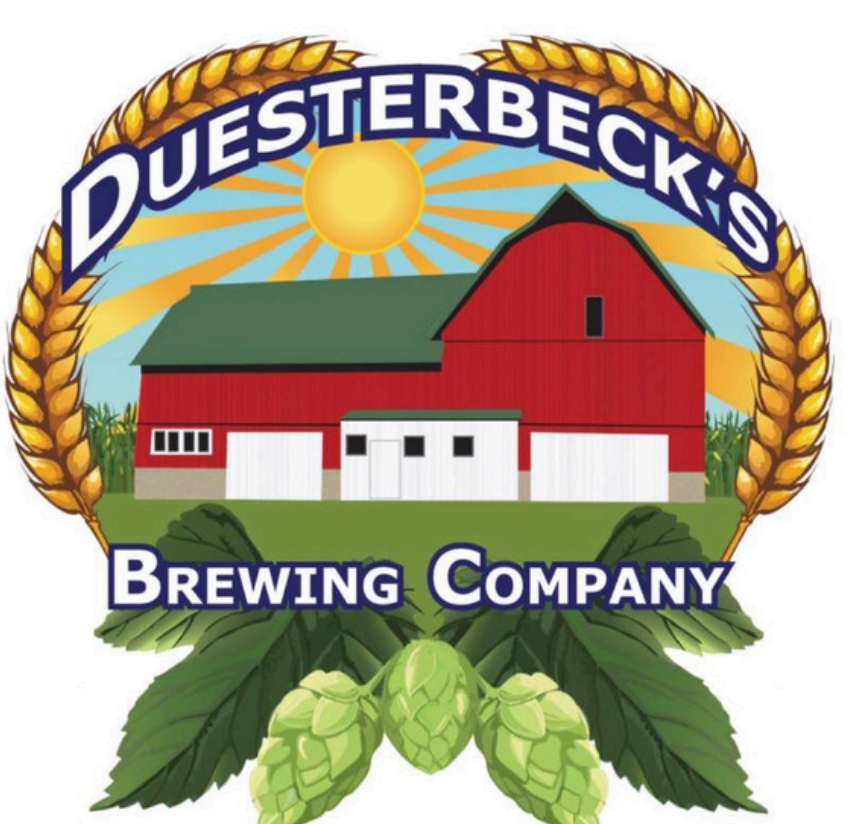
www.dasfestwi.com

**Stay & Play in Lake Geneva
and Ride the
FREE Shuttle!**



Shoreline Group

thrivent



**DUNN
LUMBER**
LAKE GENEVA, WI



City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

Revised December 2024

Date Submitted: 4/21/25

Organization: Lake Geneva Jaycees

Contact Person: Keith Felt

Phone Number: 262-215-1164

Street Address: 906 Badger Lane

City, State, Zip: Lake Geneva, WI 53147

Email Address: kfelt.lgjc@gmail.com

Name of Event: Venetian Festival

Date(s) of Event: August 13th through 17th

Deadline for receipt submittal to the City (45 days after event ending): October 1st

Location of Event: Flat Iron, Library, and Seminary Parks

Type of Event: Festival

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

Estimated Number of Attendees: 20,000+

Have you Applied Before? Yes or No; Explain: Yes, for advertising in 2022, 23, & 24

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

Flat Iron Park, Library Park, & Seminary Park

What other governmental bodies have been approached for support and what amount has been received? City of L.G. has provided \$10k for fireworks

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

Estimated Number of Overnight Stays: **With this grant we are aim to fill hotels for all 5 nights of the festival**

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: **\$60,000**

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 be aware 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

Appendix I

Event Overview & Description:

Venetian Festival

Venetian Festival is a long-standing annual community event organized and operated by the Lake Geneva Jaycees, a nonprofit civic organization composed of local young professionals. The festival takes place each August in Flat Iron, Seminary, & Library Parks along the Geneva Lake lakefront in downtown Lake Geneva, Wisconsin.

Now in its 63rd year, the festival spans five days, drawing thousands of residents and visitors from across the Midwest and beyond. It features a wide range of public programming, including live music, a full carnival midway, an 80+ vendor craft fair, local food and beverage offerings, and two hallmark events: the Lighted Boat Parade and a large-scale fireworks display over Geneva Lake.

The purpose of Venetian Festival is twofold:

1. To provide an inclusive, family-friendly summer event that enhances the cultural and social vibrancy of the Lake Geneva area
2. To generate funds that are reinvested into the community through the Lake Geneva Jaycees' donation request program, which supports local organizations, civic initiatives, scholarships, and individuals in need

The event serves as a major seasonal attraction and contributes significantly to local tourism, hospitality, and retail activity. Visitors commonly travel from Milwaukee, Madison, Chicago, and other surrounding areas, generating increased hotel occupancy and foot traffic during a critical point in the summer tourism season.

Venetian Festival is organized entirely by volunteers, and proceeds from food and beverage sales, carnival ticket sales, and sponsorships are used to cover event costs and fund charitable contributions throughout the year.

Appendix II

Use of Funds – Venetian Festival Tourism Grant Application

The funds awarded through this tourism grant will be used to support two primary areas that directly impact visitor attendance and overnight stays in Lake Geneva:

1. *Promotional & Advertising Costs:*

A portion of the funding will be allocated to promote Venetian Festival through targeted advertising campaigns designed to reach out-of-town audiences traveling greater than an hour to Lake Geneva. This includes digital marketing, printed materials, billboard and potential radio and TV spots to increase visibility and encourage travel to Lake Geneva during the festival week.

2. *Live Music & Entertainment Expenses:*

The remaining portion of the funds will be used to help offset costs associated with securing high-quality live music and entertainment throughout the duration of the festival (excluding Sunday's performances). These performances are a major attraction for attendees and a key driver of overnight tourism, as visitors often plan extended stays in local lodging to attend multiple days of entertainment and festival activities.

By reducing the financial burden on these essential components, this funding will enable the Jaycees to continue delivering a high-impact festival experience that supports local businesses, increases hotel occupancy, & reinforces Lake Geneva's reputation as a top-tier regional tourism destination.

Appendix II continued

Promotional & Printed Materials: \$15,500

- Venetian Shirts
- Sponsorship Banners & Promotional Posters
- Printed Tickets, thank you cards, & Hotel Brochures
- Sponsored Koozies
- Highway 12 Digital Billboard

Digital Marketing: \$16,800

- Online & Social Media Marketing
- Spectrum Wisconsin Digital ads, retargeting, streaming
- Alpha Media Display targeting for Illinois, including YouTube
- Website

Radio & TV Advertising: \$10,700

- Spectrum Brewers game coverage and local Wisconsin TV coverage
- Alpha Media Local Star 105.5 Radio & Illinois TV coverage
- Audacity Radio advertising

Live Entertainment: \$17,000

- Wednesday thru Saturday Bands (excluding Saturday Day Band)

Appendix III (attached in email)

Appendix IV

Marketing Plan

Drive attendance and maximize regional awareness of Venetian Festival 2025 while increasing overnight stays in Lake Geneva through high-impact advertising, strategic partnerships, and multichannel outreach.

Primary Goals

- Attract overnight tourists from Chicago, Milwaukee, Madison, and regional markets to begin planning their stay with local hotels
- Increase presale carnival ticket purchases
- Boost attendance for nightly entertainment and specialty events (e.g., Wristband Night, Baggo Tournament, Craft Fair, Boat Parade, and Fireworks)
- Reinforce the Jaycees' community impact and charitable mission

Target Audience

- Families, couples, and groups from within 60–120 miles of Lake Geneva (Chicago suburbs, Milwaukee North/West, Madison DMA – Designated Market Area)
- Individuals interested in live music, lakeside festivals, carnivals, and community events
- Small business vendors, local artists, and craft fair sellers / attendees
- Repeat attendees + first-time Lake Geneva summer tourists

Marketing Channels & Tactics

1. Digital Display & Retargeting

- 187,500 targeted impressions via geofencing, behavioral data, and interest targeting
- Keyword targeting tied to event attractions and music lineup (to be finalized)
- Retargeting based on website visits, abandoned cart behavior, and social engagement

2. Digital Audio

- 75,000 impressions served via music streaming platforms (e.g., Spotify, Pandora, iHeart)
- Behavioral targeting tied to interests like summer travel, parenting, local events, and outdoor recreation
- Optimized for reach during morning commutes and weekend listening

3. YouTube TrueView Ads

- 4,500+ views on 15–30 second skippable in-stream video ads
- Targets interest groups like “family vacation planners,” “festival-goers,” “live music fans,” and “summer travel”
- Geo-targeted to Chicago metro, Madison DMA, and northern Illinois

4. CTV (Connected TV) Advertising

- 70,000 impressions on Alpha’s “Moms & Families” and other niche networks
- Transparent channel-level reporting and placements with lifestyle-focused content
- Ideal for reaching family decision-makers planning summer getaways

5. Radio Advertising (WZSR-FM / Star 105.5)

- 2-week on-air and streaming campaign (8/1 – 8/14)
- 80 total :60 second commercials per week across all dayparts
- Heavy frequency in morning and evening drive times for maximum exposure
- Station format: Adult Contemporary, age 25–54, 60% female audience

6. Social Media Marketing

- Platform Focus: Facebook, Instagram, Reels, Stories
- Weekly campaigns tied to psychological hooks (FOMO, scarcity, value)
- Boosted posts & event campaigns targeting top feeder markets
- User-generated content, countdowns, and early ticket promotions
- Video-driven storytelling (Reels featuring past highlights, band teasers, and vendor previews)

7. Public Relations

- Press releases distributed to top regional outlets (Milwaukee, Madison, Chicago)
- Local TV and radio appearance opportunities
- Media pass availability for behind-the-scenes and live event coverage
- Emphasis on charitable impact and long-standing community tradition

8. Grassroots & Local Outreach

- Poster and flyer distribution to partner businesses and vendors
- Event cross-promotion at Jaycees-hosted events (e.g., Easter Egg Hunt, Summer Kickoff)

- On-site signage, QR codes for presale ticket access, and cross-mentions with local sponsors

Geographic Focus

As per the proposal:

- Milwaukee (north & west zones)
- Entire Madison DMA
- Northern Illinois suburbs (e.g., Schaumburg, Arlington Heights, Waukegan, Zion, Elgin)

Timeline Summary

- January–May: Launch vendor registration, presale tickets, and grassroots campaign
- June–July: Begin paid media rollout, ramp up social + video content
- August: Final push across all channels, daily social content, and influencer/event coverage

Appendix VI

Estimated Fully Booked Lodging – 4 Nights

The projected number of overnight stays generated by Venetian Festival is calculated based on both the **length of the event** and **the nature of the programming that encourages late-evening attendance**.

The festival spans **five days**, with the majority of tourism-related activity concentrated between **Wednesday and Saturday evenings**. Our estimate specifically excludes Sunday, as most visitors typically depart after the Fireworks display.

Each night from Wednesday through Saturday features **live musical entertainment at the main entertainment stage**, with headlining acts scheduled to perform until approximately **11:45 PM**. These performances are one of the festival's key draws and attract both local attendees and out-of-town visitors.

Because entertainment concludes late in the evening, it is **unlikely that attendees traveling from outside the local area will return home the same night**, especially those coming from **Milwaukee, Madison, Chicago**, and other regional cities. Instead, many opt to **book lodging in or around Lake Geneva** to stay overnight and fully enjoy the festival experience without needing to leave early or commute late at night.

The estimated number of overnight stays was determined by evaluating:

- **The average number of out-of-town visitors** based on ticket presales, historic attendance patterns, and travel trends
- **Hotel availability and partner feedback** from past years indicating high occupancy during the festival window
- **The nature of programming**, with events concluding close to midnight and incentivizing guests to remain in town
- **Visitor behavior**, where many attendees come for multiple days (especially Friday–Saturday) and often book weekend packages

This combination of factors supports the conclusion that **Venetian Festival serves as a significant driver of overnight tourism**, contributing directly to increased hotel stays and related economic impact in the Lake Geneva area during a key summer window.



CRAFT FAIR VENDOR REGISTRATION IS

OPEN!

Craft Fair Dates
August 16th & 17th

For more information:



www.venetianfest.com



jayceecraftfair@gmail.com





	Platinum	Gold	Silver	Platinum	Gold	Silver
	Fireworks			Kiddie Land		
	\$2000	\$1500	\$1000	\$2000	\$1500	\$1000
Radio & Live Broadcast Promotion						
Promotional recognition after the Lighted Boat Parade						
Lakefront Banner Display Throughout the week						
Mention on WLKG the Night of Fireworks						
WLKG Advertising Package (60+ Radio ads + Live Mentions)						
Digital Promotions						
Six-month website banner for your business on www.venetianfest.com						
Listing as Fireworks Sponsor on www.venetianfest.com						
Social Media Posts on the Lake Geneva Jaycees & Venetian Festival pages						
Venetian Festival Signage						
Sponsorship banner in Jaycee's Entertainment Pavilion						
Recognition in Kiddie Land marketing materials						
Naming Rights to Kiddie Land						
Signage and Branding in Kiddie Land carnival area						

Featured Bands



Wednesday Night -
Sons of Sconnie



Thursday Night -
Lunch Money Bullies



Friday Night -
Kelly Daniels



Saturday Night -
Too Hype Crew



Sunday Night -
The Venetian All-Stars

Book Your Hotel at:

www.lakegenevahotels.org



Discover a New Family Vacation Tradition

About Our Event

The Lake Geneva Jaycees Annual Venetian Festival was founded in 1962. For sixty-two years, Venetian Festival has been the banner event for the Lake Geneva Jaycees Chapter. It represents the largest revenue generator for the club. The net profits all go back into the local community and not-for-profit organizations. As Venetian Festival has grown over the years, so have the donations from the Jaycees. Some of the organizations that continue to benefit from the proceeds are:

Big Brothers Big Sisters, The Lake Geneva Police Dept., The Town of Linn Fire Dept., Geneva Lakes YMCA, Badger High School Scholarships, Cub Scouts, Kisses from Keegan, and many, *many* more!



@venetianfestival

Presented & Prepared by



2025 celebrates the 63rd anniversary of the Lake Geneva Jaycees Venetian Festival. The five-day Festival runs from August 14th-18th and takes place at Flat Iron, Library, and Seminary Parks in picturesque downtown Lake Geneva.

www.venetianfest.com



30th Annual — Craft Fair

The Lake Geneva Jaycees Arts & Crafts Fair is held annually at beautiful Library Park just west of downtown Lake Geneva along the lakefront. Over 75 artists and craftspeople from all over the USA sell unique items at this FREE weekend event! The Cub Scouts provide food and beverage at the Brat Stand located in the park.

Admission: FREE to the Public

 **Library Park – Lake Geneva Lake Front
Main Street – Hwy 50 West**

Lakefront Events Sponsored by:



What's New for 2025?

The Paul Bunyan Lumberjack Show has been performing at fairs, sports shows, festivals, theme parks, and both private and corporate events for over 33 years. The Show has performed all over the world including Japan, Bermuda, Europe, China, Australia and Africa. Events presented during a show include log rolling, underhand chopping, springboard chopping, standing block chop, crosscut sawing, axe throwing, and dragster chainsaw competition, just to name a few

Shows:

Sat.	2 to 3 Shows	~30 Min
Sun.	2 to 3 Shows	~30 Min

***Free Admission**



Carnival, Beer Tent, & Fireworks

Enjoy family fun at the Venetian Festival Carnival in Flat Iron & Seminary Parks. Mr. Ed's Magical Midways offers rides for all ages (including Kiddieland), games, entertainment, & a variety of food options.

For adults, the Entertainment Pavilion (Beer Tent) is open Wednesday – Friday from 5 pm to midnight, and Saturday & Sunday from noon to midnight, sponsored by Beachwood (Bud Light). All band performances will take place here.

Wrap up the weekend with an exciting water ski show, a Venetian-style lighted boat parade, and one of the largest fireworks displays in the area, courtesy of J&M Displays! Catch all the action from the lakefront in downtown Lake Geneva!

Fireworks Presented by:





Opening This Week!

Experience the Highlight of
Summer in Lake Geneva.

August 14 - 18th





Opening Tonight!

Carnival Wristband Night 5 - 10 PM

**Sons of Sconnie
On Stage @ 8 PM**





Carnival Wristband Night 5 - 10 PM

Lunch Money Bullies @ 8 PM





Carnival & Entertainment Pavilion
Opening at 5 PM

Kelly Daniels @ 8 PM





Arts & Craft Fair, 10 AM

Baggo Tournament, 11:30 AM

Paul Bunyan Lumberjack Shows

Rebecca & the Grey Notes, 3 - 6 PM





Craft Fair, 10 AM - 4PM
Live Music, 12 PM - Midnight
Paul Bunyan Lumberjack Shows
Wonder Lake Water Ski Show, 6 PM
Lighted Boat Parade, Dusk

**Geneva Lake's Largest
Fireworks Display, After Dusk**





**LAKE GENEVA
JAYCEES**

Lake Geneva Jaycees

P.O. Box 411 - Lake Geneva, WI 53147

Email: info@lakegenevajaycees.com

<http://www.lakegenevajaycees.org>

Venetian Festival Returns to Lake Geneva: A Must-See Summer Celebration

LAKE GENEVA, WI – Lake Geneva’s most anticipated summer event is back! The Venetian Festival, hosted by the Lake Geneva Jaycees, will take over the city August 13-17th, bringing five days of live music, a massive carnival, a bustling craft fair, delicious food, and the iconic lighted boat parade and fireworks show.

This annual festival draws thousands of visitors from across the Midwest, transforming the scenic lakefront into a vibrant hub of entertainment and family fun. Now in its 63rd year, Venetian Festival continues to be a hallmark of summer in Wisconsin, blending tradition with exciting new attractions!



Festival Highlights:

- ✓ Live Music & Entertainment – Top regional bands playing daily!
- ✓ Carnival & Rides – Thrilling rides & fun for all ages!
- ✓ 30th Annual Arts & Craft Fair – 80+ talented artisans selling unique, handmade goods.
- ✓ Delicious Food & Beer Tent – Local food trucks, festival favorites & cold drinks!
- ✓ Water Show & Fireworks – One of the largest fireworks displays in Wisconsin!

♥ Proceeds Benefit the Local Community

Unlike many large festivals, Venetian Festival is a true community-driven event. All proceeds generated from the festival directly support the Lake Geneva Jaycees, a nonprofit organization dedicated to giving back to the town and local community organizations through donation requests, scholarships, and community improvement projects.

“Venetian Festival is more than just an incredible summer event—it’s a way for us to bring people together and reinvest in the community we love,” said Ryan Lasch, Festival Chairman of the Lake Geneva Jaycees. “Every ticket, vendor fee, and sponsorship helps fund meaningful projects that support Lake Geneva and the people who call it home.”



Media & Press Opportunities:

Reporters, bloggers, and media representatives are invited to cover the festival and experience the magic firsthand! Exclusive interviews with festival organizers, local vendors, and performers are available upon request.



Event Details:

 Dates: August 13-17

 Location: Flat Iron Park & Geneva Lakefront

 More Info: www.VenetianFest.com

Join us for the biggest summer celebration in Lake Geneva!

For further inquiries, please contact:

R. Keith Felt
Marketing Director - Venetian Festival
Lake Geneva Jaycees
kfelt.lgjc@gmail.com
262-215-1164



2024 EVENT CAMPAIGN

PRESENTED BY

MARK ARTHUR

Mark.Arthur@AlphaMediaUSA.com

04/2024

ALPHAMEDIA
ON-AIR , ON-SITE , ON-DEMAND

GOALS & **OBJECTIVES**

KEY **AUDIENCE INSIGHTS**

- + Raise awareness of Venetian Fest - heads in beds
- + Emphasis on Kiddieland
- + Give back to the community



AUDIENCE PROFILE

Targeting the right audience in marketing ensures your message reaches those most likely interested, maximizing impact and boosting conversions. Understanding your audience's needs enhances marketing efficiency, leading to better ROI and stronger relationships.

TARGET AUDIENCE

- Families
- Families and individuals who live at least an hour away

GEOGRAPHIC TARGET

IL towns: Schaumburg, Elk Grove Village, Rosemont, Palatine, Arlington Heights, Des Plaines, Hoffman Estates, Glenview, Lake Forest, Deerfield, Waukegan, Zion, Elgin

WI: Menomonee Falls, Ozaukee County, Washington County

AUDIENCE EXTENSION WITH **DIGITAL AUDIO**

Expand the reach and scale of your Radio campaign with a group of very interested customers

- + Digital Audio campaigns expand the reach and scale of your campaign by adding groups of audience segments that specifically target customers most interested in your business
- + Digital Audio gives you the ability to add audience groups exclusively focused by demographic, geographic and any behavioral activity that indicates an interest to purchase
- + Our predictive targeting uses machine learning to allow you to speak directly to individual customers who have the highest likelihood of taking a desired action with very little waste
- + Combining the Power of Sound with advanced targeting gives you the most direct path to customer acquisitions and positive ROI



YOUTUBE TRUEVIEW

NO MORE SCATTER SHOT: REACH YOUR IDEAL AUDIENCE, EVERY TIME ON YOUTUBE

TrueView ads are opt-in, so each viewer can decide whether or not to engage with the ad content. Ads are served in-stream either before or during the video content and are skippable after :05 seconds.

TARGETING METHODS

- + Demographic groups
- + Devices
- + Life events
- + Interests (behaviors) or topics



- + Every week 92% of internet users watch some form of YouTube video ⁴
- + 70% of users report a high awareness of a brand ⁴

CTV REACH BASED

We simplify the CTV buying process by providing audience centric networks built on direct partnerships with channel publishers! Direct placement means you know the channels where your message will run, and our transparent reporting will demonstrate how your budget was spent. Alpha's Reach Based networks provide the most complete solution for effective reach.

KEY BENEFITS:

- + Transparent, channel level reporting
- + CTV Only delivery
- + Competitive pricing with direct placement
- + Fully managed service

NETWORKS AVAILABLE

- | | |
|------------------------------|------------------|
| + The Great Outdoors | + Working Man |
| + Home & Garden | + Automotive |
| + News & Sports | + College Bound |
| + Upscale Women | + Upscale Men |
| + Moms & Families | + plus many more |



MOMS & FAMILIES NETWORK

CTV NETWORK AUDIENCES

Designed to reach moms and families, our network is built on direct partnerships with the channels that specialize in relevant content. Our direct placement means you know the channels and content environment your commercial will run in. With no "middle men" involved, you know your ad budget will be fully dedicated to commercial delivery. For reaching your target, Alpha's Mom's and Families Network is the most complete solution for effective reach.

BENEFITS

- + Competitive pricing with direct publisher placement
- + Full-service campaign management
- + Transparent, channel level reporting
- + CTV Only delivery



DATABIT TARGETING

Data Bit unlocks 10,000+ data points for hyper-targeting the exact audience you crave. Think of it as supercharged Google Display Network advertising. While Google offers valuable targeting options, Data Bit takes it to the next level. We go beyond basic demographics and website visits, delving into purchase history, lifestyle choices, and even offline interactions. This allows us to craft incredibly precise audience segments that are uniquely receptive to your message.

KEY BENEFITS

- + Custom campaigns tailored to demographics, behaviors, geography, interests, psychographics, and more.
- + Our data covers diverse consumer factors like age, income, credit, homeownership, brand affinity, children's age, TV preferences, and more.



CAMPAIGN REPORTING

MONTHLY REPORT

Each month, you will receive a detailed report on campaign performance and how each tactic within the campaign is performing to get you the results to meet your objectives.



GOOGLE ANALYTICS

If you have Google Analytics installed on your website, you can add us as collaborators in your account and we will provide an audience analysis of your current website visitors for your review. We'll also be able to report deeper, more impactful data and be better equipped to optimize your campaign to ensure the best results possible.

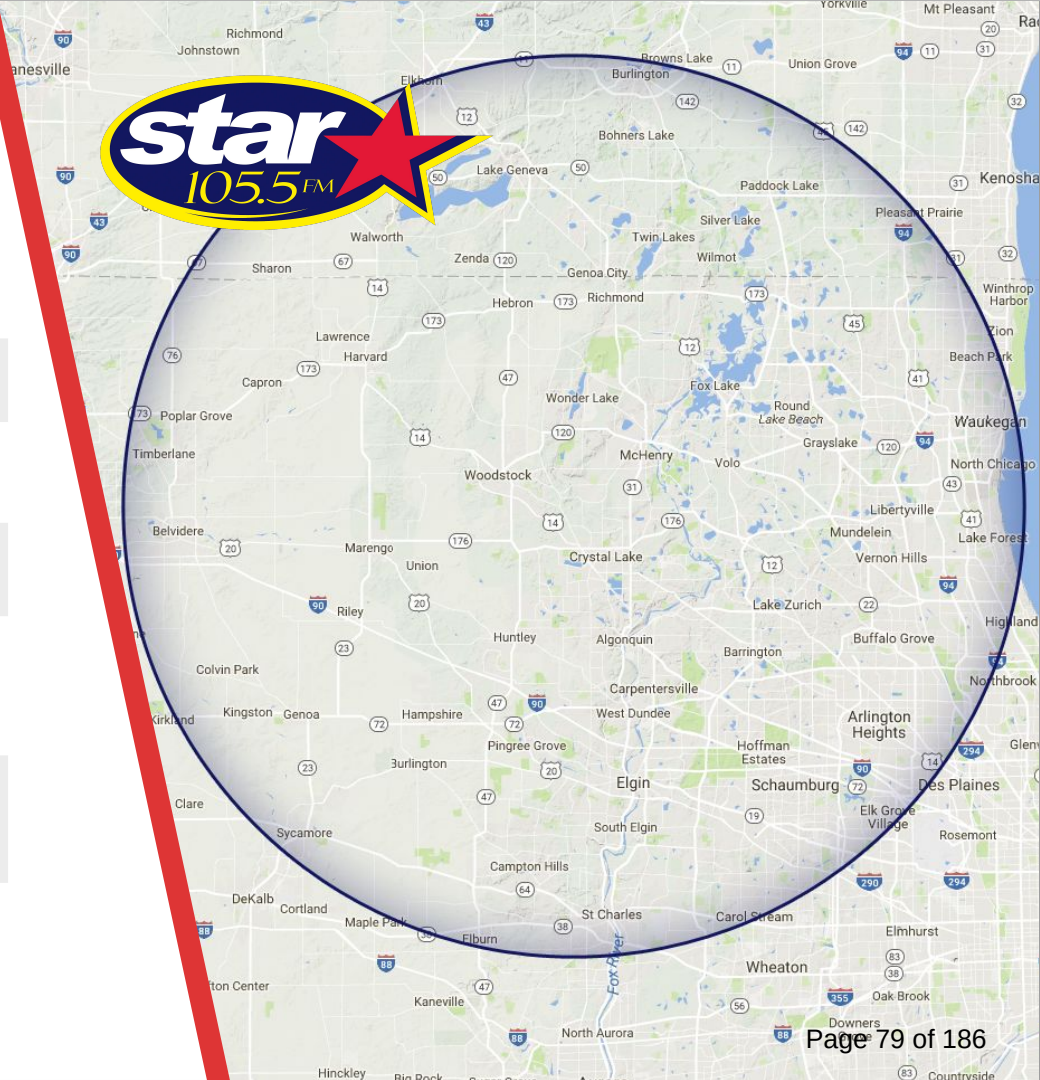
JUST FOLLOW THESE STEPS:

1. In Google Analytics, click 'Admin' at the bottom of the left-side menu
2. Select "User Management" on the Account level, just under "Account Settings" in the first column
3. In the box ("Add permissions for") enter the email address: **alpha.analytics@alphamediausa.com**
4. Select the desired permission-level
5. Check the box to notify

RADIO STATION

Demographics

Station	WZSR-FM
Format	Adult contemporary
Age	25-54
Gender	Female: 60% Male: 40%
Social	www.facebook.com/star1055fm
Website	Star105.com





WZSR -FM

2 WEEK CAMPAIGN

8/1/24 - 8/14/24

	MON	TUE	WED	THU	FRI	SAT	SUN
5A - 10A	2	1	1	1	1	1	1
10A - 3P	1	2	1	1	1	1	1
3P - 7P	1	1	2	1	1	1	1
7P - 12A	1	1	1	2	1	1	1
12AM- 5A	1	1	1	1	2	1	1

Summary:

- + Week 1 : 8/1 - 8/7
- + Week 1 : 8/8 - 8/14
- + (40) :60 sec commercials per week on air
- + (40) :60 sec commercials per week on stream

Your Investment: \$1295 per week

CAMPAIGN INVESTMENT



Digital Product - 7/14/2024 - 8/18/2024	5-Week Investment
Digital Audio - 75K Impressions	\$1,500
Targeted Display - 187,500 Impressions	\$1,875
CTV Reach Moms and Families Network - 70K Impressions	\$2,660
YouTube - 4,500 views	\$900
Radio Plan - WZSR (2 weeks)	2-Week Investment
Air Dates: 8/1/24 - 8/14/24 (40) :60 sec commercials per week on air (40) :60 sec commercials per week on stream	\$2,590
TOTAL INVESTMENT	\$9,525

Client Name _____ Client Signature _____ Date _____

*Client accepts total investment and Terms & Conditions on the following page.

TERMS & CONDITIONS

The organization (advertising agency, media buying service or other client representative) contracting for digital advertising covered by this contract (hereinafter called "AGENCY") and the Alpha Media accepting this contract (hereinafter called "STATION") hereby agree that this contract shall be governed by the terms and conditions hereof. For purposes of this contract, unless otherwise noted, "broadcast" includes transmission over Station's broadcast facilities, as well as transmission, distribution, or publication of the announcements identified in this contract by any means, whether now known or hereafter devised, including but not limited to distribution over digital platforms or the Internet. This contract is binding on the party on whose behalf the AGENCY is purchasing digital advertising (hereinafter called "Advertiser"). When no representative is involved, all references to AGENCY in this contract shall be deemed to refer to Advertiser; provided, however no agency commission will be paid to Advertiser.

1. PAYMENT AND BILLING

(a) STATION will, from time to time at intervals following broadcasts hereunder, bill AGENCY on behalf of Advertiser. Payment is required thirty (30) days from invoice date, unless Station, at its sole and absolute discretion, has determined that payment is to be made in advance of the broadcast/digital display or other performance under this Agreement. AGENCY shall deliver payment to STATION at the address on the invoice. (b) Any time of broadcast on an invoice shall be accurate within 15 minutes. Any invoice identifying commercial announcements and their date and time of broadcasts, when sworn to by STATION, shall constitute an affidavit of performance or proof-of-performance. All invoices shall be deemed to be correct unless proven otherwise. (c) In the event that payment on any contract becomes past due and STATION in its sole discretion refers the contract to a collection agency or attorney for collection, the discount accorded to AGENCY under this contract will become null and void. (d) STATION is entitled to the maximum interest allowable by law on any past due balance. (e) In the event that STATION in its sole discretion, refers the contract to a collection agency or attorney for collection, AGENCY will be responsible for all costs, including, but not limited to, reasonable attorney's fees and costs and court costs, incurred. (f) Notwithstanding to whom invoices are rendered, AGENCY and Advertiser, jointly and severally, shall remain obligated to pay to STATION the amount of any invoices rendered by STATION within the time specified and until payment in full is received by STATION. Payment by Advertiser to AGENCY shall not constitute payment to STATION. (g) In the event any commercial announcements under this contract are purchased pursuant to a cooperative advertising arrangement, AGENCY is acknowledged to be the agent of the source of the cooperative advertising funds.

(hereinafter called "Vendor") and Vendor shall be jointly and severally liable with AGENCY and Advertiser for payment in full of the entire cost of said announcements within the time specified and until payment in full is received by STATION. Payment by Vendor to AGENCY or Advertiser shall not constitute payment to STATION.

2. TERMINATION

(a) Unless otherwise specified on the face hereof or other written agreement between STATION and AGENCY, commercial announcements or programs may be canceled by STATION or AGENCY upon 14 days prior notice (or where this contract covers broadcast of programs or sponsorship or partial sponsorship of programs(s) upon at least 28 days prior notice), but no such cancellation shall be effective until 14 days after start of broadcasting hereunder (or where this contract covers broadcast of programs or sponsorship or partial sponsorship of program(s) until at least 28 days after start of broadcasting hereunder). (b) If AGENCY cancels contract, earned rates will apply, if STATION cancels contract, AGENCY shall have the benefit of the same discounts which it would have earned had it been allowed to complete the contract.

3. EFFECT OF BREACH

(a) STATION reserves the right to cancel this contract upon default by AGENCY in the payment of bills or other material breach of the terms hereof at any time upon prior notice. Upon such cancellation, all charges for broadcasts completed hereunder and not paid shall become immediately due and payable to AGENCY shall also pay, as liquidated damages, a sum equal to (i) the amount that AGENCY would have been obligated to pay hereunder if, on the date on which STATION gives such notice of termination, AGENCY had given notice of termination pursuant to Paragraph 2(a) hereof at the earliest date permitted thereunder and (ii) the actual, non-cancelable out-of-pocket costs necessarily incurred by STATION through the date of such termination. (b) In the event of a material breach by STATION in performing this contract, AGENCY reserves the right to cancel this contract at any time upon prior notice. STATION shall pay as liquidated damages, a sum equal to the lesser of the following: (i) the actual, non-cancelable out-of-pocket costs necessarily incurred by AGENCY through the date of such termination; or (ii) the total which would be due to STATION hereunder if, on the date on which AGENCY gives notice or cancellation STATION had given notice of termination pursuant to Paragraph 2(a) hereof effective at the earliest date permitted thereunder.

4. FAILURE TO BROADCAST

(a) If due to public emergency or necessity, force majeure, restriction imposed by law, act of God, act of terrorism, mechanical or electrical breakdown, labor dispute or for other similar or dissimilar cause beyond STATION'S control, STATION fails to make a broadcast as required hereunder, STATION shall not be in breach of this contract. STATION may suggest a substitute time period for the broadcast of the interrupted or omitted commercial announcement or program. If STATION does not suggest a substitute time period of if no such substitute time period is acceptable to AGENCY, the time charges allocable to the omitted broadcast shall be waived. If a material part, but not all, of a scheduled broadcast is omitted, the time charges relating thereto shall be appropriately reduced. AGENCY shall have the benefit of the same discounts which would have been earned if there had been no interruption or omission of the broadcast. STATION shall have no other liability to AGENCY as a result of any interruption or omission.

5. SUBSTITUTION OF PROGRAMS OF PUBLIC SIGNIFICANCE

(a) STATION shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program which, in its absolute discretion, it deems to be of public interest or significance. In any such case, STATION will notify AGENCY in advance, if reasonably possible, but where such notice cannot reasonably be given, STATION will notify AGENCY within a reasonable period after such scheduled broadcast has been canceled. (b) If AGENCY and STATION cannot agree upon a satisfactory substitute day and time the broadcast time so preempted shall be deemed canceled without affecting the rates, discounts, or rights provided under this contract, except that AGENCY shall not have to pay any time charges allocable to the canceled broadcast.

6. PACKAGE AND PREEMPTIBLE SPOTS Notwithstanding the provisions of Paragraphs 4 or 5 hereof, if the omitted or preempted commercial announcement was purchased as part of a package or at a preemptible rate, STATION may preempt for any reason whatsoever and in all events AGENCY shall continue to pay the full charge (no credit or refund will be given), but AGENCY shall be provided another announcement at a substitute date and time reasonably consistent with those dates and times permitted by the terms of the package buy or preemptible rate.

7. PROGRAM AND COMMERCIAL MATERIAL

(a) Unless otherwise noted on the face of this contract or other written agreement between STATION and AGENCY all program material excluding commercial announcements shall be furnished by STATION and all commercial announcement material shall be furnished by AGENCY. If prior to the first scheduled broadcast, AGENCY so requests, STATION shall return AGENCY material to AGENCY at the end of the scheduled run. If AGENCY does not so request, STATION shall have the right, but not the obligation, to dispose of such material. All expenses connected with the delivery of material to be provided by AGENCY to STATION, and with return to AGENCY from STATION, if return is directed, shall be paid by AGENCY. (b) All commercial and program materials shall be furnished by AGENCY and delivered to STATION at AGENCY'S sole cost and expense. AGENCY shall deliver all materials, including scheduling instructions, no later than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. STATION is required to advise AGENCY by telephone or telecopy if such materials do not so arrive. If such materials do not arrive at STATION within 24 hours after STATION has notified AGENCY, STATION may bill AGENCY and AGENCY shall be liable for the time reserved. (c) Program and commercial material provided by AGENCY is subject to STATION approval and STATION, in its sole discretion, may exercise a continuing right to reject such material, including without limitation, a right to reject for unsatisfactory technical quality. In the event the material is unsatisfactory, STATION shall notify AGENCY by telephone or telecopy and unless AGENCY furnishes satisfactory material 24 hours in advance of broadcast, STATION shall have the right to substitute its own program or commercial material with no liability of STATION to AGENCY. AGENCY shall also pay, as liquidated damages, the amount that AGENCY would have been obligated to pay hereunder if, on the date the rejected material was scheduled to run, AGENCY had given notice of termination pursuant to Paragraph 2(a) hereof at the earliest date permitted thereunder.

8. POLITICAL ADVERTISING

Additional requirements may apply to Political Advertising, including but not limited to advertising authorized by a candidate, his or her authorized political committee, or its agents, and non-candidate issue advertisements.

9. BROADCAST LIABILITIES

STATION agrees to indemnify and hold harmless AGENCY and Advertiser and their affiliated entities and their officers, directors, employees and assigns against all liability resulting from or relating to the broadcast of (1) program material except program material furnished by AGENCY and (2) musical compositions licensed for broadcasting by a music licensing organization of which STATION is a licensee. AGENCY agrees to indemnify and hold harmless STATION and its affiliated entities and their officers, directors, employees, licensees and assigns against all liability resulting from or relating to the broadcast of commercial material or program material furnished by AGENCY or Advertiser except musical compositions licensed as stated above. The indemnified party will promptly notify the indemnifying party of any claim or obligation to which the indemnity set forth herein applies. STATION may assume the defense of any such claim or litigation against AGENCY and STATION may require AGENCY to assume the defense of any such claim or litigation against STATION, in which event the indemnifying party's obligation with respect thereto shall be limited to the payment of any judgment or settlement approved by the indemnifying party. The provisions of this paragraph shall survive the termination or expiration of this contract.

10. GENERAL

(a) STATION shall exercise normal precautions in handling of property and mail, but assumes no liability for loss of or damage to program or commercial material furnished by AGENCY in connection with broadcasts hereunder. (b) STATION shall have the right to retransmit or authorize the retransmission of STATION'S signal, including, without limitation, the commercial announcements and programs covered by this contract, by any means now known or hereafter developed. (c) AGENCY may not assign or transfer this contract or the rights hereunder without first obtaining the prior written consent of STATION nor may STATION be required to broadcast hereunder for the benefit of any other Advertiser than the one named on the face of this contract. Failure of STATION or AGENCY to enforce any of the provisions herein shall not be construed as a general relinquishment or waiver as to that or any other provision. (d) STATION'S obligations hereunder are subject to the terms and conditions of licenses held by it and to applicable federal, state and local laws and regulations. (e) This contract contains the entire agreement between the parties relating to the subject matter herein contained, and no change or modification of any of its terms and provisions shall be effective unless made in writing and signed by both parties. (f) Except as otherwise specifically provided herein, all notices hereunder shall be in writing and shall be given by personal delivery, registered or certified mail or nationally recognized overnight courier service (prepaid), at the respective addresses set forth on the face hereof, or such other address or addresses as may be designated by either party. (g) Advertiser and Agency hereby give permission for Station to utilize Advertiser's company logos, registered trademarks, and/or service marks for purposes connected with the business of the Station, including but not limited to on-the-air, in marketing, advertising and promotional material, and on the Station's website. Advertiser and Agency hereby release the Station from all liability relating to the publication of such logos/trademarks/service marks. (h) Alpha Media and its affiliated companies do not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Any advertiser certifies that it is not buying broadcast time on Alpha Media's stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



MARK **ARTHUR**



(815) 451-7691



Mark.Arthur@AlphaMediaUSA.com



www.**ALPHAMEDIAUSA**.com

THANK **YOU**



ALPHAMEDIA

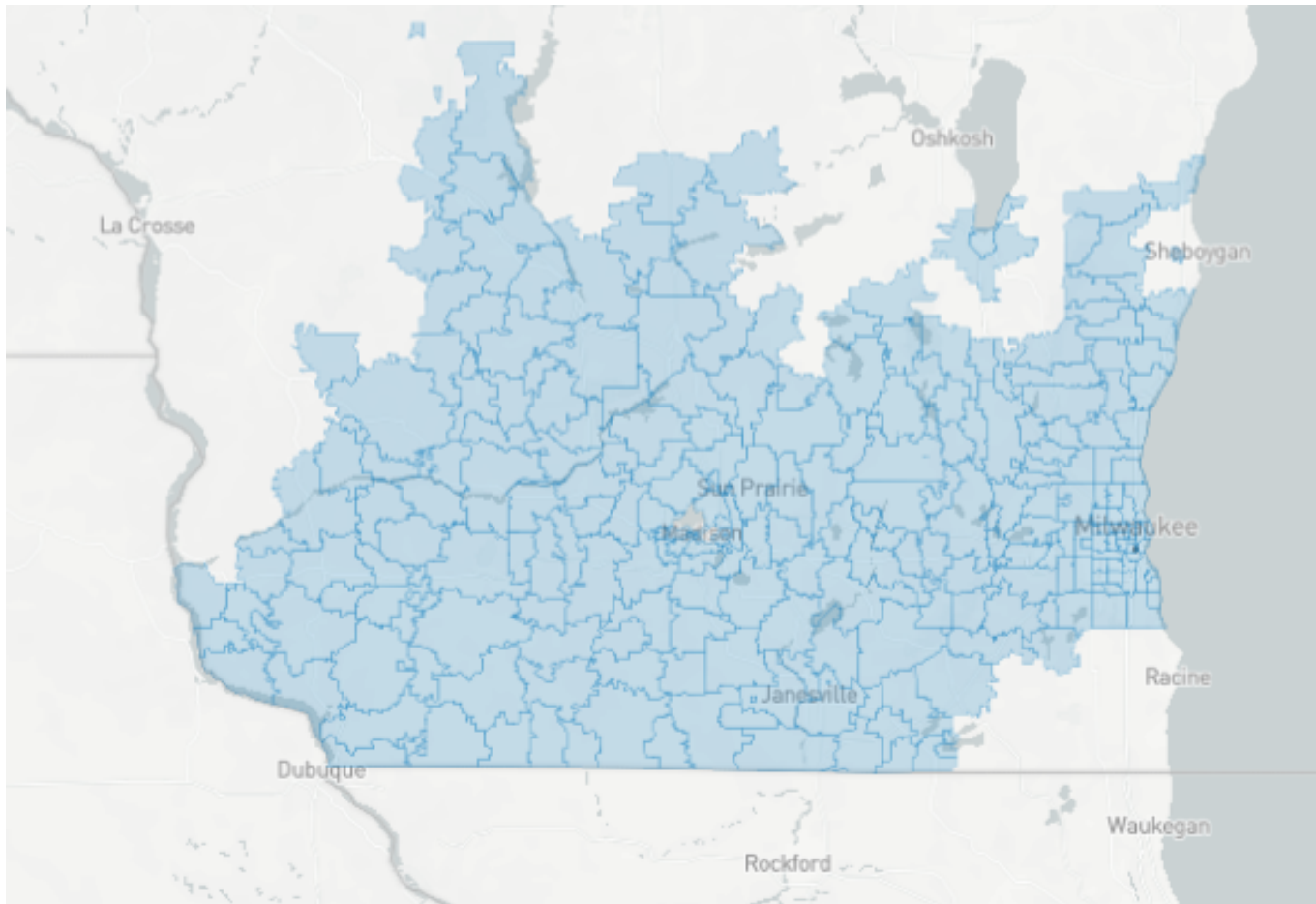
Venetian Festival - 2025 Plan

Product	Audiences	Flight	Gross CPM	Gross Total Cost	Total Impressions Ordered
Online Video (:15 spot)	Family, Parenting, Concerts & Music Festivals, Events & Listings, Arts & Entertainment	7/7-8/16/2025	\$18	\$2,000	111,111
Display	Family, Parenting, Concerts & Music Festivals, Events & Listings, Arts & Entertainment	7/7-8/16/2025	\$10	\$2,000	200,000
Display Keyword Retargeting	As someone searches online for your listed keyword "venetian festival" (for example), they will receive a Display ad	7/7-8/16/2025	\$10	\$300	30,000
Linear/Cable (:30 spot)	Milwaukee Brewers games in select zones (West Bend zone)	7/7-8/16/2025		\$1,700	
Streaming/OTT (:30 spot)	Run your :30 spot in selected zip codes targeting same audiences as above	7/7-8/16/2025	\$32	\$1,500	46,875
Total				\$7,500	

For the digital keyword retargeting, I will review the bands and attractions and create a list of keywords. I will get this to you to review and we can make any changes!

Venetian Festival 2025

Geography



Geography:

The Milwaukee zones north and west of Lake Geneva and the entire Madison DMA.

Section 2-Submit For Reimbursement/Final Evaluation

City of Lake Geneva Tourism Commission Reimbursement Form

Name: Deanna Goodwin

Organization Name: VISIT Lake Geneva

Payment made Payable to: VISIT Lake Geneva

Remittance Address: 527 Center St., Lake Geneva, WI 53147

Contact Phone #: (262) 812-0021 Email: deanna@visitlakegeneva.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
2/6/25	5780C	Art Below Zero, Inc.	Ice Sculptures, Light Kits,	\$19,369.80	2/10/25
			Pedestals, Delivery & Tax		
			LESS: Paid by VLG/Businesses	- \$9,000.00	
			Reimbursement Total:	\$10,369.80	



Art Below Zero Inc.
2638 N Sylvania Ave
Franksville, WI 53126
414-779-7000
www.ArtBelowZero.com

✓
Invoice

BILL TO

Visit Lake Geneva
527 Center Street
Lake Geneva, WI. 53147
Deanna Goodwin
deanna@visitlakegeneva.com
Winterfest@visitlakegeneva.com

SHIP TO

Deanna Goodwin
Brie Pacey 2627484979
Visit Lake Geneva
527 Center Street
Lake Geneva, WI. 53147

INVOICE #	DATE	TOTAL DUE	DUE DATE	TERMS	ENCLOSED
5780C	02/06/2025	\$19,369.80	02/06/2025	Due on receipt	

SHIP DATE	SHIP VIA	ARRIVE/BGN/BD	ROOM / FLOOR	EVENT DATE
01/31/2025	Friday	5:30 AM	Outdoor	January 31st, 2025

ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
(WF) 1 block traditional	32 traditional winter festival sculptures	32	415.00	13,280.00T
(WF) custom	Custom snowman with "Harbor Shores" and "Lake Geneva Lodge" Engraved	2	470.00	940.00T
(WF) 2.5 block	Photo Op with Visit Lake Geneva and The Candle Mercantil,	2	920.00	1,840.00T
Bar LED - white	Long Bar LED with batteries Value 18\$ each	72	18.00	1,296.00T
Winter Festival Pedestal	RED Winter Festival Pedestal Value 14\$ each.	36	14.00	504.00T
Delivery Zone C	35 - 39 miles	1	500.00	500.00T

Friday arrive at 5:30AM for delivery. Contact Max at 708 227 6313 for any changes due to weather.
Pedestals picked up at later date. Please call or email when they are ready. THX!

SUBTOTAL	18,360.00
TAX	1,009.80
TOTAL	19,369.80
BALANCE DUE	

PAID
OL#18048
2/11/25

\$19,369.80

OK - dg 2-10-25
7236

Art Below Zero Inc. is dedicated to impressive service and the finest ice sculptures.

Client holds responsibility for notifying Art Below Zero of any errors above.

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: Deanna Goodwin Date: March 18, 2025

Name of Organization: VISIT Lake Geneva

Email: deanna@visitlakegeneva.com Phone: (262) 812-0021



Lake Geneva Tourism Commission Grant Evaluation 2025 WINTERFEST ICE SCULPTURE WALK

Submitted March 18, 2025

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?

- Digital advertising
- Radio
- TV
- Billboard
- Print Collateral
- Email marketing

Digital Advertising

- SEM (Search Engine Marketing) – 53,879 clicks | above average CTR of 30.2%
- Facebook Click-to-Site Ads: 19,242 clicks | above average CTR of 3.6% | 1,102,745 impressions

Radio

- Live interviews promoting Winterfest and the Downtown Lake Geneva Ice Sculpture Walk in three markets:
 - WGN Radio (Chicago)
 - WTMJ Radio (Milwaukee)
 - WLKG Radio (Lake Geneva/SE Wisconsin)
- WLKG Radio ad campaign including 180 30-second commercials run January 2 through February 2 on WLKG 96.1

TV

- CBS58 TV (Milwaukee) Spotlight program aired December 29 featuring Winterfest and the Downtown Lake Geneva Ice Sculpture Walk.

Billboard

- 8-week schedule on 73 digital billboards along I-90 and I-94 between Chicago, Milwaukee and Madison. Total impressions = 6.8 million.

Print Collateral

- 5,000 brochures and 400 posters were distributed throughout Lake Geneva region, including Visitor Center, hotels, restaurants, retail shops, and attractions.
- Ice Sculpture Walk flyers including map and business location list were distributed from the Visitor Information Center throughout the event.

Email Marketing

- January 14 – 52,359 Recipients | 6,031 Total Opens (8.2%) | 561 Unique Clicks (3.4%)
- January 21 – 52,311 Recipients | 7,031 Total Opens (9.1%) | 414 Unique Clicks (0.8%)
- January 28 – 52,312 Recipients | 6,031 Total Opens (8.2%) | 540 Unique Clicks (1.0%)

Website Traffic (December 1, 2024 – February 2, 2025)

- 9,993 Unique Pageviews on dedicated Ice Sculpture Walk page featuring participating businesses, sculpture maps and Lake Geneva Tourism Commission logo
- 8,694 Ice Sculpture Walk Google Map Views
- 255,549 Pageviews and 114,468 Active Users on total Winterfest pages
- 1,412 total pageviews of Winterfest Blog

Meta Reach (Facebook/Instagram)

- 1,146,200 post reach December 2024 - February 2, 2025

c. Target Markets

Chicago, Rockford, Peoria/Bloomington (IL) and Milwaukee, Madison, Green Bay and Wausau (WI) DMAs

2. In your grant application you listed estimated number of attendees. What were your actual results? The estimated attendance at Winterfest & Downtown Ice Sculpture Walk 2025 was on par with our application estimate of 65,000 guests. Attendance estimates are substantiated by partner agencies including the City of Lake Geneva police, fire, and public works departments based on prior years' estimates and crowd sampling throughout the five-day event. Our overall impression is that the 2025 attendance is consistent with 2024. Both years' events were impacted by warmer-than-normal temperatures, which affected the snow-sculpting activity to some degree. However, it did not seem to negatively impact attendance.

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. 1,700 room nights were estimated to be booked as a result of Winterfest & Downtown Ice Sculpture Walk 2025. Although we cannot confirm exact room nights by hotel property (hotels and STR reporting do provide this data), we do know that Lake Geneva area hotel occupancy was up 14.1% over 2024, with an additional 3,399 room nights booked compared to the

prior year. Presuming a conservative 50% of the added room night total was attributed to Winterfest, the estimated number of overnight stays is 1,700.

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. *February 2025 financial reports are not available until mid-April. Receipt and revenue detail is included on the Reimbursement Form.*

5. Please include any additional information you would consider pertinent in summarizing your promotion/event. VISIT Lake Geneva would like to thank the Tourism Commission for its continued support of the Downtown Ice Sculpture Walk. Since its inception in 2020, it has become a much-anticipated feature of the event and continues to grow in popularity among visitors and Downtown businesses. The Ice Walk was created to encourage Winterfest visitors to explore the Downtown district when visiting the national snow sculpting competition at the lakefront. The ice sculptures have added significant entertainment value to Winterfest and have been a proven driver of traffic from the lakefront into the Downtown business district. Business owners continued to report increased foot traffic, higher sales, and overall satisfaction with the Winterfest event as a result of the Ice Walk being featured Downtown. Overall, the addition of the Downtown Ice Sculpture Walk has once again exceeded our goals of broadening the economic and marketing impact of Winterfest on the City of Lake Geneva. The financial assistance of the Tourism Commission grant to underwrite a portion of the ice cost has played a critical role in this success and makes participation more affordable to small Downtown businesses. We look forward to continuing the Downtown Ice Walk partnership into the future.

Submitted by:
Deanna Goodwin
Visit Lake Geneva
deanna@visitlakegeneva.com
(262) 812-0021

Downtown Lake Geneva Ice Sculpture Walk 2025

Sculpture Photo Gallery



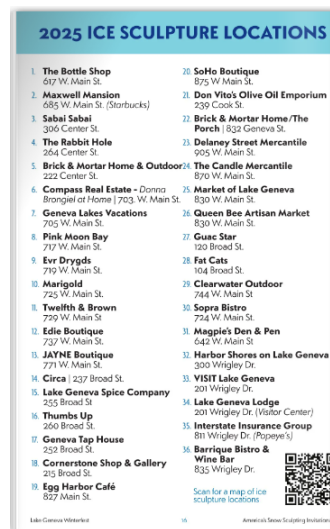
Website

<https://www.visitlakegeneva.com/winterfest/downtown-ice-sculpture-walk/>



Event Program

<https://anyflip.com/jbrfs/xrf/>



Print Collateral

Brochure



PUT A LITTLE
Wow!
IN
YOUR
WINTER

JAN 29
- FEB 2
2025

LAKE GENEVA
WINTERFEST
AMERICA'S SNOW SCULPTING INVITATIONAL
SINCE 1996

Join us for the 30th Annual Lake Geneva Winterfest - Wisconsin's most CHILL art show! Enjoy free admission as you watch 15 teams of award-winning snow sculptors create larger-than-life works of art before your very eyes in America's Snow Sculpting Invitational. Plus, enjoy more fun, winter-inspired activities and entertainment for the whole family!

Presented By

VISIT *Lake Geneva* CITY OF LAKE GENEVA

WINTERFESTLG.COM



WINTERFEST
LAKE GENEVA

EVENT & ACTIVITY HIGHLIGHTS

- * **America's Snow Sculpting Invitational***
Live Snow Carving
WED 1/29 - SAT 2/1
- * **Downtown Ice Sculpture Walk***
Begins THU 1/30
- * **Bonfires on the Beach**
FRI 1/31 & SAT 2/1
- * **Fire Dance Performances**
FRI 1/31 & SAT 2/1
- * **Live Entertainment in The Riviera Ballroom**
SAT 2/1 & SUN 2/2
- * **Human Dog Sled Races**
SUN 2/2

*Winterfest snow and ice sculptures remain on display until they melt!

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



**DOWNTOWN ICE SCULPTURE WALK:
JAN 30-FEB 2**

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

Winterfest 2025 is proudly sponsored by:

PLATINUM SPONSORS



OFFICIAL HOST HOTELS



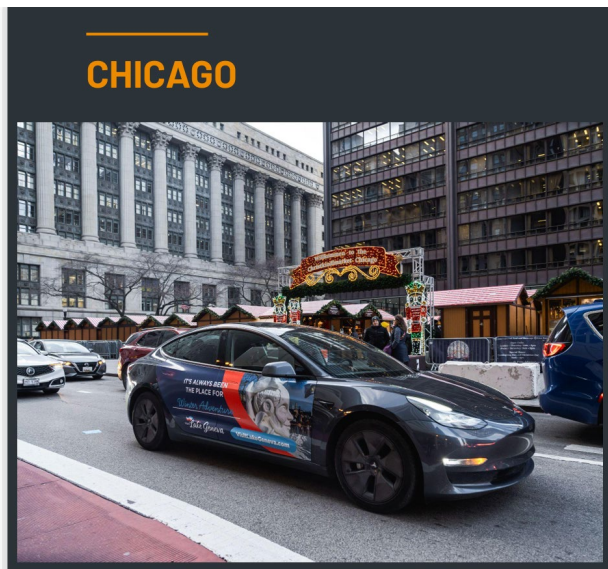
Map



Digital



OOH: Wrapify Car Wraps (Chicago, Milwaukee, Madison)



OOH: Billboard (Chicago, Milwaukee, Madison)



Earned Media

- WMTV 15 NBC Madison
- Fox47 Madison
- WISN 12 Milwaukee
- TMJ4 Milwaukee
- CBS58 Milwaukee
- Fox6 Milwaukee
- CBS Chicago
- Kenosha News
- Racine Journal Times
- MSN.com
- WIFR Stateline CW - Rockford
- WCLO Radio
- Beloit Daily News
- Milwaukee Journal Sentinel
- GazetteXtra
- Milwaukee Magazine
- MadisonFamily.com

Date: 04.21.2025

Name of Organization: 531 Fund

Contact: Kimberly Voller

Email: kimberlyvoller@531Fund.org

Phone: 815.354.2619



GRANT EVALUATION

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: Kimberly Voller

Date: 04.21.2025

Name of Organization: 531 Fund (formerly Santa Cause Inc.)

Email: kimberlyvoller@531fund.org

Phone: 815.354.2619

BALLOON ADVENTURE PERFORMANCE METRICS

CATEGORY	2025 TOTAL	% CHANGE FROM 2024
Total Attendees	3624	39.38 % increase
PreTicketed Guests	3137	150.96 % increase
Walk In Sales	487	63.66 % increase
Volunteers	110	22.22 % increase
Sponsors	15	114.29 % increase
Balloon Artists	14	27.27% increase
Overnight Stays	11.86 % (based on preticketed guests)	

Other Balloon Adventure Metrics

- Attendees traveled from across the country—including Arizona, California, Colorado, Iowa, Illinois, Indiana, Kansas, Michigan, Minnesota, Missouri, Nebraska, Ohio, Texas, and Wisconsin—making it a truly regional experience.
- Three chartered buses arrived from various locations across Wisconsin and Illinois.
- We hosted a multi-chamber event that drew over 100 attendees, who first explored the Balloon Adventure and then gathered at PIER 290 to enjoy delicious food and drinks.
- The Deep Sea Shuffle was a fun, community bingo adventure that kicked off at the Visitor Center and encouraged attendees to explore downtown Lake Geneva—visiting participating businesses to collect stamps, then wrapping up the evening with live music and festivities inside the Balloon Adventure at PIER 290.
- The Passport Program was a family-friendly scavenger hunt that encouraged Balloon Adventure attendees to leave PIER 290 and explore downtown Lake Geneva, collecting stamps from participating businesses; once they gathered 10 stamps, families visited the Visitor Center to receive a customized Balloon Adventure keychain as a special keepsake.
- Fourteen balloon artists dedicated three and a half days to bringing the design to life.
- The artists traveled from across North America, including Canada, New Jersey, Utah, Florida, Alabama, Illinois, and Wisconsin.
- More than 100,000 balloons were used to bring 'Voyage into the Deep Sea' to life—an immersive, interactive experience filled with captivating elements of ocean life.

Some of the Ways Attendees Discovered the Balloon Adventure

The
Balloon
Adventure

Meta Campaign

Ad Set	Link Click	Reach	Impressions
Families	12,456	413,398	1,454,394
Seniors	3,856	91,127	315,995
Local - Milwaukee DMA	5,273	122,612	625,849
Out of Town	11,039	380,350	1,144,540

The Balloon Adventure
Sponsored · 🌐

Looking for a fun family outing? 🌈🎈 Join us at our Second Annual Balloon Adventure: A Voyage Into the Deep Sea! Discover an incredible underwater world created with over 100,000 balloons—all for a great cause.

📅 March 6–16, 2025
🎫 Just \$20 per person online
📍 PIER 290 Williams Bay, WI

Tickets are going fast—don't wait! Get yours today!

SECOND ANNUAL
Balloon
Adventure
VOYAGE INTO THE DEEP SEA

SAVE \$5 PER TICKET
when you purchase your ticket online in advance.

SEE OVER 100,000 BALLOONS
TRANSFORMED BY 16 PROFESSIONAL ARTISTS!

MARCH 6–16, 2025
BOAT SHOWROOM, PIER 290
1 LIECHTY DRIVE, WILLIAMS BAY, WI

BUY YOUR TICKETS NOW!

531 FUND
LAKE KENOSHA

531fund.org
Don't Wait—Tickets Are Selling Fast! 🎫🔥

Get offer

👍👎🗨️ 126 29 comments 40 shares

👍 Like 🗨️ Comment ➦ Share

The Balloon Adventure
Sponsored · 🌐

Looking for a fun family outing? 🌈🎈 Join us at our Second Annual Balloon Adventure: A Voyage Into the Deep Sea! Step into an underwater world of coral reefs, sea creatures, and over 100,000 balloons—all for a great cause.

📅 March 6–16, 2025
🎫 Just \$20 per person online
📍 PIER 290 Williams Bay, WI

Save \$5 when you book online.
Tickets are going fast—Get yours today!

SECOND ANNUAL
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MARCH 6–16, 2025
BOAT SHOWROOM, PIER 290
1 LIECHTY DRIVE, WILLIAMS BAY, WI

BUY YOUR TICKETS NOW!

531 FUND
LAKE KENOSHA
SPONSORED BY
LAKE KENOSHA
WISCONSIN

531fund.org
Save \$5 Online—Get Your Tickets Now! 🎫🔥

Get offer

👍👎🗨️ 139 34 comments 47 shares

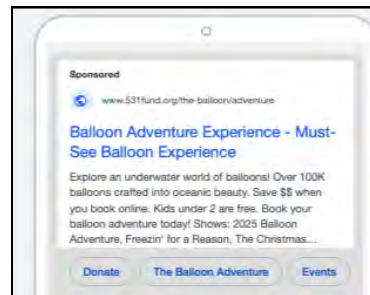
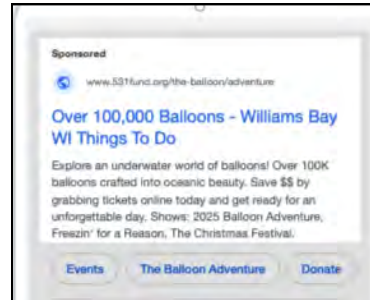
👍 Like 🗨️ Comment ➦ Share

Google Campaign

Total Impressions	844,869
Total Reach	666,799
Total Clicks	19,105
Search Terms and Clicks	
balloon adventure lake geneva	111
things to do near me	18
kids activities near me	8
things to do	9

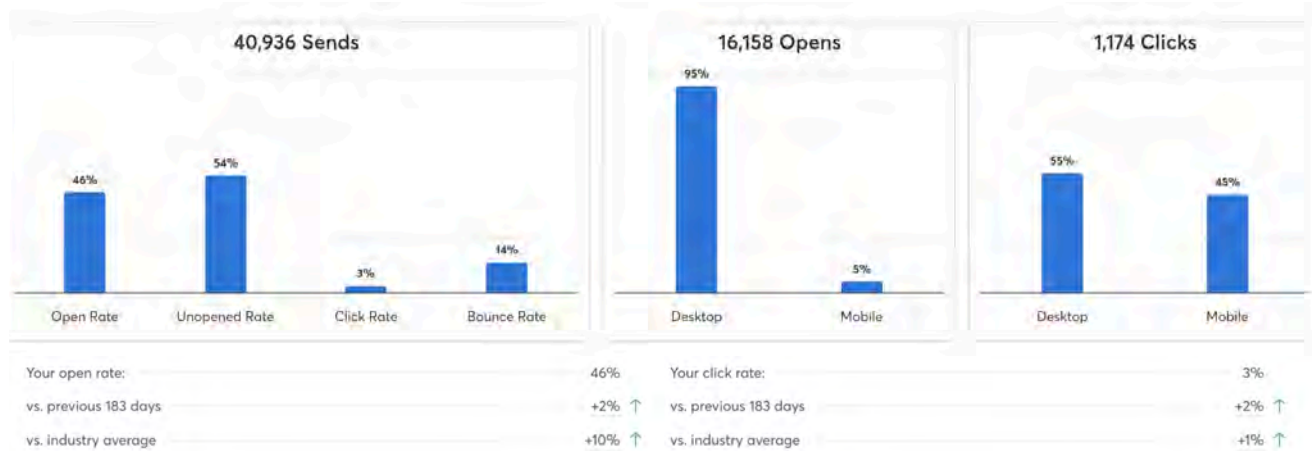
Top-Performing Ad:

- “Must-See Balloon Experience | Things To Do Williams Bay WI”
 - 121 clicks
 - 192 conversion
 - 29.7% CTR



Region	Users	Engaged Sessions
 Illinois	7726	2675
 Wisconsin	5782	2530
 Indiana	1198	324
 Michigan	902	391
 Iowa	706	260
 Minnesota	425	149
Other Locations	4076	1410

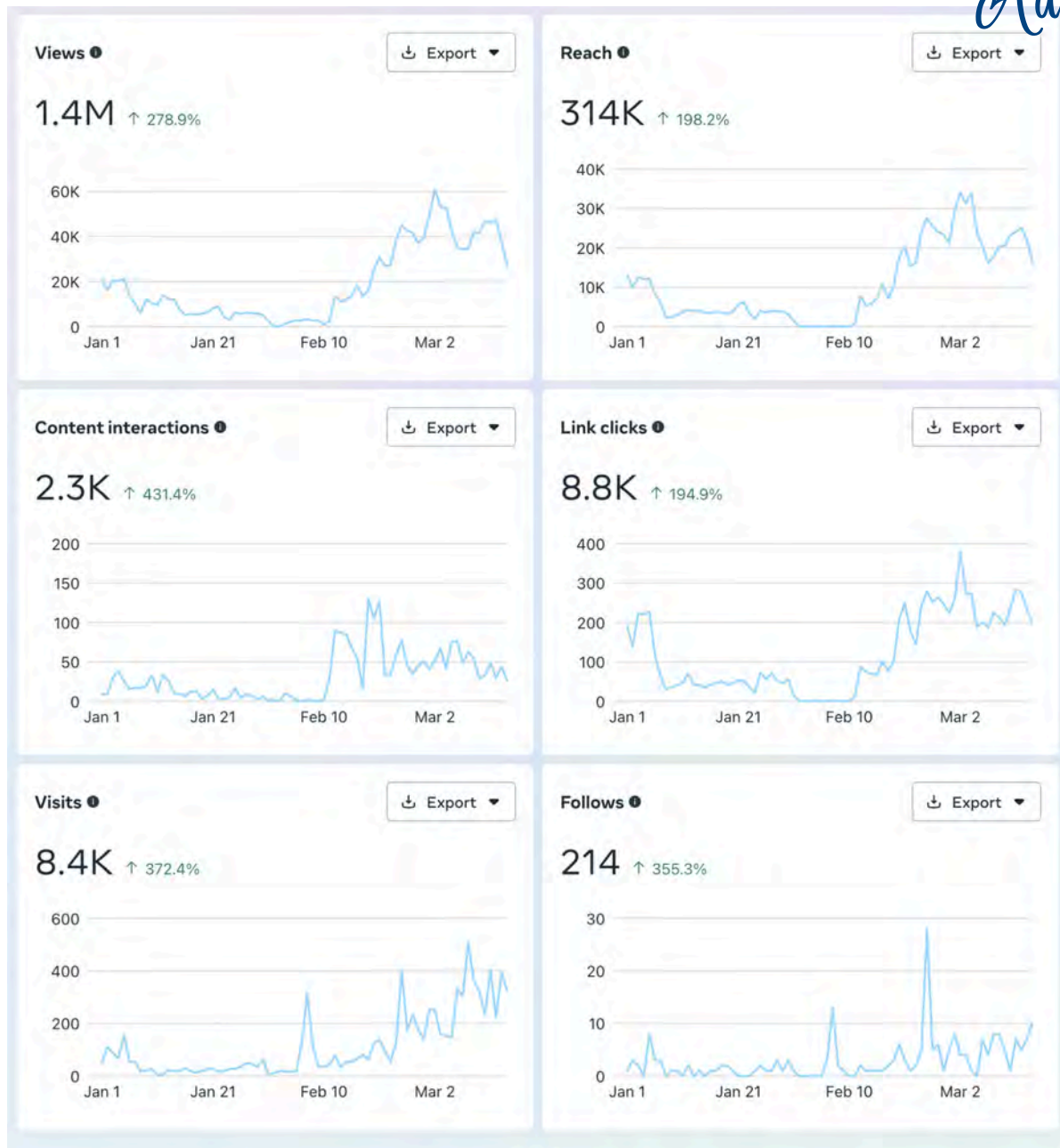
Email Marketing Overall From November 2024 - March 2025



Email Send Date	Sends	Open Percentage	Click Percentage
03.04.2025	9730	44%	1%
02.24.2025	1015	48%	1%
02.04.2025	10491	41%	2%
02.01.2025	432	41%	2%
01.16.2025	624	66%	1%
12.19.2024	629	64%	1%
12.05.2024	7888	40%	1%
11.07.2024	7971	43%	1%



Social Media: Facebook



Facebook views

The number of times your content was played or displayed. Content includes videos, posts, stories and ads.

Content interactions

The number of likes or reactions, saves, comments, shares and replies on your content, including ads. Content can include formats such as posts, stories, reels, videos and more.

Facebook visits

The number of times your Page or profile was visited.

Facebook reach

This metric counts reach from the organic or paid distribution of your Facebook content, including posts, stories and ads. It also includes reach from other sources, such as tags, check-ins and Page or profile visits. This number also includes reach from posts and stories that were boosted. Reach is only counted once if it occurs from both organic and paid distribution. This metric is estimated.

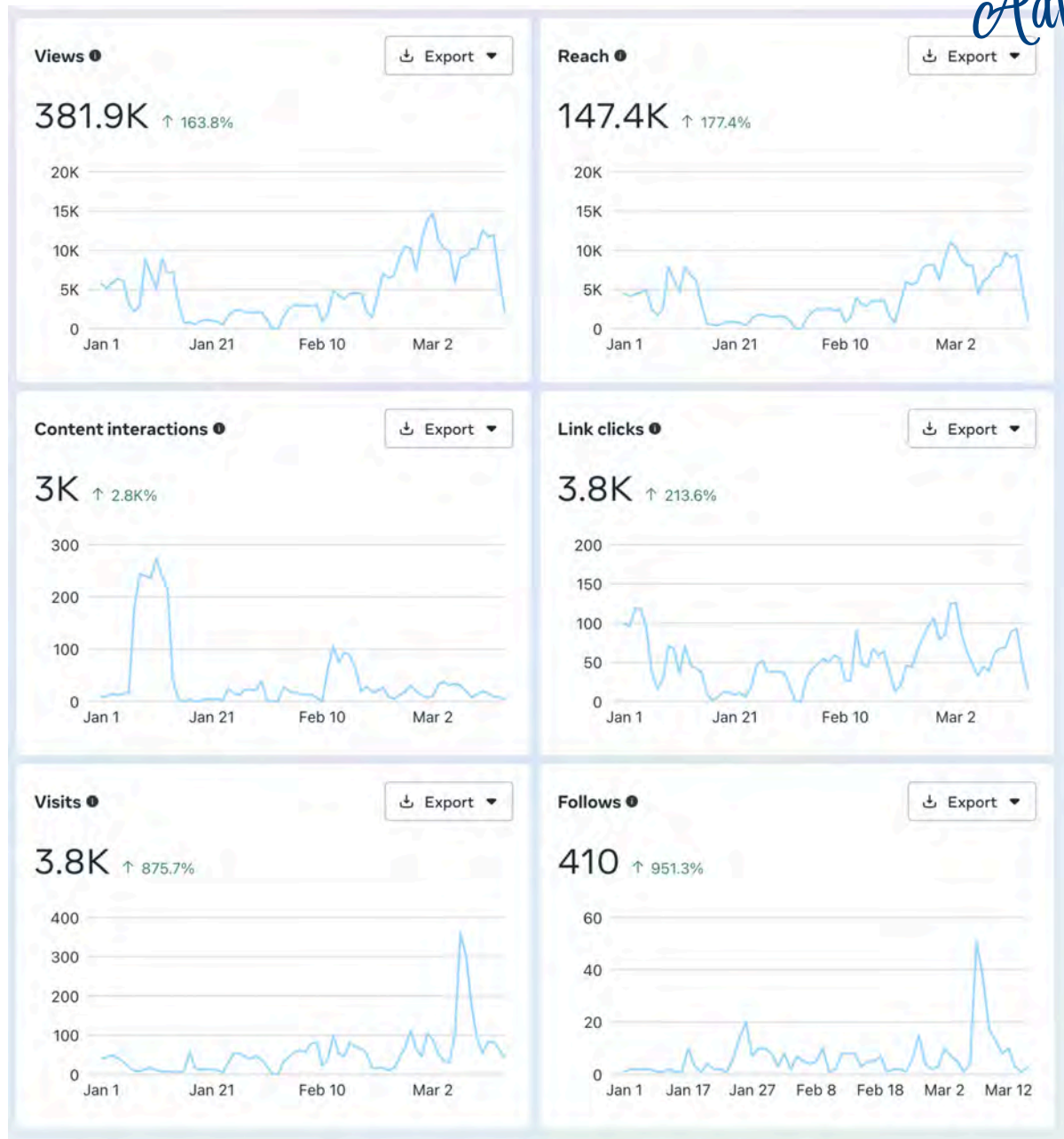
Facebook link clicks

The number of clicks, taps or swipes on links within your content, including ads. Content may include formats such as posts, stories, reels, and videos that led to destinations or experiences, on or off Facebook.

Facebook follows

The number of times accounts followed you in the selected time period.

Social Media: Instagram



Instagram views

The number of times your content was played or displayed. Content includes reels, posts, stories and ads.

Content interactions

The number of likes or reactions, saves, comments, shares and replies on your content, including ads. Content can include formats such as posts, stories, reels, videos and more.

Instagram profile visits

The number of times your profile was visited.

Instagram reach

This metric counts reach from the organic or paid distribution of your Instagram content, including posts and stories that were boosted. Reach is only counted once if it occurs from both organic and paid distribution. This metric is *estimated*.

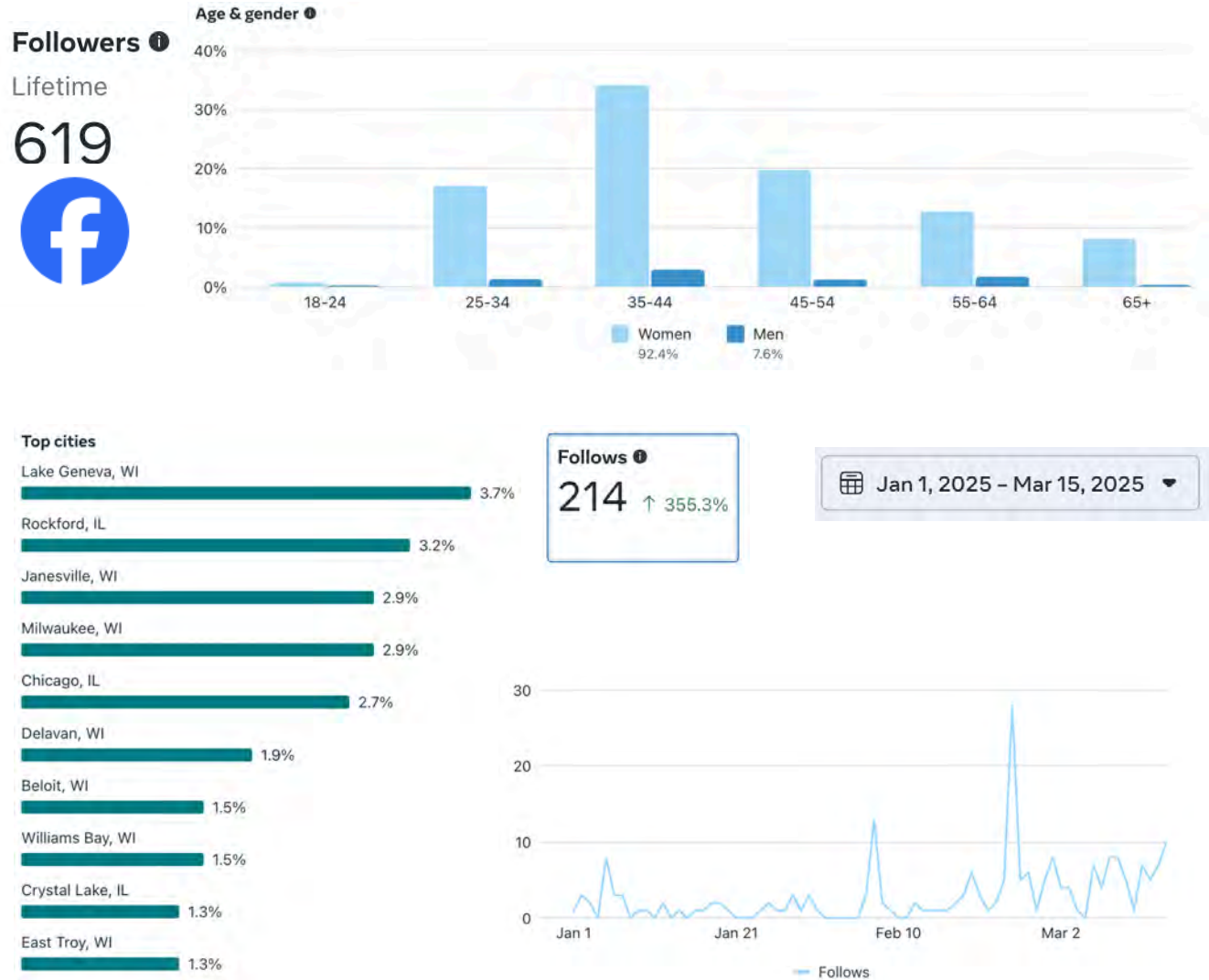
Instagram link clicks

The number of clicks, taps or swipes on links within your stories or ads that led to destinations or experiences, on or off Instagram.

Instagram follows

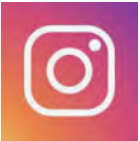
The number of times accounts followed you in the selected time period.

Social Media: Followers

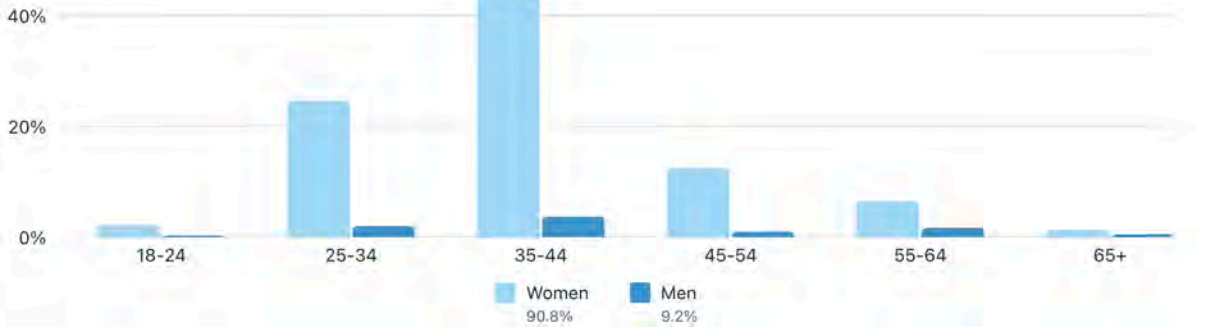


Followers

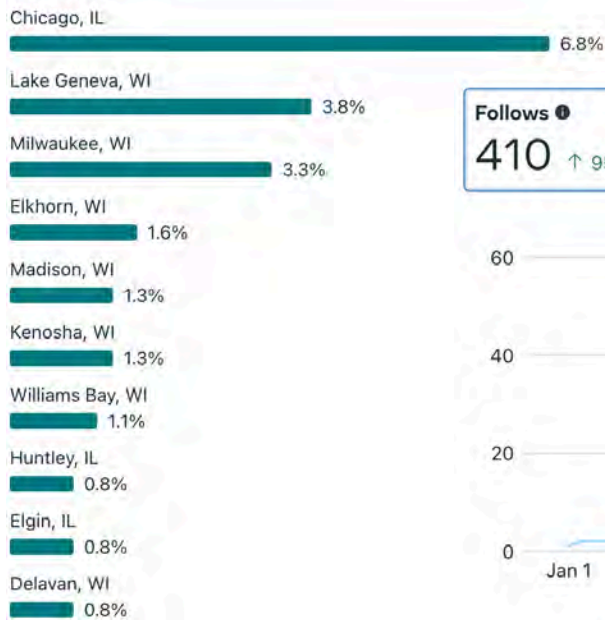
Lifetime
706



Age & gender



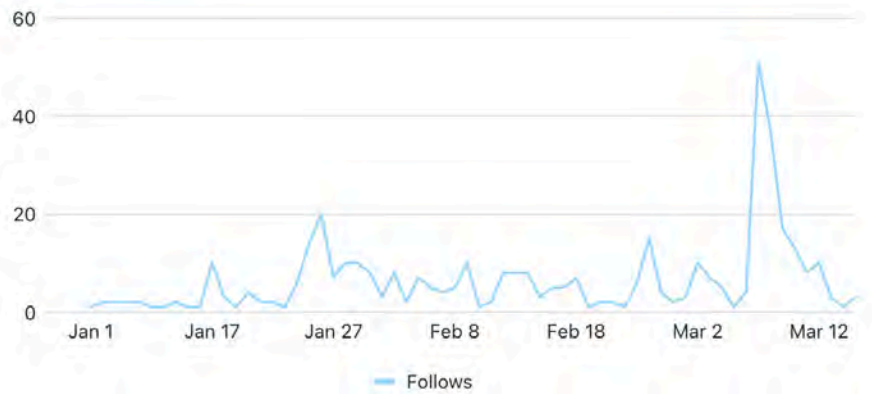
Top cities



Follows

410 ↑ 951.3%

Jan 1, 2025 - Mar 15, 2025



Social Media: Top Performing Content



One week until we embark on The Ballo...

Thu Feb 27, 9:00am

👁 74.5K ❤ 11
👍 2 ➡ 2



Save \$5 by Purchasing Your...

Thu Mar 6, 9:00am

👁 73.4K ❤ 25
👍 8 ➡ 8



We got the spirit, you get to hear it, under...

Thu Feb 20, 11:00am

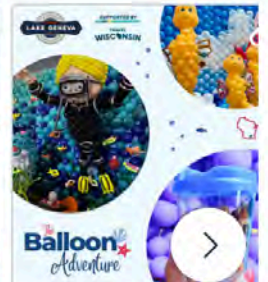
👁 46.3K ❤ 22
👍 0 ➡ 3



The Balloon Adventure presents: Tales of th...

Mon Feb 24, 11:00am

👁 39.2K ❤ 27
👍 1 ➡ 11



We're bursting with excitement! 🎉 The

Fri Jan 24, 7:00am

👁 29.3K ❤ 47
👍 1 ➡ 6



Save \$5 by Purchasing Your...

Thu Mar 6, 9:00am

👁 55.5K ❤ 16
👍 0 ➡ 6



One week until we embark on The Ballo...

Thu Feb 27, 9:00am

👁 53.1K ❤ 10
👍 0 ➡ 4



Dive in early and save! 🎉 The Balloon...

Mon Jan 6, 2:00pm

👁 41.6K ❤ 8
👍 1 ➡ 3



We got the spirit, you get to hear it, under...

Thu Feb 20, 11:00am

👁 40.4K ❤ 14
👍 0 ➡ 2



Attention gills and buoys! Get ready to..

Tue Feb 11, 11:00am

👁 22.5K ❤ 73
👍 3 ➡ 27

Website: Event Landing Page



[HOME](#)
[ABOUT](#)
[EVENTS](#)
[CONTACT](#)
[DONATE](#)
[VOLUNTEER](#)



VOYAGE INTO THE DEEP SEA

MARCH 6-16, 2025

PIER 290 | BOAT SHOWROOM
WILLIAMS BAY, WI

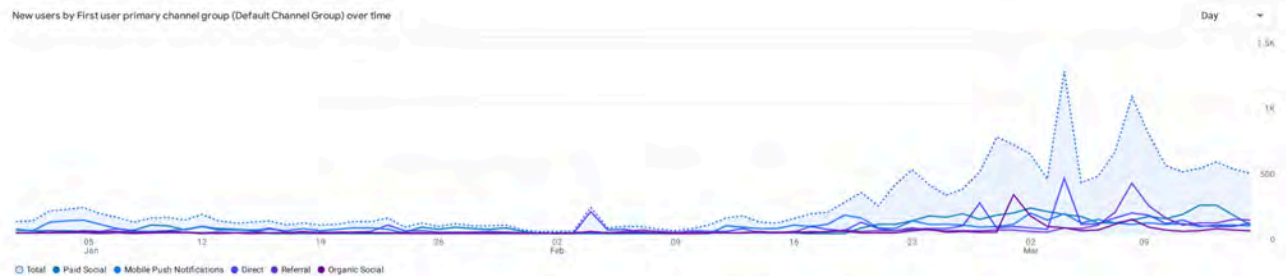
BOOK YOUR BALLOON ADVENTURE

THE SECOND ANNUAL BALLOON ADVENTURE

Get ready to embark on an extraordinary journey at the Second Annual Balloon Adventure, hosted by the 531 Fund, from March 6 to March 16, 2025, at PIER 290 | Boat Showroom. This 10-day experience promises to enchant attendees of all ages with its captivating theme, "Voyage into the Deep Sea." Dive into a magical underwater world brought to life by over 100,000 balloons, intricately crafted by Sara Meyer, owner of Wisconsin Balloon Decor, alongside 13 professional balloon artists from around the globe. Don't miss this unforgettable adventure blending artistry, imagination, and community, all in support of the 531 Fund's charitable mission!

First user prim...Channel Group)	Total users	New users	Returning users	Average engagement time per active user	Engaged sessions per active user	Event count
	17,589	17,481	2,017	27s	0.44	80,983
Total	100% of total	100% of total	100% of total	Avg 0%	Avg 0%	100% of total
1 Paid Social	3,854 (21.91%)	3,796 (21.72%)	74 (3.67%)	4s	0.13	12,939 (15.98%)
2 Mobile Push Notifications	3,427 (19.48%)	3,390 (19.39%)	277 (13.73%)	14s	0.33	14,582 (18.01%)
3 Direct	3,133 (17.81%)	3,118 (17.84%)	469 (23.25%)	32s	0.51	16,254 (20.07%)
4 Referral	2,046 (11.63%)	2,037 (11.65%)	425 (21.07%)	56s	0.77	12,757 (15.75%)
5 Organic Social	1,445 (8.22%)	1,441 (8.24%)	66 (3.27%)	11s	0.36	5,981 (7.39%)
6 Email	1,426 (8.11%)	1,426 (8.16%)	312 (15.47%)	1m 11s	0.57	5,313 (6.56%)
7 Organic Search	1,174 (6.67%)	1,170 (6.69%)	292 (14.48%)	56s	0.86	8,106 (10.01%)
8 Unassigned	977 (5.55%)	973 (5.57%)	77 (3.82%)	16s	0.42	4,300 (5.31%)
9 Paid Search	114 (0.65%)	114 (0.65%)	23 (1.14%)	55s	0.82	679 (0.84%)
10 Paid Other	13 (0.07%)	12 (0.07%)	2 (0.1%)	4s	0.38	60 (0.07%)

New users by First user primary channel group (Default Channel Group) over time



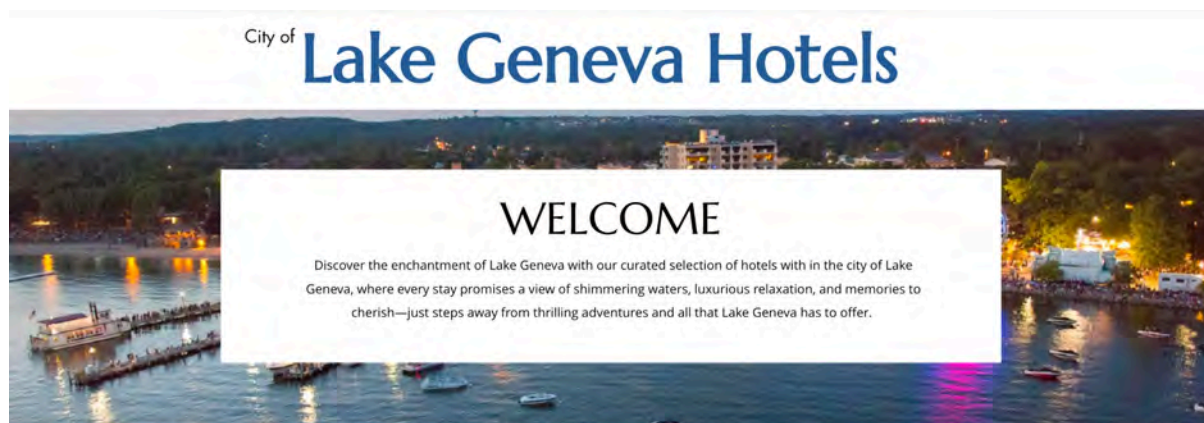
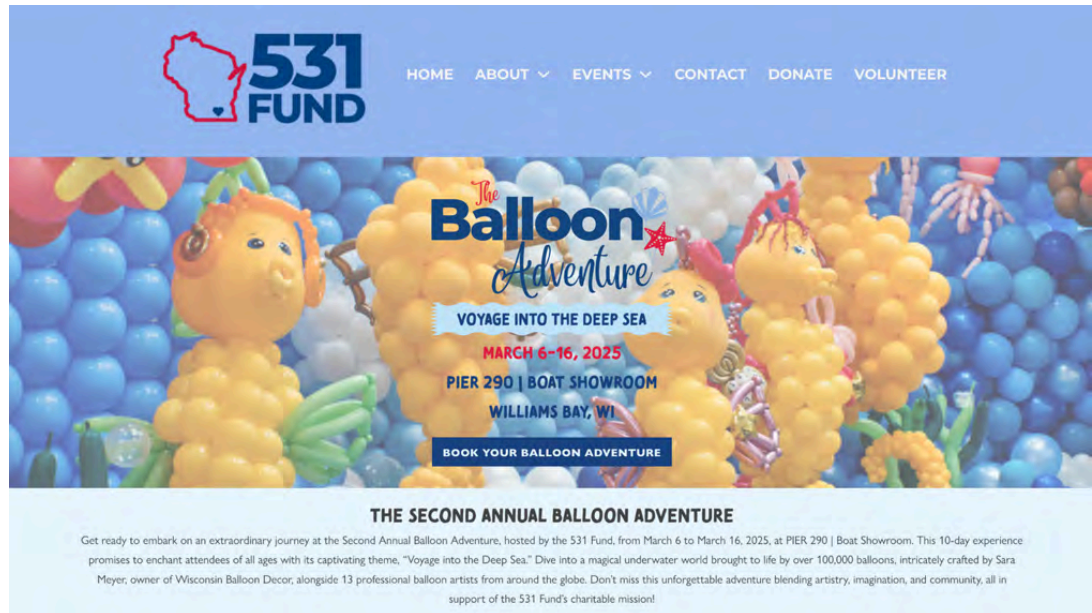
QR Code

QR Codes placed on rackcards, posters, and on screen media.

Total Scans: 141

Locations:

Wisconsin - 72
Illinois - 56
Minnesota - 1
North Dakota - 1
Virginia - 1
Iowa - 1
Oklahoma - 1
Nebraska - 1
California - 1
Colorado - 1
Mississippi - 1
Missouri - 1
Kansas - 1
Texas - 1



Total Scans: 25

Locations:

Illinois - 12
Wisconsin - 6
Iowa - 4
California - 1
Kansas - 1
Texas - 1

Earned Media Coverage

Secured 22 total earned media hits for more than 4.14 Million Impressions in Top-Tier media outlets

- Including 101.9 The MIX, WGN Weekend Break, CBS Milwaukee, Shaw Local, Lake Geneva Regional News, Wisconsin Public Radio and WOLX-FM



Outlet	Channel	Impressions	DMA
OnMilwaukee (2/17)	Online	200K	Milwaukee
Shaw Local	Online	588K	Chicago
Lake Geneva Regional News (2/25)	Online	18.8K	Lake Geneva
Fabulous Wisconsin	Online	5.9K	Wisconsin
Lake Geneva Regional News (3/4)	Online	18.8K	Lake Geneva
OnMilwaukee (3/7)	Online	271K	Milwaukee
YouTube	Online	29	Lake Geneva
Lake Geneva Regional New (3/11)	Online	18.8K	Lake Geneva
OnMilwaukee (3/14)	Online	200K	Milwaukee
WOLX-FM	Radio	107	Madison
Wisconsin Public Radio	Radio	656K	Wisconsin
CSB 58 - Milwaukee	TV - 6 segments and online	243K	Milwaukee
WGN Weekend Break	TV/Online	1,880,000	Chicago
The MIX	Radio	41.2K	Chicago

Paid Media Coverage

Paid Media efforts resulted in 195 total placements for more than 1.85 Million Impressions from the following efforts:



WGN - Spotlight Chicago - Total 165,865 Impressions

- 2.20.25 Spotlight Chicago Segment (A18+) – 50,900 impressions
- Spotlight Chicago Sponsored FB Post – 32,470 impressions, 1,115 clicks, 3.43% CTR
- Spotlight Chicago Sponsored IG Post – 19,709 impressions, 624 clicks, 3.17% CTR
- Targeted Email Blast – 12,769 opens, 926 clicks, 1.85% CTR
- Display ROS – 50,006 impressions, 29 clicks, .06% CTR



Big Radio - Total 1,400,00 Impressions

- 45 commercials on 99.9 WJVL
- 45 commercials on 92.3 & 98.9 The Beat
- Reached 700,000 people per week for two consecutive weeks



WLKG-FM - Total 200,00 Impressions

- 60 ads, 45 DJ mentions, Feb. 4- March 5

OnMilwaukee - Total 88,714 Impressions

Feature in (2) Weekend Preview E-blasts

2/27 - 12,890 Deliveries 3,887 opens, open rate of 30.16%, email click links 1,185

3/6 - 12,876 Deliveries 2,871 opens, open rate of 22.30%, email click links 1,349

Display Ads: 42K Impressions

Value displays: 20,948 impressions

531 Fund
Balloon Adventure 25

88,714
Total Impressions

Campaign Dates: 2/24/25 - 3/15/25

Report Date Range: 2/24/25 - 3/15/25

Weekend Preview Partner Pick and Incusion

IO Impressions	Deliveries	Total Opens	Open Rate	Email Link Clicks	Website Page Views
N/A	25,766	6,758	26.23%	2,534	91
	Deliveries	Total Opens	Open Rate %	Email Link Clicks	Website Page Views
2/27/25	12,890	3,887	30.16%	1,185	50
3/6/25	12,876	2,871	22.30%	1,349	41

The Balloon Adventure at Pier 290 (Williams Bay)

Embark on a magical journey between March 6th and 16th beneath more than 100,000 balloons, created by 14 balloon artists in support of the 531 Fund, which has donated over \$900,000 to an assortment of local charities. Be immersed in a world filled with vibrant colors, larger-than-life sea creatures, and breathtaking balloon displays, and marvel at the attention to detail and creativity that will make attendees feel like they have truly dived into the deep!

[Event Info](#)

Campaign Dates: 2/24/25 - 3/15/25

Report Date Range: 2/24/25 - 3/15/25

OnMilwaukee Display Ads

IO Impressions	Impressions	Clicks	CTR
41,667	42,000	31	.07%

Paid Media Coverage - VISIT Lake Geneva



BALLOON ADVENTURE MARKETING CO-OP METRICS

Home Page Web Ad- Ran January 1 to February 28

- 1,293 Impressions
- 30 Unique clicks
- 2.32% CTR



Exclusive Emails

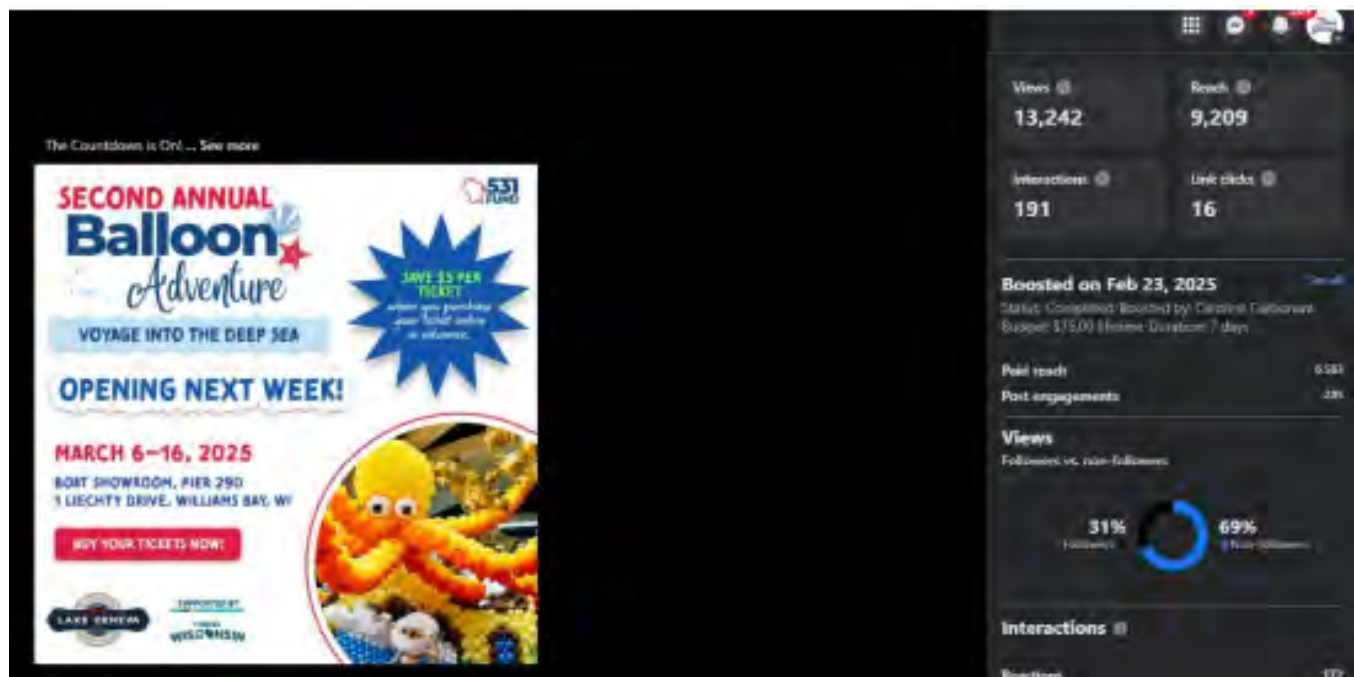
2/13/25 Email

- Successfully delivered to 52,170 subscribers
- Total opens = 5,544
- Unique opens = 4,126; Open rate = 7.9%
- Total clicks = 751
- Unique clicks = 307; Clicks per unique open rate = 7.4%

2/27/25 Email

- Successfully delivered to 52,113 subscribers
- Total opens = 5,251
- Unique opens = 4,017; Open rate = 7.7%
- Total clicks = 323
- Unique clicks = 175; Clicks per unique open rate = 4.4%

SOCIAL MEDIA BOOSTED POSTS



Paid Media Coverage - VISIT Lake Geneva



SOCIAL MEDIA BOOSTED POSTS

The Countdown is On! ... See more

The Balloon Adventure

04 DAYS TO GO!

EXPLORE AN UNDERWATER WORLD MADE OF 100,000+ BALLOONS!

MARCH 6-16

GET TICKETS NOW

VISIT Lake Geneva
Local business

Boost recap

Views 23,767

Reach 12,901

Interactions 48

Link clicks 132

Boosted on Mar 5, 2025

Status Completed Boosted by Caroline Garbavskis
Budget: \$40.00 Milestones Duration: 4 days

Paid reach 8,633

Post engagements 48

Boosted on Mar 2, 2025

Status Completed Boosted by Caroline Garbavskis
Budget: \$75.00 Milestones Duration: 7 days

Paid reach 5,217

Post engagements 73

Views

Followers vs. non-followers

15% Followers 85% Non-followers

Boost again

Only a Few Days Left! ... See more

SECOND ANNUAL Balloon Adventure

ONLY A FEW DAYS LEFT!

NOW THROUGH MARCH 16

GET TICKETS NOW!

Views 3,165

Reach 2,190

Interactions 16

Link clicks 7

Views

Followers vs. non-followers

20% Non-followers 80% Followers

Interactions

Reactions 13

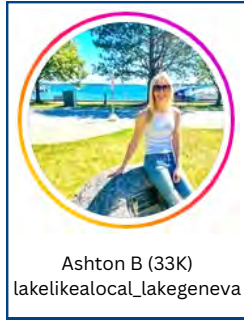
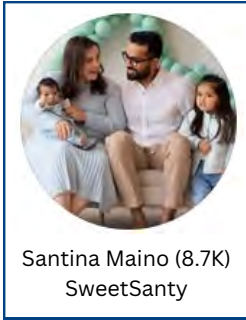
Comments 0

Shares 1

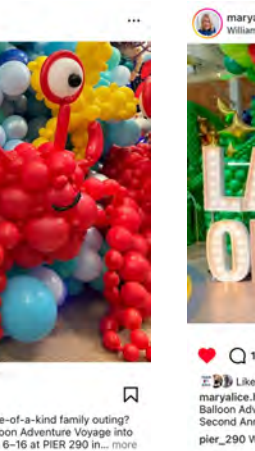
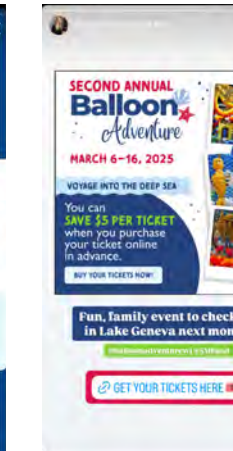
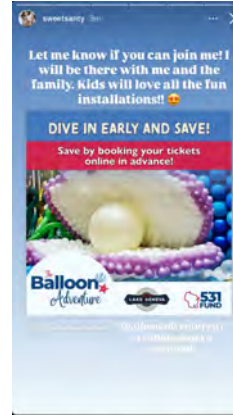
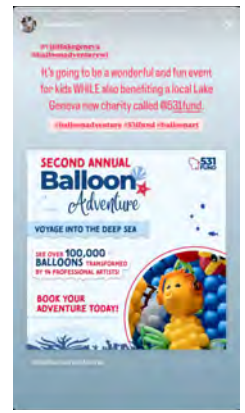
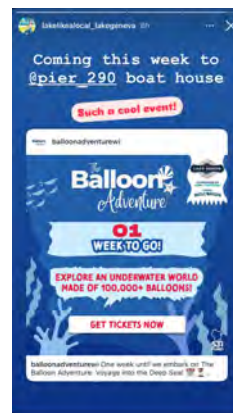
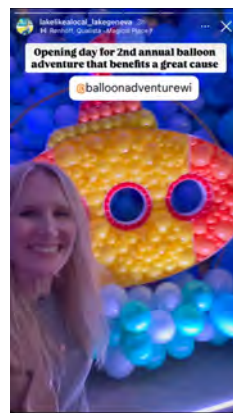
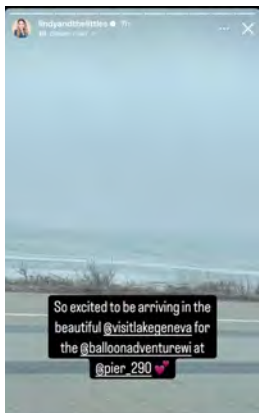
Saves 2

Boost post

Influencers & Influencer Content



Generated over 30 pieces of earned social content—including posts, reels, and stories—resulting in nearly 1 million impressions. A sample of the content is included below.



Poster



The Balloon Adventure

VOYAGE INTO THE DEEP SEA

MARCH 6–16, 2025

BOAT SHOWROOM, PIER 290
1 LIECHTY DRIVE, WILLIAMS
BAY, WI

Dive into the fun at the **Second Annual Balloon Adventure!** Get ready for a 10-day journey packed with jaw-dropping balloon creations that will transport you beneath the waves! This year's enchanting theme, **"Voyage into the Deep Sea"**, is sure to captivate and delight adventurers of all ages. **Proceeds benefit Camp Timber-lee.**

SAVE \$5 PER TICKET BY PURCHASING YOUR TICKETS ONLINE!

BUY YOUR TICKETS NOW

FIND ACCOMMODATIONS

With Heartfelt Thanks to Our Valued Sponsors and Supporters

LAKE GENEVA, Camp, PIER, KUNES, SUPPORTED BY, Grand, TIMBER RIDGE, ADAMS, FORM, Walmart, 531 FUND

Rackcard



The
Balloon
Adventure

VOYAGE INTO THE DEEP SEA

MARCH 6-16, 2025
PIER 290 | BOAT SHOWROOM
WILLIAMS BAY, WI

DIVE INTO THE FUN!
Make a splash at this "deep sea" balloon adventure! From fin-tastic "underwater" balloon displays to shone-ly entertaining activities, it's an ocean of fun for everyone!

MAKE WAVES FOR A GOOD CAUSE


Proceeds from this event will benefit
Camp Timber-lee.
• Connecting children grades 2-12 with nature
• Learn more at WWW.TIMBER-LEE.COM

REEL IN YOUR TICKETS!

SEA-ZE THE CHANCE TO BE PART OF THIS ONE-OF-A-KIND EVENT. FOR TICKETS AND DETAILS, SCAN THIS QR CODE:





TICKET INFORMATION

Early Bird tickets go on sale on Black Friday
(November 29 - December 31, 2024)
Applies only to General Admission Ticket purchases
\$17/per ticket

General Admission: (beginning January 1st)
\$20/per ticket
2 and under free

Tickets purchased at the door
\$25/per ticket

Senior Discount (for Senior Citizen days)
\$17/per person (65 and up)

A SINCERE THANK-YOU TO OUR EVENT SPONSORS WHO ARE HELPING TO BRING THE BALLOON ADVENTURE TO LIFE IN 2025!

WHERE TO STAY

To make the most of your adventure, take the time to plan your stay in the picturesque destination of Lake Geneva. Whether you're seeking a relaxing retreat or an action-packed getaway, Lake Geneva offers a wide range of accommodations to suit every taste and budget.

DISCOVER ACCOMMODATIONS AT LAKEGENEVAHOTELS.ORG AND TURN THE BALLOON ADVENTURE INTO A GETAWAY TO REMEMBER!



Social Posts with Lake Geneva Tourism Commission Logo



Bingo Card for the Deep Sea Shuffle



Outside Cover

Deep Sea Shuffle Instructions

Get ready to explore Lake Geneva, complete your Bingo Card, and claim your prize at the Balloon Adventure!

- ◆ **Explore Locations:** Each stop on your Bingo Card has something exciting to discover.
- ◆ **Get Stamped:** Collect a stamp at every location you visit.
- ◆ **Claim Your Prize:** Bring your completed Bingo Card to the Balloon Adventure and receive your special reward!

Participating Businesses

Allison Wonderland Toys & Games | 720 W Main Street | Lake Geneva
 Bangles & Bags | 708 W Main St. | Lake Geneva
 Brick & Mortar HOME and Outdoor | 222 Center ST | Lake Geneva
 Brick & Mortar HOME | 832 Geneva St | Lake Geneva
 Clear Water Outdoor | 744 W Main Street | Lake Geneva
 Cornerstone Shop & Gallery | 214 Broad St | Lake Geneva
 CR Goodfinds | 731 W Main St | Lake Geneva
 Dust Bunny Books | 152 Center St Ste 100S | Lake Geneva
 Fat Cats | 104 Broad St | Lake Geneva
 Geneva Tap House | 252 Broad St | Lake Geneva
 Guac Star | 120 Broad St | Lake Geneva
 Inspired | 883 W. Main St | Lake Geneva
 Jayne | 771 W Main St | Lake Geneva
 Kilwin's | 772 W Main St | Lake Geneva
 MAGPIES | 642 W Main St | Lake Geneva
 PIER 290 | 1 Liechty Dr | Williams Bay
 Sweet Something | 235 Broad St | Lake Geneva
 TOPSY TURVY | 727 Geneva St | Lake Geneva
 The Bottle Shop | 617 W Main St | Lake Geneva
 The Riviera | 812 Wrigley Dr | Lake Geneva

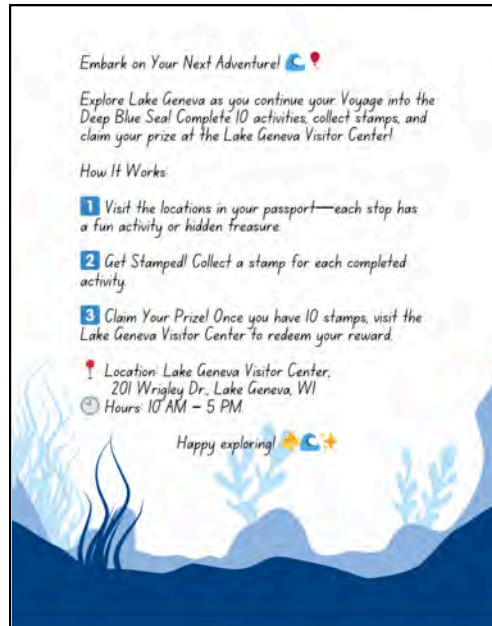


Dive in and enjoy the adventure!

Inside pamphlet

Family Passport Program

The Balloon Adventure



The Balloon Adventure Budget - 2025

	Estimated Income/ Expenses	Final Income/ Expenses
Income		
Sponsors	\$100,000.00	\$66,850.00
Ticket Sales	\$80,000.00	\$52,817.57
Corporate Event	\$7,500.00	\$13,500.00
Lake Geneva Tourism Commission Grant		\$40,000.00
Travel Wisconsin JEM Grant		\$30,025.00
Total Estimated Income	\$187,500.00	\$203,192.57
Expenses		
Marketing/Promotion	\$72,250.00	\$67,430.58
Balloon Costs	\$25,000.00	\$25,000.00
Framework/Fabrication	\$15,000.00	\$15,000.00
Artists Stipend	\$40,000.00	\$40,000.00
Travel Expenses	\$10,000.00	\$10,000.00
Hotel	\$10,000.00	\$6,664.00
Food	\$1,500.00	\$2,160.65
Lake Life Catering		\$3,163.62
Miscellaneous	\$5,000.00	\$4,392.85
Total Estimated Expenses	\$173,750.00	\$173,811.70
Marketing Budget		
Website Marketing/Design	\$2,000.00	\$2,000.00
Print – Rack Cards	\$700.00	\$1,639.00
Print – Posters	\$2,500.00	\$2,125.00
Print – Newspaper Ad	\$400.00	\$0.00
Print – Copies and Prints Plus	\$2,500.00	\$2,115.90
Digital – Meta Ads	\$25,000.00	\$16,577.43
Digital – Google Ads	\$4,000.00	\$4,900.00
Digital – Visit Lake Geneva Email	\$1,050.00	\$1,400.00
Digital – Visit Lake Geneva Web Ad	\$1,050.00	\$350.00
Digital – Visit Lake Geneva Socials	\$450.00	\$450.00
Digital – Travel Wisconsin	\$400.00	\$0.00
Digital – Email	\$700.00	\$2,498.25
Digital – Influencer	\$500.00	\$1,275.00
Marketing - CONRIC	\$10,000.00	\$14,900.00
Publicity – Photography	\$500.00	\$0.00
Publicity – Videography	\$500.00	\$500.00
Publicity – Press Release/Media	\$2,000.00	\$6,800.00
Radio – WGN (TV)	\$10,000.00	\$5,000.00
Radio – Lake	\$3,000.00	\$1,000.00
Radio – 107.3/Big Radio	\$5,000.00	\$1,800.00
Radio – 101.9 The Mix		\$850.00
Digital – OnMilwaukee		\$1,250.00
Total Estimated Marketing Budget	\$72,250.00	\$67,430.58

Sponsorship Contribution Breakdown	
Gage Marine Corp/PIER 290	\$20,000.00
Williams Bay Business Association	\$2500.00
Grand Geneva/TimberRidge	\$5000.00
ADAMS	\$5000.00
Kunes	\$25000.00
Walmart (Delavan)	\$1400.00
ADVIA	\$2500.00
FORM Wealth Advisors	\$1250.00
Cafe Calamari/Harpoon Willies	\$1250.00
Interstate Insurance/Auto Owners	\$1250.00
First National Bank & Trust	\$500.00

In-Kind Donation	
Gage Marine - Boat Showroom Rental	\$25,000.00

Section 2-Submit For Reimbursement/Final Evaluation

City of Lake Geneva Tourism Commission Reimbursement Form

Name: Kimberly Voller
 Organization Name: 531 Fund (formerly Santa Cause Inc.)
 Payment made Payable to: Santa Cause Inc.
 Remittance Address: P.O. Box 519 Williams Bay, WI 53191
 Contact Phone #: 815.354.2619 Email: kimberly.voller@531Fund.org

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

Invoice Date	Invoice #	Vendor Name	Purchase Description	Purchase Amount	Date Paid
12/06/24	7124	VISIT Lake Geneva	Marketing Services	\$ 700.00	12/17/24
3/4/25	7193	VISIT Lake Geneva	Marketing Services	\$1200.00	3/11/25
4/7/25	7211	VISIT Lake Geneva	Marketing Services	\$ 300 -	4/8/25
12/30/25	N/A	Constant Contact	Email Services	\$ 149.15	12/30/24
1/30/25	N/A	Constant Contact	Email Services	\$ 232.75	1/30/25
2/28/25	N/A	Constant Contact	Email Services	\$ 232.75	2/28/25
3/30/25	N/A	Constant Contact	Email Services	\$ 232.75	3/30/25
11/21/24	342307	Copies & Prints PLUS	Rack Cards	\$ 939 -	11/21/25
1/17/25	342766	Copies & Prints PLUS	Posters	\$ 125 -	1/23/25

page 2

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Invoice Date	Invoice #	Vendor Name	Purchase Description	Purchase Amount	Date Paid
3/11/25	NA	Erin Sturm	Influencer Fee	\$325 -	3/11/25
3/7/25	NA	Sydney Code Media	Videography	\$500 -	3/7/25
11/15/24	5734	CONRIC	Marketing Services	\$11430 -	11/19/24
12/13/24	5764	CONRIC	Marketing Services	\$5715 -	12/18/24
1/22/25	5783	CONRIC	Marketing Services	\$5715 -	1/22/25
2/16/25	5801	CONRIC	Marketing Services	\$5715 -	2/17/25
3/12/25	5825	CONRIC	Marketing Services	\$5715 -	3/12/25
12/3/24	NA	Meta	Facebook Ads	\$189 -	12/3/24
12/10/24	NA	Meta	Facebook Ads	\$577 -	12/10/24
12/13/24	NA	Meta	Facebook Ads	\$165.83	12/13/24
12/13/24	NA	Meta	Facebook Ads	\$87.14	12/13/24
12/19/24	NA	Meta	Facebook Ads	\$900 -	12/19/24
12/27/24	NA	Meta	Facebook Ads	\$900 -	12/27/24
1/2/25	NA	Meta	Facebook Ads	\$900 -	1/2/25
1/6/25	NA	Meta	Facebook Ads	\$900 -	1/6/25
1/13/25	NA	Meta	Facebook Ads	\$551.07	1/13/25
1/13/25	NA	Meta	Facebook Ads	\$105.52	1/13/25
1/26/25	NA	Meta	Facebook Ads	\$900 -	1/26/25

page 3

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Invoice Date	Invoice #	Vendor Name	Purchase Description	Purchase Amount	Date Paid
2/13/25	NA	Meta	Facebook Ads	\$329.49	2/13/25
2/13/25	NA	Meta	Facebook Ads	\$106.43	2/13/25
2/19/25	NA	Meta	Facebook Ads	\$900 -	2/19/25
2/23/25	NA	Meta	Facebook Ads	\$900 -	2/23/25
2/25/25	NA	Meta	Facebook Ads	\$900 -	2/25/25
2/28/25	NA	Meta	Facebook Ads	\$900 -	2/28/25
3/2/25	NA	Meta	Facebook Ads	\$900 -	3/2/25
3/4/25	NA	Meta	Facebook Ads	\$900 -	3/4/25
3/7/25	NA	Meta	Facebook Ads	\$900 -	3/7/25
3/9/25	NA	Meta	Facebook Ads	\$900 -	3/9/25
3/12/25	NA	Meta	Facebook Ads	\$900 -	3/12/25
3/13/25	NA	Meta	Facebook Ads	\$376.46	3/13/25
3/14/25	NA	Meta	Facebook Ads	\$900 -	3/14/25
3/24/25	NA	Meta	Facebook Ads	\$589.49	3/24/25
2/20/25	4760303A	WGN	Spotlight Chicago	\$2000 -	2/20/25
2/20/25	4760303B	1WGN	Social Media Post	\$1500 -	2/20/25
2/20/25	4760303C	1WGN	Email Marketing	\$1500 -	2/20/25
3/1/25	0277	WLKG	Radio/Social Media Marketing	\$1000 -	3/1/25

Page 1					
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1

INVOICE

Visit Lake Geneva
527 CENTER STREET
LAKE GENEVA, WI 53147-2004

shelli@visittakegeneva.com
+1 (262) 248-1349
www.visittakegeneva.com



Bill to
Kimberly Voller
Santa Cause DBA 531 FUND
PO Box 519
Williams Bay, WI 53191

Ship to
Kimberly Voller
Santa Cause DBA 531 FUND
PO Box 519
Williams Bay, WI 53191

Invoice details

Invoice no.: 7124
Terms: Net 30
Invoice date: 12/06/2024
Due date: 01/05/2025

#	Date	Product or service	Description	Qty	Rate	Amount
1.		Exclusive E-Mail	Exclusive Email - 11/7/2024	1	\$350.00	\$350.00
2.		Exclusive E-Mail	Exclusive Email - 11/25/2024	1	\$350.00	\$350.00

Ways to pay



Total **\$700.00**

Payment **-\$700.00**

Balance due **\$0.00**

Paid in Full



Payment receipt

You paid \$700.00

to Visit Lake Geneva on 12/7/2024

Invoice no.	7124
Invoice amount	\$700.00
Total	\$700.00

Status	Paid
Payment method	Credit Card
Authorization ID	MU0232243815

Thank you



Visit Lake Geneva

+1 2622481349

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

No additional transfer fees or taxes apply.

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

12/7/2024
Visit Lake Geneva
\$700-
Balloon Adventure

(12)
1/1/2025

INVOICE

Visit Lake Geneva
527 CENTER STREET
LAKE GENEVA, WI 53147-2004

shelli@visitlakegeneva.com
+1 (262) 248-1349
www.visitlakegeneva.com



Bill to
Kimberly Voller
Santa Cause DBA 531 FUND
PO Box 519
Williams Bay, WI 53191

Ship to
Kimberly Voller
Santa Cause DBA 531 FUND
PO Box 519
Williams Bay, WI 53191

Invoice details

Invoice no.: 7193
Terms: Net 30
Invoice date: 03/04/2025
Due date: 04/03/2025

#	Date	Product or service	Description	Qty	Rate	Amount
1.		Home Page Prem Spotlight	Home Page Premium Web Ad - February 2025	1	\$350.00	\$350.00
2.		Facebook Co-op	Social Media Ad - Deployed 2/23-3/1/25	1	\$150.00	\$150.00
3.		Exclusive E-Mail	Exclusive Email - deployed on 2/13/25	1	\$350.00	\$350.00
4.		Exclusive E-Mail	Exclusive Email - deployed on 2/27/25	1	\$350.00	\$350.00

Ways to pay



Total \$1,200.00

Payment -\$1,200.00

Balance due \$0.00

Paid in Full

INVOICE

Visit Lake Geneva
527 CENTER STREET
LAKE GENEVA, WI 53147-2004

shell@visittlakegeneva.com
+1 (262) 248-1349
www.visittlakegeneva.com



Bill to
Kimberly Voller
Santa Cause DBA 531 FUND
PO Box 519
Williams Bay, WI 53191

Ship to
Kimberly Voller
Santa Cause DBA 531 FUND
PO Box 519
Williams Bay, WI 53191

Invoice details

Invoice no.: 7193
Terms: Net 30
Invoice date: 03/04/2025
Due date: 04/03/2025

3/11/25
BA Marketing
\$1,200

#	Date	Product or service	Description	Qty	Rate	Amount
1.		Home Page Prem Spotlight	Home Page Premium Web Ad - February 2025	1	\$350.00	\$350.00
2.		Facebook Co-op	Social Media Ad - Deployed 2/23-3/1/25	1	\$150.00	\$150.00
3.		Exclusive E-Mail	Exclusive Email - deployed on 2/13/25	1	\$350.00	\$350.00
4.		Exclusive E-Mail	Exclusive Email - deployed on 2/27/25	1	\$350.00	\$350.00

Ways to pay

Total

\$1,200.00



Santa Cause Inc.
Charity
PO Box 519
Williams Bay, WI 53191
262-475-6333

1407

DATE

3/11/2025

RECEIVED BY
79-97/759

PAY TO THE
ORDER OF

Visit Lake Geneva

\$ 1200

DOLLARS

FOR

BA Marketing

Kimberly Voller

001407 0759009730

30166706



kimberlyvoller@531fund.org

From: QuickBooks Payments <quickbooks@notification.intuit.com>
Sent: Tuesday, April 8, 2025 8:34 AM
To: kimberlyvoller@531fund.org
Subject: Payment confirmation: Invoice #7211-(Visit Lake Geneva)



[Manage payment](#)



You paid \$300.00

to Visit Lake Geneva on 04/08/2025

Payment details

Invoice no.	7211
Invoice amount	\$300.00
Total amount	\$300.00
Status	Paid
Payment method	Business checking ****6706
Authorization ID	AANG32NR

INVOICE

Visit Lake Geneva

527 CENTER STREET

LAKE GENEVA, WI 53147-2004

shelli@visitlakegeneva.com

+1 (262) 248-1349

www.visitlakegeneva.com



Bill to

Kimberly Voller

Santa Cause DBA 531 FUND

PO Box 519

Williams Bay, WI 53191

Ship to

Kimberly Voller

Santa Cause DBA 531 FUND

PO Box 519

Williams Bay, WI 53191

Invoice details

Invoice no.: 7211

Terms: Net 30

Invoice date: 04/07/2025

Due date: 05/07/2025

#	Date	Product or service	Description	Qty	Rate	Amount
1.		Facebook Co-op	Social Media Ad 3/2-3/8 The Balloon Adventure	1	\$150.00	\$150.00
2.		Facebook Co-op	Social Media Ad 3/9-3/15 The Balloon Adventure	1	\$150.00	\$150.00

Ways to pay



Total **\$300.00**

Payment **-\$300.00**

Balance due **\$0.00**

Paid in Full

Kimberly Voller

From: Constant Contact Billing <notification@constantcontact.com>
Sent: Monday, December 30, 2024 2:08 AM
To: Kimberly Voller
Subject: Constant Contact Payment Receipt for Kimberly Voller

Follow Up Flag: Follow up
Flag Status: Completed



Payment Receipt for December 30, 2024

Thank you for your recent payment. Your payment receipt is found below.

Attention: Kimberly Voller
Santa Cause
PO Box 519
Williams Bay, WI 53191
US
2624756333

User Name: kvoller@santacauses.org
Today's Date: December 30, 2024

Payment Date: December 30, 2024
Payment Method: MC (last 4 digits: 6450)
Amount: \$149.15

Thank you for your payment!

Amounts shown may reflect sales tax which is applicable in certain areas.

You can view payment receipts at any time in the Billing tab of your account.

Important Notice: To help maintain Constant Contact's strong sending reputation, we have implemented a monthly email send allowance and overage fee if the allowance is exceeded. This charge will be reflected on your next invoice, if you exceed the allowance. While most of our customers won't be impacted, [click here](#) to learn more.

We appreciate your business.
Best Regards,
Constant Contact Billing
1601 Trapelo Road, Suite 329 - Waltham, MA 02451

Kimberly Voller

From: Constant Contact Billing <notification@constantcontact.com>
Sent: Thursday, January 30, 2025 2:10 AM
To: Kimberly Voller
Subject: Constant Contact Payment Receipt for Kimberly Voller



Payment Receipt for January 30, 2025

Thank you for your recent payment. Your payment receipt is found below.

Attention: Kimberly Voller
Santa Cause
PO Box 519
Williams Bay, WI 53191
US
2624756333

User Name: kvoller@santacauses.org
Today's Date: January 30, 2025

Payment Date: January 30, 2025
Payment Method: MC (last 4 digits: 6450)
Amount: \$232.75

Thank you for your payment!

Amounts shown may reflect sales tax which is applicable in certain areas.

You can view payment receipts at any time in the Billing tab of your account.

Important Notice: To help maintain Constant Contact's strong sending reputation, we have implemented a monthly email send allowance and overage fee if the allowance is exceeded. This charge will be reflected on your next invoice, if you exceed the allowance. While most of our customers won't be impacted, [click here](#) to learn more.

We appreciate your business.
Best Regards,
Constant Contact Billing
1601 Trapelo Road, Suite 329 - Waltham, MA 02451

Questions? Please give us a call!
US / Canada Toll Free: (855) 229-5506

Kimberly Voller

2/29/2025

2

From: Constant Contact Billing <notification@constantcontact.com>
Sent: Friday, February 28, 2025 2:39 AM
To: Kimberly Voller
Subject: Constant Contact Payment Receipt for Kimberly Voller

Operations



Payment Receipt for February 28, 2025

Thank you for your recent payment. Your payment receipt is found below.

Attention: Kimberly Voller
Santa Cause
PO Box 519
Williams Bay, WI 53191
US
2624756333

User Name: kvoller@santacauses.org
Today's Date: February 28, 2025

Payment Date: February 28, 2025
Payment Method: MC (last 4 digits: 6450)
Amount: \$232.75

Thank you for your payment!

Amounts shown may reflect sales tax which is applicable in certain areas.

You can view payment receipts at any time in the Billing tab of your account.

Important Notice: To help maintain Constant Contact's strong sending reputation, we have implemented a monthly email send allowance and overage fee if the allowance is exceeded. This charge will be reflected on your next invoice, if you exceed the allowance. While most of our customers won't be impacted, [click here](#) to learn more.

We appreciate your business.
Best Regards,
Constant Contact Billing
1601 Trapelo Road, Suite 329 - Waltham, MA 02451

Questions? Please give us a call!
US / Canada Toll Free: (855) 229-5506

428 ✓

Kimberly Voller

From: Constant Contact Billing <notification@constantcontact.com>
Sent: Sunday, March 30, 2025 2:10 AM
To: Kimberly Voller
Subject: Constant Contact Payment Receipt for Kimberly Voller

Follow Up Flag: Follow up
Flag Status: Flagged



Payment Receipt for March 30, 2025

Thank you for your recent payment. Your payment receipt is found below.

Attention: Kimberly Voller
Santa Cause
PO Box 519
Williams Bay, WI 53191
US
2624756333

User Name: kvoller@santacauses.org
Today's Date: March 30, 2025

Payment Date: March 30, 2025
Payment Method: MC (last 4 digits: 6450)
Amount: \$232.75

Thank you for your payment!

Amounts shown may reflect sales tax which is applicable in certain areas.

You can view payment receipts at any time in the Billing tab of your account.

Important Notice: To help maintain Constant Contact's strong sending reputation, we have implemented a monthly email send allowance and overage fee if the allowance is exceeded. This charge will be reflected on your next invoice, if you exceed the allowance. While most of our customers won't be impacted, [click here](#) to learn more.

We appreciate your business.
Best Regards,
Constant Contact Billing
1601 Trapelo Road, Suite 329 - Waltham, MA 02451



262-248-2545

906 S Wells Street
Lake Geneva, WI 53147

orders@copiesandprintsplus.com

11/21/2024	342307

531 Fund

PAID
11/21/2024

Job Name
RackCards

Quantity	Description	Price Each	Amount
1	10K Balloon Rack Cards	939.00	939.00

Thank you for your business.

Subtotal	\$939.00
Sales Tax (5.5%)	\$0.00
Total	\$939.00

COPIES & PRINTS PLUS

262-248-2545

906 S Wells Street
Lake Geneva, WI 53147

orders@copiesandprintsplus.com

1/17/2025	342766
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Bill To
Santa Cause

PAID
01/23/2025

\$173
Balloon Adventure

P.O. Number	Job Name
	Posters

Qty	Size	Description	Price	Amount
100	11x17	Single Sided	1.25	125.00
COPIES & PRINTS PLUS LLC 906 S WELLS ST LAKE GENEVA, WI 53147 262-248-2545 01/23/2025 08:44:35 CREDIT CARD MC SALE Card # XXXXXXXXXXXXX6450 SEQ #: 2 Batch #: 1 Trans #: 2 Approval Code: 085498 TRANS ID: MDJTSDQAH0123 Entry Method: Manual Mode: Online Card Code: M SALE AMOUNT \$173.00 THANK YOU! CUSTOMER COPY				

Thank you for your business.

Subtotal	\$125.00
Sales Tax (5.5%)	\$0.00
Total	\$125.00

kimberlyvoller@531fund.org

BA Marketing

From: Stateline Kids <hello@statelinekids.com>
Sent: Tuesday, March 11, 2025 9:05 PM
To: kimberlyvoller@531fund.org
Subject: Re: Proposal for Stateline Kids – Balloon Adventure 2025

#325 ✓

Hi Kimberly,

Thanks for having us again! We had a great time.

The updated proposal is \$325 and my address is 7492 Joy Ln, Roscoe, IL 61073

I've posted the article here and have four posts going on today through Friday.

<https://statelinekids.com/2025/03/11/a-magical-deep-sea-balloon-adventure-for-the-whole-family/>

Best,
Erin Sturm

On Thu, Mar 6, 2025 at 12:03 PM <kimberlyvoller@531fund.org> wrote:

Okay...feel better. See you on Sunday.

Kimberly



Santa Cause Inc.
Charity
PO Box 519
Williams Bay, WI 53191
262-475-6333

1405

SECURED BY
79.97/759

PAY TO THE
ORDER OF

Erin Sturm

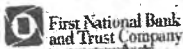
DATE 3/11/2025

\$ 325

Three hundred twenty-five and no/100 DOLLARS

FOR

BA Marketing



Kimberly Voller

⑈001405⑈ ⑆075900973⑆

30166706⑈



3/11/25

☑ The payment was initiated. We've sent you a copy of your receipt.

X



Download PDF

SydneyCode Media will receive a payment of \$500.00

Payment initiated on March 7, 2025

Funds will be withdrawn from your account in 1 to 4 business days.

Thank you for choosing our services. Payment can be made via Card, Bank Transfer, or by writing a check to: SydneyCode Media, 927 Prairie Ave, Janesville, WI 53545. We appreciate your business and look forward to serving you again. If you have any questions regarding your invoice or payment options, please feel free to reach out for assistance. Your satisfaction is our priority, and we value the opportunity to work with you.

Customer

Nicole Goucher
CONRIC pr + marketing
nicole@conricpr.com
+1 (239) 690-9840

SydneyCode Media, LLC Invoice

Invoice #2019

March 7, 2025

Service date: March 5, 2025

Four Hours On Site Video Capture	\$200.00
Post-Production Services	\$300.00
Subtotal	\$500.00
Total	\$500.00

Tactic	Budget	Details
Agency Fees		
		- Graphic Design/event logo development - Status Meetings (bi-weekly/monthly) - Integrated Project Management Across Tactics throughout during of Campaign (Phase 1 - PreSale 2024 and Phase 2 - Reporting/Analytics - Phase 1 & Phase 2 across campaign tactics; Includes dashboard report integrated with key tactics) - Shollist/Photography Vendor Management - Shotlist/Videography Vendor Management - Print Vendor Management for Rack Cards/Posters - Creative for paid media - Meta Paid Digital - Creative for paid media - Visit Lake Geneva 3 digital assets and Travel Wisconsin Email banner - Creative for paid media - WGN buy tactics - Meta Paid Digital full scale execution (Account access/set-up, Strategy, targeting, buy set-up, creative, optimizing and reporting) - Social Media Boosting - CONRIC can boost any of the 17 organic social media posts as aligned with client/agency - Event/Venue Advertising - Buy set-up and execution - Landing Page development within existing CMS with link to ticket sales; - creative build/development 3 x emails sent to last year attendees and any additional POC's available via Gage's network - Custom Media List build specific to event and target audiences - Drafting/Creation/Distribution of upto 2 press releases/media alerts/photo releases for the event - Custom Media pitching to multiple key media outlets in order to secure coverage (print/digital/broadcast) - Coordination/Run of Show for any secured coverage - Strategy/outreach to key school partners for promotional opportunities - Travel is extra/outside scope for onsite coordination - Coordinate 107.3/Big Radio earned tactics - Up to 3 earned mom/family influencers - Chicagoland focused; - CONRIC to research, source upto 3 influencers, share recommendations, negotiate coverage/scope with influencer (payment), facilitate logistics of coverage and strategize creative angles for influencers with objective for driving awareness - Includes strategy, targeting, buy set-up, optimizing and reporting for 2 months. Budget amount assumes non-profit FR FREE \$20k-\$30k in media spend!)
Marketing Agency Retainer Fee	\$14,900.00	
Website Marketing/Design	\$2,000.00	
Digital – Email.	\$1,800.00	
Publicity – Press Release/Media.	\$6,800.00	
Digital – Influencer.	\$950.00	
Digital – Google Ads	\$4,900.00	This also includes Google Non-Profit application/approval process support 5-day, full week giveaway with daily mentions over a full week (M-F); Tickets offered up to give away each day (4 pk).
Radio - 101.9 the Mix - partnership	\$850.00	CONRIC to coordinate and set-up with 101.9 the mix as earned coverage vs. paid; fees to cover agency time to negotiate Agency would enter the event for the duration of time in local calendars i.e. newspaper online calendars, family fun calendar
Local Event Calendars - management	\$1,500.00	CONRIC to focus on securing Chicagoland/Milwaukee area calendars; BA team to focus on hyperlocal calendars Total - 17 posts CONRIC to develop social strategy, set-up/refresh social media accounts Build content calendar of topics, copy and visuals for posts across all existing channels
Organic Social Media	\$1,700.00	
Print – Rack Cards	\$700.00	Creative Design for 2-sided rack card (upto 2 rounds of creative reviews)
Print – Posters	\$2,000.00	Creative Design for up to 3 versions of posters - 1 sided (upto 2 rounds of creative reviews)
Media Fees		
Radio – 107.3/Big Radio.	\$2,000.00	Media Spend Potential ticket giveaway promotion or on location remote radio broadcast as part of the buy
Event/Venue Advertising	\$4,000.00	Media Spend Sponsorship/media buys at key localized events i.e. Disney on Ice, etc.. at BMO Arena or Allstate Arena for example.
Digital – Meta Ads.	\$14,800.00	Media Spend
Digital – Visit Lake Geneva Email.	\$700.00	Media Spend - \$350 per email - 2 x
Digital – Visit Lake Geneva Web Ad.	\$700.00	Media Spend - Homepage premium \$350/mo - recommend 2 mo buy
Digital – Visit Lake Geneva Socials	\$450.00	Media Spend - \$150 per ad - 3x
Digital – Travel Wisconsin Email	\$450.00	Media Spend - 1st row of email - 1x; need to sign up early spots go away quickly
Radio – WGN.	\$5,000.00	Media Spend
Vendor Fees		
Print – Copies and Prints Plus	\$2,500.00	Rack Cards, Posters printing fees
Publicity – Photography.	\$750.00	One Day Vendor on-site when open to capture photos/videos for use; to confirm optimal timing
Publicity - Videography.	\$750.00	One Day Vendor on-site when open to capture photos/videos for use; to confirm optimal timing
TOTAL	\$70,200.00	



Nicole Goucher | President + CEO
239.690.9840 Ext. 1001
nicole@conricpr.com

5237 Summerlin Commons Blvd., Suite 490, Fort Myers, FL 33907
1415 Panther Lane, Naples, FL 34109

conricpr.com



Please remit to:
Conric PR & Marketing
PO Box 100
Maple Park, IL 60151

Invoice

Date	Invoice #
11/15/2024	5735

11/19/2024
Balloon Adventure
marketing
\$ 11430-
✓ #1392

Bill To
531 Fund Attn: Kimberly Voller PO Box 519 Williams Bay, WI 53191

		P.O. No.	Terms
			Due on receipt
Quantity	Description	Rate	Amount
	November Monthly Retainer Fee - \$5,715	5,715.00	5,715.00T
	December Monthly Retainer Fee - \$5,715	5,715.00	5,715.00T
	No tax	0.00%	0.00



Santa Cause Inc.
Charity
PO Box 519
Williams Bay, WI 53191
262-475-6333

1392



79-97/759

PAY TO THE
ORDER OF

Conric PR & Marketing

DATE

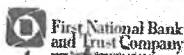
11/19/2024

\$ 11430.00

DOLLARS

FOR

BA Marketing



First National Bank
and Trust Company

Kimberly Voller
Toms signed on 11/20/24

001392 075900973

30186706

Thank you for your business.

Total

\$11,430.00

Locations

5234 Summerlin Commons Blvd, Suite 490, Fort Myers, FL 33907 | 231 Main Street, Maple Park, IL 60151

12
11/24



Please remit to:
Conric PR & Marketing
PO Box 100
Maple Park, IL 60151

Invoice

Date	Invoice #
12/13/2024	5764

Bill To
531 Fund Attn: Kimberly Voller PO Box 519 Williams Bay, WI 53191

Balloon Adventure
Marketing

Quantity	Description	P.O. No.	Terms
			Due on receipt
	January Monthly Retainer Fee - \$5,715		
	Agency Retainer for full scope campaign support - \$34,290 to be distributed over 6 months (Nov - Apr)	5,715.00	5,715.00T
	No tax	0.00%	0.00



Santa Cause Inc.
Charity
PO Box 519
Williams Bay, WI 53191
262-475-6333

1397



79-97/759

DATE 12/18/2024

PAY TO THE
ORDER OF

CONRIC pr & marketing

\$ 5715.00

Five thousand seven hundred fifteen and no/100

DOLLARS



FOR

#5764

Kimberly Voller



001397 075900973 30166706

Happy Holidays from the Conric Team

Total

\$5,715.00

Locations

5234 Summerlin Commons Blvd, Suite 490, Fort Myers, FL 33907 | 231 Main Street, Maple Park, IL 60151

(R)
1/1/2025

Please remit to:
Conric PR & Marketing
PO Box 100
Maple Park, IL 60151

Invoice

Date	Invoice #
1/19/2025	5783

Bill To
531 Fund Attn: Kimberly Voller PO Box 519 Williams Bay, WI 53191

		P.O. No.	Terms
			Due on receipt
Quantity	Description	Rate	Amount
1	Feb Monthly Retainer Fee - \$5,715 Agency Retainer for full scope campaign support - \$34,290 to be distributed over 6 months (Nov - Apr) No tax	5,715.00 0.00%	5,715.00T 0.00



Santa Cause Inc.
Charity
PO Box 519
Williams Bay, WI 53191
262-475-6333

1149

PAY TO THE
ORDER OF

Conric pr & marketing

DATE 1/22/2025

79-97/759

\$ 5715.00

DOLLARS

FOR

Feb retainer



Kimberly Voller

MP

001149 075900973 30166706

Thank you for your business.

Total

\$5,715.00

Locations

5234 Summerlin Commons Blvd, Suite 490, Fort Myers, FL 33907 | 231 Main Street, Maple Park, IL 60151



Please remit to:
Conric PR & Marketing
Maple Park, IL 60151

Invoice

Date	Invoice #
2/16/2025	5801

2/17/2025
\$5715-
The Balloon
Adventure
Marketing

Bill To
531 Fund Attn: Kimberly Voller PO Box 519 Williams Bay, WI 53191

		P.O. No.	Terms
			Due on receipt
Quantity	Description	Rate	Amount
1	March Monthly Retainer Fee - \$5,715 Agency Retainer for full scope campaign support - \$34,290 to be distributed over 6 months (Nov - Apr) No tax	5,715.00 0.00%	5,715.00T 0.00

1401



Santa Cause Inc.
Charity
PO Box 519
Williams Bay, WI 53191
262-475-6333

DATE 2/17/2025 79-97/759

PAY TO THE
ORDER OF

Conric pr + marketing

\$5715⁰⁰

Five thousand seven hundred fifteen and 00/100 DOLLARS



FOR

5801

Kimberly Voller



001401 075900973 30166706

Thank you for your business.

Total

\$5,715.00

Locations

5234 Summerlin Commons Blvd, Suite 490, Fort Myers, FL 33907 | 231 Main Street, Maple Park, IL 60151

2/19/25



Payment receipt

You paid \$5,715.00

to Conric PR & Marketing on 3/12/2025

Invoice no.	5825
Invoice amount	\$5,715.00
Total	\$5,715.00
Status	Paid
Payment method	Bank
Authorization ID	AAL21DEN

Thank you

Conric PR & Marketing

office@conrcpr.com

No additional transfer fees or taxes apply.

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



Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date
Dec 3, 2024, 10:56 PM

Payment method
Visa · 8700
Reference Number: XSS7KFGLC2

Transaction ID
8658186097627342-8731892606923358

Product Type
Meta ads

Paid

\$189.00 USD

You're being billed because you reached your \$189.00 payment threshold.

Campaigns

Post: "We're making a splash in 2025! □□□□"		\$88.31
From Nov 29, 2024, 12:00 AM to Dec 3, 2024, 10:56 PM		
Post: "We're making a splash in 2025! □□□□"	14,517 Impressions	\$88.31
Instagram post: We're making a splash in 2025! □□□□...		\$100.69
From Nov 29, 2024, 12:00 AM to Dec 3, 2024, 10:56 PM		
Instagram Post	10,682 Impressions	\$100.69

Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date
Dec 10, 2024, 10:11 AM

Payment method
Visa · 8700
Reference Number: E2A4JF8LC2

Transaction ID
8861567877289164-8778000228979258

Product Type
Meta ads

Paid

\$577.00 USD

You're being billed because you reached your \$577.00 payment threshold.

Campaigns

Post: "We're making a splash in 2025! □□□□"		
From Dec 2, 2024, 12:00 AM to Dec 10, 2024, 10:11 AM		\$47.75
Post: "We're making a splash in 2025! □□□□"	9,185 Impressions	\$47.75
Instagram post: We're making a splash in 2025! □□□□...		
From Dec 2, 2024, 12:00 AM to Dec 10, 2024, 10:11 AM		\$49.20
Instagram Post	5,493 Impressions	\$49.20
Post: "Embark on an unforgettable voyage! □□□□"		
From Dec 2, 2024, 12:00 AM to Dec 10, 2024, 10:11 AM		\$131.36
Post: "Embark on an unforgettable voyage! □□□□"	25,307 Impressions	\$131.36
Instagram post: Embark on an unforgettable...		
From Dec 2, 2024, 12:00 AM to Dec 10, 2024, 10:11 AM		\$129.07
Instagram Post	11,506 Impressions	\$129.07
Conric The Balloon Adventure 2025 Purchases 12.5.2024		
From Dec 2, 2024, 12:00 AM to Dec 10, 2024, 10:11 AM		\$183.56
Family Interests 21+ 12.5.2024	9,767 Impressions	\$183.56
Post: "The Balloon Adventure presents: Voyage into the..."		
From Dec 2, 2024, 12:00 AM to Dec 10, 2024, 10:11 AM		\$24.02
Post: "The Balloon Adventure presents: Voyage into the..."	5,150 Impressions	\$24.02
Instagram post: The Balloon Adventure presents:...		
From Dec 2, 2024, 12:00 AM to Dec 10, 2024, 10:11 AM		\$12.04
Instagram Post	1,467 Impressions	\$12.04



Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date
Dec 13, 2024, 2:25 AM

Payment method
Visa · 8700
Reference Number: YXRYGGCLC2

Transaction ID
8876543439124941-8823763111069642

Product Type
Meta ads

Paid

\$165.83 USD

Ads spend since Dec 9, 2024.

Campaigns

Conric The Balloon Adventure 2025 Purchases 12.5.2024			
From Dec 9, 2024, 12:00 AM to Dec 11, 2024, 11:59 PM			\$77.68
Family Interests 21+ 12.5.2024	3,784 Impressions		\$77.68
Instagram post: The Balloon Adventure presents:...			\$17.26
From Dec 9, 2024, 12:00 AM to Dec 11, 2024, 11:59 PM			
Instagram Post	2,199 Impressions		\$17.26
Instagram post: Embark on an unforgettable...			\$20.79
From Dec 9, 2024, 12:00 AM to Dec 11, 2024, 11:59 PM			
Instagram Post	2,326 Impressions		\$20.79
Post: "Embark on an unforgettable voyage! □□□□"			\$18.59
From Dec 9, 2024, 12:00 AM to Dec 11, 2024, 11:59 PM			
Post: "Embark on an unforgettable voyage! □□□□"	3,584 Impressions		\$18.59
Post: "The Balloon Adventure presents: Voyage into the..."			\$31.51
From Dec 9, 2024, 12:00 AM to Dec 11, 2024, 11:59 PM			
Post: "The Balloon Adventure presents: Voyage into the..."	6,207 Impressions		\$31.51



Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date
Dec 13, 2024, 6:40 AM

Payment method
Visa • 8700
Reference Number: R54TQFQLC2

Transaction ID
8952927078153245-8794134614032486

Product Type
Meta ads

Paid
\$87.14 USD

Ads spend since Dec 11, 2024.

Campaigns

Conric The Balloon Adventure 2025 Purchases 12.5.2024			
From Dec 11, 2024, 12:00 AM to Dec 12, 2024, 11:59 PM			\$54.98
Family Interests 21+ 12.5.2024	2,839 Impressions		\$54.98
Instagram post: The Balloon Adventure presents:...			
From Dec 11, 2024, 12:00 AM to Dec 12, 2024, 11:59 PM			\$10.20
Instagram Post	1,191 Impressions		\$10.20
Post: "The Balloon Adventure presents: Voyage into the..."			
From Dec 11, 2024, 12:00 AM to Dec 12, 2024, 11:59 PM			\$21.96
Post: "The Balloon Adventure presents: Voyage into the..."	5,412 Impressions		\$21.96

Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date
Dec 19, 2024, 10:02 PM

Payment method
Visa • 5488
Reference Number: VL6PDGGLC2

Transaction ID
8844844035628212-8751195241659760

Product Type
Meta ads

Paid

\$900.00 USD

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

Campaigns

Conric The Balloon Adventure 2025 Purchases 12.5.2024		
From Dec 12, 2024, 12:00 AM to Dec 19, 2024, 10:01 PM		\$564.07
Family Interests 21+ 12.5.2024	34,377 Impressions	\$564.07
Post: "Help us make waves for a good cause! □□□□"		
From Dec 12, 2024, 12:00 AM to Dec 19, 2024, 10:01 PM		\$72.14
Post: "Help us make waves for a good cause! □□□□"	8,478 Impressions	\$72.14
Post: "The Balloon Adventure presents: Voyage into the..."		
From Dec 12, 2024, 12:00 AM to Dec 19, 2024, 10:01 PM		\$72.48
Post: "The Balloon Adventure presents: Voyage into the..."	18,247 Impressions	\$72.48
Instagram post: Help us make waves for a good...		
From Dec 12, 2024, 12:00 AM to Dec 19, 2024, 10:01 PM		\$71.46
Instagram Post	13,983 Impressions	\$71.46
Instagram post: The Balloon Adventure presents:...		
From Dec 12, 2024, 12:00 AM to Dec 19, 2024, 10:01 PM		\$35.43
Instagram Post	5,706 Impressions	\$35.43
Post: "Time is running out for earlybird tickets! □□□"		
From Dec 12, 2024, 12:00 AM to Dec 19, 2024, 10:01 PM		\$28.58
Post: "Time is running out for earlybird tickets! □□□"	5,510 Impressions	\$28.58
Instagram post: Time is running out for earlybird...		
From Dec 12, 2024, 12:00 AM to Dec 19, 2024, 10:01 PM		\$55.84
Instagram Post	9,773 Impressions	\$55.84

Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date
Dec 27, 2024, 7:37 AM

Payment method
Visa · 5488
Reference Number: 76CAWHLLC2

Transaction ID
8817277435051538-8907581919354427

Product Type
Meta ads

Paid

\$900.00 USD

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

Campaigns

Post: "Time is running out for earlybird tickets! □□□"			\$46.42
From Dec 19, 2024, 12:00 AM to Dec 27, 2024, 7:37 AM			
Post: "Time is running out for earlybird tickets! □□□"	8,462 Impressions		\$46.42
Post: "Help us make waves for a good cause! □□□□"			\$2.44
From Dec 19, 2024, 12:00 AM to Dec 27, 2024, 7:37 AM			
Post: "Help us make waves for a good cause! □□□□"	166 Impressions		\$2.44
Conric The Balloon Adventure 2025 Purchases 12.5.2024			\$655.07
From Dec 19, 2024, 12:00 AM to Dec 27, 2024, 7:37 AM			
Family Interests 21+ 12.5.2024	38,441 Impressions		\$655.07
Instagram post: Help us make waves for a good...			\$3.41
From Dec 19, 2024, 12:00 AM to Dec 27, 2024, 7:37 AM			
Instagram Post	638 Impressions		\$3.41
Instagram post: Time is running out for earlybird...			\$94.05
From Dec 19, 2024, 12:00 AM to Dec 27, 2024, 7:37 AM			
Instagram Post	18,530 Impressions		\$94.05
Post: "Sneak Preview □□□□"			\$41.18
From Dec 19, 2024, 12:00 AM to Dec 27, 2024, 7:37 AM			
Post: "Sneak Preview □□□□"	5,644 Impressions		\$41.18
Instagram post: Sneak Preview □□□□□Here's a peek...			\$41.01
From Dec 19, 2024, 12:00 AM to Dec 27, 2024, 7:37 AM			
Instagram Post	7,869 Impressions		\$41.01
Post: "Thank you so much A. Smith for the review of..."			\$8.77
From Dec 19, 2024, 12:00 AM to Dec 27, 2024, 7:37 AM			

Post: "Thank you so much A. Smith for the review of..."	2,330 Impressions	\$8.77
Instagram post: Thank you so much A. Smith for...		\$7.65
From Dec 19, 2024, 12:00 AM to Dec 27, 2024, 7:37 AM		
Instagram Post	1,644 Impressions	\$7.65

Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date

Jan 2, 2025, 10:21 AM

Payment method

Visa · 5488

Reference Number: HWGPPG8LC2

Transaction ID

8827353654043918-8899996293446321

Product Type

Meta ads

Paid

\$900.00 USD

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

Campaigns

Post: "Thank you so much A. Smith for the review of..."

From Dec 26, 2024, 12:00 AM to Jan 2, 2025, 10:21 AM

\$66.19

Post: "Thank you so much A. Smith for the review of..."

16,053 Impressions

\$66.19

Instagram post: Thank you so much A. Smith for...

From Dec 26, 2024, 12:00 AM to Jan 2, 2025, 10:21 AM

\$67.19

Instagram Post

16,680 Impressions

\$67.19

Post: "Sneak Preview □□□□"

From Dec 26, 2024, 12:00 AM to Jan 2, 2025, 10:21 AM

\$33.71

Post: "Sneak Preview □□□□"

6,171 Impressions

\$33.71

Conric | The Balloon Adventure 2025 | Purchases | 12.5.2024

From Dec 26, 2024, 12:00 AM to Jan 2, 2025, 10:21 AM

\$570.39

Family Interests | 21+ | 12.5.2024

34,629 Impressions

\$570.39

Instagram post: Sneak Preview □□□□□Here's a peek...

From Dec 26, 2024, 12:00 AM to Jan 2, 2025, 10:21 AM

\$33.93

Instagram Post

7,208 Impressions

\$33.93

Post: "Last chance for earlybird ticket prices! □□□□"

From Dec 26, 2024, 12:00 AM to Jan 2, 2025, 10:21 AM

\$66.46

Post: "Last chance for earlybird ticket prices! □□□□"

18,847 Impressions

\$66.46

Instagram post: Last chance for earlybird ticket...

From Dec 26, 2024, 12:00 AM to Jan 2, 2025, 10:21 AM

\$62.13

Instagram Post

10,383 Impressions

\$62.13

Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date

Jan 6, 2025, 9:08 PM

Payment method

Visa · 5488

Reference Number: F8NJEJLLC2

Paid

\$900.00 USD

Transaction ID

8923872561058694-8964788403633778

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

Product Type

Meta ads

Campaigns

Post: "Last chance for earlybird ticket prices! □□□□"			\$82.95
From Jan 2, 2025, 12:00 AM to Jan 6, 2025, 9:08 PM			
Post: "Last chance for earlybird ticket prices! □□□□"	20,658 Impressions		\$82.95
Post: "Thank you so much A. Smith for the review of..."			\$0.04
From Jan 2, 2025, 12:00 AM to Jan 6, 2025, 9:08 PM			
Post: "Thank you so much A. Smith for the review of..."	12 Impressions		\$0.04
Conric The Balloon Adventure 2025 Purchases 12.5.2024			\$729.28
From Jan 2, 2025, 12:00 AM to Jan 6, 2025, 9:08 PM			
Family Interests 21+ 12.5.2024	24,170 Impressions		\$342.36
Family Interests 21+ 1.2.2025	26,294 Impressions		\$386.92
Instagram post: Thank you so much A. Smith for...			\$0.01
From Jan 2, 2025, 12:00 AM to Jan 6, 2025, 9:08 PM			
Instagram Post	4 Impressions		\$0.01
Instagram post: Last chance for earlybird ticket...			\$87.72
From Jan 2, 2025, 12:00 AM to Jan 6, 2025, 9:08 PM			
Instagram Post	12,016 Impressions		\$87.72

Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date

Jan 13, 2025, 3:40 AM

Payment method

Visa · 5488

Reference Number: YVLK2JCLC2

Transaction ID

8979767735469174-8965487140230565

Product Type

Meta ads

Paid

\$551.07 USD

Ads spend since Jan 6, 2025.

Campaigns

Post: "Last chance for earlybird ticket prices! □□□□"

From Jan 6, 2025, 12:00 AM to Jan 11, 2025, 11:59 PM

\$0.59

Post: "Last chance for earlybird ticket prices! □□□□"

90 Impressions

\$0.59

Instagram post: Last chance for earlybird ticket...

From Jan 6, 2025, 12:00 AM to Jan 11, 2025, 11:59 PM

\$0.03

Instagram Post

5 Impressions

\$0.03

Conric | The Balloon Adventure 2025 | Purchases | 12.5.2024

From Jan 6, 2025, 12:00 AM to Jan 11, 2025, 11:59 PM

\$477.83

Family Interests | 21+ | 1.2.2025

6,152 Impressions

\$88.64

Family Interests | 21+ | 12.5.2024

23,479 Impressions

\$389.19

Instagram post: Dive in early and save! □□□□□The...

From Jan 6, 2025, 12:00 AM to Jan 11, 2025, 11:59 PM

\$72.62

Instagram Post

18,024 Impressions

\$72.62

Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date
Jan 13, 2025, 6:42 AM

Payment method
Visa · 5488
Reference Number: QKDQEHYKC2

Transaction ID
8956959517749998-8956959524416664

Product Type
Meta ads

Paid

\$105.52 USD

Ads spend since Jan 11, 2025.

Campaigns

Conric The Balloon Adventure 2025 Purchases 12.5.2024		\$81.95
From Jan 11, 2025, 12:00 AM to Jan 12, 2025, 11:59 PM		
Family Interests 21+ 12.5.2024	6,128 Impressions	\$81.95
Instagram post: Dive in early and save! ☐ ☐ ☐ ☐ ☐ The...		\$23.57
From Jan 11, 2025, 12:00 AM to Jan 12, 2025, 11:59 PM		
Instagram Post	6,709 Impressions	\$23.57

Receipt for 531 Fund
Account ID: 1074793757053070

Invoice/Payment Date
Jan 26, 2025, 8:15 AM

Payment method
Visa · 5488
Reference Number: L7239JGLC2

Transaction ID
9031527746959841-905557065122215

Product Type
Meta ads

Paid

\$900.00 USD

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

Campaigns

Conric The Balloon Adventure 2025 Purchases 12.5.2024		\$813.72
From Jan 12, 2025, 12:00 AM to Jan 26, 2025, 8:15 AM		
Family Interests 21+ 12.5.2024	65,415 Impressions	\$813.72
Instagram post: Dive in early and save! □□□□□The...		\$53.48
From Jan 12, 2025, 12:00 AM to Jan 26, 2025, 8:15 AM		
Instagram Post	15,629 Impressions	\$53.48
Instagram post: We're bursting with excitement!...		\$32.80
From Jan 12, 2025, 12:00 AM to Jan 26, 2025, 8:15 AM		
Instagram Post	2,607 Impressions	\$32.80



Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date

Feb 13, 2025, 3:52 AM

Payment method

Visa · 5488

Reference Number: FBXBUJQLC2

Transaction ID

9082968228482456-9299239230188693

Product Type

Meta ads

Paid

\$329.49 USD

Ads spend since Jan 26, 2025.

Campaigns

Instagram post: We're bursting with excitement!...

From Jan 26, 2025, 12:00 AM to Feb 11, 2025, 11:59 PM

\$116.81

Instagram Post

8,518 Impressions

\$116.81

Instagram post: Join Us for a One-of-a-Kind...

From Jan 26, 2025, 12:00 AM to Feb 11, 2025, 11:59 PM

\$195.83

Instagram Post

17,183 Impressions

\$195.83

Conric | The Balloon Adventure 2025 | Purchases | 12.5.2024

From Jan 26, 2025, 12:00 AM to Feb 11, 2025, 11:59 PM

\$3.60

Family Interests | 21+ | WI + Top Cities | 2.11.2025

369 Impressions

\$3.60

Instagram post: Attention gills and buoys! Get...

From Jan 26, 2025, 12:00 AM to Feb 11, 2025, 11:59 PM

\$13.25

Instagram Post

1,202 Impressions

\$13.25



Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date

Feb 13, 2025, 6:45 AM

Payment method

Visa · 5488

Reference Number: LBNJUJQLC2

Transaction ID

9141271439318800-9174001586045791

Product Type

Meta ads

Paid

\$106.43 USD

Ads spend since Feb 11, 2025.

Campaigns

Conric | The Balloon Adventure 2025 | Purchases | 12.5.2024

\$76.96

From Feb 11, 2025, 12:00 AM to Feb 12, 2025, 11:59 PM

Family Interests | 21+ | WI + Top Cities | 2.11.2025

9,262 Impressions

\$76.96

Instagram post: Attention gills and buoys! Get...

\$29.47

From Feb 11, 2025, 12:00 AM to Feb 12, 2025, 11:59 PM

Instagram Post

2,760 Impressions

\$29.47

Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date

Feb 19, 2025, 7:28 PM

Payment method

Visa - 5488

Reference Number: NZEARJUKC2

Transaction ID

9186188304827121-9186473284798615

Product Type

Meta ads

Paid

\$900.00 USD

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

Campaigns

Conric | The Balloon Adventure 2025 | Purchases | 12.5.2024

From Feb 12, 2025, 12:00 AM to Feb 19, 2025, 7:28 PM

\$732.29

Family Interests | 21+ | WI + Top Cities | 2.11.2025

63,078 Impressions

\$601.44

Family Interests Advantage+ | 21+ | WI + Top Cities | 2.18.2025

5,506 Impressions

\$52.56

Local Attraction Interests | 21+ | WI + Top Cities

6,234 Impressions

\$78.29

Instagram post: Attention gills and buoys! Get...

From Feb 12, 2025, 12:00 AM to Feb 19, 2025, 7:28 PM

\$156.59

Instagram Post

15,510 Impressions

\$156.59

Event: Deep Sea Shuffle: A Journey from Lake Geneva to the Balloon Adventure

From Feb 12, 2025, 12:00 AM to Feb 19, 2025, 7:28 PM

\$1.95

Event: Deep Sea Shuffle: A Journey from Lake Geneva to the Balloon Adve... 169 Impressions

\$1.95

Event: The Balloon Adventure -Voyage Into the Deep Sea

From Feb 12, 2025, 12:00 AM to Feb 19, 2025, 7:28 PM

\$1.39

Event: The Balloon Adventure -Voyage Into the Deep Sea

177 Impressions

\$1.39

Event: Balloon Popping Party: Deflate the Sea

From Feb 12, 2025, 12:00 AM to Feb 19, 2025, 7:28 PM

\$2.00

Event: Balloon Popping Party: Deflate the Sea

223 Impressions

\$2.00

Event: Tales of the Sea - Family Movie Night

From Feb 12, 2025, 12:00 AM to Feb 19, 2025, 7:28 PM

\$2.04

Event: Tales of the Sea - Family Movie Night

228 Impressions

\$2.04

Event: Just Keep Raving

From Feb 12, 2025, 12:00 AM to Feb 19, 2025, 7:28 PM

\$1.91

Event: Just Keep Raving	252 Impressions	\$1.91
Event: Rave Under the Wave		\$1.83
From Feb 12, 2025, 12:00 AM to Feb 19, 2025, 7:28 PM		
Event: Rave Under the Wave	242 Impressions	\$1.83



Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date

Feb 23, 2025, 9:34 AM

Payment method

Visa • 5488

Reference Number: N6MDXJUKC2

Transaction ID

9240675186045097-9240675192711763

Product Type

Meta ads

Paid

\$900.00 USD

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

Campaigns

Conric | The Balloon Adventure 2025 | Purchases | 12.5.2024

From Feb 18, 2025, 12:00 AM to Feb 23, 2025, 9:34 AM

\$448.99

Family Interests 21+ WI + Top Cities 2.11.2025	31,756 Impressions	\$310.74
Family Interests Advantage+ 21+ WI + Top Cities 2.18.2025	3,973 Impressions	\$50.05
Local Attraction Interests 21+ WI + Top Cities	5,487 Impressions	\$75.13
Warm Audience Retargeting 2.23.2025	2 Impressions	\$0.23
Family Interests 21+ Milwaukee ONLY 2.23.2025	1,149 Impressions	\$12.84

Event: The Balloon Adventure -Voyage Into the Deep Sea

From Feb 18, 2025, 12:00 AM to Feb 23, 2025, 9:34 AM

\$97.41

Event: The Balloon Adventure -Voyage Into the Deep Sea	11,391 Impressions	\$97.41
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Event: Deep Sea Shuffle: A Journey from Lake Geneva to the Balloon Adventure

From Feb 18, 2025, 12:00 AM to Feb 23, 2025, 9:34 AM

\$39.65

Event: Deep Sea Shuffle: A Journey from Lake Geneva to the Balloon Adve...	3,067 Impressions	\$39.65
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Event: Balloon Popping Party: Deflate the Sea

From Feb 18, 2025, 12:00 AM to Feb 23, 2025, 9:34 AM

\$38.81

Event: Balloon Popping Party: Deflate the Sea	2,571 Impressions	\$38.81
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Event: Just Keep Raving

From Feb 18, 2025, 12:00 AM to Feb 23, 2025, 9:34 AM

\$38.93

Event: Just Keep Raving	3,187 Impressions	\$38.93
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Event: Rave Under the Wave

From Feb 18, 2025, 12:00 AM to Feb 23, 2025, 9:34 AM

\$38.74

Event: Rave Under the Wave	3,720 Impressions	
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Event: Tales of the Sea - Family Movie Night

From Feb 18, 2025, 12:00 AM to Feb 23, 2025, 9:34 AM

\$40.14

Event: Tales of the Sea - Family Movie Night

3,474 Impressions

\$40.14

Post: "We got the spirit, you get to hear it, under the..."

From Feb 18, 2025, 12:00 AM to Feb 23, 2025, 9:34 AM

\$79.96

Post: "We got the spirit, you get to hear it, under the..."

16,255 Impressions

\$79.96

Instagram post: We got the spirit, you get to...

From Feb 18, 2025, 12:00 AM to Feb 23, 2025, 9:34 AM

\$77.37

Instagram Post

14,246 Impressions

\$77.37

Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date

Feb 25, 2025, 9:03 PM

Payment method

Visa · 5488

Reference Number: NMM6RKYKC2

Transaction ID

9255613144551301-9143181742461106

Product Type

Meta ads

Paid

\$900.00 USD

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

Campaigns

Post: "We got the spirit, you get to hear it, under the..."

From Feb 22, 2025, 12:00 AM to Feb 25, 2025, 9:03 PM

\$74.91

Post: "We got the spirit, you get to hear it, under the..."

16,755 Impressions

\$74.91

Conric | The Balloon Adventure 2025 | Purchases | 12.5.2024

From Feb 22, 2025, 12:00 AM to Feb 25, 2025, 9:03 PM

\$466.66

Warm Audience Retargeting | 2.23.2025

2,814 Impressions

\$89.35

Family Interests | 21+ | WI + Top Cities | 2.11.2025

31,597 Impressions

\$270.93

Family Interests | 21+ | Milwaukee ONLY | 2.23.2025

10,215 Impressions

\$106.38

Event: Rave Under the Wave

From Feb 22, 2025, 12:00 AM to Feb 25, 2025, 9:03 PM

\$29.28

Event: Rave Under the Wave

1,684 Impressions

\$29.28

Event: Balloon Popping Party: Deflate the Sea

From Feb 22, 2025, 12:00 AM to Feb 25, 2025, 9:03 PM

\$29.83

Event: Balloon Popping Party: Deflate the Sea

1,520 Impressions

\$29.83

Event: The Balloon Adventure -Voyage Into the Deep Sea

From Feb 22, 2025, 12:00 AM to Feb 25, 2025, 9:03 PM

\$72.39

Event: The Balloon Adventure -Voyage Into the Deep Sea

8,462 Impressions

\$72.39

Event: Just Keep Raving

From Feb 22, 2025, 12:00 AM to Feb 25, 2025, 9:03 PM

\$28.57

Event: Just Keep Raving

2,363 Impressions

\$28.57

Event: Deep Sea Shuffle: A Journey from Lake Geneva to the Balloon Adventure

From Feb 22, 2025, 12:00 AM to Feb 25, 2025, 9:03 PM

\$28.46

Event: Deep Sea Shuffle: A Journey from Lake Geneva to the Balloon Adve...	2,052 Impressions	\$28.46
Event: Tales of the Sea - Family Movie Night		\$27.91
From Feb 22, 2025, 12:00 AM to Feb 25, 2025, 9:03 PM		
Event: Tales of the Sea - Family Movie Night	2,599 Impressions	\$27.91
Instagram post: We got the spirit, you get to...		\$75.05
From Feb 22, 2025, 12:00 AM to Feb 25, 2025, 9:03 PM		
Instagram Post	15,954 Impressions	\$75.05
Instagram post: The Balloon Adventure presents:...		\$33.80
From Feb 22, 2025, 12:00 AM to Feb 25, 2025, 9:03 PM		
Instagram Post	3,354 Impressions	\$33.80
Post: "The Balloon Adventure presents: Tales of the Sea..."		\$33.14
From Feb 22, 2025, 12:00 AM to Feb 25, 2025, 9:03 PM		
Post: "The Balloon Adventure presents: Tales of the Sea..."	6,969 Impressions	\$33.14

Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date
Feb 28, 2025, 11:09 AM

Payment method
Visa • 5488
Reference Number: D4QY5MLLC2

Transaction ID
9271580292954586-9230839583695322

Product Type
Meta ads

Paid

\$900.00 USD

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

Campaigns

Post: "The Balloon Adventure presents: Tales of the Sea..."			\$69.68
From Feb 24, 2025, 12:00 AM to Feb 28, 2025, 11:09 AM			
Post: "The Balloon Adventure presents: Tales of the Sea..."	12,676 Impressions		\$69.68
Conric The Balloon Adventure 2025 Purchases 12.5.2024			\$402.48
From Feb 24, 2025, 12:00 AM to Feb 28, 2025, 11:09 AM			
Family Interests 21+ Milwaukee ONLY 2.23.2025	6,267 Impressions		\$78.80
Warm Audience Retargeting 2.23.2025	1,512 Impressions		\$32.08
Family Interests 21+ WI + Top Cities 2.11.2025	25,237 Impressions		\$291.60
Event: Balloon Popping Party: Deflate the Sea			\$28.60
From Feb 24, 2025, 12:00 AM to Feb 28, 2025, 11:09 AM			
Event: Balloon Popping Party: Deflate the Sea	1,266 Impressions		\$28.60
Event: The Balloon Adventure -Voyage Into the Deep Sea			\$75.72
From Feb 24, 2025, 12:00 AM to Feb 28, 2025, 11:09 AM			
Event: The Balloon Adventure -Voyage Into the Deep Sea	6,302 Impressions		\$75.72
Post: "We got the spirit, you get to hear it, under the..."			\$45.13
From Feb 24, 2025, 12:00 AM to Feb 28, 2025, 11:09 AM			
Post: "We got the spirit, you get to hear it, under the..."	13,865 Impressions		\$45.13
Event: Deep Sea Shuffle: A Journey from Lake Geneva to the Balloon Adventure			\$28.45
From Feb 24, 2025, 12:00 AM to Feb 28, 2025, 11:09 AM			
Event: Deep Sea Shuffle: A Journey from Lake Geneva to the Balloon Adve...	1,725 Impressions		\$28.45
Event: Rave Under the Wave			\$29.23
From Feb 24, 2025, 12:00 AM to Feb 28, 2025, 11:09 AM			

Event: Rave Under the Wave	1,411 Impressions	\$29.23
Event: Tales of the Sea - Family Movie Night		\$28.69
From Feb 24, 2025, 12:00 AM to Feb 28, 2025, 11:09 AM		
Event: Tales of the Sea - Family Movie Night	2,070 Impressions	\$28.69
Event: Just Keep Raving		\$29.51
From Feb 24, 2025, 12:00 AM to Feb 28, 2025, 11:09 AM		
Event: Just Keep Raving	1,916 Impressions	\$29.51
Instagram post: The Balloon Adventure presents:...		\$67.95
From Feb 24, 2025, 12:00 AM to Feb 28, 2025, 11:09 AM		
Instagram Post	5,658 Impressions	\$67.95
Instagram post: We got the spirit, you get to...		\$47.02
From Feb 24, 2025, 12:00 AM to Feb 28, 2025, 11:09 AM		
Instagram Post	9,181 Impressions	\$47.02
Post: "One week until we embark on The Balloon..."		\$25.33
From Feb 24, 2025, 12:00 AM to Feb 28, 2025, 11:09 AM		
Post: "One week until we embark on The Balloon..."	4,707 Impressions	\$25.33
Instagram post: One week until we embark on The...		\$22.21
From Feb 24, 2025, 12:00 AM to Feb 28, 2025, 11:09 AM		
Instagram Post	4,388 Impressions	\$22.21

Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date

Mar 2, 2025, 3:42 PM

Payment method

Visa · 5488

Reference Number: 29MULLCLC2

Transaction ID

9243951962384084-9172477156198231

Product Type

Meta ads

Paid

\$900.00 USD

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

Campaigns

Conric | The Balloon Adventure 2025 | Purchases | 12.5.2024

From Feb 27, 2025, 12:00 AM to Mar 2, 2025, 3:42 PM

\$538.97

Family Interests 21+ WI + Top Cities 2.11.2025	22,178 Impressions	\$252.76
Family Interests 21+ Milwaukee ONLY 2.23.2025	7,995 Impressions	\$94.21
Warm Audience Retargeting 2.23.2025	1,739 Impressions	\$35.96
Family Interests 21+ 12.5.2024	13,586 Impressions	\$156.04

Instagram post: The Balloon Adventure presents:...

From Feb 27, 2025, 12:00 AM to Mar 2, 2025, 3:42 PM

\$66.09

Instagram Post	7,533 Impressions	\$66.09
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Instagram post: One week until we embark on The...

From Feb 27, 2025, 12:00 AM to Mar 2, 2025, 3:42 PM

\$80.49

Instagram Post	16,144 Impressions	\$80.49
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Event: Deep Sea Shuffle: A Journey from Lake Geneva to the Balloon Adventure

From Feb 27, 2025, 12:00 AM to Mar 2, 2025, 3:42 PM

\$1.49

Event: Deep Sea Shuffle: A Journey from Lake Geneva to the Balloon Adve...	107 Impressions	\$1.49
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Post: "One week until we embark on The Balloon..."

From Feb 27, 2025, 12:00 AM to Mar 2, 2025, 3:42 PM

\$82.34

Post: "One week until we embark on The Balloon..."	20,942 Impressions	\$82.34
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Event: Balloon Popping Party: Deflate the Sea

From Feb 27, 2025, 12:00 AM to Mar 2, 2025, 3:42 PM

\$0.76

Event: Balloon Popping Party: Deflate the Sea	46 Impressions	\$0.76
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Event: Rave Under the Wave			
From Feb 27, 2025, 12:00 AM to Mar 2, 2025, 3:42 PM			\$0.89
Event: Rave Under the Wave	69 Impressions		\$0.89
Event: Just Keep Raving			
From Feb 27, 2025, 12:00 AM to Mar 2, 2025, 3:42 PM			\$1.07
Event: Just Keep Raving	79 Impressions		\$1.07
Event: Tales of the Sea - Family Movie Night			
From Feb 27, 2025, 12:00 AM to Mar 2, 2025, 3:42 PM			\$1.15
Event: Tales of the Sea - Family Movie Night	118 Impressions		\$1.15
Event: The Balloon Adventure -Voyage Into the Deep Sea			
From Feb 27, 2025, 12:00 AM to Mar 2, 2025, 3:42 PM			\$59.76
Event: The Balloon Adventure -Voyage Into the Deep Sea	5,354 Impressions		\$59.76
Post: "The Balloon Adventure presents: Tales of the Sea..."			
From Feb 27, 2025, 12:00 AM to Mar 2, 2025, 3:42 PM			\$66.99
Post: "The Balloon Adventure presents: Tales of the Sea..."	12,348 Impressions		\$66.99

Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date

Mar 4, 2025, 4:01 PM

Payment method

Visa · 5488

Reference Number: GWJ2YKQLC2

Transaction ID

9423886984390583-9186043031508310

Product Type

Meta ads

Paid

\$900.00 USD

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

Campaigns

Post: "One week until we embark on The Balloon..."

From Mar 1, 2025, 12:00 AM to Mar 4, 2025, 4:01 PM

\$72.65

Post: "One week until we embark on The Balloon..."

23,183 Impressions

\$72.65

Conric | The Balloon Adventure 2025 | Purchases | 12.5.2024

From Mar 1, 2025, 12:00 AM to Mar 4, 2025, 4:01 PM

\$626.83

Family Interests | 21+ | Milwaukee ONLY | 2.23.2025

14,538 Impressions

\$150.59

Warm Audience Retargeting | 2.23.2025

3,883 Impressions

\$82.06

Family Interests | 21+ | 12.5.2024

4,732 Impressions

\$75.81

Family Interests | 21+ | WI + Top Cities | 2.11.2025

32,471 Impressions

\$318.37

Event: The Balloon Adventure -Voyage Into the Deep Sea

From Mar 1, 2025, 12:00 AM to Mar 4, 2025, 4:01 PM

\$65.11

Event: The Balloon Adventure -Voyage Into the Deep Sea

6,088 Impressions

\$65.11

Post: "The Balloon Adventure presents: Tales of the Sea..."

From Mar 1, 2025, 12:00 AM to Mar 4, 2025, 4:01 PM

\$30.19

Post: "The Balloon Adventure presents: Tales of the Sea..."

6,147 Impressions

\$30.19

Instagram post: The Balloon Adventure presents:...

From Mar 1, 2025, 12:00 AM to Mar 4, 2025, 4:01 PM

\$31.16

Instagram Post

3,680 Impressions

\$31.16

Instagram post: One week until we embark on The...

From Mar 1, 2025, 12:00 AM to Mar 4, 2025, 4:01 PM

\$74.06

Instagram Post

15,738 Impressions

\$74.06

Receipt for 531 Fund
Account ID: 1074793757053070

Invoice/Payment Date
Mar 7, 2025, 7:26 AM

Payment method
Visa · 5488
Reference Number: BDEQVLCLC2

Transaction ID
9225323957580215-9282192265226724

Product Type
Meta ads

Paid

\$900.00 USD

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

Campaigns

Conric The Balloon Adventure 2025 Purchases 12.5.2024		\$729.42
From Mar 3, 2025, 12:00 AM to Mar 7, 2025, 7:26 AM		
Family Interests 21+ WI + Top Cities 2.11.2025	39,233 Impressions	\$412.91
Warm Audience Retargeting 2.23.2025	7,388 Impressions	\$160.19
Family Interests 21+ Milwaukee ONLY 2.23.2025	12,680 Impressions	\$156.32
Instagram post: One week until we embark on The...		\$72.99
From Mar 3, 2025, 12:00 AM to Mar 7, 2025, 7:26 AM		
Instagram Post	15,109 Impressions	\$72.99
Post: "One week until we embark on The Balloon..."		\$69.68
From Mar 3, 2025, 12:00 AM to Mar 7, 2025, 7:26 AM		
Post: "One week until we embark on The Balloon..."	25,070 Impressions	\$69.68
Event: The Balloon Adventure -Voyage Into the Deep Sea		\$27.91
From Mar 3, 2025, 12:00 AM to Mar 7, 2025, 7:26 AM		
Event: The Balloon Adventure -Voyage Into the Deep Sea	2,087 Impressions	\$27.91

Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date

Mar 9, 2025, 7:06 PM

Payment method

Visa - 5488

Reference Number: TL432MCLC2

Transaction ID

9240225396090071-9240225406090070

Product Type

Meta ads

Paid

\$900.00 USD

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

Campaigns

Conric | The Balloon Adventure 2025 | Purchases | 12.5.2024

From Mar 6, 2025, 12:00 AM to Mar 9, 2025, 7:06 PM

\$728.71

Family Interests | 21+ | Milwaukee ONLY | 2.23.2025

10,973 Impressions

\$155.83

Family Interests | 21+ | WI + Top Cities | 2.11.2025

33,805 Impressions

\$419.88

Warm Audience Retargeting | 2.23.2025

7,125 Impressions

\$153.00

Post: "Save \$5 by Purchasing Your Tickets Online!"

From Mar 6, 2025, 12:00 AM to Mar 9, 2025, 7:06 PM

\$87.05

Post: "Save \$5 by Purchasing Your Tickets Online!"

22,116 Impressions

\$87.05

Instagram post: Save \$5 by Purchasing Your...

From Mar 6, 2025, 12:00 AM to Mar 9, 2025, 7:06 PM

\$84.24

Instagram Post

18,279 Impressions

\$84.24



Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date
Mar 12, 2025, 7:52 AM

Payment method
Visa · 5488
Reference Number: SHNJ6MCLC2

Transaction ID
9471940766251871-9279887952123823

Product Type
Meta ads

Paid

\$900.00 USD

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

Campaigns

Conric | The Balloon Adventure 2025 | Purchases | 12.5.2024

From Mar 8, 2025, 12:00 AM to Mar 12, 2025, 7:52 AM

\$634.40

Family Interests 21+ WI + Top Cities 2.11.2025	34,883 Impressions	\$387.32
Warm Audience Retargeting 2.23.2025	7,965 Impressions	\$138.50
Family Interests 21+ Milwaukee ONLY 2.23.2025	8,285 Impressions	\$108.58

Post: "□□ Save \$5 by Purchasing Your Tickets Online!□□"

From Mar 8, 2025, 12:00 AM to Mar 12, 2025, 7:52 AM

\$91.29

Post: "□□ Save \$5 by Purchasing Your Tickets Online!□□"	27,058 Impressions	\$91.29
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Instagram post: □□ Save \$5 by Purchasing Your...

From Mar 8, 2025, 12:00 AM to Mar 12, 2025, 7:52 AM

\$89.60

Instagram Post	19,888 Impressions	\$89.60
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Instagram post: Experience the magic of The...

From Mar 8, 2025, 12:00 AM to Mar 12, 2025, 7:52 AM

\$54.06

Instagram Post	2,782 Impressions	\$54.06
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[03/11/2025] Promoting <https://531fund.org/the-balloon-adventure/>

From Mar 8, 2025, 12:00 AM to Mar 12, 2025, 7:52 AM

\$30.65

[03/11/2025] Promoting https://531fund.org/the-balloon-adventure/	3,497 Impressions	\$30.65
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Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date
Mar 13, 2025, 6:10 AM

Payment method
Visa · 5488
Reference Number: PCZ88MCLC2

Transaction ID
9352578168188131-9261526057293338

Product Type
Meta ads

Paid

\$376.46 USD

Ads spend since Mar 11, 2025.

Campaigns

Conric The Balloon Adventure 2025 Purchases 12.5.2024		\$217.71
From Mar 11, 2025, 12:00 AM to Mar 12, 2025, 11:59 PM		
Family Interests 21+ WI + Top Cities 2.11.2025	12,397 Impressions	\$150.33
Warm Audience Retargeting 2.23.2025	3,574 Impressions	\$67.25
Family Interests 21+ Milwaukee ONLY 2.23.2025	6 Impressions	\$0.13
Post: "□□ Save \$5 by Purchasing Your Tickets Online!□□"		\$28.68
From Mar 11, 2025, 12:00 AM to Mar 12, 2025, 11:59 PM		
Post: "□□ Save \$5 by Purchasing Your Tickets Online!□□"	9,462 Impressions	\$28.68
[03/11/2025] Promoting https://531fund.org/the-balloon-adventure/		\$50.89
From Mar 11, 2025, 12:00 AM to Mar 12, 2025, 11:59 PM		
[03/11/2025] Promoting https://531fund.org/the-balloon-adventure/	5,988 Impressions	\$50.89
Instagram post: Experience the magic of The...		\$49.64
From Mar 11, 2025, 12:00 AM to Mar 12, 2025, 11:59 PM		
Instagram Post	2,329 Impressions	\$49.64
Instagram post: □□ Save \$5 by Purchasing Your...		\$29.54
From Mar 11, 2025, 12:00 AM to Mar 12, 2025, 11:59 PM		
Instagram Post	6,139 Impressions	\$29.54

Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date
Mar 14, 2025, 11:52 PM

Payment method
Visa · 5488
Reference Number: KPSQGL8LC2

Transaction ID
9297427227036562-9330060053773278

Product Type
Meta ads

Paid

\$900.00 USD

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

Campaigns

Conric The Balloon Adventure 2025 Purchases 12.5.2024			\$560.09
From Mar 12, 2025, 12:00 AM to Mar 14, 2025, 11:52 PM			
Family Interests 21+ WI + Top Cities 2.11.2025	32,276 Impressions		\$372.16
Warm Audience Retargeting 2.23.2025	10,236 Impressions		\$187.93
[03/11/2025] Promoting https://531fund.org/the-balloon-adventure/			\$126.26
From Mar 12, 2025, 12:00 AM to Mar 14, 2025, 11:52 PM			
[03/11/2025] Promoting https://531fund.org/the-balloon-adventure/	16,497 Impressions		\$126.26
Post: "□□ Save \$5 by Purchasing Your Tickets Online!□□"			\$42.96
From Mar 12, 2025, 12:00 AM to Mar 14, 2025, 11:52 PM			
Post: "□□ Save \$5 by Purchasing Your Tickets Online!□□"	13,890 Impressions		\$42.96
Instagram post: □□ Save \$5 by Purchasing Your...			\$47.61
From Mar 12, 2025, 12:00 AM to Mar 14, 2025, 11:52 PM			
Instagram Post	9,976 Impressions		\$47.61
Instagram post: Experience the magic of The...			\$123.08
From Mar 12, 2025, 12:00 AM to Mar 14, 2025, 11:52 PM			
Instagram Post	6,050 Impressions		\$123.08



Receipt for 531 Fund
Account ID: 1074793757053070

Invoice/Payment Date
Mar 24, 2025, 4:42 PM

Payment method
Visa · 5488
Reference Number: Z5D72M8LC2

Transaction ID
9358179794294638-9411883765590900

Product Type
Meta ads

Paid
\$589.49 USD
You requested this manual payment.

Campaigns

[03/11/2025] Promoting https://531fund.org/the-balloon-adventure/		\$43.69
From Mar 13, 2025, 12:00 AM to Mar 16, 2025, 11:59 PM		
[03/11/2025] Promoting https://531fund.org/the-balloon-adventure/	6,654 Impressions	\$43.69
Conric The Balloon Adventure 2025 Purchases 12.5.2024		\$531.64
From Mar 13, 2025, 12:00 AM to Mar 16, 2025, 11:59 PM		
Warm Audience Retargeting 2.23.2025	9,524 Impressions	\$184.99
Family Interests 21+ WI + Top Cities 2.11.2025	33,164 Impressions	\$346.65
Instagram post: Experience the magic of The...		\$14.16
From Mar 13, 2025, 12:00 AM to Mar 16, 2025, 11:59 PM		
Instagram Post	628 Impressions	\$14.16

kimberlyvoller@531fund.org

From: WO Payments Suite <noreply@payments.wocentral.com>
Sent: Thursday, February 20, 2025 8:18 AM
To: Kimberly Voller
Subject: WO Payments Suite - Payment Processed

Balloon
Advertiser
Advertiser



Hi Kimberly,

A payment PMT1203433 was made to Nexstar for \$5,000.00 using check XXXXX6706 and was processed on 02/20/2025 06:17:50 am PT for the following

TYPE	ITEM#	DATE	PROPERTY	AGENCY	ADVERTISER	TOTAL	AMOUNT PAID
Order	4760303A	02/20/25	WGN-CW	531 Fund	531 Fund	2,000.00	2,000.00
Order	4760303B	02/11/25	IWGN	531 Fund	531 Fund	1,500.00	1,500.00
Order	4760303C	02/20/25	IWGN	531 Fund	531 Fund	1,500.00	1,500.00
Total Paid:							5,000.00

If you would like to view the full details of the item(s) listed above, please Login

Please note:

ACH payments are not considered paid until the transaction has cleared your bank and funds have been received by the Broadcaster.

Thank you,
The Nexstar Team

For additional questions relating to setting up your account, notifications, and/or making payments, please reach out to Nexstar directly.

Kimberly Voller
2/20/25



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

WLKG-FM Statement of Account

Account ID: 0277
Statement Date: 3/1/2025
Account Rep: Tessa August

Please Pay This Amount \$1,000.00

Amount Paid: _____

531 FUND
PO BOX 519
WILLIAMS BAY, WI 53191

TERMS: NET 15 DAYS

BA Marketing

Sponsor: 531 Fund

Page 1

Reference	Date	Type	Description	Amount	Balance
25020041	2/28/2025	INV	Invoice: WLKG-FM 0277-005 February/March 2025 [1-Facebook Posts / 1-Package Billing / 45-:30 Spot	1,000.00	1,000.00
Statement Total:					\$1,000.00



Santa Cause Inc.
Charity
PO Box 519
Williams Bay, WI 53191
262-475-6333

1409

79-97/759

PAY TO THE
ORDER OF

WLKG-FM

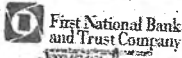
DATE 3/11/2025

\$ 1000

DOLLARS

FOR

BA Marketing



Humberto J. Miller

⑈001409⑈ ⑆075900973⑆ 30166706⑈



Please Pay This Amount

\$1,000.00

Current	31-60 Days	61-90 Days	91-120 Days	121+ Days	Total Due
\$1,000.00					\$1,000.00



Balloon Adventure
Marketing

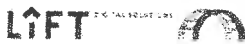
Payment receipt

You paid \$1,250.00

to OnMilwaukee.com, LLC on 2/21/2025

Invoice no.	15250
Invoice amount	\$1,250.00
Total	\$1,250.00
Status	Paid
Payment method	Bank
Authorization ID	AAJCG2UF

Thank you



OnMilwaukee.com, LLC

+14142720557

onmilwaukee.com | quickbooks@onmilwaukee.com
735 North Water Street, Suite 1120, Milwaukee, WI 53202

No additional transfer fees or taxes apply.

Intuit Payments Inc (IPI) processes payments as an agent of the business. Payments processed by IPI constitutes payment to the business and satisfies your obligation to pay the business, including in connection with any dispute or case, in law or equity. Money movement services are provided by IPI pursuant to IPI's licenses (NMLS #1096819, <https://www.intuit.com/legal/licenses/payment-licenses>). IPI is located at 2700 Coast Avenue, Mountain View, CA 94043, 1-888-536-4801.

Ⓟ
2/21/2025

kimberlyvoller@531fund.org

From: NoReply@Marketron.com
Sent: Tuesday, April 1, 2025 1:37 PM
To: kimberlyvoller@531Fund.org
Subject: Payment Confirmation To: Big Radio - Janesville

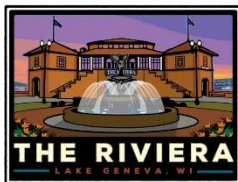


Thank you Kimberly Voller for your payment of **\$1800.00** dated 04/01/2025 12:37:05 PM Mountain Daylight Time. Please keep the following information for your records.

Your Payment has been processed for: **Big Radio - Janesville**
ACH / eCheck: Account Ending In 6706
Client Name: 531 Fund Balloon Adventure
Payment Number: **PN376481**
Transaction Id: **a2b15e78-1989-49f4-b105-7550215b2c7c**

Payment Details:

Description	Advertiser	Station	Amount	Total
84454-2	531 Fund Balloon Adventure	WJVL-FM	\$1800.00	\$1800.00
Total Payment:			\$1800.00	\$1800.00



Complimentary Riviera Ballroom Event Request

Date of Event:

Hours of Event:

Name of Event:

Person(s) Responsible:

Address:

Phone Number:

Email:

Estimated number of guests attending :

Food to be served? Yes/No

Liquor to be served? Yes / No *(no cash bar)*

Value of Request (See The Riviera Ballroom website for rental rates) : \$1,000 (non-profit weekday event)

*Valid for no charge events that will be open to the public or part of a community enrichment special event. Special event permit to be applied for separately, if applicable.

Completed forms to be submitted to lakegenevariviera@gmail.com to begin the approval process.

Approval from Finance, Licensing & Regulations Committee, Date: _____

Approval from Common Council, Date: _____