



TOURISM COMMISSION
WEDNESDAY, MARCH 13, 2019 – 5:00PM
ROOM 2A, CITY HALL
AGENDA

Committee Members: Chairperson, Tammie Carstensen, Vice-Chair, Andrew Fritz, Charlie Lorenzi, Brian Waspi Alderpersons: Rich Hedlund, Shari Straube

1. Meeting call to order by Chairman, Carstensen
2. Roll Call
3. Comments from the public limited to 5 minutes, limited to items on this agenda
4. Approval of the Tourism Commission minutes from January 16, 2019
5. Update from Tourism Entity (Visit Lake Geneva) on Promotional Activity, Calendar, and Hotel Performance
6. Update from Lake Geneva Business Improvement District (BID) on Events and Activity
7. Update from Stephanie Copsey (Independent Contractor for Tourism Commission) Promotional Activity & Meet at the Lake Website
8. Update Room Tax Dollars Collected, Financials, current Budget & Disbursements
9. Update on Riviera Plans
10. Update on Short Term Rental & Airbnb
11. Discussion/Action on Tourism Promotion Grant Program and Requests:
 - a. Revised Marketing Budget MTL
 - b. Lake Geneva Wine Walk -- Streets of Lake Geneva
 - c. Lake Geneva Attractions
 - d. 4th of July Fireworks - Sons of American Legion
 - e. Guided Shore Path Tour
12. Agenda items and next meeting date April 10, 2019
13. Adjourn

*This is a meeting of the Tourism Commission.
No official City Council action will be taken; however, a quorum of the Council may be present.*

TOURISM COMMISSION MINUTES

WEDNESDAY, JANUARY 16, 2019 – 5:00PM

COUNCIL CHAMBERS, CITY HALL

Committee Members: Chairperson, Tammie Carstensen, Vice-Chair, Andrew Fritz, Charlie Lorenzi, Brian Waspi Alderpersons: Rich Hedlund, Shari Straube

Meeting call to order by Chairman, Carstensen at 5:00 pm

Roll Call: Carstensen, Fritz, Lorenzi, Waspi, Ald. Straube

Also present: BID Director, Leech, & Tourism Rep, Copsey, City Admin, Nord, & Deputy Clerk, Elder

Comments from the public limited to 5 minutes, limited to items on this agenda

None

Approval of the Tourism Commission minutes from December 12, 2018

Lorenzi motion to approve December 12, 2018 minutes, second by Straube. Motion carried 5-0.

Carstensen asks for motion to suspend the rules and move items 7, 9, & 10 to front of the agenda. Motion by Fritz to approve moving up the line items, second by Lorenzi. Motion carried 5-0.

Update from Tourism Entity (Visit Lake Geneva) on Promotional Activity, Calendar, and Hotel Performance

Tammie Carstensen presented VLG reports since the organization is currently searching for a new President. VLG new brand direction and campaign was also shared with the group. Fritz asked if moving forward we can ask that the data provided come in a different format. Carstensen recommended waiting until the new President is on board.

Update from Lake Geneva Business Improvement District (BID) on Events and Activity

Leech shared that the ice rink is expected to open the weekend of the January 19, 2019. Ice Castle expected to open on January 21, 2019. Cocoa Crawl will be on Feb. 1, 2019 from 4:00 to 6:30 pm with free movie for kids the following morning at the Geneva Theater.

The four organizations (BID, VLG, LGED, & Tourism Commission) that underwrote the Roger Brooks consultation have organized a list of sub-committee members for the following areas: Merchants, Property Owners, Public Sector, and Residents inviting representatives from the community to gather recommendations on what they would like to see from the city related to Roger Brook's presentation of 20 Ingredients to a Successful Downtown.

Update from Stephanie Copsey (Independent Contractor for Tourism Commission) Promotional Activity

Copsey presented a Meet at the Lake proposed marketing plan with 3 different options.

Update Room Tax Dollars Collected, Financials, current Budget & Disbursements

Monthly and Annual Budget numbers were shared showing November down just a little bit, but overall ahead of forecast & actual budget for the year.

TOURISM COMMISSION MINUTES

WEDNESDAY, JANUARY 16, 2019 – 5:00PM

COUNCIL CHAMBERS, CITY HALL

Copsey Marketing Budget

Copsey shared her marketing budget proposal.

Lorenzi to approve \$10,000 as first marketing dollars for 2019 to address option 1, second by Fritz (with City Administrator & Treasurer approval). Motion carried 5-0.

Copsey Google Shared Doc User ID & Passwords

Google doc was created by the City and Stephanie has shared her user id and passwords and will be submitting her social networks user id and passwords soon.

Update from Nord on Riviera Plans and Short Term Rental

Consulting firm representative is changing and city would like to spend more time obtaining input from the public survey regarding the Riviera. Would like Administrator to find out still taking reservations in late 2019/2020. Commission asked Nord to find out where FLR/Council are at regarding securing an AirBnB contract for the city

Ice Castle Sponsorship

Lorenzi request that if we enter into another agreement with the Ice Castle that Lake Geneva Hotels get first right of refusal for sponsorships. Also Tourism Commission needs to request being listed as a presenting sponsor.

Discussion/Action on Tourism Promotion Grant Program and Requests:

City of Lake Geneva Avian Committee's Grant Application

Motion by Waspi to approve \$1,500 match, second by Fritz. Motion approved 5-0.

Agenda items and next meeting date February 13, 2019

- Meet at the Lake Website
- Comparison of VLG marketing vs. what MAL is proposing
- Nord Riviera Update & Short Term Rental - AirBnB

Adjourn

Fritz motion to adjourn, second by Waspi at 6:35 pm. Motion carried 4-0.

Meet at the Lake Update- Tourism Commission Meeting
March 13, 2019

Website Update

- Demo www.meetatlakegeneva.com

Marketing Budget

- HelmsBriscoe group discount rate of \$5000 to include 3 venue listings. Would require payment to be made with 1 check, and Stephanie would need to be contact for each on listing.
- Updated Marketing Budget Proposal- Seeking approval to add (at a minimum) 2nd Priority items.
- Cvent Update- Microsites Page for \$5000. Would require individual property diamond listing \$3,273 per property/venue. Recommendation is to hold off on paid listings but ensure each property has a complimentary listing. Can Stephanie be contact for Riviera listing?

Marketing/Branding

- Creation of a "sub-brand" to include The Riviera and lakefront properties. ie "Geneva Lakefront Resort". Goal is to create a resort brand that can be listed as one entity on event distribution platforms.
Why?
 - MATL is confusing as a concept when used in listings as an option for planners.
 - Allows us to list collective quantities for hotel rooms and meeting space.
 - Increase exposure of Meet at the Lake with the additional listings and showcasing our largest conference options. Can then actively promote other properties to be included in group experiences.

Sales Update

1. ICBME (International Colloquium for Black Males in Education) 2019 – Sept/Oct.
Received January 8th – Forwarded from Bella Vista Suites. BV Suites received from Visit Lake Geneva through Cvent.

Status: Decision date was set for 2/1. Followed up with client 2/4. Responded that decision date has been pushed back 1 month. Followed up 3/5 - No response as of yet.

2. MPI (Meeting Planners International) Bidding for August, September or October meeting in 2020. 80-100 people. Submitted proposal 2/28.

Status: Decision date is April 1

Other Items

- Completed targeted lead list for Chicago and Wisconsin MPI Chapters. Beginning to reach out via email and phone.
- Aiming to complete catalog by end of March.

City of Lake Geneva
Room Tax Collected

| Year | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Total |
|-----------|-----------|-----------|-----------|-----------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| 2019 | \$ 26,128 | | | | | | | | | | | | \$ 26,128 |
| 2018 YTD | \$ 23,434 | \$ 32,031 | \$ 43,138 | \$ 29,084 | \$ 54,673 | \$ 91,833 | \$ 129,480 | \$ 110,071 | \$ 74,349 | \$ 55,748 | \$ 28,602 | \$ 29,228 | \$ 701,671 |
| 2018 Est. | \$ 22,522 | \$ 24,046 | \$ 33,080 | \$ 30,326 | \$ 49,157 | \$ 79,554 | \$ 125,442 | \$ 107,814 | \$ 73,377 | \$ 53,961 | \$ 28,070 | \$ 25,601 | \$ 652,949 |
| 2018 YTD | \$ 23,434 | \$ 32,031 | \$ 43,138 | \$ 29,084 | \$ 54,673 | \$ 91,833 | \$ 129,480 | \$ 110,071 | \$ 74,349 | \$ 55,748 | \$ 28,602 | \$ 29,228 | \$ 701,671 |
| L3Y YTD | 22521.626 | 46567.414 | 79647.904 | 109973.4 | 159130.23 | 238683.89 | 364125.576 | 471939.33 | 545316.3 | 599277.08 | 627347.58 | 652949.07 | \$ 652,949 |
| L3Y Mo% | 3.4% | 3.7% | 5.1% | 4.6% | 7.5% | 12.2% | 19.2% | 16.5% | 11.2% | 8.3% | 4.3% | 3.9% | 100% |
| L4Y Avg | 22,522 | 24,046 | 33,080 | 30,326 | 49,157 | 79,554 | 125,442 | 107,814 | 73,377 | 53,961 | 28,070 | 25,601 | \$ 652,949 |
| 2019 | \$ 26,128 | | | | | | | | | | | | |
| 2018 | \$ 23,434 | \$ 32,031 | \$ 43,138 | \$ 29,084 | \$ 54,673 | \$ 91,833 | \$ 129,480 | \$ 110,071 | \$ 74,349 | \$ 55,748 | \$ 28,602 | \$ 29,228 | \$ 701,671 |
| 2017 | \$ 21,065 | \$ 27,000 | \$ 32,970 | \$ 34,202 | \$ 49,245 | \$ 84,253 | \$ 124,773 | \$ 103,812 | \$ 79,790 | \$ 54,288 | \$ 28,636 | \$ 27,787 | \$ 667,820 |
| 2016 | \$ 22,154 | \$ 30,878 | \$ 30,889 | \$ 31,900 | \$ 41,916 | \$ 76,676 | \$ 133,399 | \$ 106,420 | \$ 74,302 | \$ 55,670 | \$ 29,251 | \$ 24,157 | \$ 657,612 |
| 2015 | \$ 19,827 | \$ 21,356 | \$ 25,325 | \$ 26,116 | \$ 50,794 | \$ 65,452 | \$ 114,115 | \$ 110,952 | \$ 65,067 | \$ 50,138 | \$ 25,793 | \$ 21,234 | \$ 596,169 |
| 2014 | \$ 18,288 | \$ 20,758 | \$ 26,842 | \$ 22,052 | \$ 44,654 | \$ 55,839 | \$ 98,956 | \$ 99,268 | \$ 49,203 | \$ 42,920 | \$ 23,340 | \$ 20,702 | \$ 522,821 |
| 2013 | \$ 14,884 | \$ 22,201 | \$ 23,631 | \$ 23,526 | \$ 31,712 | \$ 64,312 | \$ 98,939 | \$ 81,623 | \$ 39,078 | \$ 29,403 | \$ 22,361 | \$ 19,010 | \$ 470,680 |
| 2012 | \$ 15,543 | \$ 21,262 | \$ 25,514 | \$ 24,982 | \$ 36,785 | \$ 63,981 | \$ 84,148 | \$ 86,727 | \$ 67,154 | \$ 26,368 | \$ 20,027 | \$ 20,004 | \$ 492,495 |
| 2011 | \$ 10,911 | \$ 16,880 | \$ 20,658 | \$ 21,046 | \$ 47,775 | \$ 49,218 | \$ 87,385 | \$ 69,827 | \$ 44,867 | \$ 28,595 | \$ 14,539 | \$ 25,821 | \$ 437,521 |
| L8Y Avg | \$ 18,263 | \$ 24,046 | \$ 28,621 | \$ 26,614 | \$ 42,273 | \$ 62,580 | \$ 102,823 | \$ 92,469 | \$ 56,612 | \$ 38,849 | \$ 22,552 | \$ 21,821 | \$ 537,522 |
| L8Y YTD | \$ 18,263 | \$ 42,309 | \$ 70,930 | \$ 97,543 | \$ 139,816 | \$ 202,396 | \$ 305,219 | \$ 397,689 | \$ 454,300 | \$ 493,149 | \$ 515,701 | \$ 537,522 | \$ 537,522 |
| L6Y Mo % | 3.4% | 4.5% | 5.3% | 5.0% | 7.9% | 11.6% | 19.1% | 17.2% | 10.5% | 7.2% | 4.2% | 4.1% | 100% |

CITY OF LAKE GENEVA
BALANCE SHEET
FEBRUARY 28, 2019

FUND 47 - TOURISM

| <u>ASSETS</u> | | | |
|-------------------------------|----------------------------------|--------------|------------|
| 47-00-00-11111 | FUND CASH | 242,234.18 | |
| | TOTAL ASSETS | | 242,234.18 |
| | | | |
| <u>LIABILITIES AND EQUITY</u> | | | |
| | | | |
| <u>LIABILITIES</u> | | | |
| 47-00-00-21100 | ACCOUNTS PAYABLE | 65,205.77 | |
| | TOTAL LIABILITIES | | 65,205.77 |
| | | | |
| <u>FUND EQUITY</u> | | | |
| 47-00-00-34800 | UNRESERVED FUND BALANCE | 211,030.28 | |
| | REVENUES OVER EXPENDITURES - YTD | (34,001.87) | |
| | TOTAL FUND EQUITY | | 177,028.41 |
| | TOTAL LIABILITIES & EQUITY | | 242,234.18 |

| Account Number | Account Title | 2019-19 Period Actual | 2019-19 Current year Actual | Current year Budget | Variance Current year | % of Budget |
|----------------------------|-------------------------------|-----------------------------|-----------------------------------|------------------------|--------------------------|----------------|
| TOURISM | | | | | | |
| TOURISM | | | | | | |
| TOURISM | | | | | | |
| 47-00-00-41210 | ROOM TAX | .00 | .00 | 270,278.00 | 270,278.00 | .00 |
| Total TOURISM: | | .00 | .00 | 270,278.00 | 270,278.00 | .00 |
| TOURISM | | | | | | |
| 47-00-00-57100 | HOTEL/MOTEL ASSN-CHAM OF COM | 25,000.00 | 25,000.00 | 154,443.00 | 129,443.00 | 16.19 |
| 47-00-00-57210 | OTHER TOURISM EXP | .00 | .00 | 32,000.00 | 32,000.00 | .00 |
| Total TOURISM: | | 25,000.00 | 25,000.00 | 186,443.00 | 161,443.00 | 13.41 |
| Total TOURISM: | | 25,000.00 | 25,000.00 | 456,721.00 | 431,721.00 | 5.47 |
| DEPARTMENT: 70 | | | | | | |
| PROGRAM: 00 | | | | | | |
| 47-70-00-57150 | PROMOTIONAL GRANT | 79.10 | 3,079.10 | 83,835.00 | 80,755.90 | 3.67 |
| 47-70-00-57155 | TOURISM MUNICIPAL DEVELOPMENT | 3,177.67 | 5,922.77 | .00 | 5,922.77- | .00 |
| Total PROGRAM: 00: | | 3,256.77 | 9,001.87 | 83,835.00 | 74,833.13 | 10.74 |
| Total DEPARTMENT: 70: | | 3,256.77 | 9,001.87 | 83,835.00 | 74,833.13 | 10.74 |
| TOURISM Revenue Total: | | .00 | .00 | 270,278.00 | 270,278.00 | .00 |
| TOURISM Expenditure Total: | | 28,256.77 | 34,001.87 | 270,278.00 | 236,276.13 | 12.58 |
| Net Total TOURISM: | | 28,256.77- | 34,001.87- | .00 | 34,001.87 | .00 |
| Net Grand Totals: | | 28,256.77- | 34,001.87- | .00 | 34,001.87 | .00 |

| Date | Journal | Reference Number | Payee or Description | Account Number | Debit Amount | Credit Amount | Balance |
|-------------------------------|---------|------------------|---|----------------|--------------|-----------------------|-------------|
| FUND CASH | | | 01/01/2019 (00/19) Balance | 47-00-00-11111 | | | 278,923.37 |
| 01/31/2019 | CA-CD | 7 | CDA Fund Allocation - Created: 01/03/19 2:29 P | | | 2,666.00- | |
| 01/31/2019 | CA-CD | 16 | CDA Fund Allocation - Created: 01/11/19 4:18 P | | | 79.10- | |
| 01/31/2019 | CA-CD | 38 | CDA Fund Allocation - Created: 01/31/19 8:56 P | | | 2,651.62- | |
| | | | 01/31/2019 (01/19) Period Totals and Balance | | .00 * | 5,396.72- * | 273,526.65 |
| 02/28/2019 | CA-CD | 7 | CDA Fund Allocation - Created: 02/12/19 12:55 | | | 6,292.47- | |
| 02/28/2019 | CA-CD | 38 | CDA Fund Allocation - Created: 03/01/19 12:23 | | | 25,000.00- | |
| | | | 02/28/2019 (02/19) Period Totals and Balance | | .00 * | 31,292.47- * | 242,234.18 |
| ACCOUNTS PAYABLE | | | 01/01/2019 (00/19) Balance | 47-00-00-21100 | | | 67,893.09- |
| 01/31/2019 | AP | 6 | Summary Transactions from AP System | | | 2,666.00- | |
| 01/31/2019 | AP | 90 | Summary Transactions from AP System | | | 79.10- | |
| 01/31/2019 | AP | 441 | Summary Transactions from AP System | | | 3,000.00- | |
| 01/03/2019 | CDA | 69450 | STEPHANIE LYNN LAKE GENEVA LLC | | 2,666.00 | | |
| 01/08/2019 | CDA | 69460 | TIME WARNER CABLE | | 79.10 | | |
| 01/29/2019 | CDA | 69601 | ELEVATE MEDIA GROUP, INC. | | 2,211.25 | | |
| 01/29/2019 | CDA | 69619 | MATT MASON PHOTOGRAPHY | | 125.00 | | |
| 01/29/2019 | CDA | 69631 | STEPHANIE LYNN LAKE GENEVA LLC | | 315.37 | | |
| | | | 01/31/2019 (01/19) Period Totals and Balance | | 5,396.72 * | 5,745.10- * | 68,241.47- |
| 02/28/2019 | AP | 252 | Summary Transactions from AP System | | | 27,666.00- | |
| 02/28/2019 | AP | 496 | Summary Transactions from AP System | | | 470.77- | |
| 02/28/2019 | AP | 724 | Summary Transactions from AP System | | | 120.00- | |
| 02/06/2019 | CDA | 69663 | STEPHANIE LYNN LAKE GENEVA LLC | | 2,666.00 | | |
| 02/12/2019 | CDA | 69769 | NYQUIST ENGINEERING | | 626.47 | | |
| 02/12/2019 | CDA | 69787 | SANTA CAUSE | | 3,000.00 | | |
| 02/26/2019 | CDA | 69902 | LAKE GENEVA CONVENTION | | 25,000.00 | | |
| | | | 02/28/2019 (02/19) Period Totals and Balance | | 31,292.47 * | 28,256.77- * | 65,205.77- |
| UNRESERVED FUND BALANCE | | | 01/01/2019 (00/19) Balance | 47-00-00-34800 | | | 211,030.28- |
| | | | 02/28/2019 (02/19) Period Totals and Balance | | .00 * | .00 * | 211,030.28- |
| HOTEL/MOTEL ASSN-CHAM OF COMM | | | 01/01/2019 (00/19) Balance | 47-00-00-57100 | | | .00 |
| 02/01/2019 | AP | 134 | LAKE GENEVA CONVENTION **Desc: 1ST QTR 2019 PAYMENT | | 25,000.00 | | |
| | | | 02/28/2019 (02/19) Period Totals and Balance | | 25,000.00 * | .00 * | 25,000.00 |
| YTD Encumbrance | .00 | YTD Actual | 25,000.00 Total | 25,000.00 | YTD Budget | 154,443.00 Unexpended | 129,443.00 |
| PROMOTIONAL GRANT | | | 01/01/2019 (00/19) Balance | 47-70-00-57150 | | | .00 |
| 01/29/2019 | AP | 429 | SANTA CAUSE **Desc: SHUTTLE SVC-SANTA CRUISE | | 3,000.00 | | |
| | | | 01/31/2019 (01/19) Period Totals and Balance | | 3,000.00 * | .00 * | 3,000.00 |
| 02/08/2019 | AP | 452 | TIME WARNER CABLE **Desc: RIV WIRELESS-FEB | | 79.10 | | |
| | | | 02/28/2019 (02/19) Period Totals and Balance | | 79.10 * | .00 * | 3,079.10 |
| YTD Encumbrance | .00 | YTD Actual | 3,079.10 Total | 3,079.10 | YTD Budget | 83,835.00 Unexpended | 80,755.90 |
| TOURISM MUNICIPAL DEVELOPMENT | | | 01/01/2019 (00/19) Balance | 47-70-00-57155 | | | .00 |
| 01/02/2019 | AP | 4 | STEPHANIE LYNN LAKE GENEVA LLC **Desc: SPECIAL EVENTS COORDINATOR-JAN 2019 | | 2,666.00 | | |

| Date | Journal | Reference Number | Payee or Description | Account Number | Debit Amount | Credit Amount | Balance |
|--|---------|------------------|---|----------------|--------------|---------------|----------|
| 01/02/2019 | AP | 68 | TIME WARNER CABLE **Desc: RIV WIRELESS SVC-JAN | | 79.10 | | |
| 01/31/2019 (01/19) Period Totals and Balance | | | | | 2,745.10 * | .00 * | 2,745.10 |
| 02/06/2019 | AP | 232 | STEPHANIE LYNN LAKE GENEVA LLC **Desc: SPECIAL EVENTS COORDINATOR-FEB 2019 | | 2,666.00 | | |
| 11/14/2018 | AP | 422 | NEI-TURNER MEDIA **Desc: AT THE LAKE-WINTER 2019 | | 391.67 | | |
| 02/19/2019 | AP | 711 | PRO-TECH SERVICES INC **Desc: AV SVC-RIV PHOTO SHOOT | | 120.00 | | |
| 02/28/2019 (02/19) Period Totals and Balance | | | | | 3,177.67 * | .00 * | 5,922.77 |
| YTD Encumbrance | .00 | YTD Actual | 5,922.77 | Total | 5,922.77 | YTD Budget | .00 |
| | | | | Unexpended | (5,922.77) | | |

| | | | | |
|----------------------------|-----------------------|-----------|------------|-------|
| Number of Transactions: 28 | Number of Accounts: 6 | Debit | Credit | Proof |
| Total TOURISM: | | 70,691.06 | 70,691.06- | .00 |
| Number of Transactions: 28 | Number of Accounts: 6 | Debit | Credit | Proof |
| Grand Totals: | | 70,691.06 | 70,691.06- | .00 |

Report Criteria:
 Actual Amounts
 Only Accounts With Balances
 Summarize Payroll Detail
 Print Period Totals
 Print Grand Totals
 Include Only Description Comments
 Page and Total by FUND
 All Segments Tested for Total Breaks
 [Report].Account Number = "47000011111"-47700057155"

City of Lake Geneva
Tourism Commission Budgets and
Forecasts

3/13/2019

| | Budget 2017 | Actual 2017 | Budget 2018 | Forecast 2018 | Actual YTD 2018 | Proposed Budget 2019 | Forecast 2019 | Forecast 2020 | Forecast 2021 |
|-------------------------------------|----------------|----------------|----------------|------------------|--------------------|----------------------------|------------------|------------------|------------------|
| Room Tax Revenue Forecast | 627,279 | 667,820 | 667,772 | 640,534 | 701,671 | 667,772 | 600,000 | 600,000 | 600,000 |
| City Cap by Year per 2016 State Law | 422,821 | 422,821 | 397,494 | 397,494 | 375,679 | 397,494 | 397,494 | 342,521 | 362,377 |
| Room Tax Revenue From City | 204,458 | 244,999 | 270,278 | 243,040 | 325,992 | 270,278 | 202,506 | 257,479 | 237,623 |
| Fund Balance Carry forward | - | - | 170,956 | 90,544 | 90,544 | 90,544 | (29,885) | (123,268) | (68,295) |
| Chamber (Visit Lake Geneva) | ##### | (154,455) | (100,000) | (147,633) | (100,000) | (100,000) | (137,500) | (137,500) | (137,500) |
| Chamber (25% over \$450K) | | | (54,443) | | (62,918) | (54,443) | | | |
| Promotion Grants | | | (107,918) | (107,918) | (9,412) | (9,412) | (85,139) | (32,503) | (59,990) |
| Municipal Development | | | (107,918) | (107,918) | (73,250) | (73,250) | (73,250) | (32,503) | (59,990) |
| Fund Balance | 60,138 | 90,544 | 70,956 | (29,885) | 170,956 | 123,717 | (123,268) | (68,295) | (88,151) |

City Council Commitment:

- 1) Tourism Commission Fund to Receive \$100,000 minimum in quarterly payments
- 2) Tourism Commission Fund then to Receive Room Tax dollars at \$100,000 above the City Retention Limit for year

Chamber (Visit Lake Geneva) Payment for 2019-2020

- 1) Chamber (Visit Lake Geneva) to Receive \$100,000 minimum in quarterly payments
- 2) Chamber (Visit Lake Geneva) to Receive 25% of Years Room Tax in Excess of \$450,000

| 2018 Promotion Grants | Approved | Date Paid |
|--|-----------------|------------------|
| Visit Lake Geneva - Midwest CVB | 450 | Paid |
| WCCVB Riviera Reception | 600 | Paid |
| Horticultural Hall, match 50/50 with tracking | - | Removed |
| Lake Geneva Attractions, match 50/50 w Impressions | 3,900 | Paid |
| Love Lake Geneva, match 50/50 with Impressions | - | Books Closed |
| Geneva Theater, match 50/50 | 1,000 | Paid |
| Winterfest Banners | 462 | Paid |
| Frog Hops Sports Marathon 30/70 Match (Need to Resubmit) | - | N/A |
| Frog Hops Sports Marathon 30/70 Match (Need to Resubmit) | - | N/A |
| Santa Cause (Oct. 2018) | 3,000 | Paid |
| Bee Hive (Sept. 2018) | - | Books Closed |
| Promotion Grants Total | 9,412 | |

| Tourism Municipal Development | Approved | Date Paid |
|---|-----------------|------------------|
| Ice Castle City Fees & Staff | 20,000 | Paid |
| Ice Castle Water Bills | 5,000 | Paid |
| Riviera Virtual Tour | 500 | Paid |
| Cooperative Convention Center Event Coordinator | 32,000 | 2019 |
| Cooperative Convention Center Marketing | 5,000 | \$4,235.50 |
| Roger Brooks Community Assessment | 6,250 | Paid |
| Internet Wi-Fi for Riviera Install | 1,000 | 626.47 Paid |
| Internet Wi-Fi for Riviera 12 Month Service | 3,500 | 905.17 Paid |
| Tourism Muni Development Total | 73,250 | |

| | |
|--|----------------|
| Year to Date Spent and Committed | 82,662 |
| Unused / Non-Committed Fund Balance Year to D | 170,956 |
| Expected Incoming Remainder of the Year | * |
| Fund Carryforward without additional spending | 170,956 |

*This report is for December and Final 2018

Meet at the Lake Proposed Marketing Budget 2019- Revised

| 1st Priority | Annual \$ |
|---|------------------|
| MPI Chicago (affiliate membership) | \$99 |
| MPI Wisconsin | \$576 |
| ASAE | \$475 |
| RCMA | \$195 |
| Google Business/SEO | \$660 |
| MATL Catalog Design (per 100) | \$2,400 |
| MATL Catalog Printing (per 100) | \$380 |
| MidwestMeetings.com | \$200 |
| Membership Events *Does not include mileage | \$950 |
| Photo shoot Riviera | \$470 |
| Wisconsin Meetings Spring Issue | \$1,726 |
| Wisconsin Meetings Digital Listing | \$695 |
| Actual Spend estimate: | \$8,826 |
| Pre-approved budget: | \$10,000 |
| Budget "Credit" moving into 2nd Priority | \$1,174 |

| 2nd Priority | Annual \$ |
|---|------------------|
| HelmsBriscoe Property Listings: \$5,000 package | \$5,000 |
| Wisconsin Meetings Print for Summer & Fall | \$3,452 |
| Direct Mail - 500 postcards Spring & Fall *Includes postage | \$475 |
| Total minus \$1,174 pre-approved credit | \$7,753 |

| 3rd Priority | Annual \$ |
|---|------------------|
| Interactive Sky & Venue Tour Video for MATL and property websites, social media | \$4,500 |
| Downtown Lake Geneva Short Video | 4,000 |
| | \$8,500 |

| Pending CVB and/or Individual Property Participation | |
|---|---------|
| HelmsBriscoe Property Listings: \$5,000 package | \$5,000 |
| RCMA Convention (January 2020) *+Travel & Lodging | \$2,400 |
| Cvent- Microsites Page *hold off for now | \$5,000 |

Meet at the Lake Proposed Marketing Budget 2019- Revised

| | |
|---|--|
| *Require 1 diamond listing for promoted venues \$3,273 each- Riviera included. | |
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City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

February 10, 2019

Date Submitted: _____

Organization: **Streets of Lake Geneva**

Contact Person: **Bridget Leech**

Phone Number: **262-395-8128**

Street Address: **P.O. Box 863**

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

Email Address: **bridget@streetsoflakegeneva.com**

Name of Event: **Lake Geneva Wine Walk**

Date(s) of Event: **Sunday, May 12, 2019**

Location of Event: **Downtown Lake Geneva**

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

Estimated Number of Attendees: **400**

Estimated Number of Overnight Stays: **20**

Annual Event (Yes/No): **Yes - we hope to make it annual after this year**

Event/Initiative Start Date: **May 12, 2019**

Event/Initiative End Date: **May 12, 2019**

Note: Marketing materials & paid receipts to be sent *no later* than 45 days after the end date.

Grant Amount Requested: **\$775**

Provide as attachment the following:

- 1) Event Overview/Description
- 2) Event Budget (Include how grant funds will be used)
- 3) Mock-up of Marketing Material to include City of Lake Geneva Logo
- 4) Marketing plan for the event
- 5) Any other helpful information

Please send the completed application with required additional information to CityAdmin@cityoflakegeneva.com and cc: DeputyClerk@cityoflakegeneva.com

Event Overview/Description

The Streets of Lake Geneva is thrilled to announce its first Wine Walk. After looking at revenues and pedestrian reports, we have targeted Mother's Day Weekend as a great weekend to encourage more people to come downtown. Additionally, we looked at what dates were still available, based on surrounding area events, Spring Break and Easter. We ultimately chose May 12, 2019.

Guests will enjoy sampling wines while they stroll the streets. Wine samples will be provided inside of participating businesses. This is a 21+ event and tickets are limited. At the start of the event, each person will be asked to show their ID in order to get a wristband. Attendees can pick up maps and get their wristband at any time during the event. Tickets for the event can be purchased ahead of time or at the door for an additional fee.

Tickets will be \$25 in advance of the event and \$30 day of. Designated driver tickets are available at \$15 each. Tickets can be purchased online at Eventbrite or at the Bottle Shop. Tickets for sale at the Bottle Shop can only be purchased with **cash or check**. Tickets include the following:

- 4oz plastic stemless wine glass with sponsor logo
- Samples at each location
- Snacks along the way
- A day full of fun and wine samples
- Flowers for every Mom!

Designated Driver Tickets include:

- Sprecher soda
- Bottled Water
- Snacks along the way
- A day full of fun and wine samples
- Flowers for every Mom!

Participating business locations are being asked to provide a snack or partner with local food establishments to provide light bites along the way.

We have designated Side by Side as the official charity, who will be receiving proceeds from the event.

Event Budget (how will grant funds be spent)

We have already secured sponsors for the event. Their logos will be included on all printed items, therefore all items will be advertising for those businesses as well.

| Item | Total Cost |
|------------------------------------|-------------------|
| Posters | \$75 |
| Rack Cards | \$200 |
| Event Passports with Sponsor Logos | \$250 |
| Social Media Boosting | \$250 |
| TOTAL | \$775 |

Mock-up of Marketing Material to include City of Lake Geneva Logo

See attached poster. Design will be adapted to rack cards and social media posts. Event passport will be designed when businesses have signed up and we are much closer to the event.

Marketing plan for the event

This event will follow the same marketing techniques that we have used for our past events – posters, rack cards and social media. We will publish the event on Facebook and the Streets of Lake Geneva website. The event will be shared via sponsor sites, non-profit partners and Visit Lake Geneva.

Any other helpful information

Because we are hosting this event on Mother's Day, we are intending to make this a weekend long event for people to celebrate their Mother's. We are creating overnight room packages with downtown hotels. After the event, we will be able to get numbers from the hotel as to how many people have booked rooms within our room block.

In addition to guestrooms and our Sunday afternoon event, we are seeking one partner to be the official brunch partner of the event.

CELEBRATE THE SPECIAL
LADIES IN YOUR LIFE
WITH THE FIRST

LAKE GENEVA WINE WALK

MAY 12 | 1 - 4 PM
DOWNTOWN
LAKE GENEVA

FOR MORE INFORMATION, VISIT
WWW.STREETSOFLAKEGENEVA.COM

PROCEEDS TO BENEFIT

Side  Side





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

Date Submitted: March 7, 2019

Organization: Lake Geneva Attractions (Cruise Line, Canopy Tours, Tristan Crist Magic Theatre)

Contact Person: Seth Elder, Tristan Crist, Jack Lothian

Phone Number: (262) 248-0505

Street Address: 609 W. Main St.

City, State, Zip: Lake Geneva, WI 53147

Email Address: sethe@ziplgct.com, tristanrist@gmail.com, jl@glcl.net

Name of Event: Online video promotion of Lake Geneva Attractions to generate overnight visitors.

Date(s) of Event: May-August, 2018

Location of Event: Facebook Lake Geneva Attractions video promotion

Type of Event: Online video marketing campaign for Lake Geneva tourism promotion.
(Festival, Cultural, Tour, Sporting, Other)

Estimated Number of Attendees: The campaign is designed to reach over 350,000 people May-August

Estimated Number of Overnight Stays: 200 plus

Annual Event (Yes/No): Yes

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) Sample of Marketing Material
- 4) Marketing plan for the event
- 5) Any other helpful information

**Please send the completed application with required
additional information to cityadmin@cityoflakegeneva.com
by the Bi-Annual Application Due Date**

City of Lake Geneva Tourism Commission
Tourism Promotion Grant Application (Continued)



Overview / Description:

In January of 2018 The *Lake Geneva Cruise Line*, *Lake Geneva Canopy Tours* and *Tristan Crist Magic Theatre* decided to work together to further promote **Lake Geneva Attractions**. The idea was to create a marketing campaign to attract visitors to Lake Geneva by specifically promoting 3 unique and popular Lake Geneva experiences. **With a combined 150,000 plus customers a year, these three major Lake Geneva attractions are responsible for millions of dollars in Lake Geneva tourism spending and related room nights at local resorts and hotels.**

Supporting the promotion of Lake Geneva Attractions will continue to boost and benefit Lake Geneva tourism.

In 2018 the tourism commission awarded a similar grant to the Lake Geneva Attractions group that supported a summer campaign resulting in over 350,000 views on Facebook promoting Lake Geneva attractions and downtown lodging. Lake Geneva Attractions would like to repeat this campaign in 2019.

Budget:

The Lake Geneva Attractions 60 second video promotion will be updated from 2018. The website will also be updated to include Lake Geneva partner hotels so they can better track results. This will cost \$1,500 to produce and edit through Signalfire LLC.

Each of the three attractions will spend \$2,000 to promote the video on Facebook during the summer for a total marketing spend of \$6,000.

TOTAL REQUEST for video production and social media video campaign is \$7,500

Sample of marketing material:

The 2018 video can currently be viewed on youtube:

<https://www.youtube.com/watch?v=BycE6RGqON0>

Shorter segments of the video can be found on the website: www.LakeGenevaAttractions.com

Marketing plan:

Each of the 3 attractions will do a \$2,000 ad buy through their individual Facebook business pages promoting the video from May-August 2018. The target audience will be both the Milwaukee and Chicago markets. Each attraction will target ads differently to best reach their individual target demographics.

Facebook gives an estimate of a video's reach. For this type of ad buy it is reasonable to expect 200,000 plus people to see this Lake Geneva promotion, however last year's highly successful campaign reached 372,154 people.

The Lake Geneva Attractions will again reach out to Lake Geneva hotels and offer a buy-in on this marketing opportunity to receive a specific call-out in the Facebook ad to promote room nights at those specific properties.

NEW FOR 2019!! These hotels will also be given the opportunity for a listing on the Lake Geneva Attractions website with a link to their own site so they can better track room nights from this promotion.

Other helpful information:

This is one small portion of the overall marketing plan for Lake Geneva Attractions. These three businesses have committed to work together for the betterment of Lake Geneva tourism and have specifically designed their promotions to create a **Lake Geneva itinerary that will encourage visitors to spend the night and spend tourism dollars in Lake Geneva.**

All three attractions have a history of great partnerships in place with Lake Geneva hotels and look forward to continuing this positive synergy.



Lake Geneva

City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

February 7, 2019

Date Submitted:

Organization: Sons of the American Legion

Contact Person: Dan Jegerski

Phone Number: 262-770-6917

Street Address: 735 Henry St.

City, State, Zip: Lake Geneva, WI 53147

Email Address: gerski14@hotmail.com

Name of Event: Freedom over the Lake

Date(s) of Event: July 4, 2019

Location of Event: Lake Geneva, near Flat Iron Park

Type of Event: Community Event

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

Estimated Number of Attendees: 500 - 1000

Estimated Number of Overnight Stays: 250

Annual Event (Yes/No): Yes, we hope to make it annual

Event/Initiative Start Date: July 4, 2019

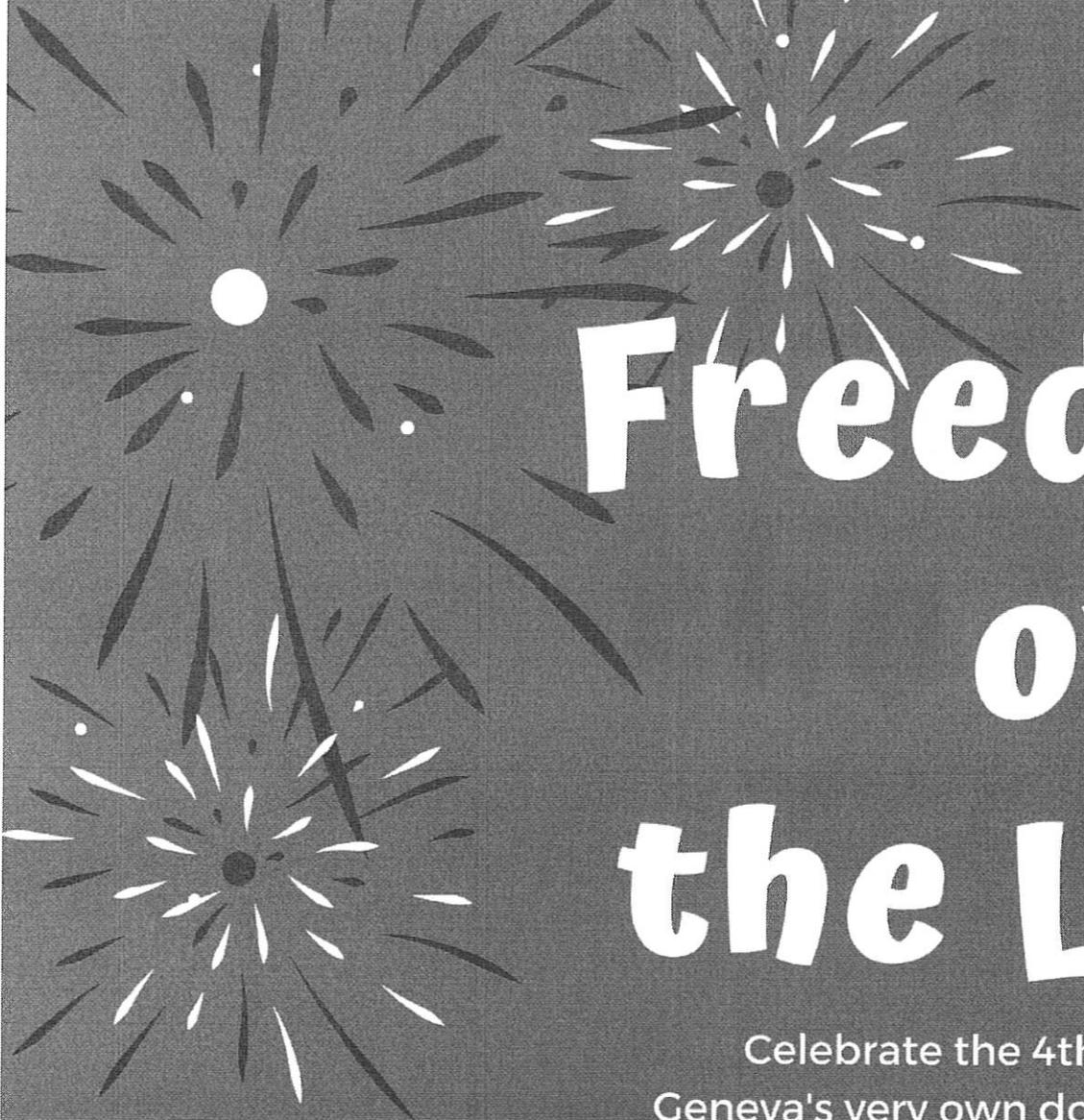
Event/Initiative End Date: July 4, 2019

Grant Amount Requested: 3,425

Provide as attachment the following:

- 1) Event Overview/Description
- 2) Event Budget (Include how grant funds will be used)
- 3) Mock-up of Marketing Material to include City of Lake Geneva Logo
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Freedom over the Lake

Celebrate the 4th of July with Lake Geneva's very own downtown fireworks

JULY 4, 2019

SUNSET
APPROXIMATELY 9PM

FLAT IRON PARK
201 WRIGLEY DRIVE

In partnership with:





Lake Geneva

City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

March 11, 2019

Date Submitted:

SO Creative Club

Organization:

Nan Elder

Contact Person:

630-207-4627

Phone Number:

12211 Jacob Ave.,

Street Address:

Hebron, IL 60034

City, State, Zip:

ntelder2014@gmail.com

Email Address:

Shore Path Tour

Name of Event:

Thurs. & Fri-June 6 & 7, July 1 & 2, Aug. 8 & 9

Date(s) of Event:

Downtown Lake Geneva

Location of Event:

Tour

Type of Event:

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

Estimated Number of Attendees:

Max # 12 x 6

Estimated Number of Overnight Stays:

72

Annual Event (Yes/No):

1st year proof of concept, 2nd year test weekday

Event/Initiative Start Date:

June 6, 2019

Event/Initiative End Date:

August 9, 2019

Note: Marketing materials & paid receipts to be sent *no later* than 45 days after the end date.

Grant Amount Requested:

\$4,750

Provide as attachment the following:

- 1) Event Overview/Description
- 2) Event Budget (Include how grant funds will be used)
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- 5) Any other helpful information

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Event Overview/Description

The shore path is ranked #3 on Trip Advisor for things to do in Lake Geneva. I have researched and worked with historians, museum docents, videographers, photographers, marketers, local business owners and a third party vendor to develop an app to include a real-time location based shore path application. While the app is extremely handy, there are several factors that one needs to consider when heading out to the Geneva Lake shore path i.e. respect of private property, change in terrain, elevation, limited entrance/exit points, limited bathrooms, variable distance depending on which leg your touring, in addition to the lovely stories behind the famous landscapes, pristine views of the lake, magnificent estates and a remarkable history which makes it ideal for personal - small group guided tours.

In 2018, as proof of concept, SO Creative hosted a shore path walking tour to offer a guided activity during a slower time of the year for Lake Geneva - Mother's Day weekend. Despite the 40 degree temperature over the two days, both weekend dates sold out.

Over the course of my event planning career I've researched, written and successfully executed several grants to include WI Dept. of Tourism applications. I have a good understanding of the kind of itinerary building that needs to take place for revenue generation that benefits hotels, retailers, restaurants, and attractions to promote day trips & overnight stays.

SO Creative Club would like to offer an early morning, weekday, 2.5 to 3 hour, 12 person walking tour to assist in applying what Roger Brooks calls, "**The Four-Time Rule**" - Visitors will make a point of stopping and/or staying if there are enough activities that appeal to them and will keep them busy four times longer than it took them to get there. In other words, if a person has to drive 15 minutes to visit a town/city is there enough for them to do to keep them busy for an hour? (4 x 15 minutes).

Weekday Dates - Guided shore path walking tour dates:

Thursday & Friday - June 6 & 7

Monday & Tuesday - July 1 & 2

Thursday & Friday - August 8 & 9

Budget & Plan

Guests will enjoy a morning, 4 mile guided stroll past the magnificent estates off the shore line of Geneva Lake. Tickets will be \$30 in advance, and SO Creative will have a \$5 off track able discount code to share with Lake Geneva hotels and/or partners through Eventbrite.

Third Party Digital Marketing Vendor – Set-up unique event profiles, #hashtag research, content schedule/development, posting & paid promotions: \$3,000

Pick-up/Drop-off Bus \$750

Rack cards-Promotional Material \$350

Promotional Tour T-shirts and/or Bags \$650

TOTAL \$4,750

