



**TOURISM COMMISSION  
MONDAY, OCTOBER 12, 2020 – 4:00PM  
LAKE GENEVA CITY HALL; COUNCIL CHAMBERS**

**THE CITY OF LAKE GENEVA IS HOLDING MEETINGS VIRTUALLY WITH LIMITED CAPACITY IN COUNCIL CHAMBERS TO COMPLY WITH SOCIAL DISTANCING DUE TO THE CORONAVIRUS (COVID-19) PANDEMIC. HERE'S HOW YOU CAN PARTICIPATE:**

**4:00 p.m. October 12, 2020 Tourism Commission**

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**AGENDA**

- 1) Chairman, Waspi call the meeting to order
- 2) Roll Call
- 3) Comments from the public limited to 5 minutes, limited to items on this agenda
- 4) Approval of the Tourism Commission minutes from September 22, 2020
- 5) Update from Stephanie Copsey (Independent Contractor for Tourism Commission) Meet at the Lake Promotional Activity
- 6) Update from Tourism Entity (VISIT Lake Geneva) on Promotional Activity, Calendar, and Hotel Performance
- 7) Update from Lake Geneva Business Improvement District (BID) on Events, Activity, and Status on Prior Grants Awarded
- 8) Written financial update provided by Comptroller regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements

- 9) **Motion to go into Closed Session** pursuant to Wis. Stat. 19.85(1)(e) for the purposes of deliberating or negotiating the purchase of public properties, the investing of public funds, or conducting other specified business whenever competitive or bargaining reasons require a closed session RE:
- 1) VISIT Lake Geneva Tourism Marketing services for the next three years (2021-2023)
  - 2) Stephanie Copsey contract renewal
  - 3) Walworth County Visitors Bureau RFP
- 10) **Motion to return to open session** pursuant to Wisconsin Statutes 19.85 (2) and take action on any items discussed in closed session
- 11) Discussion/Action on Tourism Promotional Grant Program and Requests:
- a.) Continuation of discussion of Lake Geneva Regional News, Digital Marketing Effort from the August 12, 2020 Tourism Commission meeting
  - b) Lake Geneva Jaycees “Pub & Grub Crawl”
  - c) Lake Geneva Balloon Company “Geneva One”
  - d) Lake Geneva Winter Bridal Expo
- 12) Future meeting agenda items (next meeting date Monday, November 9, 2020 at 4pm)
- 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.*

cc: Tourism Commissioners, Mayor, Administrator

TOURISM COMMISSION MINUTES – Special Tourism Meeting  
TUESDAY, September 22, 2020 – 4:00 PM  
COUNCIL CHAMBERS, CITY HALL

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

**Roll Call**

**Present:** Chair Waspi, Vice Chair Trilla, Alderman Fesenmaier, Alderman Hedlund, Zakia Pirzada, and Linda Moritz. City Administrator Dave Nord

**Absent:** none

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

Dave Sekeres, 315 Amber Drive, Whitewater, Chair of Visit Lake Geneva spoke in favor of approving a contract with Visit to promote the City of Lake Geneva. Zakarais referenced Smith Travel Research citing statistics that, though, travel overall is down, our area is showing the smallest decrease, so it is important to have a strong marketing program and presence.

Mary Jo Fesenmaier, 1085 S. Lake Shore Drive, Lake Geneva, Alderman District 2 read from the League of Municipalities: Taxation FAQ 15 regarding have more than one contract for tourism services.

Motion by Hedlund, second by Moritz, to go into Closed Session pursuant to Wis. Stat. 19.85 (1) (e) to discuss RFP proposals from Tourism entities, including the City Administrator Dave Nord, Comptroller Karen Hall, and Mayor Klein. Unanimously carried.

Motion by Hedlund, second by Trilla, to go into Open Session. By roll call, unanimously carried.

Motion by Hedlund, second by Trilla, to direct staff to proceed as discussed in closed session regarding Visit Lake Geneva contract. Unanimously carried.

Motion by Hedlund, second by Pirzada, to extend by 60 days, the agreement with Stephanie Copey, independent contractor for the Tourism Commission, through December 31, 2020. Unanimously carried.

Motion by Hedlund, second by Trilla, to adjourn at exactly 5:48 p.m. Carried.

Respectfully submitted,  
Alderman Fesenmaier, Secretary

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

Next regular meeting: Monday, October 12, 4:00 p.m.

## Riviera Ballroom/MATL Update- Tourism Commission Meeting October 2020

### Marketing Update

- Reached out to all 2015 – 2018 corporate/non-profit clients to invite back in 2021.
- To begin before end of October- Fall/Winter on social media presence for the Riviera Ballroom.
  - Benefits of having a smaller wedding (due to Covid-19 related limitations)
  - Operational strategies that will help keep guests safe when hosting an event
  - Highlighting what Lake Geneva hotels and downtown area businesses are doing to keep guests and customers safe

### Sales Update

- December Cancellations (2 weddings & 1 Corporate holiday party). Estimated loss of 250+ hotel room nights at city of LG hotels in December.
- No new events to be booked for the rest of 2020.
- Completed updating the 2022 event packages to reflect the new pricing for 2022 inquiries. Website is also up to date.
- 2020-2021 Events Update
  - Confirmed # of Events in 2021 as of 10/6/20: **53 (6 are non-wedding)**
  - 4 non-wedding inquiries received within last 30 days- highest # of non-wedding inquiries in one month this year.
  - Events rescheduled for 2021 due to COVID-19: **22**
  - Total # of events in 2019: **26**
  - # of events projected for 2020 (pre-Covid): **40**



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## Lake Geneva Tourism Commission | October 12, 2020

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### VISIT Lake Geneva Update

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#### Partner Events

- VLG Monthly Partner Meetings remain on hold due to COVID-19
- Multi-chamber events on hold due to COVID-19

#### VLG Events Update

- Electric Christmas Parade | December 5, 2020
- Winterfest | February 3-7, 2021
  - Winterfest Director – Cherie Setteducate

#### Lake Geneva in the Media – September Highlights

- TravelAwaits.com – *Best Things to do in Lake Geneva* (9/2/20)
- North Star Meetings Group – *Case Study of a Successful Incentive Travel Program* (9/11/20)
- Victoria Magazine – *Weekend in Wisconsin* (9/15/20)
- New York Post – *Hotels are Offering Schoolcation Packages* (9/30/20)

#### Marketing Metrics

- WEBSITE – VisitLakeGeneva.com – SEPTEMBER 2020:
  - Visitor Sessions: 62,194 (+20.8%) (YTD 685,653)
  - Pageviews: 177,383 (YTD 1,754,487)
  - Users: 47,444 (YTD 531,687)
  - Top Cities:

1. Chicago (21.5%)	6. Arlington Heights (1.5%)
2. Milwaukee (5.3%)	7. Schaumburg (1.5%)
3. Lake Geneva (2.9%)	8. Naperville (1.0%)
4. Madison (2.6%)	9. Rockford (0.8%)
5. (not set) (1.9%)	10. Kenosha (0.7%)
  - Top Pages:

1. Things to Do	6. Food & Drink   Breweries & Wineries
2. Home	7. Things to Do   Shopping
3. Things to Do   Shore Path	8. Food & Drink
4. Events	9. Stay
5. Stay   Hotels & Resorts	10. Things to Do   Orchards & Farms

- 59% Female | 41% Male
- Age Group:
  1. 25-34 – 24.5%
  2. 55-64 – 17.3%
  3. 35-44 – 17.2%
  4. 45-54 – 16.6%
  5. 65+ – 12.5%
  6. 18-24 – 11.9%
- Facebook – SEPTEMBER 2020:
  - 48,348 Followers (+115)
  - Post Reach: 18,111
  - Post Engagement: 1,904
- Instagram – SEPTEMBER 2020:
  - 5,873 Followers (+168)
- Twitter – SEPTEMBER 2020
  - 3,353 Followers (+12)
- VLG Email Subscribers – SEPTEMBER 2020 = 50,122 (+16)

**Visitor Center Activity – SEPTEMBER 2020**

- Walk-ins – 777 | 5,955 YTD (2019 YTD 15,178)
- Phone Calls – 201 | 2,436 YTD (2019 YTD 4,531)

**Hotel Activity (Lake Geneva Region) – SEPTEMBER 2020**

- Occupancy = 53.3% | -29.5% (YTD -32.2%)
- ADR = \$172.22 | -8.5% (YTD -4.9%)
- RevPar = \$91.80 | -35.5% (YTD -35.5%)
- Demand (Rooms Sold) = 36,040 | -26.4% (YTD -34.3%)

**Sales RFP Report: SEPTEMBER 2020**

2020 RFP#	Room Nights	Properties Sourced
959	1655	Grand Geneva
960	18	<b>Baker House, Bella Vista, Harbor Shores, GN</b>
961	533	Abbey
962	380	Abbey, Grand Geneva

**Other**

- The 2021 Lake Geneva Area Visitors Guide is in production. Final advertising deadline is October 14. Publication scheduled for late December 2020. Downtown 2-page editorial feature.

Presented by Deanna Goodwin,  
 Director of Marketing, VISIT Lake Geneva  
 (262) 812-0021 | [deanna@visitlakegeneva.com](mailto:deanna@visitlakegeneva.com)

**CITY OF LAKE GENEVA**

BALANCE SHEET  
SEPTEMBER 30, 2020

**FUND 47 - TOURISM**

ASSETS

47-00-00-11111	FUND CASH	209,840.96	
	TOTAL ASSETS		209,840.96

LIABILITIES AND EQUITY

FUND EQUITY

47-00-00-34800	UNRESERVED FUND BALANCE	338,077.81	
	REVENUES OVER EXPENDITURES - YTD	( 128,236.85)	
	TOTAL FUND EQUITY		209,840.96
	TOTAL LIABILITIES & EQUITY		209,840.96

Account Number	Account Title	2020-20 Period Actual	2020-20 Current year Actual	Current year Budget	Variance Current year	% of Budget
<b>TOURISM</b>						
<b>TOURISM</b>						
47-00-00-41210	ROOM TAX	104,548.09	130,586.33	447,765.00	317,178.67	29.16
47-00-00-48110	INTEREST INCOME	.00	822.27	3,500.00	2,677.73	23.49
47-00-00-49100	APPL. PRIOR YR APPROPRIATIONS	.00	.00	75,136.00	75,136.00	.00
Total TOURISM:		104,548.09	131,408.60	526,401.00	394,992.40	24.96
47-00-00-57100	HOTEL/MOTEL ASSN-CHAM OF COM	.00	75,000.00	190,625.00	115,625.00	39.34
47-00-00-57210	EVENTS COORDINATOR	2,666.00	26,660.00	32,000.00	5,340.00	83.31
47-00-00-57212	EVENTS COORDINATOR-RIVIERA	2,666.00	26,660.00	.00	26,660.00-	.00
47-70-00-57150	PROMOTIONAL GRANT	6,590.49	51,216.76	85,000.00	33,783.24	60.26
47-70-00-57155	TOURISM MUNICIPAL DEVELOPMENT	.00	4,972.69	143,640.00	138,667.31	3.46
47-70-00-59400	TRANSFER TO CAPITAL PROJECTS	.00	75,136.00	75,136.00	.00	100.00
TOURISM Expenditure Total:		11,922.49	259,645.45	526,401.00	266,755.55	49.32
Net Total TOURISM:		92,625.60	128,236.85-	.00	128,236.85	.00
Net Grand Totals:		92,625.60	128,236.85-	.00	128,236.85	.00

Name	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual Total	Mail
													\$0.00	
Anthony Scalzitti-Wells St House	\$41.13	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00							\$41.13	x
Baker House	\$415.03	\$654.39	\$339.75	\$105.00	\$260.74	\$1,086.28	\$1,662.01						\$4,523.20	x
Belle Vista Suites	\$1,283.18	\$1,326.30	\$430.61	\$0.00	\$1,916.93	\$4,929.90							\$9,886.92	
Center Street Loft	\$38.22	\$42.27	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00						\$80.49	x
Chateau Royale	\$247.32	\$352.99	\$345.62	\$579.84	\$441.14	\$557.46	\$708.64	\$689.29					\$3,922.30	
Comfort Suites	\$3,715.21	\$5,667.94	\$2,526.94	\$878.43	\$2,887.11	\$6,004.36	\$10,430.66						\$32,110.65	
Cove	\$9,710.80	\$11,848.65	\$3,521.12	\$89.05	\$3,424.47	\$18,125.44	\$26,765.84	\$20,887.26					\$94,372.63	
Downtown Geneva St Getaway	\$70.11	\$107.96	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00					\$178.07	Moved to Marketplace x
Downtowner	\$503.05	\$0.00	\$302.68	\$0.00	\$0.00	\$0.00	\$322.42						\$1,128.15	Moved to Marketplace x
Eleven Gables	\$45.66	\$210.68	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$582.76					\$839.10	x
Endless Summer Nites	\$48.51	\$48.51	\$0.00	\$0.00	\$180.32	\$84.25	\$119.56						\$481.15	JAN VRBO-54.50
414 Baker LLC (Hazel's Hideaway)	\$120.37	\$159.37	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00						\$279.74	Opened 6/2019(Moved to Marketplace) x
415 Geneva LLC	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00						\$0.00	x
500 Freemont Street	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00						\$0.00	Property Sold by Mary Black x
501 Madison Street, LLC	\$0.00	\$0.00	\$24.74	\$0.00	\$0.00	\$0.00	\$0.00	\$355.49					\$380.23	Opened 1/23/20-Moved to Marketplace x
715 Williams St/Quick Trip Getaway	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00						\$0.00	Open 12/17/19-Marketplace
835 Wrigley Drive LLC	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00							Moved to Marketplace
925 Dodge St, LLC-John Stanzi	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$636.00						
Fairfield Inn & Suites	\$4,342.92	\$5,931.72	\$2,406.24	\$1,121.97	\$2,543.99	\$6,952.21	\$9,698.95	\$9,280.05					\$42,278.05	x
Geneva Bay Club LLC	\$0.00	\$0.00	\$0.00	\$0.00	\$1,908.33	\$4,519.52	\$6,753.36	\$6,499.60					\$19,680.81	New-May 2020
Geneva Beach House	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00						\$0.00	Opened 6/27/19-Marketplace x
Geneva Street Inn	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	Marketplace - refunded Aug 2020
Geneva Street Bungalow LLC	\$0.00	\$0.00	\$0.00										\$0.00	Marketplace x
Geneva Wells Motel	\$302.35	\$624.42	\$300.47	\$315.23	\$471.71	\$1,325.42	\$2,668.60	\$1,843.52					\$7,851.72	moved to marketplace-May 2020
George & Betty LLC-Slotterbeck	\$0.00	\$0.00	\$0.00	\$0.00	\$49.00	\$0.00							\$49.00	
Gerich & Rehm/Studio 729													\$0.00	Opened 7/2019 x
Harbor Shores	\$2,706.05	\$5,263.58	\$1,508.66	\$619.45	\$5,274.46	\$15,575.26	\$21,529.75	\$16,870.30					\$69,347.51	
Huemanns Haven Properties	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00						\$0.00	Moved to Marketplace x
Humble BNB	\$24.26	\$46.55	\$0.00	\$0.00	\$53.58	\$106.50	\$128.38	\$159.08					\$518.35	Moved to Marketplace -May
Keefe/Northern Waters													\$0.00	Changed to 1329 Dodge St x
KBM Rentals, LLC	\$0.00	\$0.00											\$0.00	Opened May x
Lake Geneva Motel	\$200.75	\$196.40	\$97.31	\$196.30	\$372.10	\$868.53	\$1,344.36	\$883.77					\$4,159.52	x
Lizzie's Lodging	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$52.25							\$52.25	Ending in July 2020-sold house x
LKG Compound-Scalzitti 419 Cass	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00							\$0.00	x
LKG Compound-Scalzitti 233 SLSD	\$37.12	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00							\$37.12	x
LKG Compound-Scalzitti 237 SLSD	\$0.00	\$0.00	\$0.00	\$0.00	\$74.24	\$73.50							\$147.74	x
Lost Oak BNB	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00								\$0.00	Marketplace x
Maple Park Manor-Karen London	\$57.51	\$73.40	\$0.00	\$0.00	\$0.00								\$130.91	x
Maxwell Mansion/Geneva Bay	\$1,787.69	\$2,203.42	\$616.82	\$203.92									\$4,811.85	x
Medusa Suites													\$0.00	Changed to marketplace in Apr x
Mill Creek Hotel	\$1,931.97	\$2,384.59	\$786.14	\$124.83	\$1,890.08	\$3,783.03	\$5,669.89	\$3,604.68					\$20,175.21	x
Nanc N Ed LLC														Out of Business 4/30/19 na
Nautical Cottage on Geneva St														x
Nautical Inn-Anthony Scalziti	\$59.98	\$0.00	\$0.00	\$0.00	\$44.54	\$377.99							\$482.51	
Northern Waters-1329 Dodge St	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$141.09	\$492.53						\$633.62	f/k/a Keefe Northern Waters x
Ole Bistro Inn	\$50.25	\$20.82	\$0.00	\$0.00	\$65.66	\$144.55	\$177.38	\$122.74					\$581.40	x
Pedal Inn	\$26.51	\$0.00	\$0.00	\$0.00									\$26.51	x
Public House/Dean Spieker	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00						\$0.00	Opened 5/1/19 Marketplace x
Russo, James - 1719 Miller Court													\$0.00	x
Seven Oaks	\$1,758.48	\$1,805.38	\$844.85	\$174.23		\$2,972.25	\$3,030.31	\$2,728.75					\$13,314.25	Moved to Marketplace-May x
South Shore House (fka Roses)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$321.04	\$807.03						\$1,128.07	x
1030 Wheeler Street													\$0.00	Opened 10/17/19
T.C. Smith Inn	\$0.00	\$44.59	\$8.57	\$0.00	\$37.73	\$97.02	\$135.73	\$92.85					\$416.49	
Vision Properties Midwest													\$0.00	Not a valid property per JF 11/21/19 x
Wesley Inn	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$33.95						\$33.95	x
Wisconsin Street LLC	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00					\$0.00	Opened 8/19 x
<b>Monthly Totals</b>	<b>\$29,524.43</b>	<b>\$39,013.93</b>	<b>\$14,060.52</b>	<b>\$4,408.25</b>	<b>\$21,896.13</b>	<b>\$68,097.85</b>	<b>\$92,479.35</b>	<b>\$65,236.14</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$334,080.60</b>	

YTD	\$334,716.60	\$	-	1st Qtr Guarantee - Tourism Fund
11-00-00-41210		\$	-	2nd Qtr Guarantee - Tourism Fund
		\$	-	3rd Qtr Guarantee - Tourism Fund
		\$	-	4th Qtr Guarantee - Tourism Fund
		\$	26,038.24	Reclassify to Tourism-Aug
		\$	78,037.45	Reclassify to Tourism-Sep
		\$	-	Reclassify to Tourism-Oct
		\$	-	Reclassify to Tourism-Nov
		\$	-	Reclassify to Tourism-Dec
			\$230,640.91	

Name	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual Total
													\$0.00
AirBnb	\$9,765.28	\$11,311.72	\$2,755.12	\$0.00	\$9,100.59	\$21,770.23	\$12,105.32	\$10,715.78					\$77,524.04
Home Away	\$368.20	\$954.90	\$845.55	\$91.92	\$967.63	\$4,791.35	\$7,479.85	\$7,721.35					\$23,220.75
Expedia	\$0.00	\$0.00	\$8,143.44	\$298.68	\$3,937.00	\$8,176.62	\$9,016.69	\$8,073.51					\$37,645.94
													\$0.00
													\$0.00
<b>Monthly Totals</b>	\$10,133.48	\$12,266.62	\$11,744.11	\$390.60	\$14,005.22	\$34,738.20	\$28,601.86	\$26,510.64	\$0.00	\$0.00	\$0.00	\$0.00	\$138,390.73

YTD \$138,390.73 \$ - 1st Qtr Guarantee - Tourism Fund  
 11-00-00-41210 \$ - 2nd Qtr Guarantee - Tourism Fund  
 \$ - 3rd Qtr Guarantee - Tourism Fund  
 \$ - 4th Qtr Guarantee - Tourism Fund  
 \$ - Reclassify to Tourism-Aug  
 \$ 26,510.64 Reclassify to Tourism-Sep  
 \$ - Reclassify to Tourism-Oct  
 \$ - Reclassify to Tourism-Nov  
 \$111,880.09 Reclassify to Tourism-Dec

Month/Year

2018	Organization	Amount
January	None	\$ -
February	None	\$ -
March	Riviera for the Midwest CVB Conf.	\$ 450.00
	WCCVB	\$ 600.00
April	Ice Castles	\$ 25,000.00
	Lodging By The Lake	\$ 38,000.00
	Horticulture Hall	-
	Lake Geneva Attractions	\$ 3,900.00
	Love Lake Geneva Campaign	\$ 2,949.00
May	Geneva Theater	\$ 1,000.00
June	None	\$ -
July	Winter Fest Banners	\$ 462.00
	Arctic Frog Marathon	\$ 2,100.00
	1/2 Womens' Marathon	\$ 2,100.00
August	No Meeting	\$ -
September	Queen Bee (no group identified)	\$ 550.00
October	Santa Clause (no group identified)	\$ 3,000.00
November	None	\$ -
December	None	\$ -
<b>Total for 2018</b>		<b>\$ 80,111.00</b>

2019	Organization	Amount
January	Avian Committee	\$ 1,107.35
February	No Meeting	\$ -
March	Streets of Lake Geneva	\$ 350.00
	Lake Geneva Attractions	\$ 4,000.00
	Sons of American Legion	\$ -
	Guided Shore Path Tour	\$ 3,000.00
April	GLAS (Star Parties)	\$ -
	Lodging By The Lake	\$ 38,000.00
May	GLAS (Star Parties)	\$ 4,386.00
	Copsey / Riviera marketing contract	\$ 15,308.00
	<b>Event Trailer (LG Fire Dept.)</b>	<b>\$ 13,000.00</b>
June	None	\$ -
July	Kruzin Tuks	\$ -
August	None	-
September	<b>BID; Tourism Promotion (for 2020)</b>	<b>\$38,385</b>
	<b>Bridal Fair At Riviera (for 2020)</b>	<b>\$10,000</b>
	<b>BID; Oktoberfest</b>	<b>\$7,500</b>
October	Queen Bee (Magical Musings)	\$3,700
	<b>Riviera Building</b>	<b>\$75,136</b>
November	<b>Copsey / Riviera marketing contract</b>	<b>\$64,000</b>
	<b>Women's weekend</b>	<b>\$9,000</b>
	<b>LG Museum (D&amp;D Exhibit)</b>	<b>\$10,000</b>
December	<b>VISIT Lake Geneva Winterfest (2020)</b>	<b>\$35,300</b>

2020	Organization	Amount
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January	None		
<b>February</b>	Lacrosse America Youth		\$8,000.00
	<b>Baconfest</b>		<b>\$10,000.00</b>
March	GLAA "Arts in the Parks"	\$	10,000.00
April -June	No meetings	\$	-
<b>July</b>	<b>GLAS (Star Parties)</b>	<b>\$</b>	<b>3,475.00</b>
<b>August</b>	None		
<b>September</b>	None		
<b>October</b>			

Internet at Riv *Tourism Comm; \$110.75 per month*

**OUTSTANDING BALANCE (UNPAID):**

*Recipients are to submit receipts 45 days after event date*

Notes	Outstanding balance unpaid
-------	----------------------------

1st of three year commitment  
 \$1000 (not expended)

Notes	Outstanding balance unpaid
-------	----------------------------

\$392.65 returned / unused

\$3,425.00 Grant returned (fireworks)

\$750 unused / returned

\$3,848.00 Replaced with new amount in May, 2019

2nd year of three year commitment

\*Revised number from April 2019 meeting

\*Contract expires in October, 2019

Withdrawn per Chief Peters 9-4-2020 \$

-

\$5,000 awarded, but stalled at FLR committee

See Sept 9, 2019 minutes for list of covered items

\$

**38,385.00**

\$

-

\$2,836.07 used / \$863.93 returned \$

\$

-

**(\$5,332/month) 11-1-2019 - 10-31-2020** \$

**10,664.00** reflects payment through October

Cancelled \$

\$

-

\$

**10,000.00**

\$

-

Notes	Outstanding balance unpaid
-------	----------------------------

Cancelled	\$	-
	\$	<b>10,000.00</b>
actual \$6448.07	\$	-
	\$	-
	\$	<b>3,475.00</b>

	\$	332.25
	\$	<b>72,856.25</b>

---

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---

*& extension through December*



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

Date Submitted: \_\_\_\_\_

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

Contact Person: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Street Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Email Address: \_\_\_\_\_

Name of Event: \_\_\_\_\_

Date(s) of Event: \_\_\_\_\_

Location of Event: \_\_\_\_\_

Type of Event: \_\_\_\_\_

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

Estimated Number of Attendees: \_\_\_\_\_

Estimated Number of Overnight Stays: \_\_\_\_\_

Annual Event (Yes/No): \_\_\_\_\_

Event/Initiative Start Date: \_\_\_\_\_

Event/Initiative End Date: \_\_\_\_\_

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

Grant Amount Requested: \_\_\_\_\_

**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](mailto:CityAdmin@cityoflakegeneva.com)  
and cc: [DeputyClerk@cityoflakegeneva.com](mailto:DeputyClerk@cityoflakegeneva.com)**



# CUSTOM MARKETING SOLUTIONS

for

CITY OF  
**LAKE GENEVA** *Wisconsin*

Lake Geneva Tourism Commission  
August 2020

Craig Grove  
262.945.6895  
Craig.grove@lee.net

 **AMPLIFIED**  
digital

 **Google**  
Partner

# THE AMPLIFIED DIGITAL DIFFERENCE



## GOOGLE PREMIER PARTNER

We're held to the highest quality standards when running your campaign. Our teams participate in frequent training to maintain our certification, which means you're working with a top-notch agency.

## SOLUTION AGNOSTIC

From planning to implementation, our approach is holistic and based solely on your company's goals.

## FLEXIBLE UPDATES

Don't go stale. We'll make ongoing recommendations and updates to your campaign to mirror you changing needs.

## DRIVEN BY DATA + HUMANS

Your campaign will be optimized nimbly – using data from your placements – paired with the knowledge of our team and industry best practices to ensure we're delivering the absolute best results and using your budget wisely to reach your goals.

## NOTHING TO HIDE

Literally. We have nothing to hide when it comes to your campaign's setup, budget allocations, ongoing adjustments, future recommendations and reporting – you're always kept in the loop.

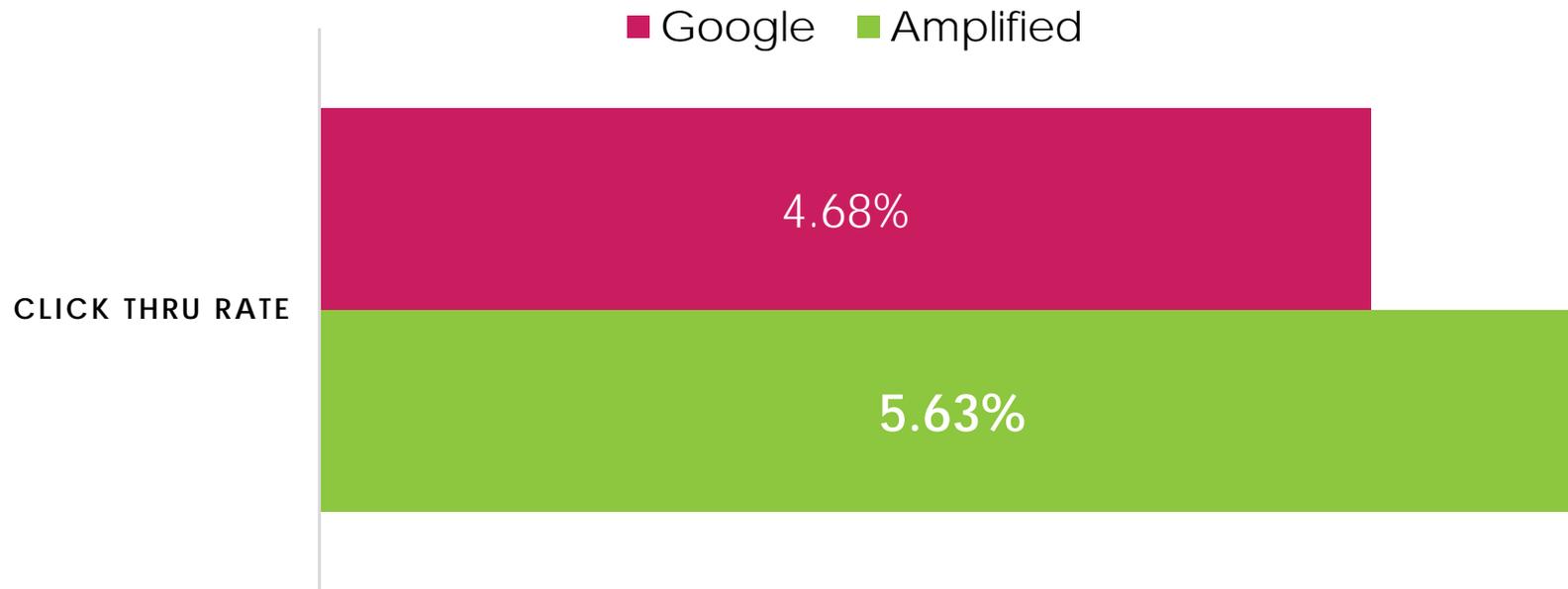
## BEST IN CLASS TECHNOLOGY

Need we say more? Your campaign will be run using industry-leading ad technology platforms, offering total brand safety, precision audience targeting, full-funnel attribution, advanced optimization capabilities, online & offline attribution, algorithmic fraud protection, and reporting that captures your consumer's journey from initial impression to conversion – allowing you to buy with complete confidence.

DRIVEN BY **DATA**. FUELED BY **PASSION**.

# INDUSTRY BENCHMARKS

For 2019, our internal benchmarks for travel & hospitality compared to overall industry benchmarks are as follows:



# YOUR GOALS

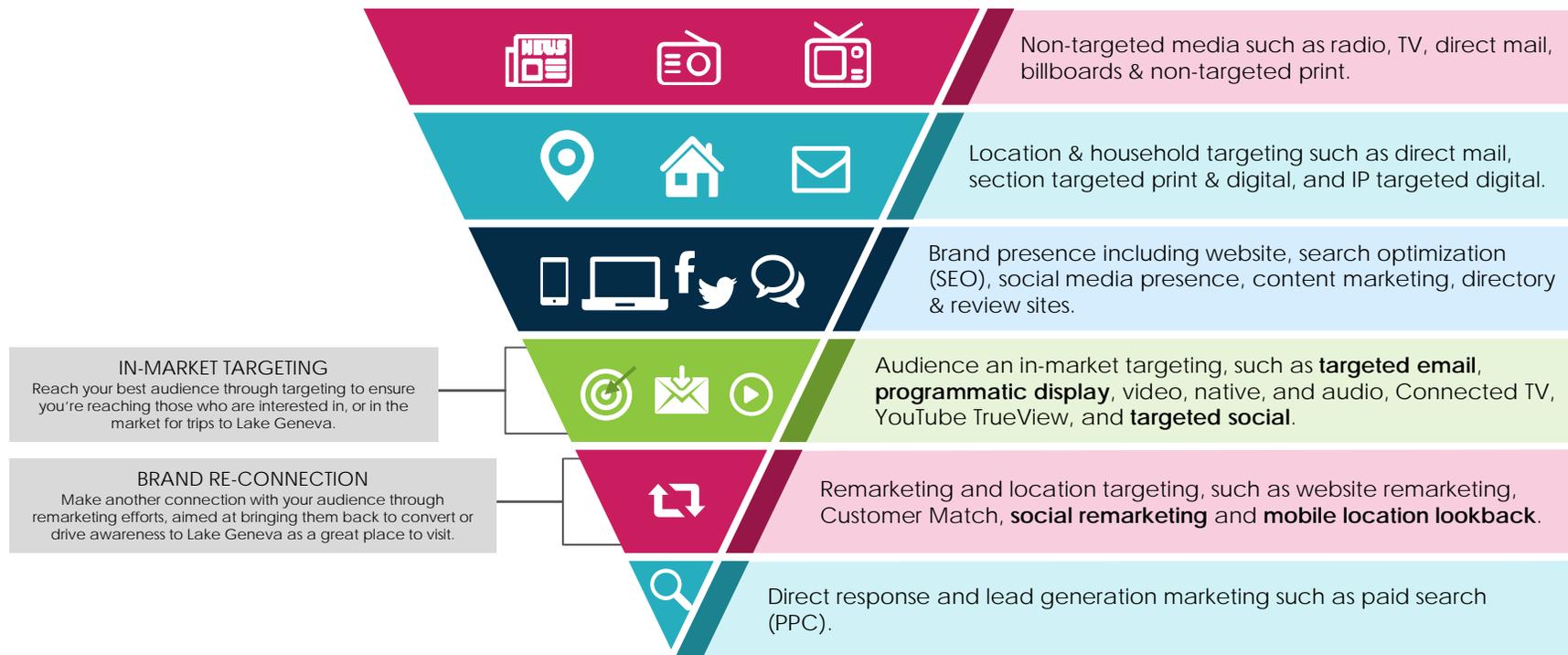
01

Increase room reservations in hotels that are in partnership with the Lake Geneva Tourism Commission during the off-season and mid-week

02

Promote Lake Geneva as the best place to visit, hold corporate events, or any other social event

# OUR INTEGRATED APPROACH TO REACH YOUR GOALS



# THE RESEARCH

## 01 | Market

Areas south of Lake Geneva, specifically Chicago and outlying suburbs

## 02 | Audience

Families, Frequent Travelers, Retirees, as well as C-Level Employees, Directors, HR Directors

## 03 | Tactics

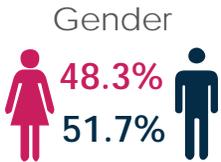
Targeted Social Media with Social Remarketing, Mobile Location Lookback, and Audience Targeted eBlasts

# US AUDIENCE TRENDS

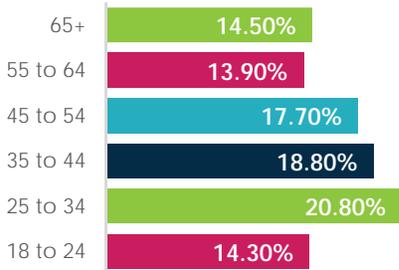


## REACHING YOUR BEST AUDIENCE

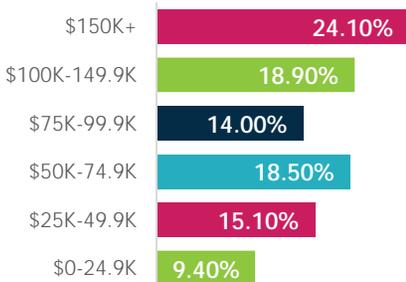
### United States Frequent Travelers



#### Ages



#### HHI



5.6% of US adults plan to pay for travel expenses within the next year.

When asked "When have you last seen/heard an advertisement that led you to take action:

- 67.3% said an ad on social media
- 60.1% said an emailed ad or newsletter

# PERFORMANCE & OPTIMIZATION

## OUR REPORTING IS:

- Transparent
- Comprehensive

## WE USE YOUR CAMPAIGN DATA TO:

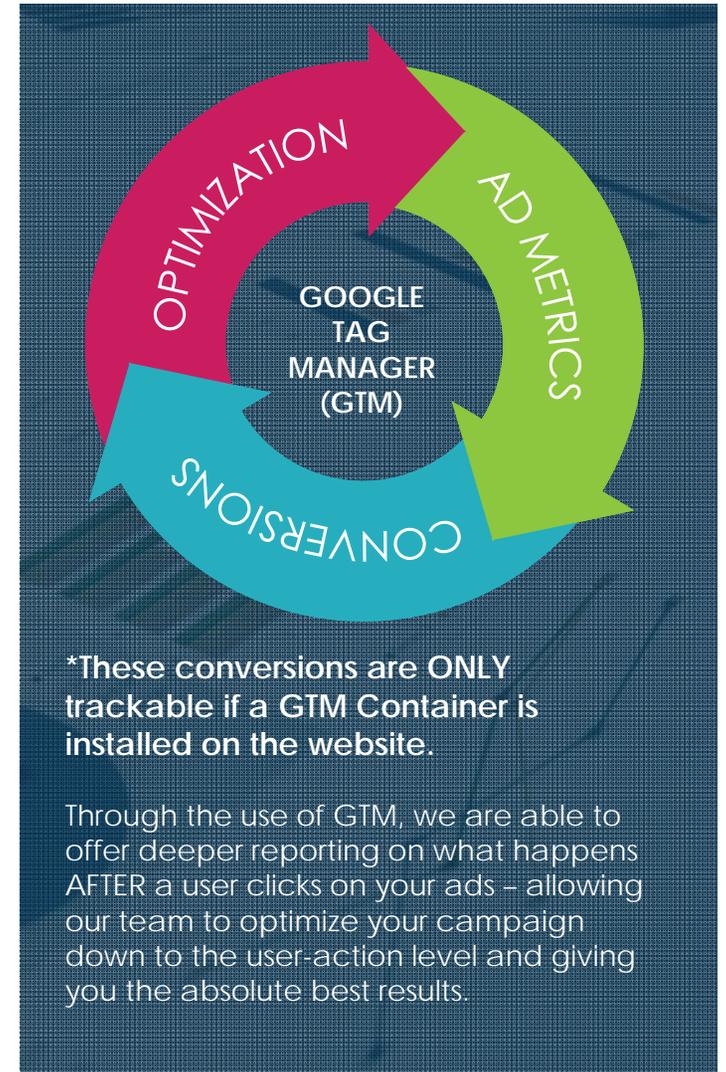
- Optimize
- Drive Stronger ROI

### TYPES OF MACRO CONVERSIONS\*:

- Hotel Bookings
- Event Space Bookings
- Contact Form Fills
- Phone Calls
- Directions

### TYPES OF MICRO CONVERSIONS\*:

- Social Interaction
- Fan/Follower Acquisition
- Viewing Hotel Room Availability



# WHAT IS

## Google Tag Manager

Google Tag Manager is a tool that allows you or a 3<sup>rd</sup> party to manage and deploy tracking tags (snippets of code or tracking pixels) on your website without having to modify the code each time a new type of pixel is added.

The GTM code is added to your site once by your website administrator, upon the initial setup of your campaign.

When using GTM, we are able to gain a better understanding of whether a user completed a valuable action on your website, or took a step after engaging with your ad – which allows us to optimize your campaigns better.



RECOMMENDED

# MEDIA PLANS

## Option 1:

- Targeted Social Media with Social Remarketing
  - Est. 5,100 people reached daily
  - Remarketing varies on website traffic
- Audience Targeted eBlasts
  - 50,000 emails
- Mobile Location Targeting
  - 33,333 impressions

**Monthly Investment: \$3,000**

## Option 2:

- Targeted Social Media with Social Remarketing
  - Est. 3,200 people reached daily
  - Remarketing varies on website traffic
- Audience Targeted eBlasts
  - 50,000 emails

**Monthly Investment: \$2,500**

## Option 3:

- Targeted Social Media with Social Remarketing
  - Est. 2,700 people reached daily
  - Remarketing varies on website traffic
- Audience Targeted eBlasts
  - 20,000 emails

**Monthly Investment: \$2,000**

All estimates throughout this presentation and proposal are for audience reach estimation purposes and are not guaranteed.

# What's Next?

1. Decide when your campaign will start.
2. Sign contract and new account setup form, and we will schedule all ad space.
3. Determine creative calendar – decide which ads will start/end on what dates. Send Amplified Digital the calendar and the assets so we can build your ads for you. *Please allow 3-5 business days for us to build your ads.*
4. Determine which conversions we will track for your campaign and/or website:
  - o Impressions & Clicks
  - o Ecommerce Transactions
  - o Newsletter Signups
  - o Form Submissions
  - o Email Submissions
  - o Form Downloads
  - o Phone Calls
  - o Duration Based (user spends x amount of time on site)
  - o Video Plays/Photo Views
  - o On Site Tool Usage (calculators, etc.)
  - o Directions Lookup
  - o Link Clicks
5. Set up tracking pixels, analytics dashboards, container tags, etc.
6. Complete new customer credit application form, if applicable.
7. Allow approximately 2-weeks for us to get your account and campaign set up.



# THANK YOU!

Please feel free to reach out should you have any questions regarding the information we covered today.

## Contact

**Craig Grove**  
[Craig.grove@lee.net](mailto:Craig.grove@lee.net)  
262.945.6895

**Rob Ireland**  
[Rireland@lakegenevanews.net](mailto:Rireland@lakegenevanews.net)  
262.248.4452

Ideas within this presentation are the creative & intellectual property of Lee Enterprises and its affiliates. This proposal contains information that may be confidential and privileged and should not be shared, copied or disclosed with any outside parties, agencies or media companies. Thank you for your cooperation.

# ADDENDUM

## CONTENTS:

1. Targeted Social Media with Social Remarketing
2. Audience Targeted eBlasts
3. Mobile Location Targeting (Lookback)



## TARGETED SOCIAL MEDIA + SOCIAL REMARKETING

### Why

Target potential visitors who have visited your website and left – reaching them while they browse Facebook & Instagram with Social Remarketing, and build your hotel's appearance online, enticing your target audience to seek-out information through Targeted Social.

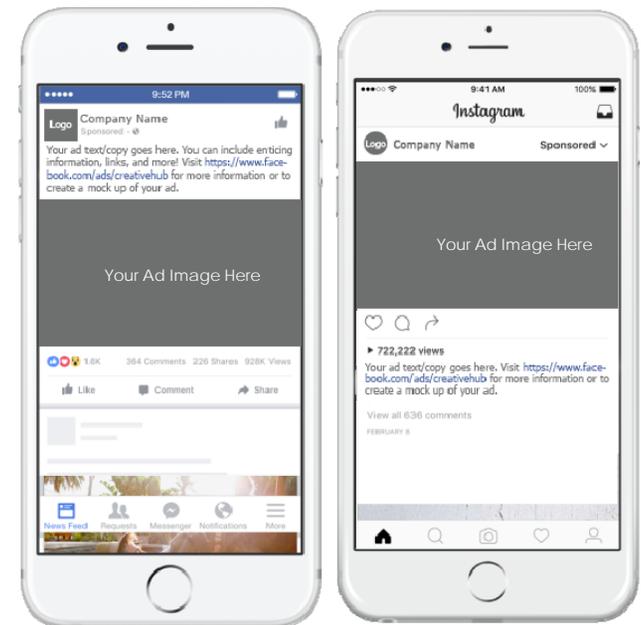
### How

When someone visits your website or interacts with your brand, they're tagged with a code you've implemented on your website to track them, and then while they're scrolling through their Facebook or Instagram feed, your ad pops up to remind them what they're missing.

Audience targeting on Facebook & Instagram allows you to reach your ideal customer, utilizing data segments such as demographic information, lifestyle interests, and shopping behaviors; and then serve your ads to them when they access Facebook and Instagram across all their devices.

**We've identified 1.5 million people in the target geographic area that match:**

- Interests: Lake Geneva, Natural Environment, Travel and Leisure, Lakes, or Tourism; and
- HHI: Top 50%



A pixel needs to be placed on your website to gather traffic to display your remarketing ad campaign - Typical audience build up takes approximately 30-90 days. Access to your Facebook page is required.



# AUDIENCE TARGETED EBLASTS

Minimum: 50,000 sends per campaign drop.

## Why

Reach highly targeted audiences who are most likely to be interested in your tourism opportunities with audience targeted email marketing services.

## How

Our highly accurate email data includes transactional, lifestyle data, and purchasing behaviors of consumers and business decision makers in areas across the United States. Based on your targeting criteria, our system identifies qualified prospects that are likely to be receptive to your products and services, and sends your message to their inbox. All email addresses are permission-based and CANSPAM compliant.

We've identified **186,287** email addresses in the geographic area of interest that match:

- Interests: Boat Owners, Adventure Seekers, Boating & Sailing, Fishing, Business Travelers, Family Vacations, or Domestic Travelers; and
- HHI: \$80k+; and
- Occupation: Executive/Upper Management, Attorney, Manager, Pilot, C-Level Employees





# MOBILE LOCATION TARGETING

## Why

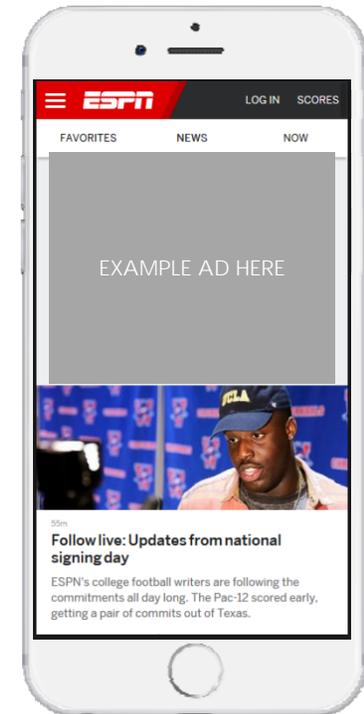
Reach your target audience when they are where they've been in the past (up to a year) and target your message using smartphone GPS location technology. Using these past visits, we can display your ad message to consumers via mobile apps and sites to drive future shopping behaviors.

## How

Mobile location targeting offers the ability to “look back” to places of interest (up to 1 year) utilizing GPS technology, and then capture those devices who were in the area to deliver your ad message to them.

**We've identified 230,000 impressions in the geographic area of interest within the last six months. Locations include, but are not limited to:**

- Lake Geneva; and
- Interests: Family Travelers, Frequent Travelers, Leisure Travelers, or Luxury Hotel Loyalists; and
- Interests: Boating, Fishing, Hiking and Camping, Adventure Travel, or Lakes



Numbers displayed are an estimation based on the specific audience criteria, time frame, and geography, and are not guaranteed. Ad set duration used for estimation purposes: 30 days.



## ADDITIONAL TACTIC: TARGETED DISPLAY

### Why

Build your appearance online and entice your target audience to seek-out information and book hotels in Lake Geneva with Audience Targeting.

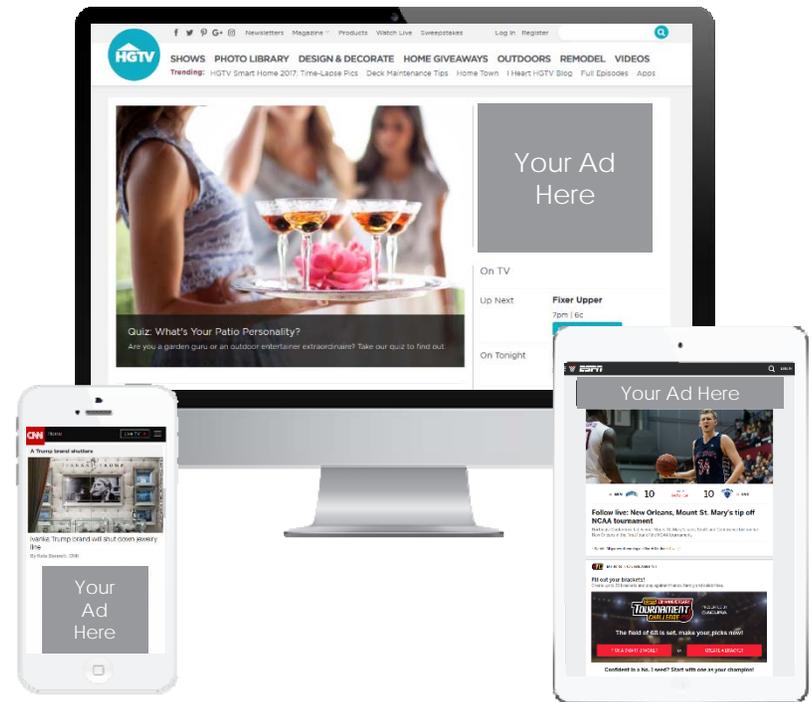
### How

Targeted display (also called Programmatic) allows you to reach your ideal customer where they spend time online, utilizing data segments such as demographic information, website category, browsing behavior, and search habits; and then serve your ads to them wherever they are online - across all device types.

We've identified **2.9 billion** impressions in the geographic area of interest that match:

- HHI: \$75k+; and
- Frequent Travelers or Leisure Travelers; and
- C-Level Employees, Managers, or Legal/Attorney

\*While not a part of the plan, we wanted to showcase some additional tactics that might be useful for Lake Geneva Tourism Commission. Targeted Display has a \$12 CPM.



▼ Creative Specs "Experience Lake Geneva"



▼ Creative Specs “Your next fall get away”





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

Date Submitted: 9/3/20

Organization: Lake Geneva Jaycees

Contact Person: Chad Bittner/Chris Zegarra

Phone Number: 262-374-0739, 708-712-6302

Street Address: 919 Platt Ave.

City, State, Zip: Lake Geneva, WI 53147

Email Address: chadbittner@gmail.com, chris@spiegelhoffinsurance.com

Name of Event: Lake Geneva Jaycees 1st Annual Pub and Grub Crawl

Date(s) of Event: 10/23/20-10/25/20

Location of Event: Throughout Lake Geneva

Type of Event: Food and Beer Crawl throughout Lake Geneva  
(Festival, Cultural, Convention, Tour, Sporting, Other)

Estimated Number of Attendees: 5000

Estimated Number of Overnight Stays: 2

Annual Event (Yes/No): Yes

Event/Initiative Start Date: 8/15/20

Event/Initiative End Date: 10/25/20

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

Grant Amount Requested: 9300

**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](mailto:CityAdmin@cityoflakegeneva.com)  
and cc: [DeputyClerk@cityoflakegeneva.com](mailto:DeputyClerk@cityoflakegeneva.com)**



### Lake Geneva Jaycees Pub & Grub Crawl

**For immediate release:**

Lake Geneva - September 16, 2020

The Lake Geneva Jaycees, will host its First Ever Pub & Grub Crawl – 3 pm, Friday, October 23<sup>rd</sup> through close of business, Sunday, October 25<sup>th</sup>. This event will feature 11 of Lake Geneva areas unique pubs and patio bars or restaurants. It will also feature special pricing for stays at 4 of our local resort or hotels for those traveling from out of town!

"This weekend event celebrates local businesses in a manner that is just plain fun," says Chad Bittner, Chairman of the Lake Geneva Jaycees Pub & Grub Event (Lake Geneva Jaycees are a member organization of the Junior Chamber International (JCI)) "Lake Geneva's area young professionals are wanting to make this first ever Pub & Grub Crawl something that can be done annually or more".

The Pub and Grub Crawl will feature a pull tab bracelet, which can be purchased in advance by scanning the QR code below, with 5 tabs that will be redeemable for special food and drink items at the participating pub/restaurants. Bracelets will also be available for purchase at each location and will cost \$25, purchase as many as you would like! Unused tabs will be redeemable during 2021 Venetian Festival for beverages in the entertainment pavilion.

Registration and more information for rooms at one of the participating Hotels or Resorts can be linked directly from: [www.lakegenevajaycees.org/pubcrawl](http://www.lakegenevajaycees.org/pubcrawl). T-shirts will be available for purchase at participating locations commemorating this special occasion. Each pub/restaurant will provide a special menu or drinks available for the event.

The first ever Pub & Grub Crawl is sponsored by your Lake Geneva Jaycees and the City of Lake Geneva. For more information please go to [www.lakegenevajaycees.org/pubcrawl](http://www.lakegenevajaycees.org/pubcrawl), or scan the QR Code.

(end communication)



**Jaycees Mission**

**Leadership Training Through Community Service**

# 1<sup>st</sup> Ever Lake Geneva Jaycees Pub & Grub Crawl!

## Lake Geneva JAYCEES

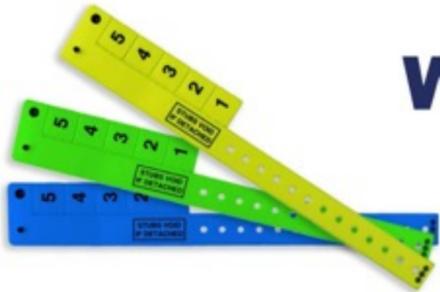


## Pub & Grub Crawl

SCAN ME



### OCTOBER 23<sup>RD</sup> - 25<sup>TH</sup> FriYAY - Sunday, 3PM - Close



Wristbands are **\$25/person**, no limit.

Purchase in person at participating locations  
or in advance with **QR code**.



VISIT [WWW.LAKEGENEVAJAYCEES.ORG](http://WWW.LAKEGENEVAJAYCEES.ORG) FOR MORE INFORMATION



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

Date Submitted: 10/2/2020

Organization: Lake Geneva Balloon Company

Contact Person: John Trione

Phone Number: (262) 206-3975

Street Address: N3241 County Road H

City, State, Zip: Lake Geneva, WI 53147

Email Address: jtrione@lakegenevaballoon.com

Name of Event: Geneva One

Date(s) of Event: Ongoing - Beginning Spring of 2021

Location of Event: The sky; about a 10 mile radius from downtown Lake Geneva

Type of Event: Promotional/Adventure  
(Festival, Cultural, Convention, Tour, Sporting, Other)

Estimated Number of Attendees: More than 345,250 ad impressions

Estimated Number of Overnight Stays: 500

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

Annual Event (Yes/No): Yes

Event/Initiative Start Date: 4/1/2021

Event/Initiative End Date: Ongoing

**Note:** In addition, if chosen, the applicant agrees to include the City of Lake Geneva logo on all marketing materials 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: \$5000/year for 5 years

**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](mailto:CityAdmin@cityoflakegeneva.com) and cc: [DeputyClerk@cityoflakegeneva.com](mailto:DeputyClerk@cityoflakegeneva.com)**



# GENEVA ONE

PROJECT APPLICATION

Lake Geneva Tourism Commission Grant



**PROPERTY OF:**

**The Lake Geneva Balloon Company**

**N3241 County Road H • Lake Geneva, WI**

**(262) 206-3975**

***[jtrione@lakegenevaballoon.com](mailto:jtrione@lakegenevaballoon.com)***



*Just Me  
Imagery*

**02** The Lake Geneva Balloon Company was founded in 2002

# COMPANY ORIGINS ...



**Our Chief Pilot & founder, John Trione, has more flight hours over the Geneva Lakes area than any other balloon pilot. Trione has over two decades of experience and over 1,400 hours flying balloons in the Geneva Lakes area.**

The Lake Geneva Balloon Company was founded on a simple premise: Give our guests a once-in-a-lifetime experience in man's first form of aviation over one of the midwest's premier vacation locations. After 18 years and thousands of satisfied guests, we've done just that!

On June 27th 1997, Owner and Chief Pilot, John Trione, ascended into the skies for the very first time in a hot air balloon. He was so taken with the beauty and fun of a balloon flight, that it became his professional mission to offer the finest ballooning experience in the mid west, right here in Lake Geneva.

John spent the next 18 months training to fly balloons. After receiving his Private Pilot's Certificate for Hot Air Balloons from the FAA, John jumped on the balloon racing circuit and travelled the midwest sharpening his flying skills.

John received his Commercial Pilot's Certificate for Hot Air Balloons in July of 2000 and in 2002, The Lake Geneva Balloon Co., LLC took flight.

Through the years, our perfect safety record and unparalleled personalized attention to thousands of guests have made The Lake Geneva Balloon Company a highly respected and valued member of the tourist community in the Geneva Lakes area.



# GENEVAONE

A unique, multi-year, multi-media promotional program featuring a customized hot air balloon to bring attention to the wonderful activities, amenities & accommodations in Lake Geneva.

Hot air ballooning has fascinated people for over 237 years. Who among us hasn't gazed skyward when one of these beautiful gentle giants makes its appearance?

Likewise, the local popularity of hot air ballooning in Lake Geneva has grown over the past 18 years.

Our businesses growth has been a direct beneficiary of the strong tourism industry in Lake Geneva and its promotion.

That growth has also dictated that we invest in a larger balloon to carry our increasing guest load. **We expect to invest upwards of \$150,000 in bringing this program to life.**

*The GenevaOne Program* was born with one simple idea in mind, use the occasion of a brand new hot air balloon to promote ALL the activities, amenities and accommodations in Lake Geneva.

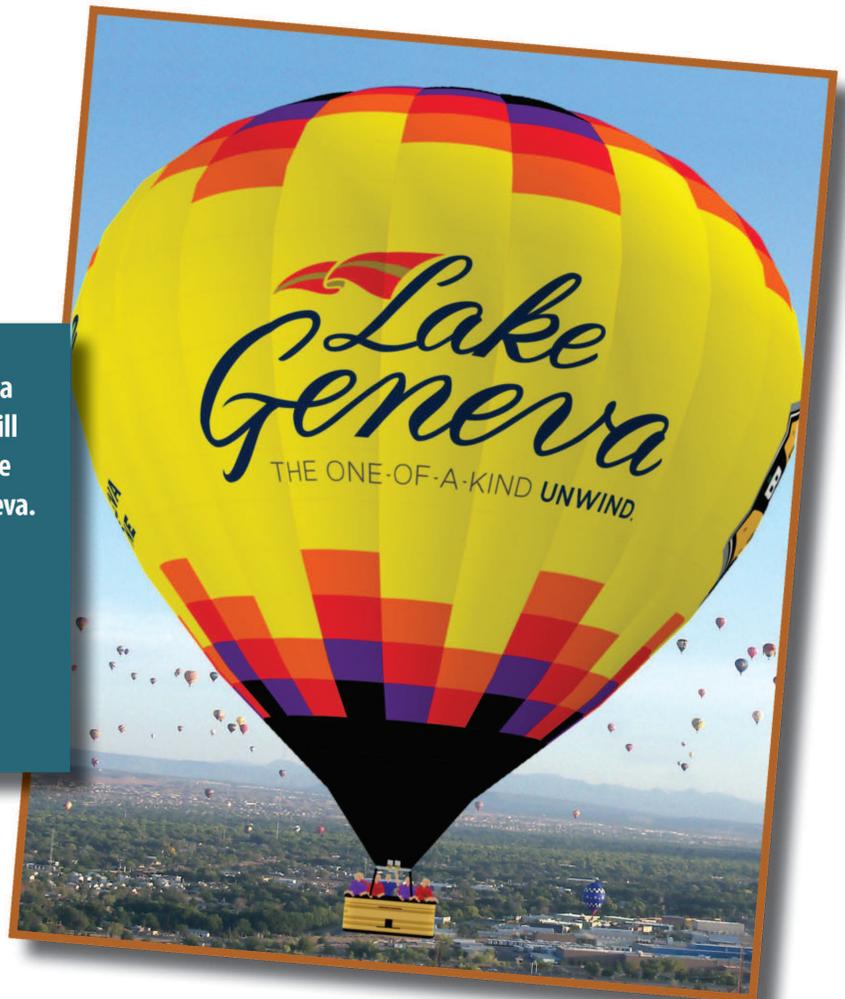
*The GenevaOne Program* is a 5 year program that will utilize, a branded website [www.genevaone.com](http://www.genevaone.com) and associated branded Facebook and Instagram pages to support the hot air balloon program and draw attention to the core message of *The GenevaOne Program*.

An adventure in Lake Geneva is best experienced with an overnight stay in one of our fine, local hotels. There is so much more than you can do in just one day!

## THE FINEST OF CARE IN GENEVA'S AIR!

"GenevaOne" will be a 210,000 cu. ft. balloon with a basket capacity of up to 10 guests. "GenevaOne" will become the flagship of our fleet and the workhorse for our growing balloon tour business in Lake Geneva. "The GenevaOne Program" is an entire promotional program using a variety media, but featuring a very unique messaging platform, a hot air balloon, to promote the adventure of an overnight stay in Lake Geneva.

"GenevaOne" will have 4 positions on its envelope to place a sponsorship message. The proposal to the Lake Geneva Tourism Commission as "Major Sponsor" includes the front position on the balloon.



# MARKETING PLAN

A 5-year program, with over 50 flights and events each year. Over the life of the program that is over 250 opportunities for promoting over night stays, events and activities in Lake Geneva.

The Lake Geneva Balloon Company is more than a company that flies hot air balloons. We are much more!

We are also a marketing agency with expertise in brand management, social media marketing, public relations, advertising and project management.

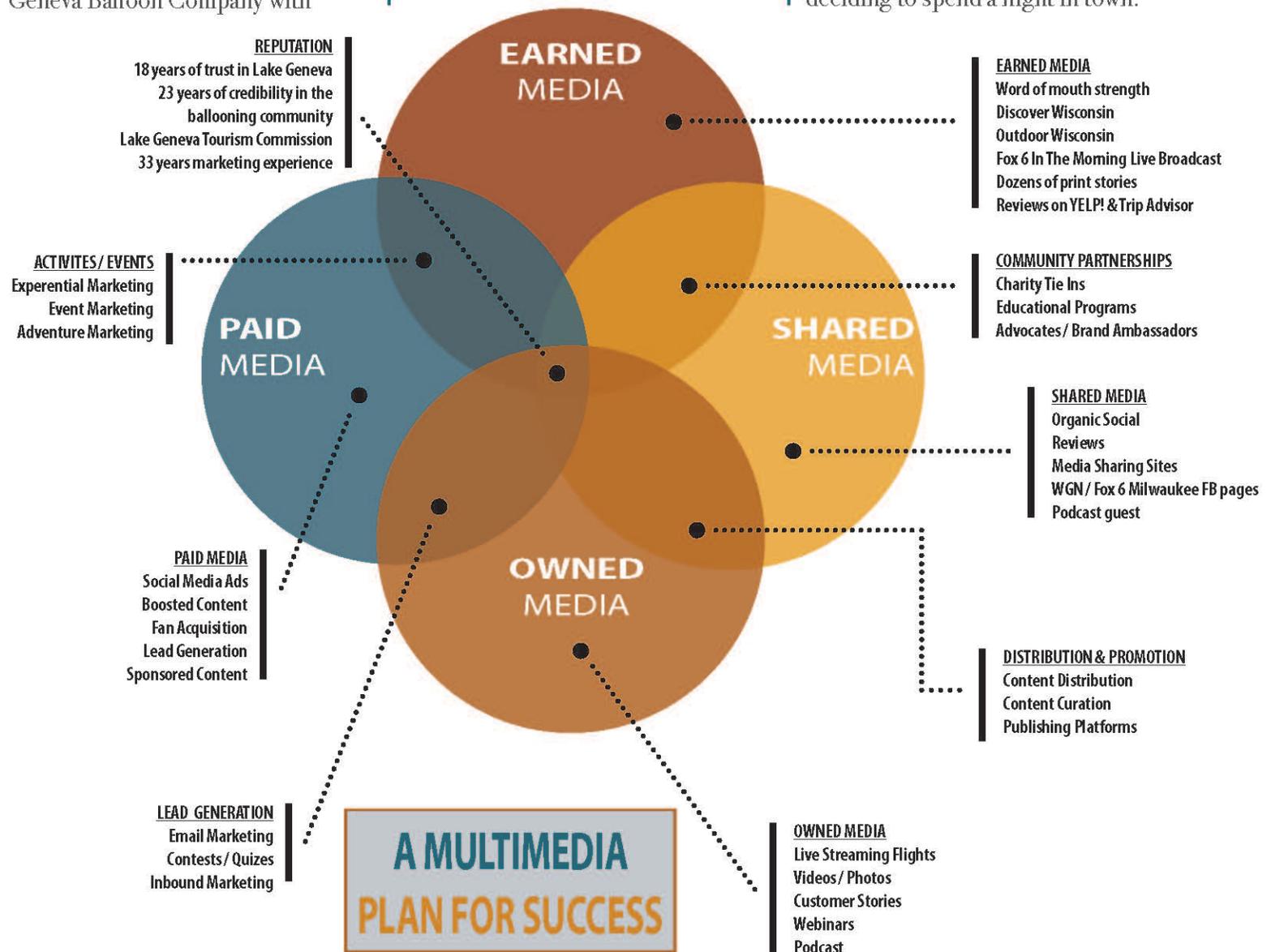
We produce content on a regular basis and it is distributed through our 2 Facebook Pages, The Lake Geneva Balloon Company with

nearly 15,000 fans and our Geneva Lakes Live Facebook page which promotes local, live music and its nearly 6,000 fans.

*The GenevaOne Program* will focus its promotional efforts at increasing the number of overnight stays. The website and associated social media sites will underscore the idea that there is so much to do in Lake Geneva that one day is not possibly enough.

The Lake Geneva Balloon Company, with nearly 500 guest count per year and flights that occur in the very early morning and very late evening hours is a prime candidate for converting guests to overnight stays. We will highlight even more!

The goal of *The GenevaOne Program* will be to support that message by developing content that specifically targets events and opportunities that will lead to guests deciding to spend a night in town.





# BUDGET

Major Sponsor Investment • \$25,000 (2021-2026)

A major opportunity for The Lake Geneva Tourism Commission to elevate the presence and visibility of its partners and stakeholders, The GenevaOne Program is a completely unique marketing plan guaranteed to draw attention and better yet, a real emotional connection with those wanting to know the fun that awaits them in an overnight stay in Lake Geneva!

BALLOON ARTWORK

**\$10,000** Promotional logo on front of balloon & basket wrap

MARKETING ACTIVITIES

**\$8,000** Multi-faceted program designed to engage

VAN & TRAILER ARTWORK

**\$4,000** Van & trailer customized with sponsor logos

WEBSITE & SOCIAL MEDIA

**\$3,000** Custom website and social media presence

**LAKE GENEVA TOURISM COMMISSION IS THE LEADER IN THE MOST VISIBLE & IMPACTFUL LOCAL BUSINESS PROMOTION IN RECENT HISTORY.**

  
THE ONE-OF-A-KIND UNWIND.





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

Date Submitted: 10/01/20

Organization: Lake Geneva Winter Bridal Expo

Contact Person: Charlie Lorenzi

Phone Number: 262-215-1859

Street Address: 1540 W Main St

City, State, Zip: Lake Geneva, WI 53147

Email Address: lgwinterbridalexpo@gmail.com, clorenzi@bellavistasuites.com

Name of Event: Lake Geneva Winter Bridal Expo

Date(s) of Event: TBD ~ January 2021

Location of Event: Various / Virtual

Type of Event: Bridal Show - Virtual w/ live exhibits  
(Festival, Cultural, Convention, Tour, Sporting, Other)

Estimated Number of Attendees: 1,500

Estimated Number of Overnight Stays: 20 - based on last year

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

Annual Event (Yes/No): Yes

Event/Initiative Start Date: Oct 2019

Event/Initiative End Date: \_\_\_\_\_

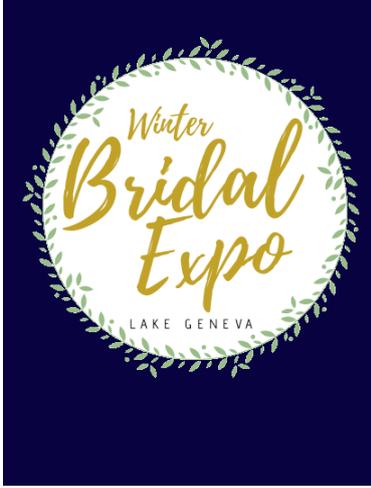
**Note:** In addition, if chosen, the applicant agrees to include the City of Lake Geneva logo on all marketing materials and will be required to provide paid receipts, and an evaluation of the results of this promotional effort within 45 days of its completion, which is to include approximate number of room nights retained in City of Lake Geneva hotels.

Grant Amount Requested: \$10,000

**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](mailto:CityAdmin@cityoflakegeneva.com) and cc: [DeputyClerk@cityoflakegeneva.com](mailto:DeputyClerk@cityoflakegeneva.com)**



262-298-0502  
 LGWINTERBRIDALEXPO@GMAIL.COM

## Marketing Plan 2021

Category	Strategy
Target Market	Men and women ages 20+ in Midwestern States; focusing on newly engaged, dating couples, parents with adult children, and wedding professionals
Positioning Statement	Introduce interested potential couples to all Lake Geneva has to offer. Promote area venues, small businesses, and lodging destinations
Offering to Customers	Attend in person and virtual wedding exhibits
Distribution	Strategic internet and ad placement through search engines, social media, print media, and telecommunications
Promotion Strategy	Campaigns will focus on the City of Lake Geneva being an ideal place to visit or plan a wedding related activity
Marketing Research	After analyzing last year's marketing program, we found that our target market responded best to internet ad placement versus traditional methods of advertising. Females between 25-34 using their mobile device were most likely to respond to our ad placement. Our target market reports show almost half of our customers came from IL but we did receive attendees from all over the country.
Other components	We feel weddings will come back much faster than corporate events; we reached a very important decision making group with our demographics Most standard weddings generate over 100 room nights for the City of Lake Geneva Over 1000 people signed up to attend our show last year

# Treasure Hunt



Destination: Lake Geneva

Calling all brides and grooms-to-be!

Your happily ever after starts here! Lake Geneva is the perfect wedding location and our down town vendors have lots to offer on, before, and after your wedding day.

Stop at the businesses on this map and get your Treasure Hunt sheet stamped inside the following locations! Collect only 8 stamps from different businesses and leave your sheet with your last stop to be entered into our raffle!

# All you need is love....

...and a little help from us!

A

## *Baker House*

327 Wrigley Dr. Lake Geneva, WI

A historic bed and breakfast and restaurant overlooking Geneva Lake.

B

## *Bella Vista Suites*

335 Wrigley Dr. Lake Geneva, WI

Offering a stunning venue with views of Geneva Lake, a bridal suite, and room blocks!

C

## *The Bottle Shop*

617 W. Main St. Lake Geneva, WI

Voted best wine store in the county! Offering over 400 unique wines and the perfect space for bridal parties

D

## *The Candle Mercantile*

870 W Main St. Lake Geneva, WI

*Opens at 11am*

Scent your wedding! Custom candles for centerpieces, wedding favors, & special gifts. Great for Wedding Showers and Bachelorette Parties too!

E

## *Celebration on Wells*

422 S Wells St. Lake Geneva, WI

The premier area caterer for thirty years. Offering farm to fork catering, event planning, & venue space.

F

## *Clear Waters Salon Spa*

734 W Main St. Lake Geneva, WI

A Premier Bridal Salon with two locations in the Geneva Lake area offering in-salon and off-site bridal services.

G

## *Cornerstone Shoppe*

214 Broad St. Lake Geneva, WI

Stunning array of unique gifts perfect for your bridal registry! Set up your bridal consultation!

H

## *Denay CocoBay*

259 Broad St. Lake Geneva, WI

We will take care of all your wedding makeup applications! Enjoy a relaxing zero gravity pedicure and natural nail services. We love bridal parties!

## I *Gino's East of Lake Geneva*

300 Wrigley Dr. Lake Geneva, WI  
*Opens at 11am*

The Original Gino's East of Chicago-serving our famous deep dish and thin crust pizza! Available for catering, banquets, and receptions!

## J *Harbor Shores Lake Geneva*

300 Wrigley Dr. Lake Geneva, WI

Make us your one stop wedding shop. Bridal suite, guest rooms, and banquet space up to 200. We help every step of the way!

## K *Lake Geneva Clue Room*

772 W Main St. Lake Geneva, WI

Come escape with your bridal party. Great place for bachelorette & bachelor parties!

## L *Lilypots Fresh Flowers*

605 W Main St. Lake Geneva, WI

Best Lake Geneva Florist! We offer unique and modern designs and specialize in weddings!

## M *Maxwell Mansion*

421 Baker St. Lake Geneva, WI

Take an elegant step back in time to gilded age glamour with all of the convenient amenities offered today.

## N *The Riviera Ballroom*

812 Wrigley Dr. Lake Geneva, WI

**VISIT OUR BOOTH!**

Stunning venue offering a beautiful panorama of Geneva Lake.

## O *Seven Oaks Bed & Breakfast*

682 S. Wells St. Lake Geneva, WI

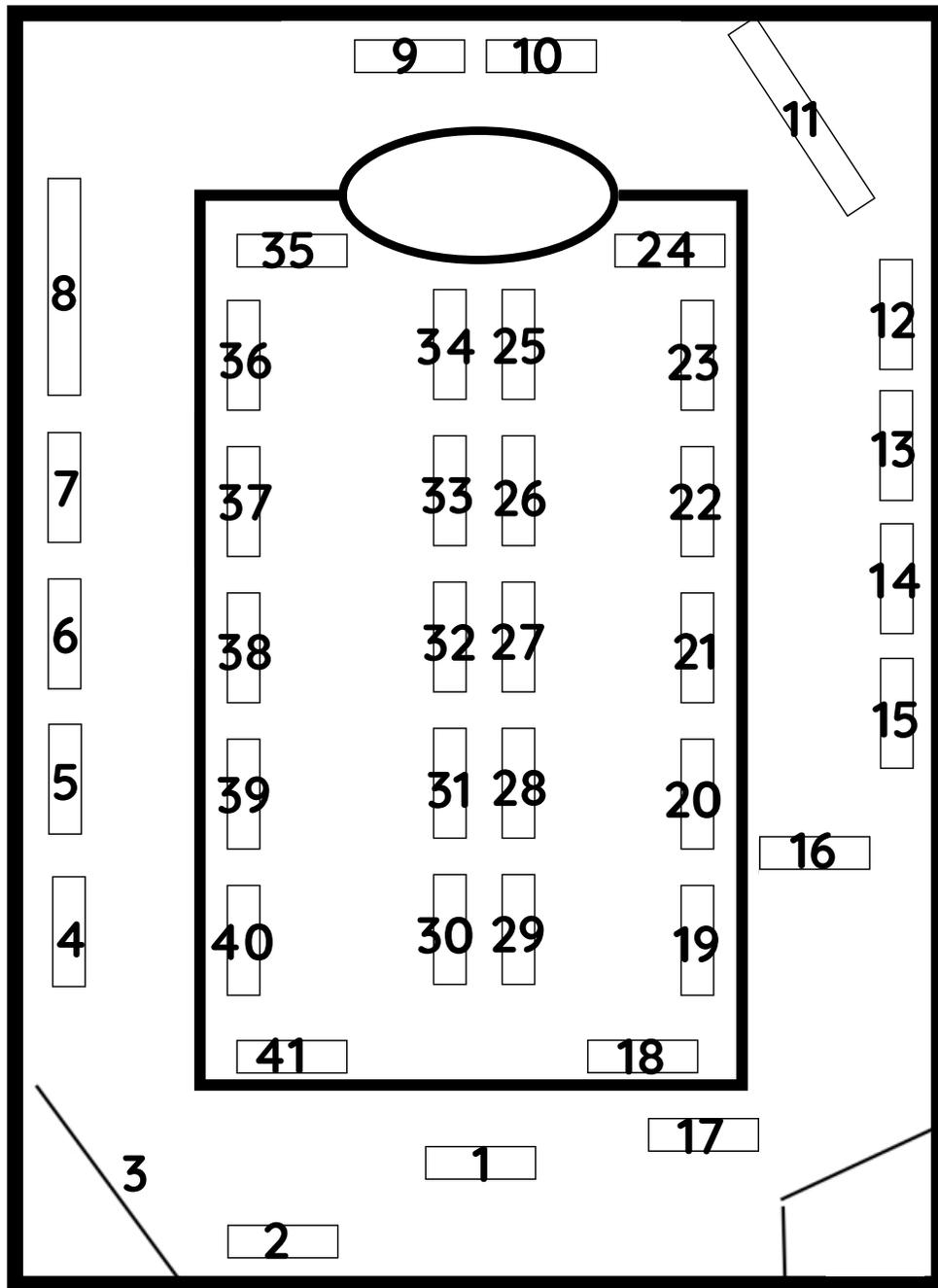
Private cottages & magnificent outdoor spaces. Book with us today & receive 5% off and complimentary bridal suite with catered refreshments + champagne.

## P *Simple Food Group*

525 Broad St. Lake Geneva, WI

*Closes at 3pm*

Offering offsite catering and space for cocktail parties and catering. Simple uses locally sourced fresh ingredients



1. **Registration**
2. All About the Gown by Judy
3. **The Riviera Ballroom**
4. Gino's East of Lake Geneva
5. Cheryl Jacobs Photography
6. Seven Oaks Bed & Breakfast
7. A Savvy Bride and Tuxedo
8. **Zilli Hospitality Group**
9. Fred Astaire Dance Studio
10. Njeri Bishota Photography
11. **Maxwell Mansion**
12. Always and Forever Formal Wear
13. Simple Food Group
14. Krumwiede Home Pros
15. Simply Detailed Wedding
16. Mirror Me Booth
17. **Harbor Shores Lake Geneva**
18. Lake Geneva Party Bus
19. Julie Michelle Cakes
20. **Denay CocoBay**
21. Petty Thieves Band and DJ
22. **Clear Waters Salon Spa**
23. Weddings by Jennifer Fox
24. Weddings Lake Geneva
25. Lake Geneva Clue Room
26. Lake Geneva Cruise Line
27. Lake Life Catering
28. Cornerstone Shoppe & Gallery
29. The Candle Mercantile
30. **Matt Mason Photography**
31. LilyPots Fresh Flowers & Gifts
32. Pure Romance by Adyna Rivera
33. The Baker House
34. Desserts4u
35. Delta Disc Jockeys
36. RB Photography & Video
37. Graceful Events
38. The Bottle Shop
39. Forever Birdy
40. **Bella Vista Suites**
41. **Celebration on Wells Catering**







# *Winter Bridal Expo*

LAKE GENEVA

EVENT PASSPORT  
SATURDAY JANUARY 25, 2020  
THE RIVIERA BALLROOM  
10AM - 4PM

# Treasure Hunt

LAKE GENEVA





# TREASURE HUNT PRIZE ENTRY

NAME \_\_\_\_\_

PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

## BEST WAY TO CONTACT

PHONE

EMAIL

*Thank you to our Sponsors*





THANK YOU  
FOR A GREAT  
2020 SHOW!





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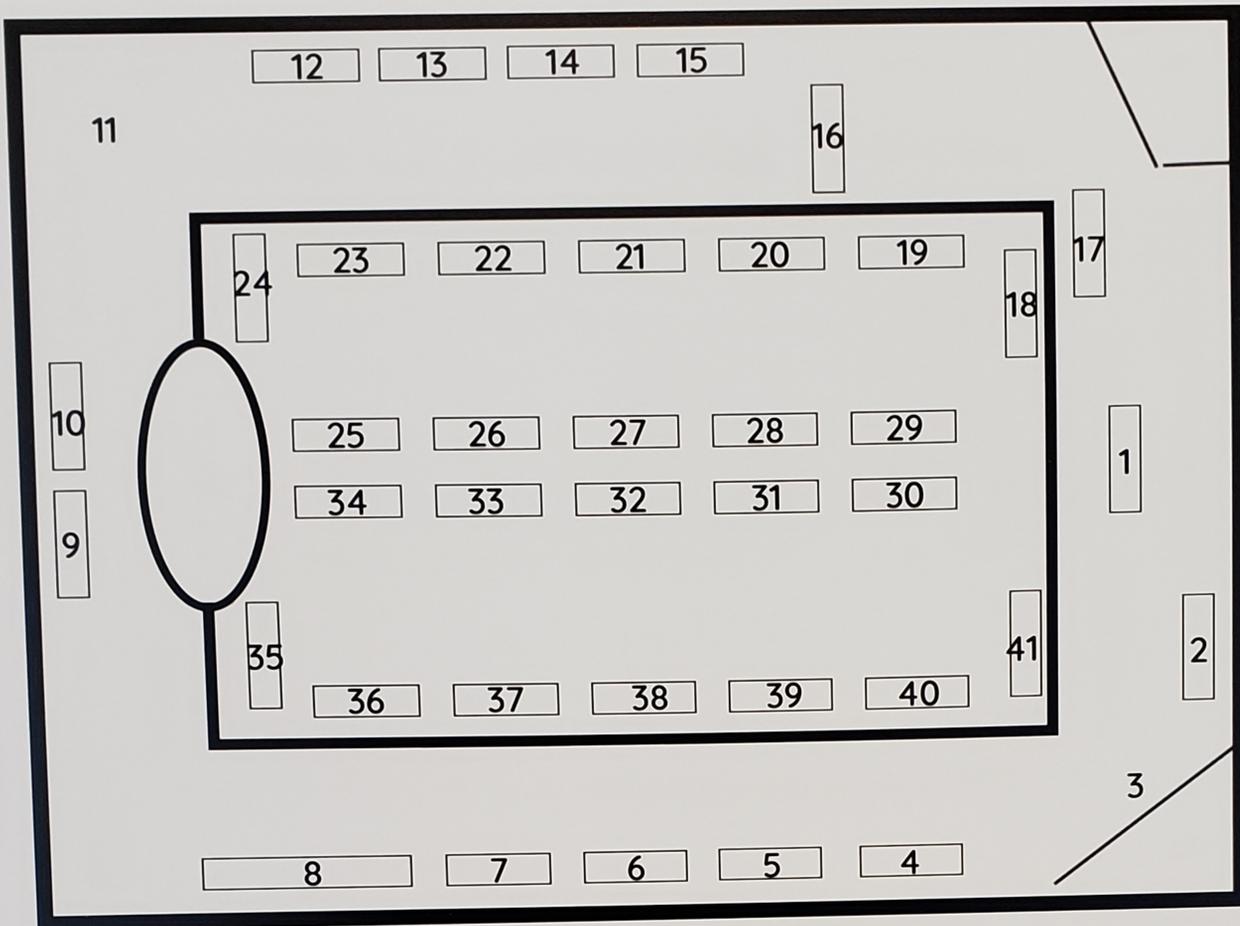
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[EXHIBIT WITH US](#)

## 2020 Featured Sponsors



The City of Lake Geneva



- |                                    |                              |   |
|------------------------------------|------------------------------|---|
| 1. Registration                    | 15. Simply Detailed Wedding  | 28. Cornerstone Shop & Gallery          |
| 2. All About the Gown by Judy      | 16. Mirror Me Booth          | 29. The Candle Mercantile               |
| 3. The Riviera Ballroom            | 17. Harbor Shores            | 30. Matt Mason Photography              |
| 4. Gino's East of Lake Geneva      | 18. Lake Geneva Party Bus    | 31. Lilypots Fresh Flowers              |
| 5. Cheryl Jacobs Photography       | 19. Julie Michelle Cakes     | 32. Pure Romance by Adyna               |
| 6. Seven Oaks Bed & Breakfast      | 20. Denay Coco Bay           | 33. The Baker House                     |
| 7. A Savvy Bride and Tuxedo        | 21. Petty Thieves Band       | 34. Desserts4u                          |
| 8. Zilli Hospitality Group         | 22. Clear Waters Salon Spa   | 35. Delta Disc Jockeys                  |
| 9. Fred Astaire Dance Studio       | 23. Weddings by Jennifer Fox | 36. RB Photography + Video              |
| 10. Njeri Bishota Photography      | 24. Weddings Lake Geneva     | 37. Graceful Events                     |
| 11. Maxwell Mansion                | 25. Lake Geneva Clue Room    | 38. The Bottle Shop                     |
| 12. Always and Forever Formal Wear | 26. Lake Geneva Cruise Line  | 39. Forever Birdy                       |
| 13. Simple Food Group              | 27. Lake Life Catering       | 40. Bella Vista Suites and Lakeview Spa |
| 14. Krumwiede Home Pros            |                              | 41. Celebration on Wells                |

