



TOURISM COMMISSION

MONDAY, SEPTEMBER 14, 2020 – 4:00PM

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:

Monday, September 14, 2020 4:00 PM - 5:00 PM (CDT)

Please join the meeting from your computer, tablet or smartphone.

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<https://www.youtube.com/watch?v=95dRdnMMgbQ>

AGENDA

Committee Members: Chairperson, Waspi, Vice Chair, Dana Trilla, Zakia Pirzada, & Linda Moritz Secretary & Alderperson, Fesenmaier, & Alderperson: Rich Hedlund

- 1) Chairman, Waspi calls 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 August 12, 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 Receipting of Prior Grants Awarded
- 8) Written financial update provided by Comptroller regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements

- 9) Discussion/Action on Tourism Promotional Grant Program and Requests:
 - a.) None
- 10) Discussion/Action regarding RFP presentations from Tourism entities.
- 11) *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 regarding: RFP proposals from Tourism entities*
- 12) Motion to return to open session pursuant to Wisconsin Statutes 19.85 (2) and take action on any items discussed in closed session
- 13) Future meeting agenda items (next meeting date Monday, October 12, 2020 at 4pm)
- 14) Adjourn

<p style="text-align: center;"><i>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.</i></p>
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09/08/2020 2:10 pm

cc: Tourism Commissioners, Mayor, Administrator

TOURISM COMMISSION MINUTES
WEDNESDAY, August 12, 2020 – 4:00 PM
COUNCIL CHAMBERS, CITY HALL

Meeting was called to order by Chair Waspi at 4:05 p.m.

Roll Call

Present: Chair Waspi, Vice Chair Trilla, Alderman Fesenmaier, Alderman Hedlund, Zakia Pirzada.

Absent: Linda Moritz

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

Jim Strauss, Geneva Shore Report, commented on the Lake Geneva Regional News grant proposal for a digital marketing effort explaining that their website is mostly dead with little activity. Strauss did not believe the Commission should approve the grant.

Approval of Tourism Commission minutes from July 8, 2020

Ald. Hedlund moved to approve the July 8, 2020 minutes, second by Trilla. Unanimously carried.

Update from Stephanie Copsey (Independent Contractor for Tourism Commission) Meet at the Lake

Copsey was absent, Chair Waspi pointed out that our agreement with her expires in October. Copsey has a dual role to manage Riviera wedding bookings and corporate events.

Update from Tourism Entity – Visit Lake Geneva

Deanna Goodwin, Visit Lake Geneva Director, announced that promotion of the Electric Christmas Parade and Winterfest will start in September. Goodwin reported that Facebook, Instagram, and Twitter show increased likes/followers/users in July. Visitor Center activity has also shown an increase, and 2019 data was added for comparison. Visit Lake Geneva hosted several travel bloggers and authors this summer for added visibility.

Goodwin gave a brief history: In 1944 the Lake Geneva Chamber of Commerce was formed. In 1980, the Convention and Visitors Bureau was created. And, since 2016, the organization has been known as the single entity, Visit Lake Geneva. They are a 501c6 with nearly 400 members/partners operating from lodging taxes and membership dues. VLG is a Destination Marketing Organization using a website with 2.2 million page views per year and printing nearly 100,000 copies of the “Lake Geneva Area Visitors Guide” with distribution to Milwaukee and down into Chicago. More recently, Visit Lake Geneva offers an app-guided tour of the Geneva Shore Path.

Update from Lake Geneva Business Improvement District (BID)

Kevin Fleming presented a map of the BID area explaining that governmental entities and churches are excluded from the BID tax. Their \$230,000 budget is based on assessed values of the businesses in BID. Property owners can petition the group to join or be removed. BID began in 1991 and is controlled by State Statute. They pay for adornments such as holiday lights, seasonal banners, flower pots and daily watering, decorative downtown light poles, and benches. Sponsored events include the Streets of Lake Geneva at the museum, Maxwell Street Days at the end of August, Oktoberfest (cancelled), and Santa Visit (cancelled this year). BID was set to

purchase a \$25,000 electronic sign for Flat Iron Park from Tourism grant money but was delayed due to the pandemic. Fleming will contact the Communications Ad Hoc Committee for possible coordination of City messages/events.

Written Financial Update provided by Comptroller

Written report submitted as part of the meeting packet. Chair Waspi clarified the amount unencumbered for additional grants. At the next meeting, we will review state statute and discuss further along with checking the status of the Fire Department Event Trailer outstanding in the amount of \$13,000.

Discussion/Action on Tourism Promotional Grant Program and Requests:

Lake Geneva Regional News – Digital Marketing Effort

Rob Ireland and Craig Grove via GoToMeeting presented their grant proposal. Discussion and concern was expressed about the cost, number of potential hotel bookings, the event/effort turnaround time, and potential conflict with the editorial/reporting side of the newspaper (i.e. recent headline “Masks Could Deter Tourists”).

Motion by Alderman Hedlund, second by Pirzada, to continue the item until September.

Unanimously carried.

Date of future RFP presentations in September for Tourism Entities - To be determined

Future meeting agenda items and next meeting date – tentative September 21 at 4:00 PM

Motion by Ald. Hedlund, second by Trilla, to adjourn at 5:53 p.m. Carried.

Respectfully submitted,
Alderman Fesenmaier, Secretary

Riviera Ballroom/MATL Update- Tourism Commission Meeting September 2020

Marketing Update

- Going through 2015 – 2018 Riviera files/client reports to uncover past corporate and non-profit clients. In process of reaching out with a booking special to invite them back in 2021.
- Working on 2021 Marketing Budget proposal
- Focusing this 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

- Expecting to operate at 25% capacity/ 75 guest maximum at least through end of year in order to adhere to Walworth County's large venue guidelines.
- New rental rates for non-residents starting 2022:

Peak Season – May 1-Oct 31

Saturday - \$5,500

Friday - \$4,700

Sunday \$4,500

Mon – Thurs - \$1,750

Off Peak Season – Nov 1- April 31st

Saturday - \$4,700

Friday - \$3,800

Sunday - \$3,000

Mon – Thurs - \$1,500

Holiday Surcharge of \$250.00

Prices do not include Riviera security charges or set-up charges

- Currently updating event packages to reflect the new pricing for 2022 inquiries. Will add 2022 packages to Riviera website. All future 2022 inquiries will be quoted the updated pricing.
- 2021 Events Update
 - Confirmed # of Events in 2021 as of 9/8/20: **50**
 - Events rescheduled for 2021 due to COVID-19: **21**
 - Total # of events in 2019: **26**
 - # of events projected for 2020 (pre-Covid): **40**



Lake Geneva Tourism Commission • August 12, 2020

VISIT Lake Geneva Update

Upcoming Partner Events

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

Upcoming Public Events

- Electric Christmas Parade | December 5
- Winterfest | February 3-7, 2021

Lake Geneva in the Media – July Highlights

- Kenosha News – *Classic Cars Cruise Into Downtown Lake Geneva (7/1/20)*
- Fond du Lac Reporter – *Tourism Destinations Fill Up with Visitors (7/2/20)*
- BetterMagazine.com – *Following the Cheese Trail: The Ultimate 'Cheeseccation' Through Wisconsin (7/7/20)*
- Travel+Leisure.com – *The Top 10 Resort Hotels in the Midwest (7/8/20)*
- TMJ4 – *Inspired Coffee Finds a Way to Open Despite Pandemic (7/13/20)*
- TravelAwaits.com – *A Taste of Lake Geneva: 7 Best Restaurants To Savor (7/23/20)*
- Forbes.com – *Luxury Hotels Reopen Carefully; Another Now Offers Rare Classic Cars for Rent (7/30/20)*
- Traveling Cheesehead.com – *Sopra: A New Lake Geneva Restaurant (7/31/20); Hunt Club & Chef Ryne Harwick (7/31/20); Simple Café is Anything but Simple (8/1/20)*

Marketing Metrics

- Website – VisitLakeGeneva.com – JULY 2020
 - Visitor Sessions: 100,5243 | +7.7% YoY | YTD 550,185
 - Pageviews: 283,988 | YTD 1,357,810
 - Users: 78,481 | YTD 426,254
 - Top Cities:

1. Chicago (24.2%)	6. (not set) (1.5%)
2. Milwaukee (5.1%)	7. Schaumburg (1.3%)
3. Lake Geneva (2.8%)	8. Rockford (1.1%)
4. Madison (1.8%)	9. Minneapolis (1.0%)
5. Arlington Heights (1.6%)	10. Naperville (0.9%)
 - Top Pages:

1. Home	3. Things to Do Shore Path
2. Things to Do	4. Blog Fireworks

- 5. Things to Do | Lake Activities
- 6. Things to Do | Beaches
- 7. Stay | Hotels & Resorts

- 8. Riviera Beach
- 9. Stay
- 10. Events

- 61% Female | 39% Male
- Age
 - 25-34 – 27.0%
 - 35-44 – 16.7%
 - 45-54 – 16.4%
 - 55-64 – 15.5%
 - 65+ – 13.4%
 - 18-24 – 11.1%
- Facebook – JULY 2020:
 - 47,852 Page Likes (+250)
 - Post Reach: 36,100
 - Post Engagement: 6,860
- Instagram – JULY 2020:
 - 5,479 Followers (+280)
- Twitter – JULY 2020
 - 3,339 Followers (+30)
- VLG Email Subscribers – JULY 2020 = 49,905 (+232)

Visitor Center Activity – JULY 2020

- Walk-ins – 689 | 4,380 YTD (2019 YTD 10,585)
- Phone Calls – 417 | 1,915 YTD (2019 YTD 3,756)
- Current Visitor Center hours – Thursday through Monday 10am to 4pm

Hotel Activity (Lake Geneva Region) – JUNE 2020

- Occupancy = 44.7% | -34.0% (YTD -37.1%)
- ADR = \$145.11 | -15.6% (YTD -8.5%)
- RevPar = \$64.89 | -44.3% (YTD -42.4%)
- Demand (Rooms Sold) = 29,259 | -31.1% (YTD -40.7%)

Other July Highlights

- VLG hosted U.S. Congressman Bryan Steil at Inspired Coffee on July 16
- VLG hosted author/travel blogger Dannelle Gay who visited multiple Lake Geneva businesses, which are featured in her blog and several upcoming books.
- VLG worked with the WI Dept. of Tourism in bringing a pair of travel influencers to Lake Geneva to explore its golf amenities, as well as a Chicago-based travel writer. The Department also filmed at several golf courses for upcoming Travel Wisconsin golf campaigns.
- The Society of American Travel Writers conference scheduled for October in Milwaukee has been cancelled. Lake Geneva was to be a featured post-FAM tour for this group.

**Sales RFP Report
JULY 2020**

2020 RFP#	Room Nights	Properties Sourced
954	32	The Cove , Geneva National, Grand Geneva, Timber Ridge
955	120	Abbey, Geneva National, Grand Geneva, Lake Lawn Resort
956	63	Abbey, Geneva Inn, Geneva National, Grand Geneva

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

Account Number	Account Title	2020-20 Period Actual	2020-20 Current year Actual	Current year Budget	Variance Current year	% of Budget
TOURISM						
TOURISM						
47-00-00-41210	ROOM TAX	26,038.24	26,038.24	447,765.00	421,726.76	5.82
47-00-00-48110	INTEREST INCOME	9.05	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:		26,047.29	26,860.51	526,401.00	499,540.49	5.10
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	23,994.00	32,000.00	8,006.00	74.98
47-00-00-57212	EVENTS COORDINATOR-RIVIERA	2,666.00	23,994.00	.00	23,994.00-	.00
47-70-00-57150	PROMOTIONAL GRANT	.00	44,626.27	85,000.00	33,925.66	60.09
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:		5,332.00	247,722.96	526,401.00	272,229.97	48.28
Net Total TOURISM:		20,715.29	220,862.45-	.00	227,310.52	.00
Net Grand Totals:		20,715.29	220,862.45-	.00	227,310.52	.00

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance	
FUND CASH			07/31/2020 (07/20) Balance	47-00-00-11111			121,500.07	
09/30/2020	CA	21	Cash Allocation - Created: 09/04/20 10:37 AM		9.05			
08/31/2020	CA-CD	7	CDA Fund Allocation - Created: 08/07/20 3:02 P			25,000.00-		
08/31/2020	CA-CD	36	CDA Fund Allocation - Created: 08/28/20 11:40			5,332.00-		
08/31/2020	CA-JE	20	JE Fund Allocation - Created: 09/04/20 7:40 AM		26,038.24			
			08/31/2020 (08/20) Period Totals and Balance		26,047.29 *	30,332.00- *	117,215.36	
UNRESERVED FUND BALANCE			07/31/2020 (07/20) Balance	47-00-00-34800			338,077.81-	
			08/31/2020 (08/20) Period Totals and Balance		.00 *	.00 *	338,077.81-	
ROOM TAX			07/31/2020 (07/20) Balance	47-00-00-41210			.00	
08/31/2020	JE	34	RECLASSIFY ROOM TAX TO TOURISM FUND			26,038.24-		
			08/31/2020 (08/20) Period Totals and Balance		.00 *	26,038.24- *	26,038.24-	
YTD Encumbrance		.00	YTD Actual	-26,038.24 Total	-26,038.24	YTD Budget	-447,765.00 Unearned	421,726.76
INTEREST INCOME			07/31/2020 (07/20) Balance	47-00-00-48110			813.22-	
08/31/2020	JE	36	REC AUG LGIP ACTIVITY			9.05-		
			08/31/2020 (08/20) Period Totals and Balance		.00 *	9.05- *	822.27-	
YTD Encumbrance		.00	YTD Actual	-822.27 Total	-822.27	YTD Budget	-3,500.00 Unearned	2,677.73
HOTEL/MOTEL ASSN-CHAM OF COMM			07/31/2020 (07/20) Balance	47-00-00-57100			75,000.00	
			08/31/2020 (08/20) Period Totals and Balance		.00 *	.00 *	75,000.00	
YTD Encumbrance		.00	YTD Actual	75,000.00 Total	75,000.00	YTD Budget	190,625.00 Unexpended	115,625.00
EVENTS COORDINATOR			07/31/2020 (07/20) Balance	47-00-00-57210			21,328.00	
08/26/2020	AP	632	STEPHANIE LYNN LAKE GENEVA LLC		2,666.00			
			**Desc: EVENTS COORDINATOR-RIVIERA-SEP 2020					
			08/31/2020 (08/20) Period Totals and Balance		2,666.00 *	.00 *	23,994.00	
YTD Encumbrance		.00	YTD Actual	23,994.00 Total	23,994.00	YTD Budget	32,000.00 Unexpended	8,006.00
EVENTS COORDINATOR-RIVIERA			07/31/2020 (07/20) Balance	47-00-00-57212			21,328.00	
08/26/2020	AP	631	STEPHANIE LYNN LAKE GENEVA LLC		2,666.00			
			**Desc: EVENTS COORDINATOR-RIVIERA-SEP 2020					
			08/31/2020 (08/20) Period Totals and Balance		2,666.00 *	.00 *	23,994.00	
YTD Encumbrance		.00	YTD Actual	23,994.00 Total	23,994.00	YTD Budget	.00 Unexpended	(23,994.00)
PROMOTIONAL GRANT			07/31/2020 (07/20) Balance	47-70-00-57150			44,626.27	
			08/31/2020 (08/20) Period Totals and Balance		.00 *	.00 *	44,626.27	
YTD Encumbrance		.00	YTD Actual	44,626.27 Total	44,626.27	YTD Budget	85,000.00 Unexpended	40,373.73
TOURISM MUNICIPAL DEVELOPMENT			07/31/2020 (07/20) Balance	47-70-00-57155			4,972.69	
			08/31/2020 (08/20) Period Totals and Balance		.00 *	.00 *	4,972.69	
YTD Encumbrance		.00	YTD Actual	4,972.69 Total	4,972.69	YTD Budget	143,640.00 Unexpended	138,667.31
TRANSFER TO CAPITAL PROJECTS			07/31/2020 (07/20) Balance	47-70-00-59400			75,136.00	
			08/31/2020 (08/20) Period Totals and Balance		.00 *	.00 *	75,136.00	
YTD Encumbrance		.00	YTD Actual	75,136.00 Total	75,136.00	YTD Budget	75,136.00 Unexpended	.00

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
Number of Transactions: 8 Number of Accounts: 10					Debit	Credit	Proof
Total TOURISM:					31,379.29	56,379.29-	25,000.00-
Number of Transactions: 8 Number of Accounts: 10					Debit	Credit	Proof
Grand Totals:					31,379.29	56,379.29-	25,000.00-

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"- "47700059400"

CITY OF LAKE GENEVA
BALANCE SHEET
AUGUST 31, 2020

FUND 47 - TOURISM

ASSETS

47-00-00-11111	FUND CASH	117,215.36	
	TOTAL ASSETS		<u>117,215.36</u>

LIABILITIES AND EQUITY

FUND EQUITY

47-00-00-34800	UNRESERVED FUND BALANCE	338,077.81	
	REVENUES OVER EXPENDITURES - YTD	(220,862.45)	
	TOTAL FUND EQUITY		<u>117,215.36</u>
	TOTAL LIABILITIES & EQUITY		<u>117,215.36</u>

Room Tax Collected

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2020	39,779	51,767	25,847	4,853	31,011	92,828	120,081						\$366,166
2019	27,965	37,224	43,433	30,937	56,398	93,156	153,806	130,330	85,803	68,945	37,352	32,890	798,239
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
2019 YTD	27,965	65,189	108,622	139,559	195,957	289,113	442,919	573,249	659,052	727,997	765,349	798,239	798,239
2018 YTD	23,434	55,465	98,603	127,687	182,360	274,193	403,673	513,743	588,093	643,840	672,443	701,671	701,671
L3Y YTD	24,155	56,240	96,087	127,494	180,933	270,680	406,700	521,437	601,418	661,078	692,608	722,577	722,577
L3Y Mo%	3.3%	4.4%	5.5%	4.3%	7.4%	12.4%	18.8%	15.9%	11.1%	8.3%	4.4%	4.1%	100.0%
L3Y Avg	24,155	32,085	39,847	31,408	53,438	89,747	136,020	114,738	79,981	59,660	31,530	29,968	722,577
2020	39,779	51,767	25,847	4,853	31,011	92,828	120,081						366,166
2019	27,965	37,224	43,433	30,937	56,398	93,156	153,806	130,330	85,803	68,945	37,352	32,890	798,239
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
L10Y Avg	21,385	28,136	29,825	24,870	44,496	73,755	114,508	99,892	64,401	45,786	25,545	24,537	597,135
L10Y YTI	21,385	49,521	79,345	104,215	148,711	222,466	336,974	436,867	501,268	547,054	572,598	597,135	597,135
L10Y Mo	3.6%	4.7%	5.0%	4.2%	7.5%	12.4%	19.2%	16.7%	10.8%	7.7%	4.3%	4.1%	100.0%

Month/Year	Organization	Amount	Notes	Outstanding balance unpaid
2018				
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	1st of three year commitment	
	Horticulture Hall	-	\$1000 (not expended)	
	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	\$ -		
Total for 2018		\$ 80,111.00		
2019				
January	Avian Committee	\$ 1,107.35	\$392.65 returned / unused	
February	No Meeting	\$ -		
March	Streets of Lake Geneva	\$ 350.00		
	Lake Geneva Attractions	\$ 4,000.00		
	Sons of American Legion	\$ -	\$3,425.00 Grant returned (fireworks)	
	Guided Shore Path Tour	\$ 3,000.00	\$750 unused / returned	
April	GLAS (Star Parties)	\$ -	\$3,848.00 Replaced with new amount in May, 2019	
	Lodging By The Lake	\$ 38,000.00	2nd year of three year commitment	
May	GLAS (Star Parties)	\$ 4,386.00	*Revised number from April 2019 meeting	
	Copsey / Riviera marketing contract	\$ 15,308.00	*Contract expires in October, 2019	
	Event Trailer (LG Fire Dept.)	\$ 13,000.00	Withdrawn per Chief Peters 9-4-2020	\$ -
June	None	\$ -		
July	Kruzin Tuks	\$ -	\$5,000 awarded, but stalled at FLR committee	
August	None	-		
September	BID; Tourism Promotion (for 2020)	\$38,385		\$ 38,385.00
	Bridal Fair At Riviera (for 2020)	\$10,000		\$ -
	BID; Oktoberfest	\$7,500	Cancelled	
October	Queen Bee (Magical Musings)	\$3,700	\$2,836.07 used / \$863.93 returned	\$ -
	Riviera Building	\$75,136		\$ -
November	Copsey / Riviera marketing contract	\$64,000 (\$5,332/month) 11-1-2019 - 10-31-2020		\$ 5,332.00
	Women's weekend	\$9,000	Cancelled	\$ -
	LG Museum (D&D Exhibit)	\$10,000		\$ 10,000.00
December	VISIT Lake Geneva Winterfest (2020)	\$35,300		\$ -
2020				
January	None			
February	Lacrosse America Youth	\$8,000.00	Cancelled	\$ -
	Baconfest	\$10,000.00		\$ 10,000.00
March	GLAA "Arts in the Parks"	\$ 10,000.00	actual \$6448.07	\$ -
April - June	No meetings	\$ -		\$ -
July	GLAS (Star Parties)	\$ 3,475.00		\$ 3,475.00
August				
September				
Internet at Riv	Tourism Comm; \$110.75 per month			\$ 443.00
OUTSTANDING BALANCE (UNPAID):				\$ 67,635.00

Recipients are to submit receipts 45 days after event date

**reflects payments through Sept.*



THE ONE-OF-A-KIND **UNWIND.**

REQUEST FOR PROPOSAL
for Tourism Entity Services
for the City of Lake Geneva Tourism Commission
Presented by
VISIT Lake Geneva

August 21, 2020



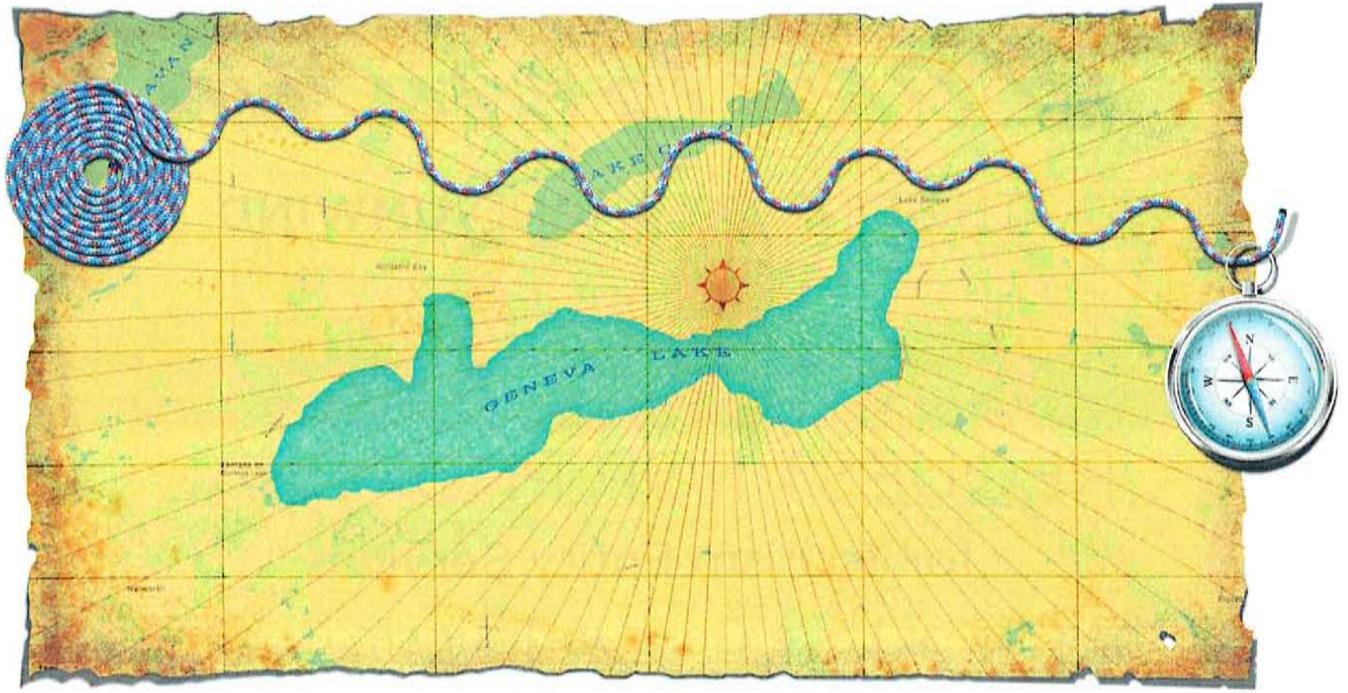


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Letter of Transmittal



Dear Lake Geneva Tourism Commission Review Panel:

VISIT Lake Geneva is pleased to submit a proposal for Tourism Entity Services for The City of Lake Geneva as outlined and in accordance with Wis. Stat. Sec. 66.0615. The proposal focuses primarily on how our organization will use a multi-channel marketing and communication strategy to increase awareness of the area. Success will be measured by the impact of visitor spending on the economy when Lake Geneva is the chosen destination for a vacation, to attend an event, host a wedding and produce a meeting or convention. Our ultimate goal is to generate stays in Lake Geneva lodging properties which will increase room tax dollars.

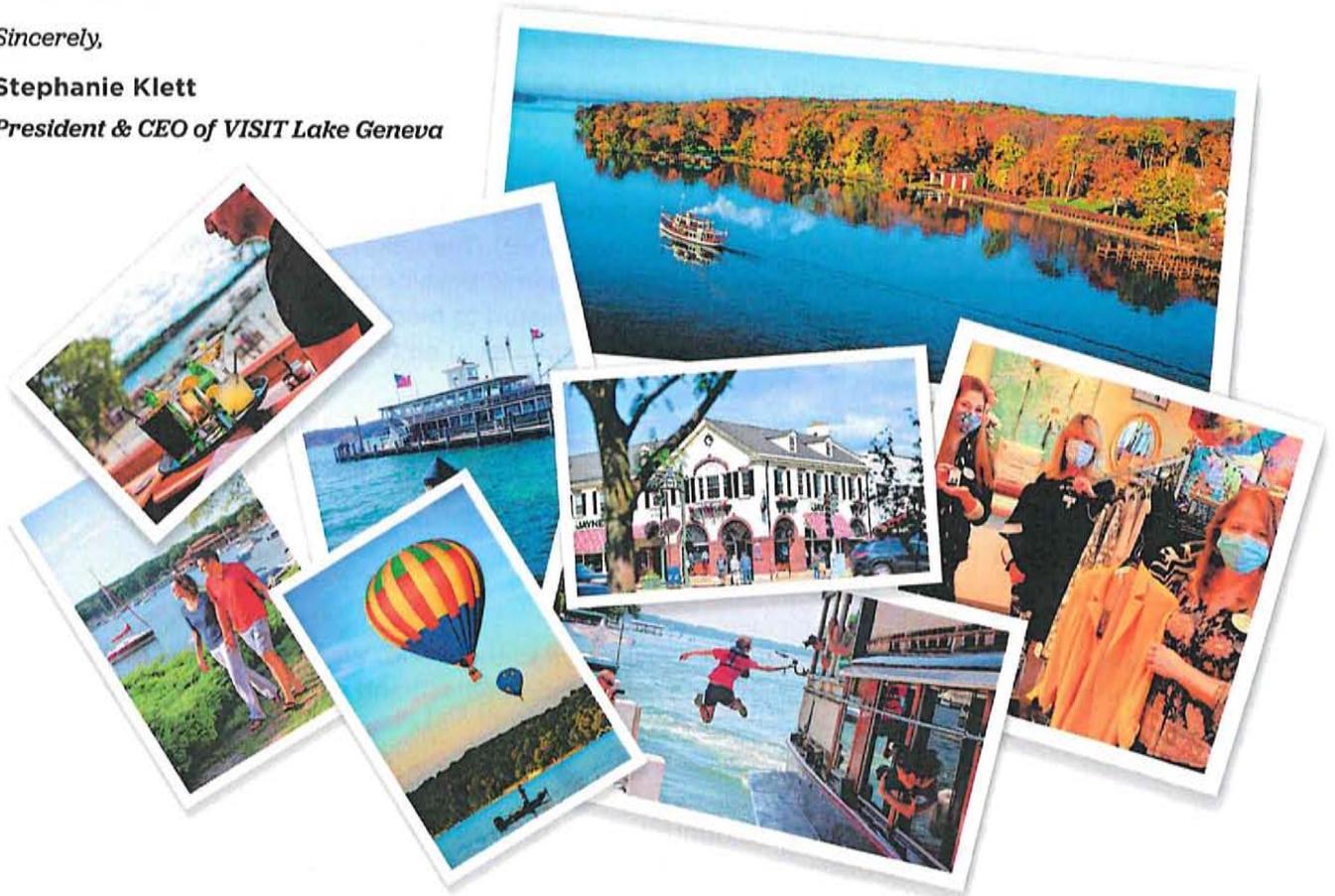
Lake Geneva is a premier travel brand, and the best brands know how to tell their story. Branding, at its essence, is a story worth telling. This proposal is anchored in how we tell our story.

As champions of the Lake Geneva tourism industry and economy, the VISIT Lake Geneva team stands ready to apply our skills as marketers, storytellers, strategists and innovators to keep tourism dollars flowing and growing, benefiting people and businesses in our world-class destination.

Sincerely,

Stephanie Klett

President & CEO of VISIT Lake Geneva





VISIT Lake Geneva Overview

Description of Organization

VISIT Lake Geneva was formed in 2016 by a merger between the Lake Geneva Chamber of Commerce and the Lake Geneva Area Convention & Visitors Bureau (CVB). The Lake Geneva Chamber was formed in 1944 to encourage, stimulate and promote economic development, expansion and diversification. In 1980, the Lake Geneva Area CVB was created to market the greater Lake Geneva area to leisure, wedding, group and business travelers, capitalizing on the area's natural appeal as a lake resort destination.

Today, VISIT Lake Geneva continues to fulfill both of these roles and is the region's primary destination marketing organization. As tourism has become a key driver of Lake Geneva's local economy, VLG acts as a united voice on behalf of the business community within the Geneva Lake area.

The organization is a 501 c6 non-profit entity.

Mission

VISIT Lake Geneva is dedicated to marketing Lake Geneva to the world. We serve our residents and business leaders as both a destination marketing organization (DMO) and a destination development organization.

Vision

To elevate awareness of Lake Geneva to its rightful place as a world-class destination through results-driven marketing strategies and business advocacy.



Core Values

- Collaboration within the VISIT Lake Geneva team and with partners to recognize challenges, create opportunities and solve problems with respect.
- Work with integrity in everything we do for visitors, our partners and each other.
- Provide exceptional customer service to ensure timely information with a “service matters” mindset.

Advocacy and Legislative Relations

VISIT Lake Geneva advocates for the region by working with numerous politicians, including U.S. Senators and members of Congress, the Governor, Cabinet members, State Senators, State Representatives and elected City officials. Recent initiatives are numerous, included hosting a U.S. Congressional Exchange between U.S. Congressman Bryan Stiel (R) and Xochitl Torres-Small (D) New Mexico, to bring together opposite political parties to better work together and showcase tourism assets.

We are working with the Secretary of the Wisconsin Department of Transportation to expand bike lanes (currently in progress) and on a trail extension for the White River State Trail.

We work closely with the Wisconsin Department of Tourism on co-op advertising opportunities and the extranet. We also leverage their research database and customer service programs.

We actively host our State Senator and State Representatives in local events, most recently at the Inspired Coffee launch, Winterfest, the Electric Christmas Parade and our Annual Dinner.

Our VISIT Lake Geneva president and CEO serves on numerous boards including the Wisconsin Chamber of Commerce Executives, the Lake Geneva Economic Development Corporation, and the 6 Chambers of Walworth County group, (Lake Geneva, Whitewater, Delavan, Geneva West, East Troy & Elkhorn) who work in partnership with the Walworth County Economic Development Corporation to address common issues and challenges.



Marketing/Promotions/Communications Strategy

VISIT Lake Geneva's tourism marketing strategy is multi-faceted, concentrating on a number of tactics to attract visitors from key geographical and demographical markets. Marketing efforts are continually developed and honed to reach targeted audiences throughout the year, maximizing reach and awareness of the Lake Geneva brand.

Website

VisitLakeGeneva.com is the foundation of our tourism marketing efforts, containing inspiration, engaging content and helpful resources for existing and potential visitors to make their travel plans. The website is continually updated and enhanced with new content including articles, blogs, photos, events and business partner information. The site highlights the many places to stay, dine, shop and recreate in Lake Geneva and is the online authority for Lake Geneva travel information. Consistently ranking #1 in search results for "Lake Geneva" and "Lake Geneva, WI", the VISITLakeGeneva.com website realized more than 841,000 visitor sessions and 2.2 million pageviews in 2019.

Social Media

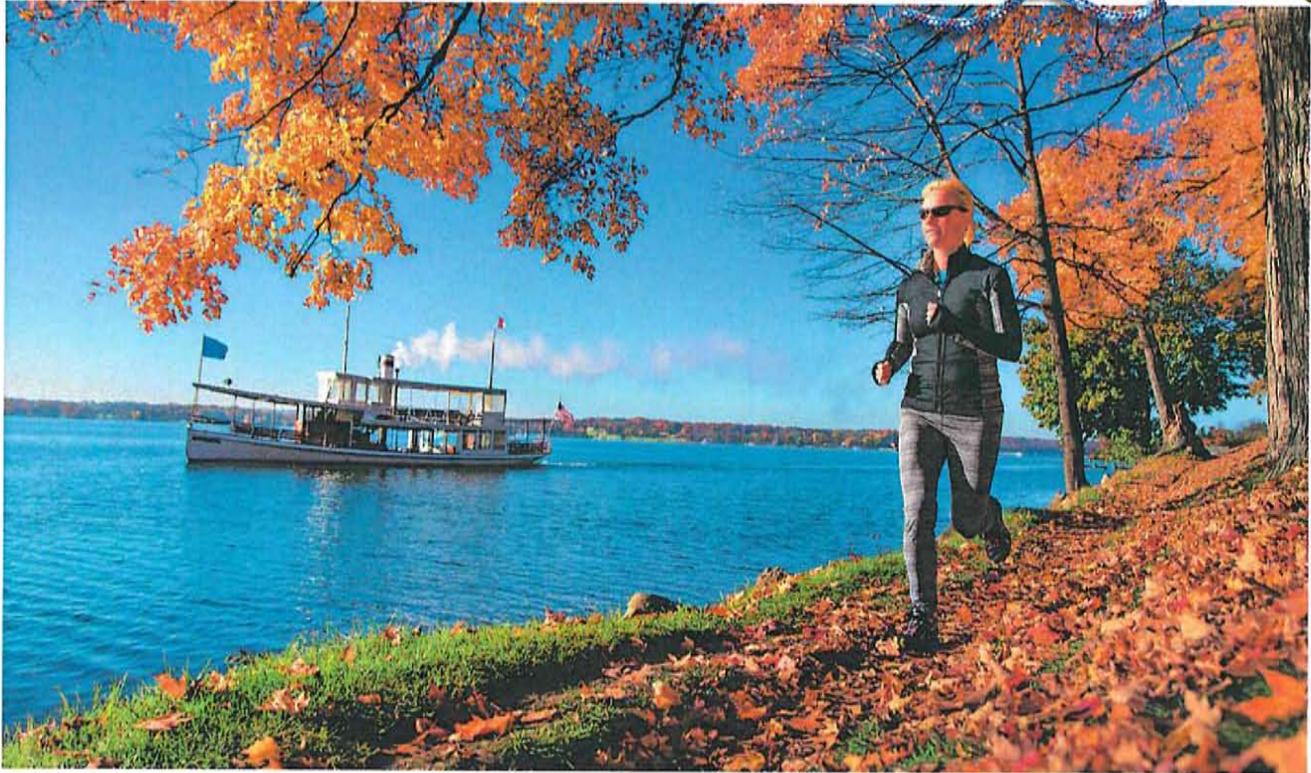
The VISIT Lake Geneva brand is also active on social media, including Facebook, Instagram, Twitter and YouTube. A key component of VISIT Lake Geneva's marketing strategy, social media is used regularly in organic posts as well as paid advertising to share information with followers and gain new followers on our pages. Our social media pages have continued to grow in following as well as reach and engagement in the past year. The VISIT Lake Geneva Facebook page has nearly 48,000 followers, Instagram more than 5,500 and Twitter over 3,300. VISIT Lake Geneva uses social media to market its brand as a one-of-a-kind destination and regularly highlights partner business content, upcoming events and the natural beauty of our destination.

Publications

The annual Lake Geneva Area Visitors Guide is the official publication of VISIT Lake Geneva and is available online and in print (100,000 copies). The Guide features articles, photos and editorial content highlighting the best features of Lake Geneva, plus maps, business listings and other helpful resources for travelers planning their visit. Guides are distributed in outlying markets between Chicago and Milwaukee, mailed to those requesting a copy by email or phone and shared at events and travel shows. In-market, the Guide is featured at partner business locations, the Lake Geneva Visitor Center and other high-traffic points such as Riviera Beach. VISIT Lake Geneva partners are featured in the Guide as a complimentary benefit and also have the option to purchase advertising space. VISIT Lake Geneva also publishes a Lake Geneva Meeting Planner Guide, which highlights meeting and event space in the Lake Geneva area. Used as a marketing tool in our Meetings & Conventions marketing efforts, the publication is featured at industry trade shows, meeting planner familiarization tours, site visits and is available online.

Advertising

Paid advertising is a significant and strategic part of VISIT Lake Geneva's marketing plan. Working in tandem with its owned assets (website, social media channels, publications and email subscribers), advertising dollars are dedicated to reach the leisure market and specialty markets – Meetings & Conventions, Group Tours, Golf and Weddings – throughout the year. Advertising efforts prioritize digital media (display, search engine marketing, search optimization, social media, email) for ongoing brand, seasonal and specialty campaigns, while magazine and radio advertising are also incorporated



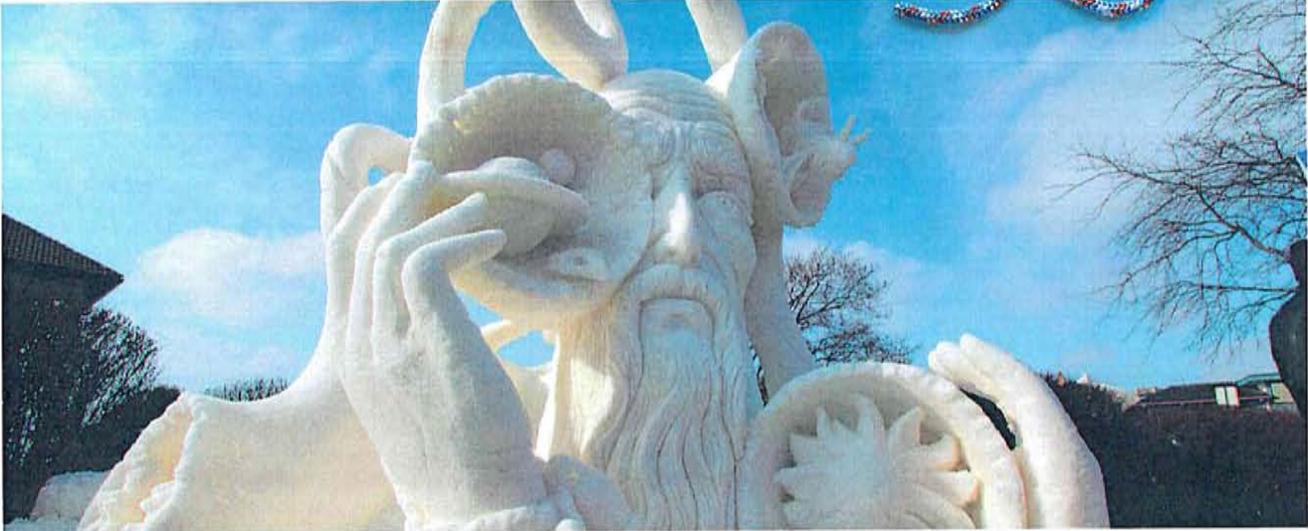
into marketing efforts. VISIT Lake Geneva promotes events to residents and visitors by advertising in local newspapers, magazines and radio stations, as well through the Lake Geneva BID street banner program. VISIT Lake Geneva also works closely with travel industry partners including the Wisconsin Dept. of Tourism and VISIT Milwaukee through cooperative advertising opportunities such as Travel Wisconsin travel and event guides, Milwaukee Visitors Guide, email marketing and other opportunities to reach their respective audiences to promote the Lake Geneva brand.

Email Marketing

VISIT Lake Geneva has amassed an email subscriber list of nearly 50,000 consumers. Working exclusively with opted-in subscribers, recipients of VISIT Lake Geneva's email communications are loyal and have an active interest in hearing about what is happening in Lake Geneva. Email marketing remains a highly effective marketing tool for tourism brands and is cost-effective as well, making email marketing a valuable tool in our marketing efforts. VISIT Lake Geneva publishes a monthly Insider e-newsletter, as well as specialty emails to promote major events and partner promotions throughout the year.

Public Relations

Earned media (or more commonly known as free press) is a key component of VISIT Lake Geneva's marketing strategy. To achieve this, we put great effort into our outreach efforts to travel writers, TV reporters, radio broadcasters, social media influencers and other journalists who have the potential to develop stories about Lake Geneva. Through strategic media releases, story pitches, deskside visits and FAM (familiarization) tours, VISIT Lake Geneva invites journalists to experience our destination first-hand so they in turn promote Lake Geneva to their audiences. Due to these efforts, Lake Geneva has been featured by regional and national media outlets including USA Today, NBC's Today Show, National Geographic Traveler, CBS News, Travel + Leisure Magazine and many more.



Events and Promotions

VISIT Lake Geneva produces three signature events each year:

- 1. Winterfest:** Home of the U.S. National Snow Sculpting Championship
- 2. Concerts in the Park:** Free live concert series in Flat Iron Park
- 3. Electric Christmas Parade:** A Lake Geneva holiday tradition for over 40 years

We also produce the annual Lake Geneva Restaurant Week promotion which is a significant contributor to the awareness of downtown dining assets and positively positions our destination's culinary opportunities. Through targeted paid advertising and significant earned media exposure, these events and promotions grew significantly year over year. Most notably was Winterfest, which broke attendance records and realized wide-spread media attention in 2020. Here are a few highlights:

- An estimated 65,000 people attended Winterfest this year, more than any previous year according to City officials and local businesses.
- Downtown retail stores and restaurants reported record traffic and sales during this year's Winterfest.
- Area hotels indicated higher occupancy and increased demand due to Winterfest visitors.
- Earned media significantly exceeded prior years, including coverage by all major Milwaukee TV stations, Milwaukee Public Television's Outdoor Wisconsin show, and national coverage by NBC's Today Show and CBS Morning News.
- The Wisconsin Department of Tourism sent a team to capture Winterfest video for use in future Travel Wisconsin marketing.
- New (and free) entertainment options such as fire performers, a laser light show, beach bonfires, and winter-themed movies at Geneva Theatre were added.
- VISIT Lake Geneva produced the new Downtown Ice Walk, featuring dozens of professional ice sculptures displayed in front of businesses. It was well-received by sponsoring businesses as well as visitors, who took to social media to post photos with their favorite sculptures.
- U.S. Congressman Bryan Steil and Miss Wisconsin Alyssa Bohm were guests of VISIT Lake Geneva and toured the event and several Lake Geneva businesses during their visit.



Visitor Information Center

VISIT Lake Geneva staffs and manages a Visitor Information Center. This center is a vital promotional channel for downtown Lake Geneva businesses. Because it is conveniently located in the heart of downtown Lake Geneva, the VISIT Lake Geneva team is able to personally engage guests and help them take advantage of the vibrant downtown experience offered here. The Visitor Information Center is open 7 days a week, 360 days a year. The staff is trained to provide face to face customer service. In 2019, we personally welcomed over 20,000 visitors who learned about downtown hotels, businesses, restaurants and attractions. A success standard is to convert every contact into a lifetime loyal visitor by offering our expertise, presenting detailed maps, brochures and providing itinerary planning along with:

- Lake Geneva and Official Wisconsin visitor guides
- Current and upcoming events information
- Internet access
- Business brochures exclusive to Lake Geneva Partners

Meetings and Conventions Focus

Our commitment is to continue a primary focus on the Meetings and Conventions market, both its value and benefit to the economy of Lake Geneva hotels, businesses and event venues. Our promise is to effectively collaborate with the meeting planner, venue managers, partners and local Directors of Sales to secure and service business.

We will report monthly on our efforts and substantiate our work with data from research partners such as Smith Travel Research. Leads will be harvested using technology through meetings portals, membership in associations and by attending the top regional and national shows. All leads will be carefully vetted and shared appropriately. An increased emphasis on regular and ongoing communication with the local meetings industry will be the cornerstone of our partnership efforts.

Spotlight Success for 2018, 2019, 2020:

Note: VISIT Lake Geneva does not book business. Our role is to secure leads and turn them over to the local properties to sell. Local properties may or may not share their success with us.

ORGANIZATION	DATES	ATTENDEES	ROOM NIGHTS	PROPERTY
Philadelphia Church of God	October 1-11, 2020	125	1062	The Ridge
Philadelphia Church of God	October 11-21, 2019	125	1062	The Ridge
Amervespa	June 19-23, 2019	100	354	Harbor Shores
Chamberland Group	July 15-19, 2018	130	565	Lake Lawn

Visit Lake Geneva recommends pursuing a variety of business across all four seasons. While SMERF (Social, Military, Educational, Religious, Fraternal) business is very important to the economic impact of Lake Geneva hotels, also are the Sports, Government and Wedding segments. Our strategy targets all segments and we constantly prospect for new and unique opportunities to add. We continue to stand-by as an overflow destination for meetings held in Milwaukee and target their spousal and social events. We hold a membership with Visit Milwaukee and continue to cultivate a strong partnership with them.



Meetings and Conventions Workplan

- A. Develop a new and enhanced meetings and conventions planner guide. This is a complimentary benefit to partners.
 - Distribute electronically and in print.
 - Use piece as web content for easy access to planners.
 - Secure updated photography by collaborating with the local meeting industry.
- B. Be visible and active with buyers and planners.
 - Partner with Department of Tourism on their "Meet Wisconsin" website and at major shows.
 - Attend 4-6 top shows and events where the best planners/buyers are present.
 - Organize site visits to secure business.
 - Use technology platforms to mine leads and share with appropriate properties.
- C. Build new and enhance existing relationships with regional suppliers (resorts, hotels, venues, attractions, dining).
 - Organize meetings with regional Director of Sales and venue managers to keep information flowing both ways.
 - React quickly (within 24 hours) when information or RFP's are requested.
 - Create cooperative opportunities for the local meeting industry on a pay-to-play basis.
- D. Leverage the power of free press to generate increased awareness of the meetings, conventions and wedding markets.
 - Proactively send out "what's new" information to specific media and to the Department of Tourism to use in their pitching.
 - Ensure journalists from niche publications are invited on group and individual familiarization tours and craft specific experiences for them.
 - React quickly and with thoughtful information when media requests information.

VISIT Lake Geneva is a membership organization and partners pay annual dues based on a tiered system. Each tier has member benefits that are included in the annual fee and include the option to participate in our co-op advertising program. Over and above the member benefits, there are additional opportunities for hotels to purchase advertising through our various co-op programs such as print, digital and e-mail.



Staff Experience and Qualifications

Meet Our Team

The Visitor Information Center Team provides information to visitors on the Lake Geneva region, from hotels and retail shops to restaurants, events and attractions. They provide maps, directions, brochures and visitor guides. This team is enthusiastic, professional, kind and knowledgeable. Our team includes:

Lou Ann Anderson, Sandy Biging, Patricia Schneider, Janet Miller, Alice Odgen.



President & CEO: Stephanie Klett served as Secretary of the Wisconsin Department of Tourism for eight years, leading the charge to market Wisconsin to the world. Under her leadership Wisconsin's tourism industry increased nearly 40%, to \$21.6 billion in total travel expenditures. Klett and her team earned a record-breaking 125 state, national and international awards for marketing and public relations excellence. She re-opened the Travel Wisconsin Welcome Centers with a new public-private partnership, and over-saw millions of dollars in grant programs.

Klett is best known for her Wisconsin Tourism television commercials, working with Donald Driver, Jordy Nelson, Tony Shaloub, Henry Winkler, Bo Ryan, and the Zucker brothers. She also introduced the Supper Club campaign, the most successful integrated marketing campaign in the Department's history.

Prior to spearheading Wisconsin Tourism, Stephanie was the Emmy-winning host of Discover Wisconsin Television, logging 1 million miles and filming all 72 counties.

As CEO, Klett creates and implements VISIT Lake Geneva's vision and mission, leading the development of the organization's short and long-term strategy. This includes evaluating the work of employees and assisting in their professional growth, maintaining awareness of the competitive market landscape and evolving technologies, ensuring the organization maintains a high social responsibility with partners, government and civic organizations, and sets strategic goals that are measurable and describable.



Director of Marketing: Deanna Goodwin has been marketing tourism destination organizations for over two decades. Prior to joining the VLG team, she was the longtime Marketing Director at Visit Kenosha, creating and producing the annual Kenosha

Travel Guide exclusively in-house, and creating brand strategies to increase travelers to the area. As Director of Marketing for VISIT Lake Geneva, Goodwin is responsible for marketing and communication strategies, branding, marketing campaigns, special promotions, social media and research analysis. She also directs all website content and works with partners on internal dynamics through Simpleview.



Office Manager: Taylor Blair has been with VLG for three years. Duties and responsibilities include mailing, shipping, supplies, equipment, bill payment, invoices, payroll, managing vendor relationships, and general support to visitors.



Public Relations Specialist:
Carla Minsky has been in the public relations business for over 30 years. Her specialties include developing and pitching stories to television, radio, print and digital outlets. Minsky brings an extensive skill set to VISIT Lake

Geneva, with specialties in integrated marketing, crisis communication, cause marketing, photography, writing, copywriting and account management. Carla specializes in familiarization tours for travel writers, bringing the best and brightest tourism experts to the area.



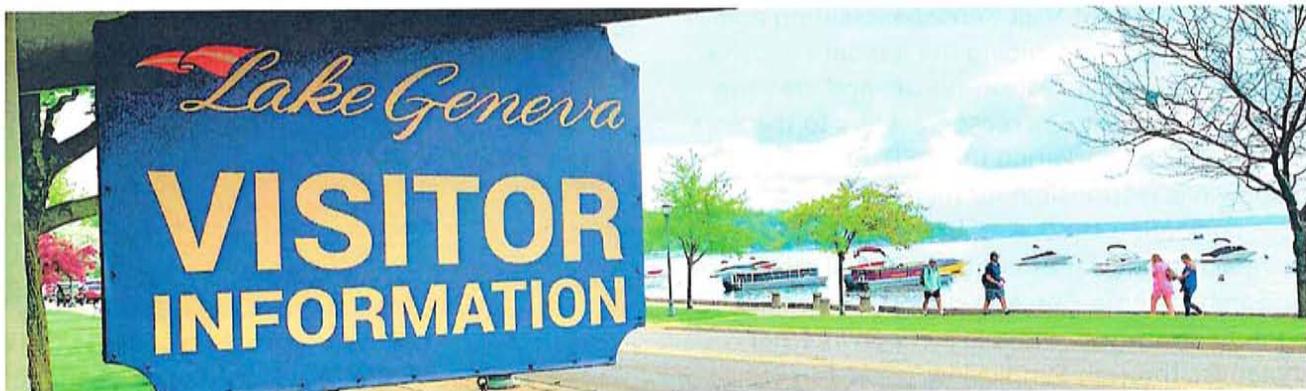
Policy & Procedure Analyst:
Sarah Klavas has had a distinguished career at the Wisconsin Department of Tourism for 25 years, where she served in numerous positions, including managing the state's Welcome Centers, Director of

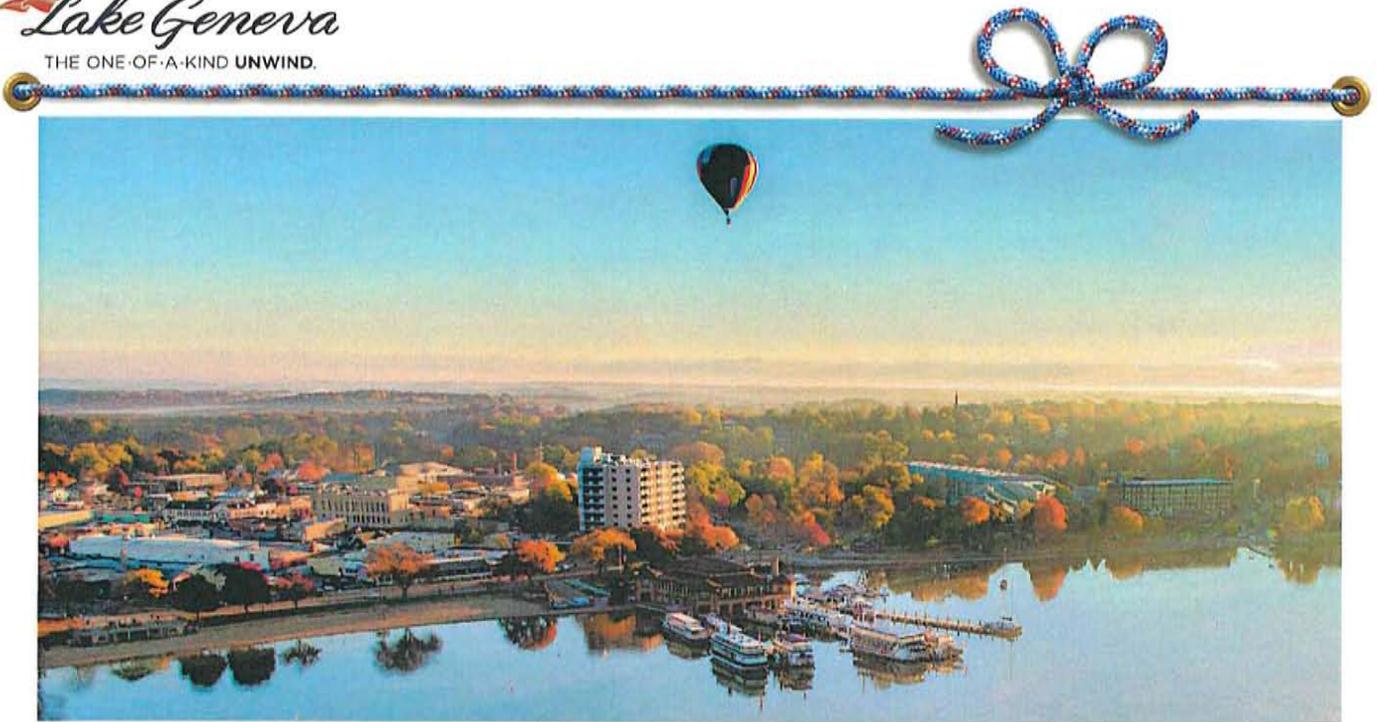
Marketing, Brand Manager, Industry Relations and Deputy Secretary under Governor Scott Walker. Klavas also produced an award-winning customer service program to help communities better host visitors. In her work with VISIT Lake Geneva she focuses on infrastructure, HR policies, the employee handbook, and streamlining processes for efficiency.

Events Manager: (Open position, recruitment in process) An event manager oversees the design, set-up, and execution of events that bring people together and spotlight the region in a positive light. The position is extremely people-centric and detail-oriented. The Events Manager must be able to fundraise, create and execute sponsorship opportunities, recruit volunteers and produce engaging and fun events. These include but are not limited to Winterfest, Concerts in the Park, an Annual Partner Dinner, the Electric Christmas Parade and Lake Geneva Restaurant Week.

Partner Manager: (Open position, recruitment in process) This role plans, organizes and oversees a range of services and events for Partners. Duties include maintaining a portion of the VLG website that features local business news and a membership directory, holding monthly Chamber meetings and regular social events that offer a chance to network and share information and ideas, and arrange lectures, workshops and training seminars on different management issues and opportunities.

Segment Development Director: (New position-formerly Group Sales Manager) This position engages and increases special market areas, including but not limited to weddings, international tourism, meetings and conventions, golf and motor coach. Recognizing these are critical areas of importance for growth, the job entails working with meeting planners, wedding planners, golf organizations and industry affiliates such as CVENT, the United States Travel Association and Circle Wisconsin. This position sells the destination and provides support for specialty markets.





Project Approach

Planning and Development:

VISIT Lake Geneva identified seven pillars that will be incorporated into our marketing plan and development. They will guide strategic development of projects, campaigns or initiatives:

1. Reach new and existing audiences through highly targeted marketing and promotions.
2. Increase earned media by engaging travel writers and editors and inviting them to experience a lively and healthy destination. Secure on-brand photography to share with the media to help tell the story visually.
3. Enhance signature events and promotions that elevate Lake Geneva as a vibrant all-encompassing experience.
4. Increase awareness of Lake Geneva hotels and venues as a place to host leisure visitors, weddings and meetings and conventions.
5. Enhance collaboration and advocate for our member partners and local organizations.
6. Invest in ongoing training and development of Information Center employees and as a result, provide exceptional customer service in every personal interaction with guests and visitors.
7. Measure and report on success.

Here are the action items:

- Boldly position Lake Geneva as a world-class destination.
- Research and secure partnerships with meeting planning portals (i.e., Cvent) for highest visibility and return on investment.
- Proactively pursue grant opportunities with the Department of Tourism, other state agencies and state associations. Engage with the Department of Tourism and the Regional Tourism Specialist and committees of the Governor's Council on Tourism for the benefit of the local tourism industry.
- Curate highly visual and engaging content to stimulate interest in Lake Geneva through all social, digital and web channels.



- Showcase unique venues, businesses and attractions online for meetings, conventions and events that differentiate Lake Geneva from other like destinations.
- Promote the lake(s) experience with emphasis on our unique Shore Path experience.
- Implement robust search engine keywords campaigns to expand interest (Search Engine Marketing).
- Use public relations efforts (earned media) to garner a higher share of editorial and feature stories in all media and markets.
- Emphasize and showcase the diversity of accommodation in Lake Geneva.
- Identify and highlight activities such as shopping, spas, boating, golf, arts and entertainment, and other outdoor recreation.
- Showcase diverse dining experiences and the people responsible for the culinary excellence. Promote Lake Geneva Restaurant Week to generate new interest in the culinary scene.
- Promote shoulder season travel emphasizing fall color, winter actives and events such as Winterfest.
- Partner with local organizations for broader event reach and overall awareness.
- Promote the Information Center so it is known for outstanding service and the place in downtown Lake Geneva to get the best information and travel planning assistance.

Public Involvement Problems:

We look at problems as opportunities to listen and include what we hear in the decision-making process. We have a team mentality. For Lake Geneva to succeed, we have to work together. The Board of Directors, CEO and the VISIT Lake Geneva team are committed to open, honest and transparent communication. Through outreach to businesses, organizations and government bodies, we will discuss plans with the underlying rationale, present progress and successes and professionally consider alternative opportunities. Guided by the VISIT Lake Geneva Board of Directors, we will respect public input in the decision-making process.



Scheduling

MONTH	LEISURE MARKETING, EVENTS AND PROMOTIONS	SPECIAL MARKET SEGMENTS & CHANNELS
January	Implement Annual Marketing Plan Seasonal Media Relations and Story Pitching Social and Digital Content Placed Winterfest Final Detailing Stage Winterfest Event Weekly Radio: "In-Step with Steph" on 96.1 FM	Meetings and Conventions/Weddings Workplan-ongoing Information Center training and development
February	Stage Winterfest Event and post event wrap/evaluation Media Relations and Story Pitching Secure Winter Photography Social and Digital Content Placed Weekly Radio: "In-Step with Steph" on 96.1 FM Release Success Scorecard for previous year	Meetings and Conventions/Weddings Workplan-ongoing Information Center training and development
March	Seasonal Media Relations and Story Pitching Lake Geneva Restaurant Week Publicity Annual Municipal Reporting - Prior Year Governor's Conference on Tourism Social and Digital Content Placed Weekly Radio: "In-Step with Steph" on 96.1 FM	Meetings and Conventions/Weddings/Golf Workplan-ongoing Information Center training and development
April	Lake Geneva Restaurant Week Seasonal Media Relations and Story Pitching to include Golf Social and Digital Content Placed Weekly Radio: "In-Step with Steph" on 96.1 FM	Meetings and Conventions/Golf Workplan-ongoing Information Center training and development
May	Memorial Day Kick-off to Summer Media Appearances Secure Summer Photography Social and Digital Content Placed Tourism Week, Economic Impact and Power of Tourism Promotions Weekly Radio: "In-Step with Steph" on 96.1 FM	Meetings and Conventions/Golf Workplan-ongoing Information Center training and development
June	Media Relations and Story Pitching Concerts in the Park Press Release Social and Digital Content Placed Secure Summer Photography Weekly Radio: "In-step With Steph" on 96.1 FM	Meetings and Conventions/Golf Workplan-ongoing Information Center training and development



Scheduling (Continued)

MONTH	LEISURE MARKETING, EVENTS AND PROMOTIONS	SPECIAL MARKET SEGMENTS & CHANNELS
July	Concerts in the Park promotion Stage Concerts in the Park Media Relations and Story Pitching Social and Digital Content Placed Secure Summer Photography Weekly Radio: "In-step With Steph" on 96.1 FM Visitor Guide Production	Meetings and Conventions/Golf Workplan-ongoing Information Center training and development
August	Stage Concerts in the Park Cooperative Advertising Planning Media Relations and Story Pitching Social and Digital Content Placed Secure Summer Photography Weekly Radio: "In-step With Steph" on 96.1 FM Visitor Guide Production Begin sponsor and involvement solicitation for Parade and Winterfest Open nominations for Visit Lake Geneva Impact Award	Meetings and Conventions/Golf Workplan-ongoing Information Center training and development
September	Annual Cooperative Media Plan Release Media Relations and Story Pitching Social and Digital Content Placed Secure Fall Photography Weekly Radio: "In-Step with Steph" on 96.1 FM Visitor Guide Production Budget Staff Planning	Meetings and Conventions/Weddings/ Golf Workplan-ongoing Information Center training and development
October	Media Relations and Story Pitching Annual Budget Board Review - Approval Social and Digital Content Placed Annual Dinner and Impact Awards Secure Fall Photography Geiger Media Fam Tour Weekly Radio: "In-Step with Steph" on 96.1 FM Visitor Guide Production	Meetings and Conventions/Golf/Wedding Workplan-ongoing Information Center training and development
November	Media Insertion Orders/ Final Contracting Media Relations and Story Pitching Social and Digital Content Placed Weekly Radio: "In-Step with Steph" on 96.1 FM Visitor Guide Production	Meetings and Conventions/Weddings Workplan-ongoing Information Center training and development
December	Media Relations and Story Pitching Social and Digital Content Placed Annual Metrics Review Final Electric Christmas Parade Detailing and Stage Parade Final marketing plan approved Success Scorecard started Weekly Radio: "In-Step with Steph" on 96.1 FM Visitor Guide Completion	Meetings and Conventions/Weddings Workplan-ongoing Information Center training and development



Consultant Effort: The VISIT Lake Geneva Workplan

PERSONNEL	NUMBER OF HOURS MONTHLY	\$ TOTAL INVESTMENT (ANNUAL)
President and CEO	31	
Marketing Director	31	
Events Coordinator	60	
Marketing Coordinator	25	
Media Relations Director	10	
Segment Development Director	23	
Information Center Staff	15	
Office Manager	5	
Total Staff Expenses		\$64,380
Actual Marketing Expenses		\$115,350
Actual Operational Expenses		\$29,880
TOTAL ANNUAL VISIT Lake Geneva Investment		\$209,610

COST

Compensation

A base rate of \$150,000, paid in equal installments quarterly, plus an additional 35% of all room tax revenue over \$500,000, to be paid after the fourth quarter.

An additional agreement will be negotiated in the event additional research is necessary.

This agreement will be governed by a signed Tourism Entity Agreement between both parties based on a minimum of a three-year term.

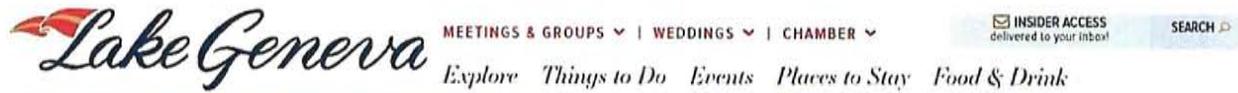
Attachments/Reports

1. Annual Room Tax Report and Budget to the city
2. Monthly report by staff to Tourism Commission Example
3. Creative Examples
4. 2019 Success Scorecard

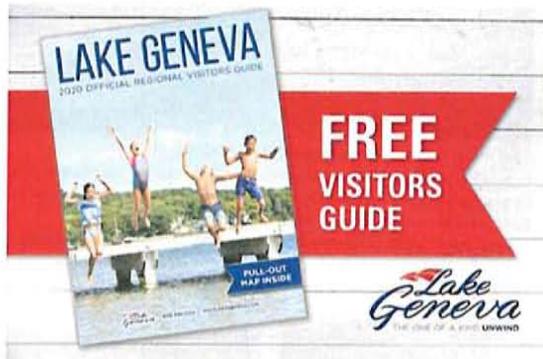


Marketing Creative Samples

WEBSITE • VisitLakeGeneva.com • [LINK](#)



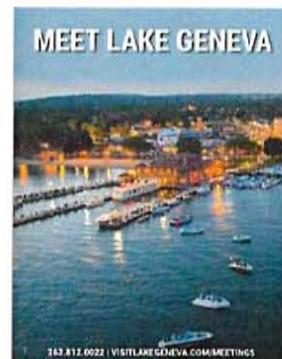
PUBLICATIONS



Visitors Guide • [LINK](#)



Map • [LINK](#)



Meeting Guide • [LINK](#)

DOWNTOWN



DESTINATION DOWNTOWN

DOWNTOWN LAKE GENEVA IS THE HEART OF THE COMMUNITY. LAKE GENEVA COMMUNITY CENTER IS THE HEART OF THE COMMUNITY. LAKE GENEVA COMMUNITY CENTER IS THE HEART OF THE COMMUNITY.



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2020 Lake Geneva Visitors Guide editorial feature: Destination Downtown • [LINK](#)

Additional City of Lake Geneva photos and editorial coverage, including Riviera Beach (p38-39), Parking (p51), Shopping (p70) Community overview (p99)

EMAIL MARKETING • 49,905 Subscribers • [LINK](#)

[PLAY](#) | [STAY](#) | [SHOP](#) | [DINE](#) | [MEET](#) | [GUIDE](#)



VISIT Lake Geneva INSIDER



Find Room to Roam on the Geneva Lake Shore Path

If you're looking to get outside and enjoy the fresh air and beauty of Lake Geneva, you'll want to plan a trek on the historic Geneva Lake Shore Path. This historic trail surrounds Geneva Lake for more than 20 miles and brings you up close and personal with beautiful, historic estates, breathtaking homes and gardens, and tranquil nature areas. And with various entry points around the lake, you can enjoy different segments of the path each time you visit. Read more about the Shore Path [HERE](#).



VISIT Lake Geneva
6d

Did somebody say SALE? If you love shopping downtown Lake Geneva, you won't want to miss the annual Maxwell Street Days outdoor sidewalk sale! You'll find amazing, once-a-year deals on fashions, gifts, home décor and more from your favorite Streets of Lake Geneva shops. See you there!

#mylakegeneva #lovelakegeneva #shoplakegeneva

Maxwell Street Days
Streets of Lake Geneva · Lake Geneva

FRI, AUG 28
11:00 AM – 5:00 PM SAT, AUG 29
11:00 AM – >

2,749 People Reached 88 Engagements

VISIT Lake Geneva
July 17

We're feeling the lake vibes too... are you? Stop in at Hannah's by the lake and pick up one of these fun tees to show how you're living your best lake life this summer!

#mylakegeneva #lovelakegeneva #shoplocal #shoplakegeneva

Hannah's by the lake
July 17

These new tees are giving us major lake vibes! Get in and get yours!
#hannahsbythelake #lakevibes #shoplakegeneva

3,538 People Reached 183 Engagements

VISIT Lake Geneva
July 2

VISIT Lake Geneva is proud to partner with the City of Lake Geneva, Wisconsin and Streets of Lake Geneva in reminding everyone to enjoy our community safely. Wishing you a safe and celebration-filled holiday weekend! 🍷🍷

#lakegenovacares #mylakegeneva #lovelakegeneva #lakegeneva4th

LAKE GENEVA CARES

We care about the health and safety of our residents and visitors. To help prevent the spread of COVID-19, please follow these recommended guidelines in our community.

WASH YOUR HANDS FREQUENTLY

MAINTAIN PHYSICAL DISTANCE

WEAR A MASK (optional, but recommended)

IF YOU ARE FEELING SICK, STAY HOME OR SEEK MEDICAL CARE

8,803 People Reached 1,872 Engagements

VISIT Lake Geneva
June 30

Get a whiff of this! A scent as beautiful as its namesake, courtesy of The Candle Mercantile. Bring home this lovely keepsake of Lake Geneva and relive the memories with every lighting. [bit.ly/LGCandle](#)
#mylakegeneva #lovelakegeneva #lakegenevascents
~Stay safe. Social distance. We're all in this together.

The Candle Mercantile
June 25

Thankful for our beautiful lake and town!

4,046 People Reached 188 Engagements

VISIT Lake Geneva
May 15

As travel restrictions ease, the Lake Geneva region is beginning to open and welcome you back. Let's all continue to be neighborly, patient and kind. If we focus on health, safety and happiness, we can't go wrong.
🎨 Just Me Imagery
#mylakegeneva #lovelakegeneva #lakegenevastrong

9,404 People Reached 1,001 Engagements

[Boost Post](#)

VISIT Lake Geneva
July 10

🧘 Poolside yoga with this beautiful Geneva Lake view sounds like a zen way to spend a morning. If you agree, join our friends at Harbor Shores on Lake Geneva for some restorative yoga this Sunday

Harbor Shores on Lake Geneva
July 10

Let this be your Sunday morning view on 7/12 with some Restorative Yoga at our outdoor pool for only \$15! You do not have to be a guest. Preregistration required here: <https://facebook.com/restorative-yoga-r.../697671600771209>

3,450 People Reached 147 Engagements

VISIT Lake Geneva
4d

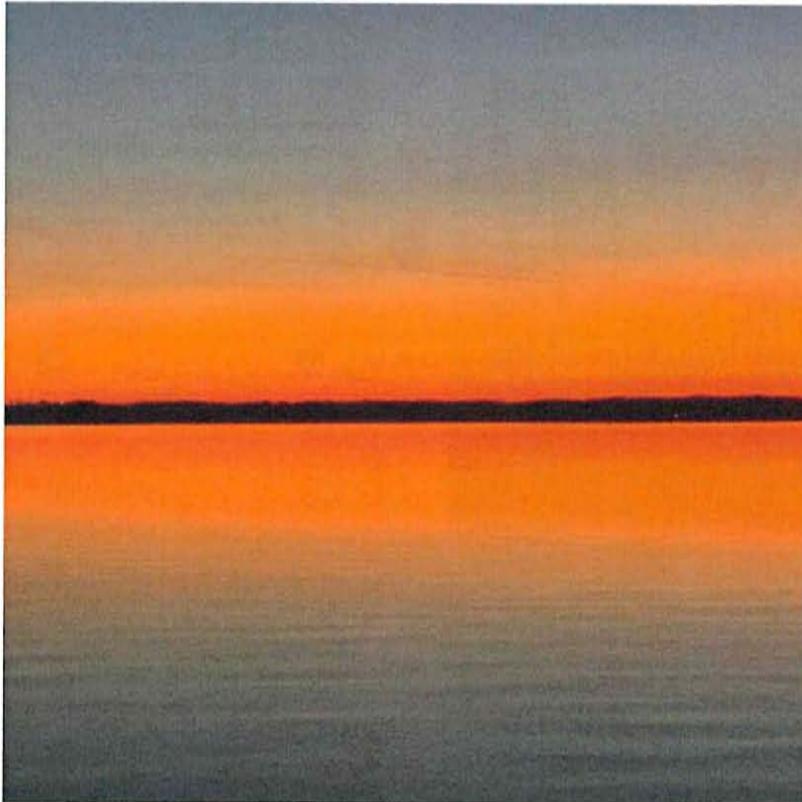
🎨🌿 Join us along the breathtaking shore of Geneva Lake this weekend for the 40th annual Art in the Park. Produced by the Geneva Lake Arts Foundation Inc., this juried show features original fine art by artists from across the U.S. From paintings, photography and pottery to sculpture, jewelry, woodwork and more, you're sure to find something uniquely beautiful to take home.
#mylakegeneva #lovelakegeneva #artinthepark

Art in the Park
Lake Geneva, Wisconsin
August 8th and 9th, 2020

SUN AUG 9
Art in the Park, Lake Geneva
Flatiron Park, Lake Geneva

👤👤👤 Melody, David and 3 friends were interested

2,704 People Reached 137 Engagements



visitlakegeneva • Following

visitlakegeneva Happening now.
#visitlakegeneva #genevalakewi

18w

_Jessica.tmpsn @cherylchalk95

18w Reply

— View replies (1)

_Jessica.tmpsn @elise_mckenna17

18w 1 like Reply

karen_strey_rappaport Stunning!
Best lake in the world!

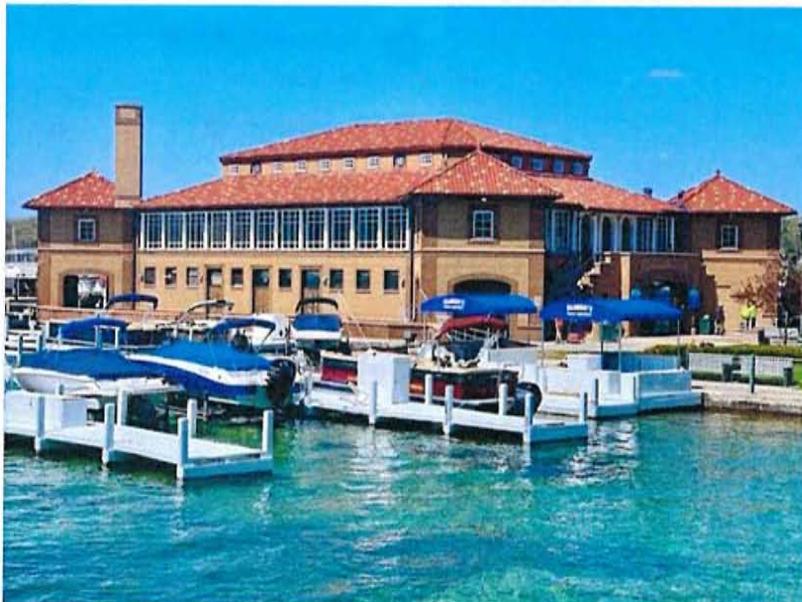
18w 1 like Reply

Liked by stephanieklett and 322 others

APRIL 13

Add a comment...

Post



visitlakegeneva • Following

visitlakegeneva Loving the new roof
and windows at the historic Riviera in
downtown Lake Geneva. The colors of
the lake look positively Caribbean
today. #rivieralakegeneva
#streetsoflakegeneva
#genevalakeshorepath #genevalakewi
#lake_geneva_wisconsin

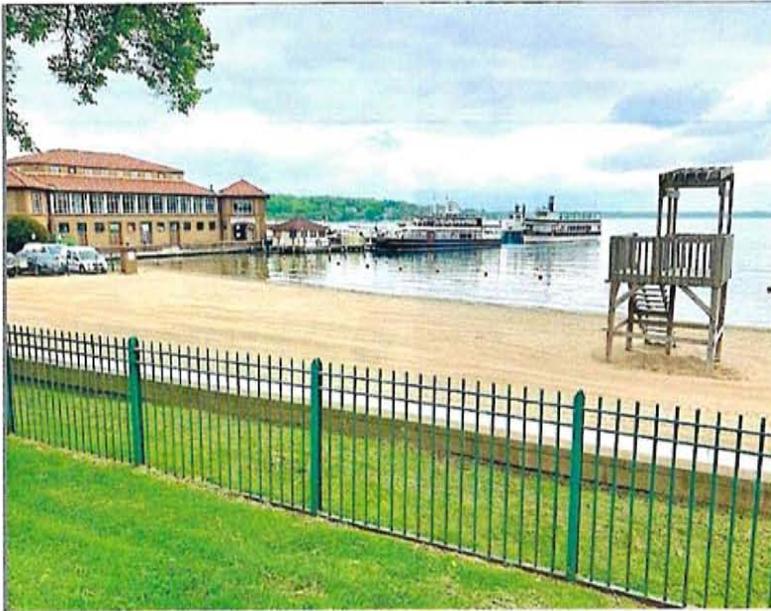
13w

Liked by fontanafrog and 382 others

MAY 13

Add a comment...

Post



visitlakegeneva • Following

visitlakegeneva Riviera Beach officially opens Saturday. Soft sand, a spring-fed lake & beautiful views. #rivierabeachlakegeneva #genevalakewi #streetsoflakegeneva

11w

curatedonly What about the tours?

11w Reply

Liked by stephanieklett and 294 others

MAY 22

Add a comment...



visitlakegeneva • Following

Lake Geneva, Wisconsin

visitlakegeneva Feeling blue? We are too. Enjoy our clear, spring-fed, beautiful blue lake. #genevalake #genevalakewisconsin #lakelifejoy #lake_geneva_wisconsin

3w

keelanmurphy 🤔🤔🤔

3w Reply

thelooms 🤔

3w Reply

katzan.jlk Oh do I miss you!

2w Reply

Liked by stephanieklett and 228 others

JULY 23

Add a comment...



visitlakegeneva • Following

visitlakegeneva When someone tells you to go take a hike, be sure to say "you bet, and I know just the spot." The Lake Geneva Shore Path. 21 miles of bliss. #visitlakegeneva #lakegenevashorepath

17w

+

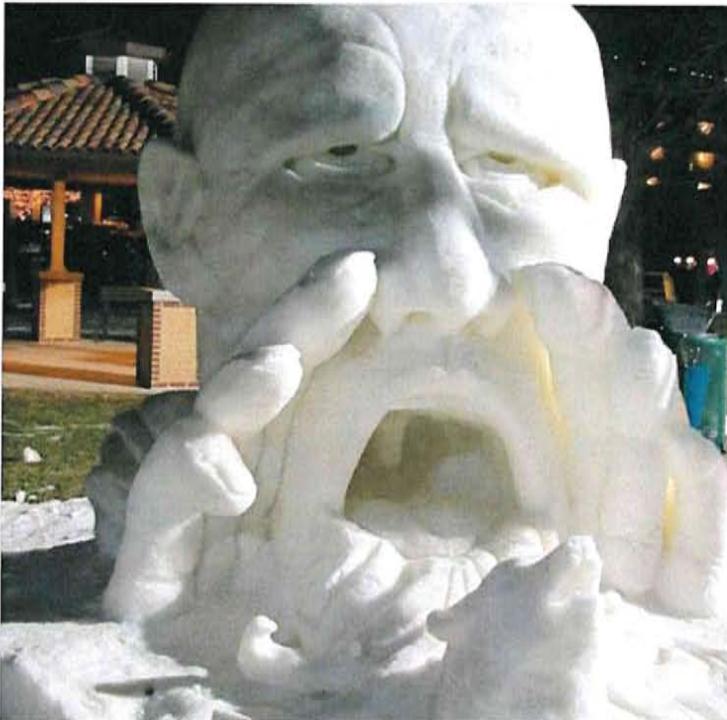
chicagojhawk @salina_lopez @adelagamba06 17w 1 like Reply

kutellatoni 17w Reply

Liked by fontanacfrog and 374 others

APRIL 16

Add a comment... Post



visitlakegeneva • Following

visitlakegeneva Time for a big shout out. The best snow sculptors in America will be in Lake Geneva for Winterfest & the U.S. National Snow Sculpting Championship in downtown Lake Geneva. See you here Jan. 29 - Feb. 2nd as we celebrate 25 years of Winter fun!

31w

kjvallero @chadwolfwarrior let's go! 31w Reply

larchy61 Can't wait! 31w 2 likes Reply

Liked by fontanacfrog and 232 others

JANUARY 12

Add a comment... Post

SOCIAL MEDIA • Twitter • 3,350 Followers • [LINK](#)

VISIT Lake Geneva @mylakegeneva · Jul 3
 Good morning from Lake Geneva.



2 5 33

VISIT Lake Geneva @mylakegeneva · May 2
 Today in Lake Geneva. @mylakegeneva @Lake_Geneva_Wis



12

VISIT Lake Geneva @mylakegeneva · Jun 19
 We are so excited in Lake Geneva, as Inspired Coffee opens next Tuesday. Inspired Coffee empowers adults with disabilities to get trained & work front and center with the public. Thanks Emily Thorton & @CBS58 for highlighting us today! @inspiredcoffee



1 3 10

VISIT Lake Geneva @mylakegeneva · May 20
 With Geneva Lake and Lake Como, a 21-mile lake shore path, a State Park & State Trail, Kishwaukee Nature Conservancy, 11 golf courses and the Lake Geneva Cruise Line - we have plenty of room to roam. Welcome back. @Lake_Geneva_CL @KishwaukeeWB



10

VISIT Lake Geneva @mylakegeneva · May 6
 Why binge on TV shows when you can binge on this? Kilwins Lake Geneva. Curbside pick-up available. @lovelykilwins @mylakegeneva

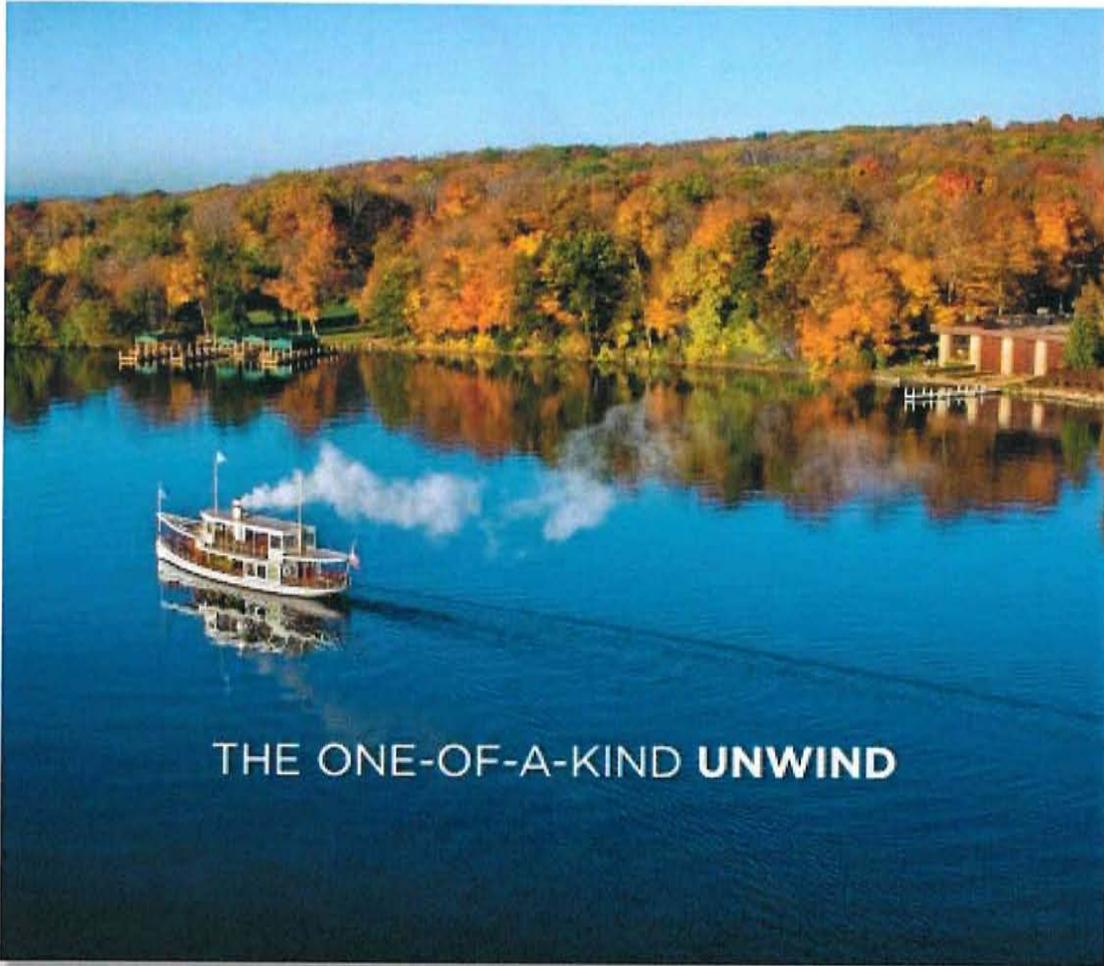


3

VISIT Lake Geneva @mylakegeneva · May 8
 Saturday is World Migratory Bird Day, and our feathered friends have flown thousands of miles to land in Lake Geneva. Celebrate our avian aviators in @mylakegeneva, a designated Bird City U.S.A. #worldmigratorybirdday



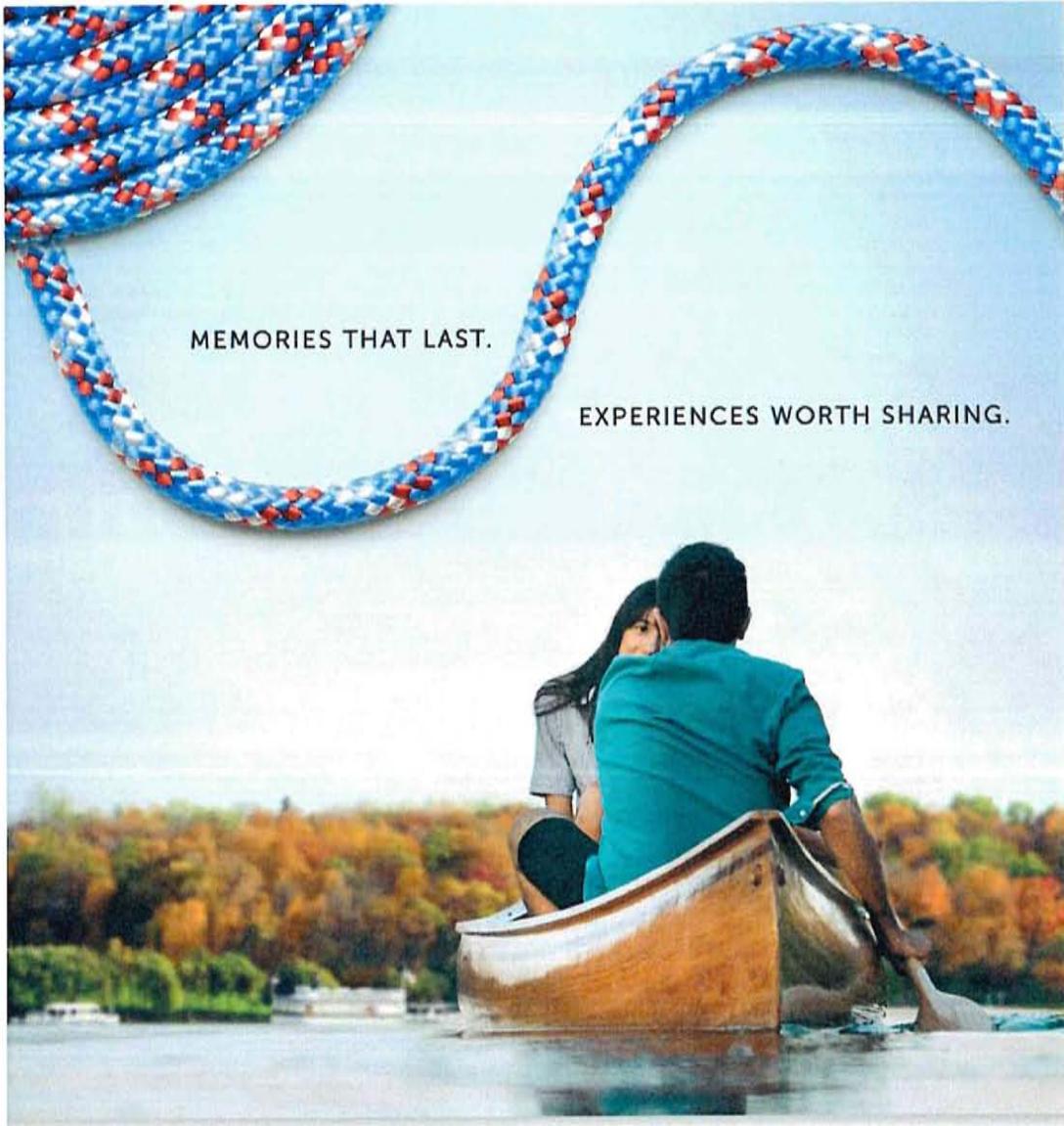
1



THE ONE-OF-A-KIND UNWIND

Enjoy the exquisite colors of fall dancing across our lakes. Explore wineries, orchards and restaurants bursting with seasonal flavors. Find adventure in ziplining, biking, or hiking our breathtaking trails. No matter how you unwind, it's sure to be one-of-a-kind in the Lake Geneva Region.


VISITLAKEGENEVA.COM



MEMORIES THAT LAST.

EXPERIENCES WORTH SHARING.

ONE-OF-A-KIND **UNWIND.**

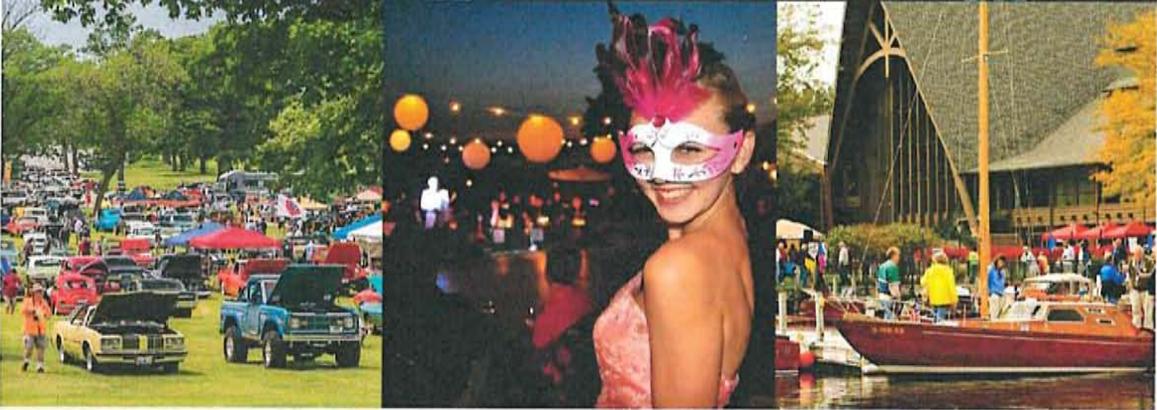
For those wanting an easily accessible escape, the Lake Geneva Region provides not only enjoyment, but lasting inspiration. Join us.

VISITLAKEGENEVA.COM

*Lake
Geneva*



ONE OF A KIND EVENTS.
ONE OF A KIND MEMORIES.



Lake Geneva

THE ONE-OF-A-KIND UNWIND.

VISITLAKEGENEVA.COM/EVENTS

2

LAKE GENEVA

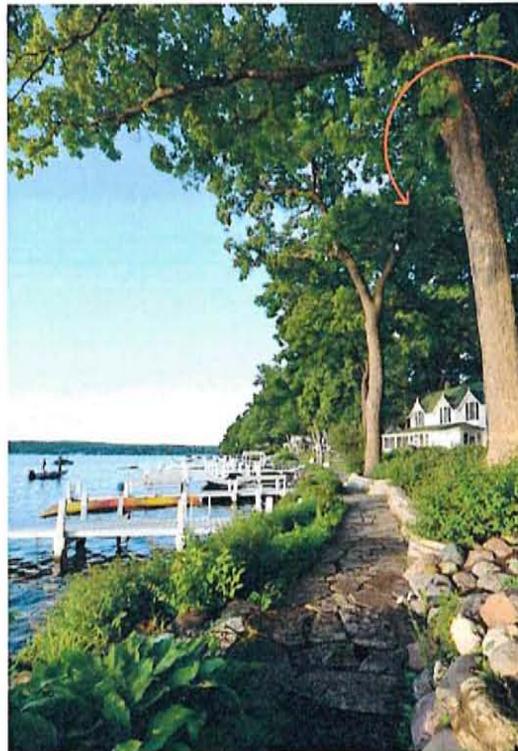
55 MINUTES
VISITLAKEGENEVA.COM
(800) 345-1020

→ SURROUNDING

Three idyllic lakes in southeast Wisconsin, the Lake Geneva region is a four-season recreation and resort destination.



Those who visit the Lake Geneva area find pristine surroundings in every season and a wealth of leisure activities from beaches, boating and golf, to spas, boutique shopping, and some of the finest dining options around. Stay a while at a luxurious resort, settle in at a quaint bed and breakfast, or get away from the everyday at a one-of-a-kind boutique hotel.

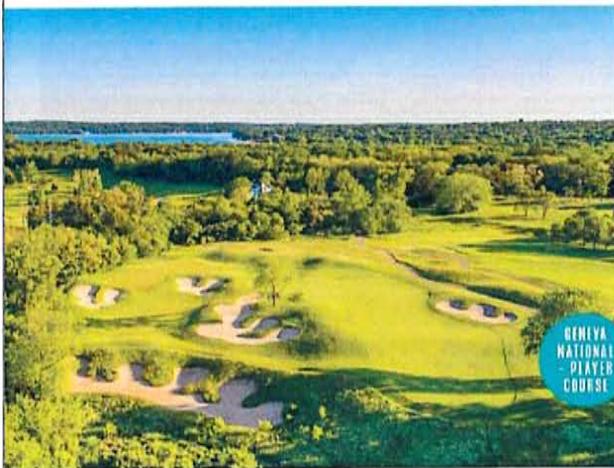


A SHORE THING

The acclaimed Geneva Lake Shore Path brings you up close to Lake Geneva's most notable homes, historic estates, and architectural marvels. The Shore Path is a public walking trail created by early settlers that meanders along the lakeshore for more than 21 miles, crossing the front lawns of homes, beaches, and public parks. The terrain varies throughout the path, from simple grass and gravel, to paved walkways and wooded areas.

DELECTABLE DINING

Surrounded by beautiful farmland, the region's many restaurants are known for their fresh, farm-to-table cuisine. Enjoy quaint breakfast and lunch options in downtown Lake Geneva, lakeside dining with views as exquisite as the menus, and intimate bistros and wineries perfect for any occasion. Area resorts offer guests truly memorable dining experiences with specialty restaurants and unique dining events.



GENEVA NATIONAL - PLAYER COURSE

LEGENDARY GOLF

Golfers will find a bit of heaven in the Lake Geneva region, home to 11 distinctive and award-winning courses. From Grand Geneva Resort & Spa's challenging and meticulous Brute Course to Geneva National Resort & Club's 54 holes designed by golf legends Arnold Palmer, Gary Player, and Lee Trevino, Lake Geneva is one of the premier golf destinations in the Midwest.

YEAR-ROUND ADVENTURE

Voted the country's Best Small Town for Adventure by USA Today readers, the Lake Geneva area offers adventure chasers a myriad of options on land, water, and in the air. Tackle miles of beautiful hiking and biking trails. Zipline through a canopy of colorful trees. Take a boat cruise on one of Wisconsin's deepest, spring-fed lakes. Savor a breathtaking hot air balloon ride at sunrise or sunset. Or hit the slopes with skis or snowboards during Lake Geneva's captivating winter season.

WINTERFEST
 LAKE GENEVA
 25 YEARS 1996-2020
JAN 29 - FEB 2, 2020
WINTERFESTLG.COM

Lake Geneva VISITLAKEGENEVA.COM LAKE GENEVA TRAVEL WISCONSIN .COM

Home of the U.S. National Snow Sculpting Championship

WINTERFEST
 LAKE GENEVA
 25 YEARS 1996-2020

Home of the U.S. National Snow Sculpting Championship

JANUARY 29 - FEBRUARY 2, 2020
WINTERFESTLG.COM

Lake Geneva VISITLAKEGENEVA.COM LAKE GENEVA TRAVEL WISCONSIN .COM

WINTERFEST
 LAKE GENEVA
 25 YEARS 1996-2020

WINTER WONDERLAND, MEET WINTERFEST

Celebrate the season at Lake Geneva's 25th Annual Winterfest! Winterfest is a family-friendly event featuring snow sculptors of the world and local snow sculptors of the Lake Geneva Snow Sculpting Championship. The competition is held open to the public and is a wonderful opportunity for everyone to enjoy the winter season. Tickets are available for purchase at the event. For more information, visit www.winterfest.com.

JANUARY 29 - FEBRUARY 2, 2020
WINTERFESTLG.COM

Visit our website for details on all the winter fun! Winterfest is located in Snow Sculpture Land, Geneva, Wisconsin on the beautiful shores of Geneva Lake.

Lake Geneva VISITLAKEGENEVA.COM LAKE GENEVA TRAVEL WISCONSIN .COM

Home of the U.S. National Snow Sculpting Championship

LAKE GENEVA
CONCERTS
IN THE PARK

JUNE 13 - AUGUST 8
 EVERY THURSDAY, 6-8pm in FLAT IRON PARK
FREE WEEKLY MUSIC

Check the Performance Schedule
 & Find all the Regional Free Music Events at
VisitLakeGeneva.com

Lake Geneva WISCONSIN



WE'LL TIE UP ALL THE DETAILS
FOR A **ONE-OF-A-KIND CONFERENCE**

ONE-OF-A-KIND **UNWIND.**

THE Lake Geneva Region offers a one-of-a-kind resort atmosphere with amenities, services, and exciting activities to create a unique destination experience for your conference. Plan your meeting experience today.

VISITLAKEGENEVA.COM/MEETINGS



Things to Do in Lake Geneva | Adventure, Arts, Nature, More

Ad visitlakegeneva.com/explore/activities

Lake Geneva offers perfect activities for visitors of any age! Learn more & plan a trip.
Discover Great Events - Amazing Winter Activities - Deals & Packages - Free Visitors Guide
Destinations: United States, Midwest, Wisconsin

Photos & Videos

Experience the Lake Geneva area.
Scroll through photos & videos.

Lake Geneva Deals

Find incredible deals and vacation packages & plan your trip today.

Visitors Guide Request

Get a free Visitors Guide for Lake Geneva here.

Wineries and Breweries

Come sample, taste & enjoy locally grown fruit and wine in Lake Geneva

Visit Lake Geneva in Wisconsin | Play, Discover, Relax, Explore

Ad www.visitlakegeneva.com/welcome

Lake Geneva offers events, tastes, activities & wonders for every season. Plan your trip!
Discover Great Events - Amazing Winter Activities - Deals & Packages - Free Visitors Guide
Destinations: United States, Midwest, Wisconsin

Photos & Videos

Experience the Lake Geneva area.
Scroll through photos & videos.

Lake Geneva Deals

Find incredible deals and vacation packages & plan your trip today.

Visitors Guide Request

Get a free Visitors Guide for Lake Geneva here.

Wineries and Breweries

Come sample, taste & enjoy locally grown fruit and wine in Lake Geneva





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LAKE GENEVA
VISITLAKEGENEVA.COM



FALL IN LOVE WITH LAKE GENEVA, WISCONSIN

Lake Geneva VISITLAKEGENEVA.COM

We'll Tie up the Details

Lake Geneva
THE ONE-OF-A-KIND UNWIND.

WE'LL TIE UP ALL THE DETAILS
VISITLAKEGENEVA.COM/MEETINGS



ADVERTISING • Billboard



VISIT Lake Geneva (LGCC)
Profit & Loss

January through December 2019
 Annual Room Tax Report

Jan - Dec 19

Ordinary Expense
 Expense

5000 · MARKETING INVESTMENTS

5100 · LEISURE MARKET

5105 · LEISURE PRINT ADVERTISING	62,344.95
5106 · LEISURE PRINT COOPERATIVE ADVERTISING	48,875.00
5125 · LEISURE ADWORDS/SEARCH	6,084.10
5130 · LEISURE DIGITAL ADVERTISING	28,420.00
5131 · LEISURE DIGITAL COOPERATIVE	8,451.21
5145 · LEISURE SOCIAL MEDIA	
5146 · LEISURE SOCIAL MEDIA COOP	3,400.79
5147 · LEISURE FACEBOOK/INSTAGRAM	6,810.02
5152 · LEISURE TWITTER	6.30
5145 · LEISURE SOCIAL MEDIA - Other	647.11
Total 5145 · LEISURE SOCIAL MEDIA	10,864.22
5155 · LEISURE RADIO/TV	3,907.35
5165 · LEISURE TRADE SHOW	4,070.19
5175 · SANTA CRUISE JEM L. G. CRUISE	27,438.38
5176 · WINTERFEST JEM GRANT	53,697.32
5100 · LEISURE MARKET - Other	500.00

Total 5100 · LEISURE MARKET **254,652.72**

5200 · MEETINGS & CONFERENCES MARKET

5205 · MEETINGS PRINT ADVERTISING	30,274.00
5206 · MEETINGS PRINT COOPERATIVE	1,479.00
5225 · MEETINGS ADWORDS/SEARCH	999.46
5230 · MEETING DIGITAL	5,603.75
5245 · MEETINGS SOCIAL MEDIA	
5247 · MEETINGS FACEBOOK/YOUTUBE	200.00
Total 5245 · MEETINGS SOCIAL MEDIA	200.00
5265 · MEETINGS TRADESHOW	33,333.05
5280 · MEETINGS MEMBERSHIP/SPONSORSHIP	29,020.86
5290 · MEETINGS FAM TOUR	4,080.04
5295 · MEETING TARGETING	12,000.00
5298 · MEETINGS & CONF. MARKET-OTHER	3,180.00

Total 5200 · MEETINGS & CONFERENCES MARKET **120,170.16**

5400 · GOLF MARKET

5405 · GOLF PRINT ADVERTISING	5,000.00
5430 · GOLF DIGITAL	5,500.00

Total 5400 · GOLF MARKET **10,500.00**

5500 · WEDDING MARKET

5525 · WEDDING ADWORDS/SEARCH	7,000.00
5545 · WEDDING SOCIAL MEDIA	
5546 · WEDDING SOCIAL MEDIA COOP	814.57
5547 · WEDDING FACEBOOK/INSTAGRAM	602.88

Total 5545 · WEDDING SOCIAL MEDIA **1,417.45**

VISIT Lake Geneva (LGCC) Profit & Loss

January through December 2019

Annual Room Tax Report

Jan - Dec 19

Total 5500 · WEDDING MARKET	8,417.45
5580 · MOTORCOACH/GROUP TOUR MARKET	5,000.00
5600 · MARKETING/COMMUNICATION CHANNEL	
5605 · VISITORS MAGAZINE	
5612 · VM DISTRIBUTION SERVICE	5,369.31
5614 · VISITORS MAGAZINE CASE MAILING	924.97
5616 · VISITORS MAGAZINE BULK MAILING	1,402.25
5605 · VISITORS MAGAZINE - Other	695.00
Total 5605 · VISITORS MAGAZINE	8,391.53
5620 · WEBSITE	
5623 · WEBSITE DEVELOPMENT	26,835.39
5625 · WEBSITE DOMAINS	334.04
5626 · WEBSITE HOSTING	9,666.60
5632 · ADWORDS/SEARCH MARKETING	1,006.19
5620 · WEBSITE - Other	59.00
Total 5620 · WEBSITE	37,901.22
5640 · SOCIAL MEDIA	
5645 · SOCIAL MEDIA/DIGITAL CONTENT	13,491.36
Total 5640 · SOCIAL MEDIA	13,491.36
5665 · E-NEWSLETTERS	
5668 · E-NEWSLETTER SERVICE	2,857.00
5665 · E-NEWSLETTERS - Other	550.00
Total 5665 · E-NEWSLETTERS	3,407.00
5675 · PUBLIC RELATIONS	
5677 · PUBLIC RELATIONS AGENCY RETAINE	35,662.27
5679 · PUBLIC RELATIONS EXPENSE	1,281.76
5681 · MEDIA-FAM TOUR	28,378.82
Total 5675 · PUBLIC RELATIONS	65,322.85
5685 · VISITORS CENTER	
5688 · UTILITIES	4,387.32
5691 · REPAIR & MAINTENANCE	1,025.47
5694 · OFFICE SUPPLIES	550.17
5697 · EQUIPMENT	26.36
Total 5685 · VISITORS CENTER	5,989.32
Total 5600 · MARKETING/COMMUNICATION CHANNEL	134,503.28
5720 · 800 PHONE SERVICE	756.43
5725 · POSTAGE FOR DIRECT MARKETING EXPENSE	10,851.65
5735 · PHOTO/VIDEO ACQUISITION	25,668.15
5740 · MARKETING COLLATERAL	
5745 · CREATIVE DESIGN SUPPORT	822.18
5740 · MARKETING COLLATERAL - Other	7,534.83
Total 5740 · MARKETING COLLATERAL	8,357.01
5750 · MARKETING PROMOTIONS	
5755 · LOCAL PROMOTIONS	8,910.70
5750 · MARKETING PROMOTIONS - Other	6,107.60
	15,018.30

VISIT Lake Geneva (LGCC)
Profit & Loss

January through December 2019
Annual Room Tax Report

	<u>Jan - Dec 19</u>
Total 5750 · MARKETING PROMOTIONS	15,018.30
5825 · MARKETING RESEARCH	<u>3,960.00</u>
Net Income	<u><u>\$597,855.15</u></u>



Lake Geneva Tourism Commission • August 12, 2020

VISIT Lake Geneva Update

Upcoming Partner Events

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

Upcoming Public Events

- Electric Christmas Parade | December 5
- Winterfest | February 3-7, 2021

Lake Geneva in the Media – July Highlights

- Kenosha News – *Classic Cars Cruise Into Downtown Lake Geneva (7/1/20)*
- Fond du Lac Reporter – *Tourism Destinations Fill Up with Visitors (7/2/20)*
- BetterMagazine.com – *Following the Cheese Trail: The Ultimate 'Cheeseccation' Through Wisconsin (7/7/20)*
- Travel+Leisure.com – *The Top 10 Resort Hotels in the Midwest (7/8/20)*
- TMJ4 – *Inspired Coffee Finds a Way to Open Despite Pandemic (7/13/20)*
- TravelAwaits.com – *A Taste of Lake Geneva: 7 Best Restaurants To Savor (7/23/20)*
- Forbes.com – *Luxury Hotels Reopen Carefully; Another Now Offers Rare Classic Cars for Rent (7/30/20)*
- Traveling Cheesehead.com – *Sopra: A New Lake Geneva Restaurant (7/31/20); Hunt Club & Chef Ryne Harwick (7/31/20); Simple Café is Anything but Simple (8/1/20)*

Marketing Metrics

- Website – VisitLakeGeneva.com – JULY 2020
 - Visitor Sessions: 100,5243 | +7.7% YoY | YTD 550,185
 - Pageviews: 283,988 | YTD 1,357,810
 - Users: 78,481 | YTD 426,254
 - Top Cities:

1. Chicago (24.2%)	6. (not set) (1.5%)
2. Milwaukee (5.1%)	7. Schaumburg (1.3%)
3. Lake Geneva (2.8%)	8. Rockford (1.1%)
4. Madison (1.8%)	9. Minneapolis (1.0%)
5. Arlington Heights (1.6%)	10. Naperville (0.9%)
 - Top Pages:

1. Home	3. Things to Do Shore Path
2. Things to Do	4. Blog Fireworks

- 5. Things to Do | Lake Activities
- 6. Things to Do | Beaches
- 7. Stay | Hotels & Resorts

- 8. Riviera Beach
- 9. Stay
- 10. Events

- 61% Female | 39% Male
- Age
 - 25-34 – 27.0%
 - 35-44 – 16.7%
 - 45-54 – 16.4%
 - 55-64 – 15.5%
 - 65+ – 13.4%
 - 18-24 – 11.1%
- Facebook – JULY 2020:
 - 47,852 Page Likes (+250)
 - Post Reach: 36,100
 - Post Engagement: 6,860
- Instagram – JULY 2020:
 - 5,479 Followers (+280)
- Twitter – JULY 2020
 - 3,339 Followers (+30)
- VLG Email Subscribers – JULY 2020 = 49,905 (+232)

Visitor Center Activity – JULY 2020

- Walk-ins – 689 | 4,380 YTD (2019 YTD 10,585)
- Phone Calls – 417 | 1,915 YTD (2019 YTD 3,756)
- Current Visitor Center hours – Thursday through Monday 10am to 4pm

Hotel Activity (Lake Geneva Region) – JUNE 2020

- Occupancy = 44.7% | -34.0% (YTD -37.1%)
- ADR = \$145.11 | -15.6% (YTD -8.5%)
- RevPar = \$64.89 | -44.3% (YTD -42.4%)
- Demand (Rooms Sold) = 29,259 | -31.1% (YTD -40.7%)

Other July Highlights

- VLG hosted U.S. Congressman Bryan Steil at Inspired Coffee on July 16
- VLG hosted author/travel blogger Dannelle Gay who visited multiple Lake Geneva businesses, which are featured in her blog and several upcoming books.
- VLG worked with the WI Dept. of Tourism in bringing a pair of travel influencers to Lake Geneva to explore its golf amenities, as well as a Chicago-based travel writer. The Department also filmed at several golf courses for upcoming Travel Wisconsin golf campaigns.
- The Society of American Travel Writers conference scheduled for October in Milwaukee has been cancelled. Lake Geneva was to be a featured post-FAM tour for this group.

Sales RFP Report
JULY 2020

2020 RFP#	Room Nights	Properties Sourced
954	32	The Cove , Geneva National, Grand Geneva, Timber Ridge
955	120	Abbey, Geneva National, Grand Geneva, Lake Lawn Resort
956	63	Abbey, Geneva Inn, Geneva National, Grand Geneva

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



Proposal for Tourism Entity Services for The City of Lake Geneva

August 21, 2020



Walworth County Visitors Bureau
2375 East Geneva Street, PO Box 117, Delavan, WI 53115 • 262-728-6000
VisitWalworthCounty.com



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Letter of Transmittal

August 21, 2020

City of Lake Geneva
Attn: Dave Nord, City Administrator
626 Geneva Street
Lake Geneva, WI 53147

Dear Mr. Nord,

The Walworth County Visitors Bureau (WCVB) would like to express its sincere gratitude for allowing the organization to participate in this proposal process.

Incorporated in 1978, the WCVB has decades of experience in the promotion of tourism. The current Executive Director has a bachelor's degree in Recreation, Park, and Tourism Administration from Western Illinois University and over 22 years of experience in the tourism field.

If chosen, the WCVB will perform the duties of the City of Lake Geneva's Tourism Entity including, but not limited to, tourism promotion and tourism development services significantly used by transient tourists and which is reasonably likely to generate paid overnight stays in Lake Geneva hotel or motels.

While the Tourism Commission and City may wish to utilize one tourism entity to provide these crucial services, I would recommend utilizing both the WCVB and Visit Lake Geneva, as both have strengths that would benefit the City of Lake Geneva. Visit Lake Geneva has had a great success in attracting leisure visitors, as well as meetings / conventions. Visit Lake Geneva also has the name recognition and digital presence necessary for success. The WCVB offers expertise in the group travel market including social, military, educational, religious, and fraternal - SMERF. We are the only entity within the County that actively seeks out and services all group travel.

In 2019, the WCVB assisted more than 18,000 group visitors to the region. We attend national, regional, and local trade shows which allow us to connect directly with the tour operator / planner. We have successfully brought the Circle Wisconsin Midwest Marketplace to the County twice within the past five years. Circle Wisconsin promotes the state to group tour operators and planners throughout the country. When the Marketplace was brought to Lake Geneva, we made sure to hold the opening reception in the heart of downtown - at The Riviera with a condensed tour through the Lake Geneva Cruise Line, refreshments provided by downtown restaurants, and the opportunity for businesses to exhibit materials.

Whether the City and Tourism Commission chooses one entity to perform all tourism promotion and tourism development, or chooses an option that allows multiple entities to use their strengths to benefit the City of Lake Geneva, the WCVB is committed to providing these services.

The Executive Director is authorized to represent the WCVB. The contact information is as follows:

Walworth County Visitors Bureau
2375 East Geneva Street
PO Box 117
Delavan, WI 53115

Kathleen Seeberg, Executive Director
(262) 728-6000, (262) 206-6066 (cell)
kathy@visitwalworthcounty.com

Documents are attached as requested for documentation of Tourism Entity Status. The WCVB is a "Certified Destination Marketing Organization" as granted by the Wisconsin Association of Convention & Visitors Bureaus.

Please consider this packet our formal proposal for the Tourism Entity Responsible for Tourism Promotion and Tourism Development. Thank you for your time and consideration.

Best Regards,



Kathleen Seeberg
Executive Director

FIRM DESCRIPTION

The Walworth County Visitors Bureau (WCVB) is a not-for-profit 501(c)(6) destination marketing organization, funded by the County, membership, advertising revenue, City of Delavan, and Town of Linn. The organization markets Walworth County as the premier travel destination in southeastern Wisconsin and is the official Destination Marketing Organization for the County and declared a Certified Destination Marketing Organization by the Wisconsin Association of Convention and Visitors Bureaus (certification attached).

Impact Statement: The Walworth County Visitors Bureau provides ***promotion, education and opportunity & engagement*** throughout the local tourism industry to ensure tourism remains a top contributor to Walworth County's economy and quality of life.

WCVB is incorporated with the State of Wisconsin (articles of incorporation attached) and is designated as a non-profit organization with the IRS (letter of non-profit status attached). Staff is currently comprised of an Executive Director (full-time), a Marketing & Sales Manager (full-time), a Group Sales Manager (part-time), an Administrative Assistant (part-time), and a Visitor Services Assistant (part-time). Being incorporated as a tourism organization since 1978, WCVB has decades of experience in the promotion of tourism.

The WCVB qualifies as a Tourism Entity under Wis. Stat. Sec. 66.0615 -

- The WCVB is a nonprofit organization
- Incorporated in 1978
- Spends at least 51 percent of the WCVB revenues on tourism promotion and tourism development
- Provides destination marketing staff and services for the tourism industry for the County, the City of Delavan, and the Town of Linn

The WCVB is managed by a twelve person Board comprised of representatives from the membership base. The WCVB's Executive Committee consists of a President, Vice-President, Treasurer, and Secretary. Board Members are limited to a maximum of two three-year terms. Board Members are elected or re-elected by the membership at an annual meeting held during Tourism Week each year. If a Board Member serves the maximum number of terms, they must remain off of the Board for one year before running for election again.

The WCVB has promoted Walworth County as a tourist destination for more than 42 years. Tourism spending has been steadily increasing in Walworth County and remains 6th in the state for spending, behind Milwaukee, Dane, Sauk, Waukesha and Brown Counties. The following are the increases in tourism spending according to the Wisconsin Department of Tourism: 2011 \$409.7M, 2012 \$455.1M, 2013 \$477.3M, 2014 \$493.8M, 2015 \$509.6M, 2016 \$528.9M, 2017 \$544.2, 2018 \$569, 2019 \$584.5.

While we are currently operating in uncertain times, the WCVB is closely monitoring data and performance reports. We are continuously contacting businesses for updates regarding their offerings and business status. Events are continuously changing, canceling, or being created to fill a void. The WCVB is continuously monitoring the events in the County and adjusting messaging as needed.

In January 2017, the WCVB was contracted as the Tourism Entity for the City of Delavan as Visit Delavan. Visit Delavan is managed as a separate entity from the WCVB. Room tax dollars used for the promotion of Delavan are kept in a separate account and the accounting is done in a completely separate file within the software. The funds for the County and for the City are not intermingled. Since

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5



taking on the role of Tourism Entity for the City of Delavan, we have launched a new Visit Delavan website, created a tourism piece, created annual coupon books, created social media accounts, attended motorcoach group trade shows, placed media buys for general tourism promotion, distributed media releases, and assist with major events including creating marketing budgets and implementing marketing plans. One such event, the Delavan Train Show's attendance increased from 4,000 people in 2016 to 6,000 in 2017. The advantage Visit Delavan has with working with the WCVB as an independent entity is that all tourism related businesses are promoted equally regardless of their membership status with the WCVB. The WCVB and Visit Delavan are treated as two completely separate entities, while Visit Delavan benefits from the knowledge and resources of the WCVB - marketing firm, staff experience, etc. The WCVB reports directly to the City of Delavan Tourism Commission. The bank account is reconciled monthly and signed by the WCVB Treasurer or President and financial reports outlining budget vs. actual are submitted to the Tourism Commission. Monthly marketing reports detailing the effectiveness of the tourism promotion are submitted to the Tourism Commission, as well as monthly Administrative Reports. Staff hours used to promote Delavan are reimbursed to the WCVB. The WCVB is responsible for all staff holidays, vacations, and sick days.

Experience with Events & Marketing Promotions:

The WCVB has extensive experience with managing campaigns and events. Working with the Wisconsin Department of Tourism, the WCVB has received eight grants to promote Walworth County. Seven of those grants were used to run specific campaigns - Country With Character, Snow Much Fun, and the Lake Geneva Area Golf Trail. The WCVB also manages the event "Dine Around The Lakes", a Walworth County Restaurant Week, held annually in early November.

1) Country With Character, 2007 - 2010

The Country with Character campaign promoted the County's unique resources and generated awareness of the many opportunities available to visitors throughout the area. The Country with Character theme/brand served as the umbrella for a six-and-one-half week (seven weekends) County-wide promotion focusing on the wealth and quality of offerings available to visitors during the fall shoulder season.

As agriculture is a mainstay of Walworth County life, an agri-tourism component was rolled out under the Country with Character umbrella. This component offered visitors the opportunity to visit area farms, purchase direct-from-the-farm foodstuffs and served as an educational initiative. This campaign also afforded participating farms/institutions the opportunity to market their wares directly to the consumer, which they may not typically have reached.

2) Snow Much Fun, 2012 - present

The winter promotion is themed Snow Much Fun in Walworth County. The campaign, spanning January through March, features all of the various winter activities – both indoor and outdoor – found in Walworth County. Research found that while tourists are generally aware of the many summer activities in the Greater Lake Geneva area, and also view it as a scenic destination in the fall, the area is underutilized during the winter months. This is supported by the fact that the winter season has the lowest occupancy rate for hotels, motels, resorts and B&B's in the winter, according to the Davidson-Peterson economic impact study that was compiled for 2010.

The location and terrain are compatible with a wide variety of outdoor winter activities. For instance, the Lake Geneva snow sculpture competition is an international competition held in early February that attracts participants and visitors from all over the world. There are opportunities for the entire County to benefit from the influx of tourists into the area at this time of the year. For these reasons, the promotion is focused on increasing tourism in the area in its most underutilized season.

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3) **Lake Geneva Area Golf Trail, 2016 - present**

Nine of 15 golf clubs in Walworth County met in February of 2015 and agreed to move forward to jointly promote the entire County as a premier golf destination. Nearly all of the public golf courses in Walworth County are participating. Some of the courses in the County are private and unable to offer golf to visitors and therefore are not able to participate. The participating courses have all agreed to work together without hesitation. Walworth County's shoulder seasons for golf are spring and fall. These are also slower seasons for shopping, dining, and lodging in the County. It was decided to create a year-long (nine month) campaign promoting Walworth County as not only a day-trip destination for the golf enthusiast, but also a weekend to week-long golf destination. When creating itineraries for golf media writers, we are aware that it is difficult to fit all of the courses in, even with tee times in the morning and the afternoon. There are just too many choices to golf all of our great courses in a short visit to Walworth County. Therefore, we are promoting the County as a golf destination. Golf getaways, girls' weekends, family vacations, a couples retreat... even if some of the party does not golf, we have spas, ziplining, water sports, lake cruises, and fantastic shopping. If visitors don't want to golf every waking moment, they can play in their spare time. Come for the golf, stay for the fun. We produce a Lake Geneva Area Golf Trail Passport, which includes ten area golf courses. The Passport includes two free greens fees certificates that can be used in either the spring or the fall and one buy one, get one free greens fees certificate that can be used during the summer. The revenue generated by the sale of the Passport pays for the marketing of the Golf Trail and participation in golf shows. The largest Golf Trail effort is during the winter/spring when the WCVB takes the golf courses to the Chicago Golf Show and the Milwaukee Golf Show. In 2020, the WCVB organized 1,000 square feet, taking nine courses to the Chicago Golf Show and 900 square feet and eight courses to the Milwaukee Golf Show.

4) **Dine Around The Lakes, 2014 - present**

This is a restaurant week encompassing all of Walworth County. The restaurants and lodging partners were surveyed as to the timing of this campaign. It was determined that the crossover of slower traffic for both lodging and dining was the first week of November. Dine Around The Lakes occurs each year from the first Friday in November for ten days - ending on a Sunday. Each participating restaurant in this event creates a unique three-course menu for lunch and dinner only available during the Restaurant Week promotion, at a predetermined price range of \$10 or \$15 for lunch and \$25 or \$35 for dinner. All menus are posted on the Restaurant Week website, with reservations strongly encouraged. Wine pairing flights may be offered by some restaurants for an additional upcharge. Beverages, taxes and gratuity are additional, as dictated by typical restaurant week programs across the country. Price ranges for this program were based on a survey of partner restaurants. Restaurants can participate in lunch, dinner, or both.

The WCVB also manages smaller promotions throughout the year - 31 Days of Halloween, Walworth County Experiences Giveaway, and December to Remember are just a few.

Experience With Managing Websites & Social Media:

The WCVB's digital marketing focuses primarily on the VisitWalworthCounty.com website and the social media platforms, such as Facebook, Twitter, and Instagram. The WCVB also manages the websites for DineAroundTheLakes.com and LakeGenevaGolfTrail.com, as well as other social media platforms for each. As the Tourism Entity for the City of Delavan, the same level of management applies.

The WCVB continues to maintain the official Walworth County blog, currently hosted on WordPress.com. By publishing relevant blogs on a regular basis & providing links back to our website,

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we are able to expand on the information we can provide to visitors. We have seen an increase in our blog activity, especially with seasonal/holiday posts, such as Trick or Treat information and 4th of July festival details. By promoting the blog on social media, we are able to draw even more visitors to the blog, and inevitably to the website.

The Walworth County Visitors Bureau partners with the Wisconsin Department of Tourism and provides up-to-date information to the Department regarding local businesses, events, and happenings. This is an added benefit of a membership with the WCVB, as the Travel Wisconsin website reaches a much wider audience. The WCVB takes advantage of many other opportunities for marketing through the Department throughout the year, such as advertising at a minimal cost.

The Walworth County Visitors Bureau continues to use social media as a main form of communication with visitors. The WCVB's social media strategy includes Facebook, Twitter, and Instagram. Using campaigns like December to Remember, prize contests, and 31 Days of Halloween as examples, the WCVB is able to engage followers and therefore increase awareness of all that Walworth County has to offer.

STAFF EXPERIENCE AND QUALIFICATIONS

Kathleen Seeberg, Executive Director

1. Oversees all projects
2. Accounting
3. Financial Reporting
4. Administrative Reporting
5. Marketing Reporting
6. Updating Websites and Calendars
7. Liaison between Tourism Commission and WCVB Board / Staff
8. Resume is attached as requested

Kathleen graduated from Western Illinois University with a Bachelor's degree in Recreation, Park, and Tourism Administration. Her 22 years of experience in tourism include:

- a) 14 years as WCVB Executive Director
- b) 6 years as Communication & Visitor Services Manager for Visit Beloit
- c) 1 year as Intern and Staff Assistant for the Rockford Area Convention & Visitors Bureau
- d) Front Office in an upper Michigan campground
- e) Front Desk Clerk at Hotel in Rockford, Illinois
- f) Marketing Assistant for Accounting Firm in Rockford, Illinois

Kathleen has resided in the Lake Geneva Area for 18 years. She has served on numerous Boards of Directors and Committees to better serve the community - PTO President, YMCA Auction Committee, Boy Scout Leader, Girl Scout Leader, Kid's Day Out Committee, and Geneva Lake Women's Association. She has launched and maintained six websites with the WCVB - three for WCVB, one for Visit Delavan, one for Lake Geneva Area Golf Trail, and one for Dine Around The Lakes.

Belle Carbonara, Marketing & Sales Manager

1. Project Management
2. Researching / placing Media Buys
3. Blog Writing
4. Writing / Submitting Media Releases

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5. Social Media Scheduling
6. Updating Websites and Calendars
7. Resume is attached as requested

Belle graduated from St. Ambrose University with a Bachelor's degree in Marketing. Belle was hired by the WCVB in February of 2020 after moving back to Walworth County from Florida. Her experience includes:

- a) Walt Disney Company in 2017 and 2019 - Disney College Program-Attractions Hostess
- b) TAG Communications in 2018-2019 - Content Strategist Intern
- c) Figge Art Museum in 2018 - Marketing and Development Intern

Belle has grown up in Walworth County and came home to start her career. She is a firm believer in contributing to the community and has proven herself as a valuable team member of the WCVB.

Caroline Cornelison, Group Sales Manager

1. Managing all Group Sales Activities - including wedding, golf, reunion, SMERF (Social, Military, Educational, Religious, and Fraternal)
2. Attending Group Market Trade Shows and Events
3. Circle Wisconsin Liaison
4. Creating Itineraries
5. Researching Group Opportunities
6. Contacting Groups for Possible Assistance
7. Resume is attached as requested

Caroline graduated from Gateway Technical College with an Associate's Degree in Tourism and Travel. She has many years of experience working with groups including:

- a) 3 years as the Group Services Manager at the WCVB
- b) 16 years as a travel agent for King Travel & Travel Planners in Delavan/Lake Geneva/Whitewater
- c) 4 years as a charter bus reservationist, group travel sales, and tour escort for Jones Bus in Elkhorn

Caroline is a lifelong resident of Walworth County. She grew up locally and is raising her family in Elkhorn. She has a love of our community and it shows in her daily interaction with groups and tour operators as well as leisure travelers who stop into the welcome center. She believes that volunteering makes your community a better place to live and is heavily involved as an adult volunteer for Walworth County 4-H.

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PROJECT APPROACH

Description of the planning and development and public involvement problems you anticipate in this project

The WCVB will provide to the Tourism Commission monthly Administrative Reports, Financial Reports, and Marketing Reports. Sample reports are attached. Also attached, is a one year budget as requested.

Considering that the City of Lake Geneva has a strong Chamber of Commerce and Convention & Visitors Bureau in Visit Lake Geneva, they already have an aggressive marketing plan and budget that includes marketing to Lake Geneva's target audience - Chicagoland. In order to avoid duplicating efforts, the marketing plan and budget we are providing focuses on the Group Tour Market - an under-marketed and growing segment of the tourism industry. This is a segment of the tourism industry that the WCVB excels in.

Strategy for Promoting Groups:

The WCVB currently has a Group Sales Manager on staff to assist with group tours (seniors, meetings, reunions, weddings, sports, and more). The WCVB has already created profile sheets and businesses are on the WCVB group itineraries. The WCVB, if contracted, will create specific Lake Geneva area itineraries. Consideration would be made to represent Lake Geneva at regional / national group travel trade shows.

The WCVB has been promoting the Lake Geneva Area to the Group Travel Market since 2009. In 2015 there were 152 known groups that came into Walworth County, 177 in 2016, and 260 known groups in 2017, 310 known groups in 2018, and 402 known groups in 2019.

Currently, it is our experience that the majority of groups coming in to Walworth County are bus tours comprised of primarily seniors, be it through group tour operators, senior centers, park districts, etc. In addition, there are conferences, conventions, family reunions, golf groups, and the like also coming in to Walworth County. All types of groups are targets for overnight stays and hence activities/itinerary suggestions that encourage overnight stays will be promoted. The majority of the groups coming in to Walworth County are making a stop in Lake Geneva - shopping, dining, and sometimes spending the night. The average number of people on one motorcoach is 48.

We personally greet and provide welcome bags to most of the groups coming into the area. In 2019, we distributed 17,404 welcome bags. Visit Lake Geneva provided "Show Your Badge" coupon sheets to the WCVB to place in the welcome bags and encourage group visitors to shop, dine, and stay in Lake Geneva. In 2018 that program was discontinued. Up until mid-2019, the WCVB included Visit Lake Geneva's Travel Guide in the welcome bags as part of the agreement between Visit Lake Geneva and WCVB. At that point, Visit Lake Geneva asked that we no longer include the guide. This year, Visit Lake Geneva severed the group tour partnership between the two organizations due to budget restraints due to the pandemic.

We would utilize the funds, if granted, to build on the WCVB's progress in the group market. Our wish list for Group Services includes renewing the "Show Your Badge" type of coupon sheet for groups, a directory of shopping and dining - specifically for groups, a FAM tour for Lake Geneva, sponsorships, hosting of events, and more. We would need to communicate with Lake Geneva businesses to detail our plans and encourage their participation.

SCHEDULING

Upon execution of a contract with the City of Lake Geneva, the WCVB will immediately begin the process of registering for events and creation of needed collateral. This will include but not be limited to fact finding, meetings with the Tourism Commission to determine needs, and communication with Lake Geneva tourism businesses and organizations.

Our experience with Visit Delavan is that the WCVB created / updated social media accounts within the first 2 weeks of becoming the Tourism Entity, launched a redesigned website within 4 months, and media buys, placements, etc. started immediately based on the marketing plan / budget approved by the Tourism Commission.

CONSULTANT EFFORT

Our experience with Visit Delavan is that the WCVB marketing staff spends approximately 60 hours per month promoting Delavan as a tourism destination. We estimate that the Group Services Manager specifically as well as the assistance from the WCVB staff would use at a minimum 10 additional hours per week. These hours would be supported by the Executive Director. Any administrative hours conducted by the Executive Director would be included in the administrative fee.

Membership Fees:

The WCVB is a membership organization, much like a Chamber of Commerce. As the City of Lake Geneva would be contracting the WCVB to promote it as a separate entity, the same as Visit Delavan, membership to the WCVB would not impact the promotion of Lake Geneva's events and assets.

There would be no membership fees for any tourism business within the City limits of Lake Geneva. All tourism businesses would be promoted equally and have equal access to the services of the WCVB as the Lake Geneva Tourism Entity, regardless of membership in the WCVB.

Financial Reporting:

If chosen as the Tourism Entity, the Financial Report will be certified & signed by the WCVB's President, and the Report provided to the City one week after the completion of the calendar quarter as requested.

Attached is the 2019 Year End Financial Report of the WCVB and the Financial Review/Audit from the Walworth County Finance Department.

Certificate of Insurance:

If chosen as the Tourism Entity, the WCVB will provide a Certificate of Insurance naming the City as an additional insured for liability

COST

If funds were to be granted to the WCVB to promote the group market in Lake Geneva, we would recommend focusing on the following -

Creation of coupon sheets focusing on downtown Lake Geneva for groups (15,000)	\$4,000
Lake Geneva Shopping and Dining Directory with map	\$4,000
VIP Bags for Group Leaders arriving in Lake Geneva	\$450
Lapel mic or headset for step on guides	\$75
Sponsorship at American Bus Association Marketplace	\$5,000
Bid to host Circle Wisconsin's Midwest Marketplace in downtown Lake Geneva	\$10,000
Sponsorship of Circle Wisconsin's Midwest Marketplace - prior to host year	\$5,000
Trade Show Attendance	
Going On Faith	\$3,000
Select Traveler Show	\$3,000
Boomers in Groups Show	\$3,000
National Tourism Association	\$3,800
Familiarization (FAM) Tour	\$5,000
Workshops for Lake Geneva Businesses to increase group traffic	\$1,500
Marketing / Advertising in Group Tour Outlets ie Group Tour Magazine	
Print	\$10,000
Digital / Social	\$5,000
Quarterly marketing mailings to database of tour planners - 3,500 contacts	\$9,000
Creation of Itineraries and Profile Sheet for Lake Geneva	\$2,000
Information Sheet for planners of group travel - parking, shops, tips, etc.	\$125

As with our partnership with Visit Delavan, the City of Lake Geneva would be responsible for the expenses incurred through the promotion of the City. Hours would be tracked for the City of Lake Geneva and invoiced.

Anticipated Expenses -	
Salary (additional)	\$10,000
Postage and supplies - not accounted for above	\$2,000
Mileage	\$500
	Total
	\$86,450

Administration Fee - 5% of amount awarded - same as Visit Delavan	\$4,323
Total including Administration Fee	\$90,773

This budget is approximate and can be adjusted.

The WCVB spent the following on Group Services in 2019 -

Memberships	
American Bus Association (ABA)	\$565
Circle Wisconsin	\$1,200
Visit Milwaukee	\$306
Mileage - greeting groups	\$1,816
Trade Shows	
Illinois Association of Park Districts Marketplace	\$11,914
ABA Marketplace	\$3,001
Circle Wisconsin Midwest Marketplace	\$255
Salary - Group Services Manager	\$17,378
	Total
	\$36,435



Articles of Incorporation

Form 14815-1971
33199

United States of America
State of Wisconsin—Office of the Secretary of State

29 MAR 553

To All to Whom These Presents Shall Come, Greeting:
The undersigned, as Secretary of State of the State of Wisconsin, certifies that

Articles of Incorporation Amendment to Articles of Incorporation Statement of Intent to Dissolve
 Articles of Dissolution Articles of Merger Name reservation
 Articles of Consolidation Restated Articles Change of Registered Office and/or Agent OF

Walworth County Tax Tourism Council, Inc.

of which the attached is a duplicate, was on the date hereof, accepted and filed in my office.

In Testimony Whereof, I have hereunto set my hand and affixed my official seal, at Madison, Wisconsin, on

APR 27 1978

Douglas LaFollette
DOUGLAS LAFOLLETTE
Secretary of State



FILED WITH THE REGISTER OF DEEDS

Non-Profit Status

Internal Revenue Service

Date: April 21, 2006

WALWORTH COUNTY VISITORS BUREAU INC
PO BOX 1015
ELKHORN WI 53121-1015

Department of the Treasury
P. O. Box 2508
Cincinnati, OH 45201

Person to Contact:
Paul Perry 31-07423
Customer Service Representative
Toll Free Telephone Number:
877-829-5500
Federal Identification Number:
39-1669035

Dear Sir or Madam:

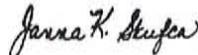
This is in response to your request of April 21, 2006 regarding your organization's tax-exempt status.

In September 1993 we issued a determination letter that recognized your organization as exempt from federal income tax. Our records indicate that your organization is currently exempt under section 501(c)(6) of the Internal Revenue Code.

Because your organization is not an organization described in section 170(c) of the Code, donors may not deduct contributions made to your organization. You should advise your contributors to that effect.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely,



Janna K. Skufca, Director, TE/GE
Customer Account Services



Presented to

Walworth County Visitors Bureau

For meeting stringent destination marketing, organization, financial and personnel standards that demonstrate a clear understanding of the connection between tourism promotion and economic prosperity.

2014

Kathleen E. Seeberg

1885 Dodge Street • Lake Geneva, Wisconsin 53147 • (262) 206-6066 • kathy.seeberg@gmail.com

Objective: To obtain a position that utilizes my experience in marketing and administration for a Destination Marketing Organization.

Professional Experience:

- 2006-present **Walworth County Visitors Bureau**
Executive Director, Delavan, Wisconsin
- Increased membership of Visitors Bureau from 154 members to 309 members
 - Awarded eight Joint Effort Marketing Grants from the Wisconsin Department of Tourism totaling \$267,242
 - Relocated Visitors Center to prominent location with greater visibility and obtained Wisconsin Department of Transportation signage
 - Oversaw all operations of the Visitors Bureau including accounts receivable, payable, payroll, marketing efforts, and all major Visitors Bureau events
- 2000-2006 **Beloit Convention & Visitors Bureau**
Manager of Communications & Visitor Services, Beloit, Wisconsin
- Managed Operations of Beloit Visitors Center
 - Supervised staff of volunteers and interns
 - Coordinated community events
 - Prepared and distributed media releases
 - Managed Visitors Bureau marketing initiatives
- 1999-2000 **Lindgren, Callihan, Van Osdol & Co., Ltd.**
Marketing Assistant/Human Resource Assistant, Rockford, Illinois
- Supported the Directors for both the Marketing and Business Development and Human Resources departments.

Education:

- Bachelor of Science** May 1992
Western Illinois University, Macomb, Illinois
- Beginning/Intermediate Microsoft Access Certificate** 2000
Rock Valley College, Rockford, Illinois
- Stateline Leadership Academy Graduate** May 2001
Greater Beloit Chamber of Commerce, Beloit, Wisconsin

Volunteer/Organizations:

- City of Delavan Room Tax Advisory Council**, Committee Member 2012-2015
- Lake Geneva Area Public/Private Partnership**, Committee Member 2013-present
- Boy Scouts, Venturing Crew 231**, Committee Chair 2010-2015
- Star Center Parent Teacher Organization**, President 2009-2014
- Geneva Lake Women's Association** 2008-present
- Internal Director 2010-2012
 - Vice President 2013-2014
- Girl Scouts, Troop 3335**, Leader 2007-2013
- Bloomfield Police Department Kid's Day Out**, Committee Member 2003-present
- Lake Geneva Symphony Orchestra**, Program Coordinator 2005-2016
- SMILES**, Anchor's Away and Marketing Committee 2010
- Boy Scouts, Troop 239**, Committee Member 2007-2010
- Cub Scouts, Pack 239**, Leader 2005-2007
- Beloit Jaycees** 2001-2006
- Treasurer 2005-2006
 - Membership Vice President 2003
 - Management Director 2002

References: Available Upon Request

CAROLINE CARBONARA

EXPERTISE & SKILLS

Adobe Creative Suite
Social Planning and Creation Tools
Proficient in both Mac and Windows OS
Creative Copywriting
Platform Integration Management
NRF Customer Service Certification
Media Planning
Adaptable Project Management
Team Relations
Constant Contact

CONTACT DETAILS

Cell: (815) 236-9932
Email: carbonara15@gmail.com
Address: 825 N. Currier St
Genoa City WI, 53128
LinkedIn: @caroline-carbonara

ACADEMIC HISTORY

ST AMBROSE UNIVERSITY
Bachelor of Arts in Marketing
Magna cum Laude - Spring 2019

- Honors Program graduate
- 3.8 Cumulative GPA
- President of SAU Marketing Club 2018-2019
- Secretary and Treasurer of Bee Media Group
- Phi Eta Sigma National Honors Society
- Inaugural Business for the Greater Good Award Recipient (2018)

INTRODUCTION

I am a young professional with a passion for marketing, creating, and communicating. I received my BA in Marketing with minors in Public Relations and Honors in the spring of 2019 with a particular interest in brand identity, copywriting, social media, business development, and management.

CAREER SUMMARY

WALT DISNEY COMPANY

Disney College Program-Attractions Hostess | August 2017 - January 2018
August 2019-Present

- Provided excellent guest service and satisfaction within a Fortune 100 company within a high-volume and safety critical work location.
- Communicated (verbal and written) within all levels of the organization.
- Developed and refined high-pressure critical thinking and problem solving skills.
- Marketed attractions to guests of various interests.
- Communicated across language barriers and determined guest needs in a creative manner.

TAG COMMUNICATIONS

Content Strategy Intern | October 2018 - May 2019

- Planned, produced, and managed unique content for a variety of clients in a metropolitan area.
- Assisted and produced webcopy developments for brand launch and visibility initiatives.
- Engaged with clients to drive and define integrated communications and strategic growth.
- Assisted in agency daily activities.
- Collaborated closely with all departments within the agency.
- Coordinated and developed strategic timelines pertaining to individual and holistic brand management projects.

FIGGE ART MUSEUM

Marketing and Development Intern | August 2018 - October 2018

- Managed membership database.
- Established contact and rapport with current members to in membership renewal campaigns.
- Assisted with planning and execution of Members only special events.
- Prepared and presented market research and key Museum Member metrics to assist top level management in developing relevant metrics and decision making.

ST AMBROSE UNIVERSITY MARKETING CLUB

President August 2018 - May 2019

- Planned and organized student body and faculty recruitment campaigns.
- Established networking contacts with key business leaders in the Chicago and area for post-grad opportunities.
- Grew membership by 50% with rebranding initiatives and on-campus events.
- Worked closely with Faculty and Staff Development Committee to plan, organize, and create communications materials.

ST AMBROSE UNIVERSITY DANCE MARATHON

PR and Marketing Committee Member | October 2016- March 2018

- Planned, organized, and executed promotional campaigns for fundraising events.
- Established contact and rapport with current members to in membership renewal campaigns.
- Created press kits containing news releases, event guide, promotional materials, and news media itineraries.
- Established and maintained local media contact relationships to book television and radio appearances and advertisements.
- Established and defined storytelling initiatives.

CORNERSTONE SHOPPE AND GALLERY

Web Manager and Sales Associate March 2013 - May 2015

- Provided merchandising insights on web-store for better shopping insights and customer convenience and review design for clarity, consistency, and ease of use.



Caroline Cornelison Resume

W6586 County Road A, Elkhorn, WI 53121 • 262-742-4315 home 949-0647 cell • toddcaro@elknet.net

Caroline Cornelison

Current Position

Walworth County Visitors Bureau- Group Sales Manager

Experience Relevant to Position Applied for

2011 to Present Complete Staff of Elkhorn- Supervisor Kris Welsh Elkhorn, WI
262-723-5445

Temporary Office Worker

- Patient Assistant Program Manager- Interviewed consumers, applied for drug assistance on their behalf
- IIR assistant – analyzing resumes, new hire and termination paperwork
- Receptionist- Answering multi-line phone, greeting/signing in visitors at a large manufacturing facility
- Engineering and Sales Administrative Assistant- data entry, publishing reports, preparing plans
- Front Line Insurance Contact- Managing Insurance Inquiry and Appointments by phone
- General Office Duties- Copies, filing, fax and email management, arranging meals, flowers, cards etc.

Companies placed with – Borg Indak, Delavan WI, Walworth County Health and Human Services, Elkhorn WI Provisur Technologies, Whitewater WI Wilson Door, Elkhorn WI Rural Mutual Insurance, Tiffany Agency, Elkhorn WI

2003 to Present Walworth County 4-H Volunteer – Supervisor Walworth County, WI
Debbie Burkman 262-741-4959

Adult Volunteer

- Current President of Walworth County 4-H Sr. Leaders Assoc. and past Central District Representative
- Walworth County 4-H Arts Council Chair
- Co-Superintendent of the Walworth County Fair Youth Building
- Project Leader County Level-International, Citizenship, Health, Genealogy, Youth Leadership, Shooting Sports
- Camp Adult Volunteer – Dining room supervisor, Planning, Youth training and Overseeing youth at camp
- Wisconsin 4-H Salute to Excellence Volunteer Recognition Award 2012

1991 to 2007 Travel Agent for King Travel & Travel Planners Delavan/Lake Geneva
(Both companies are no longer in business) /Whitewater WI

Travel Agent and Assistant Office Manager

- Front line customer contact, sales, planning and packing of all types of travel groups and individuals
- Filed weekly Airline Reporting Corp. accounting report, filed travel insurance claims
- General office work- filing, ordering supplies, phone and reception duties, desktop publishing

1989 to 1992 Jones Bus, Jones Coach Travel Supervisors Elkhorn WI
Carol Bakko and Phil Jones

Charter Bus Reservationist, Group Travel Sales, Tour Escort

- Front line customer contact, sales, planning and scheduling of charter busses
- Itinerary planning, Escorted groups, Tour reservations, Wisconsin School for the Visually Handicapped Escort
- General office work- filing, ordering supplies, phone and reception duties, desktop publishing

May 1992 Gateway Technical College Racine, WI

Associates Degree in Tourism and Travel - 4.0 Honor Roll

Walworth County Visitors Bureau
2375 East Geneva Street, PO Box 117, Delavan, WI 53115 • 262-728-6000
VisitWalworthCounty.com





Administrative Report

December 2019

➤ **Administration:**

- Hours worked:
 - Lee Ann Hazlett - 8.87 Hours
 - Lauren Sargent - 9 Hours
 - Kathleen Seeborg - 32.6 Hours
 - Total = 50.47 Hours
- Financial: Bank statement reconciled
- Tourism Commission: 12/11 Meeting. 2020 agreement approved.
- Downtown Business Association: 12/6 Meeting
- Education: Wisconsin Department of Tourism Winter Campaign Webinar 12/18

➤ **Grants:**

- Sky Circus On Ice 2019: Waiting on final report.
- Cars Time Forgot 2019: Waiting on final report.
- Phoenix Park Bandshell 2019: Waiting on final report.
- Train Show 2019: Waiting on final report. Final financial report due to Historic Foundation for possible reimbursement.
- Brick Street Day 2019: Waiting on final report. Final financial report due to Historic Foundation for possible reimbursement.
- Scarecrow Fest 2019: Waiting on final report. Final financial report due to Historic Foundation for possible reimbursement.
- Beer / Wine Walks 2019: Waiting on final report. Final financial report due to Historic Foundation for possible reimbursement.
- Chicago & Milwaukee Golf Shows: Waiting on final report.
- Walldogs Brochure Reprint: Waiting on final report.
-
- Sky Circus on Ice 2020: Grant award letter emailed and physically sent / dropped off to applicant.
- Cars Time Forgot 2020: Grant award letter emailed and physically sent / dropped off to applicant
- Phoenix Park Bandshell 2020: Grant award letter emailed and physically sent / dropped off to applicant.
- Train Show 2020: Grant award letter emailed and physically sent / dropped off to applicant.
- Brick Street Day 2020: Grant award letter emailed and physically sent / dropped off to applicant.
- Gongdon Gardens Wedding 2020: Grant award letter emailed and physically sent / dropped off to applicant.
- Scarecrow Fest 2020: Grant award letter emailed and physically sent / dropped off to applicant.
- Beer / Wine Walks 2020: Grant award letter emailed and physically sent / dropped off to applicant.
- Chicago & Milwaukee Golf Shows: Grant award letter emailed and physically sent / dropped off to applicant.
- Phoenix Park Bandshell Winter Fundraiser: Grant rejection letter emailed and physically sent / dropped off to applicant.

➤ **Events**

- Train Show: No meeting in December. Sent participation form to Aram Public Library. Updated participation form to new date. Updated information for email address.
- Wine / Beer Walks: Created and printed gift certificates for 2020 events.

➤ **Marketing**

- Midwest Living: Communicated regarding Midwest Living insert.
- Coupon Book: Communicated with businesses regarding the Coupon Book.
- Radio Co-op: Received list of participants to invoice.
- Press Release: Christmas Card & Ornament Press Release 2019 12/18; Phoenix Park Bandshell Fundraiser January 2020 12/18
- Website: Updated featured events; input events; updated listings
- Social Media: Scheduled regular posts on Facebook, Twitter, Instagram
- Newsletter: Visitor Newsletter November & December 11/15
- Radio: Life Matters Interview regarding Santa 12/8. Weekly radio show - Belfry Music Theater Christmas in New York 12/19; Delavan Lake Store Herb Garden Workshop 12/28; Lake Lawn Resort NEW Piano Guys 12/26
- Mailing: Processed Midwest Living requests; processed regular visitor requests

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Administrative Report

December 2019

-
- **Groups:** Registered Visit Delavan for booth at IAPD Conference.
 - Y Businesses**
 - **Communication:** Communicated with City Administrator regarding Ice Boating.
 - **Ribbon Cutting:** Attended Burger King Ribbon Cutting 12/20
 - Y Graphic Designer**
 - **Hours Worked:** 0

Financial Report - Delavan

3:34 PM

09/20/20

Accrual Basis

Visit Delavan
Profit & Loss Budget vs. Actual
 January through December 2019

	Jan - Dec 19	Budget	\$ Over Budget
Income			
City of Delavan Marketing Funds			
Funds From Previous Year	10,790.70	10,790.70	0.00
Grants - Refund of Unused Grant	7,835.62		
City of Delavan Marketing Funds - Other	132,835.00	132,835.00	0.00
Total City of Delavan Marketing Funds	151,461.32	143,626.70	7,835.62
WLKS Radio Co-Op Advertising	1,876.00		
WSLD Radio Co-Op Advertising	2,160.00		
Total Income	165,296.32	143,626.70	11,870.62
Expense			
Administrative			
Administrative Overhead	6,642.00	6,642.00	0.00
Staffing	13,362.00	13,362.00	0.00
Administrative - Other	0.00		
Total Administrative	19,994.00	19,994.00	0.00
Collateral Marketing			
Banners	0.00	6,000.00	-6,000.00
Coupon Book	1,875.00	6,000.00	-3,125.00
Marketing Firm	3,200.00	4,000.00	-800.00
Photo Shoots	263.75	1,000.00	-736.25
Tourism Piece	0.00	1,600.00	-1,600.00
WLKS Co-Op	2,600.00	6,000.00	-2,600.00
WSLD Co-Op	2,600.00		
Total Collateral Marketing	10,338.75	21,600.00	-11,161.25
Digital			
Chicago Parent	604.33	600.00	104.33
Facebook Ads	439.99	1,000.00	-660.01
Make It Better - Better Letter	795.00		
TravelWI - Co-op - Deals Progra	0.00	260.00	-260.00
TravelWI Co-op - LC Trading Des	0.00	1,400.00	-1,400.00
TravelWI Co-op - Social Media P	0.00	600.00	-600.00
TravelWI Co-op - Traveler Email	600.00	600.00	0.00
Total Digital	2,339.32	4,260.00	-1,910.68
Grant Program			
Grants			
Brick Street Days	6,010.00		
Cars That Time Forgot	6,760.00		
Congdon Gardens	733.00		
Delavan Train Show	7,600.00		
Lake Geneva Area Golf Trail	1,200.00		
Phoenix Park Bandshell	10,000.00		
Scarecrow Fest	2,460.00		
Sky Circus	14,742.00		
Walkdog Team	3,000.00		
Wine & Beer Walks	3,500.00		
Grants - Other	0.00	65,000.00	-65,000.00
Total Grants	64,995.00	65,000.00	-15.00
Total Grant Program	64,995.00	65,000.00	-15.00
Misc. Marketing			
Educational Session	90.66	600.00	-409.34



Financial Report - Delavan Continued

3:34 PM
08/20/20
Accrual Basis

Visit Delavan
Profit & Loss Budget vs. Actual
January through December 2019

	Jan - Dec 19	Budget	\$ Over Budget
Events			
Brew Walk	-0.01		
Brick Street Days	0.00		
Cars Time Forgot	0.00		
Fourth of July	0.00		
Scarecrow Fest	0.00		
Train Show	1,875.00		
Wine Walk Expense	0.00		
Total Events	1,874.99		
Marketing	338.60	1,876.70	-1,538.20
Misc. Fees			
Bank Service Charge	33.00		
Brochure Distribution	650.00	275.00	275.00
Email Marketing	819.00	360.00	459.00
Google Email	67.93	60.00	7.93
Mileage	175.74	175.00	0.74
Postage	4,006.10	2,500.00	1,506.10
Supplies	1,821.20	2,000.00	-178.80
Misc. Fees - Other	165.14		
Total Misc. Fees	7,638.11	6,360.00	2,278.11
Misc. Marketing - Other	2,164.26		
Total Misc. Marketing	12,106.61	7,736.70	4,369.81
Print Advertising			
Chicago Parent	797.98	2,940.00	-2,142.02
Daily Herald	2,265.00	2,265.00	0.00
Journal & Topics - P'zazz	2,780.00	2,780.00	0.00
Make It Better	1,795.00	2,580.00	-785.00
TravelWI Co-op - Fun Times	3,800.00	1,900.00	1,900.00
TravelWI Co-op - Midwest Living	10,760.00	10,760.00	0.00
Visit Lake Geneva	5,920.00	5,920.00	0.00
Walworth County	4,835.00	4,360.00	475.00
Total Print Advertising	32,832.98	33,495.00	-662.02
Travel/Trade Shows			
Groups	1,197.00	1,600.00	-303.00
Total Travel/Trade Shows	1,197.00	1,600.00	-303.00
Website			
Update Visit Delavan Website	169.84	160.00	9.84
Total Website	169.84	160.00	9.84
Total Expense	134,063.40	143,626.70	-9,562.30
Net Income	21,232.92	0.00	21,232.92



Marketing Report | December 2019



Occupancy - County-wide		% Change
November 2019		39.97%
12 Month Average		51.97%
Thanksgiving Weekend		
	November 22, 2018 - 60.57% vs. November 28, 2019 - 53.78%	
	November 23, 2018 - 66.56% vs. November 29, 2019 - 63.83%	
	November 24, 2018 - 54.38% vs. November 30, 2019 - 52.11%	

Facebook			
Likes		1,830	
New Likes		12	
Unlikes		4	
Reach		10,873	
Impressions		17,135	
Posts		40	
Top 5 Posts	Celebrate the season at The Dancing Horses Theatre! This weekend's performances include December 14 at 1 pm & 7 pm and December 15 at 1 pm.	1,737	Reach
	The Friday Fish Fry - a Wisconsin tradition. Check out the Fish Fry at Lake Lawn Resort's Lookout Bar & Eatery on Friday nights. http://bit.ly/2YQdCC6	1,626	
	This is the concert to see! Twelve Twenty-Four is performing at the Belfry Music Theatre December 12 - 15 with 7 pm performances. A high energy, full-scale, Treat yourself to a wonderful holiday experience at	1,552	
	The Dancing Horses Theatre's Christmas Show. Performances this week include December 14 at 1 & 3	1,086	
	Homemade Christmas cookies without all of the work??? Get yours at Our Redeemer Lutheran Church with School's Christmas Cookie Walk on December 14	619	

Twitter			
Followers		257	
New Followers		2	
Tweets		51	
Impressions		7,141	
Likes		5	
Retweets		4	
Link Clicks		6	
Engagement Rate		.2%	
Mentions		0	
Profile Visits		5	
Top Tweet	Experience Christmas In New York at Belfry Music Theatre on December 19-22. Franc D'Ambrasia's holiday show joyously celebrates the magic of the	179	



Marketing Report - Delavan Continued

season with favorite holidays standards, bringing powerhouse vocals for an evening you will never forget. bit.ly/2PmD8M0 pic.twitter.com/70ZivxQnKK			
Instagram			
Followers	496		
Pasts	0		
Likes	0		
Top Post	0		
Blog			
Views	22		
Pasts	0		
Visitors	9		
Calendar of Events			
Events	152		
Event Views	704		
Adds to Calendar	0		
Forwards	0		
Reminders	0		
Spud Activity	4,264		
Visitor Center Traffic			
		% Change	
Visitors	216	64%	
Airplanes	21	-50%	
Guides			
Travel Guides	109		
Website			
		% Change	
		Year	Period
Sessions	1,600	-3.90	-31.66
Users	1,427	-1.45	-30.14
Pageviews	2,991	-17.63	-43.61
Pages/Session	1.87	-14.30	12.32
Ave. Time/Session	1:06	-21.48	33.03
Bounce Rate	69.12	6.57	-8.66
Source	Google / organic	922	.33
	(direct) / (none)	285	-25.00
	m.facebook.com / referral	163	297.56
	Yahoo / organic	22	37.50
	Facebook.com / referral	18	-30.77
	Bing / organic	7	16.67
	l.facebook.com / referral	4	100.00
	Visitgenevalake.com / referral	3	∞
	Broderickblog.xyz / referral	3	∞
	Duckduckgo / organic	2	∞
Channels	Organic Search	952	1.17
	Direct	285	-25.00
	Social	188	157.53
	Referral	10	-84.13



Marketing Report - Delavan Continued

Locations	Wisconsin	1,248	134.15
	Illinois	1,119	140.65
	Minnesota	63	65.79
	California	59	126.92
	Oregon	34	1,033.33
	North Carolina	21	425.00
	Texas	20	42.86
	Iowa	17	54.55
	Florida	16	6.67
	Ohio	11	57.14
Cities	Chicago	224	-37.60
	Elkhorn	129	20.56
	Delavan	103	9.57
	Madison	81	65.31
	Milwaukee	34	88.89
	(not set)	30	500.00
	Lake Geneva	25	0.00
	Janesville	20	5.26
	Whitewater	15	200.00
	Twin Lakes	13	85.71
	Beloit	12	33.33
	Irvine, CA	10	∞
	Boardman, OR	34	17.24
	Minneapolis, MN	21	-12.50
Content	Events	305	-9.50
	Homepage	292	-45.83
	To Do	205	-4.65
	Delavan Lanes	112	250.00
	Shop	79	-24.76
	To Do > Winter Fun	79	21.54
	Train Show	76	15.15
	Show > Downtown	74	-33.33
	Dine	63	-25.88
	Events	53	-19.70

Email to Businesses	Open Rate	Click Rate
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Email to Visitors	Open Rate	Click Rate
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Email to Media	Open Rate	Click Rate
12/18 Christmas Card & Ornament Press Release 2019	2.1% 6	0% 0
12/18 Phoenix Park Bandshell Fundraiser 2019	21.4% 25	8% 2

2019 WCVB Year End Financial Report

WALWORTH COUNTY VISITORS BUREAU
Profit & Loss Budget vs. Actual
 January through December 2019

	Jan - Dec 19	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
Returned Check Charges	12.00		
Banking Error	0.30		
Business After Hours	0.00	100.00	-100.00
Creative/Design Services	46.00		
Brochure Distribution	6,949.97	6,000.00	-949.97
Travel Guide			
Paid Content	6,260.00		
Advertisement	61,796.00	66,600.00	-13,706.00
Premium Listing	4,200.00		
Extended Listing	2,260.00		
Travel Guide - Other	-12,330.00		
Total Travel Guide	61,176.00	66,600.00	-14,326.00
Restaurant Week			
Sponsor	1,000.00		
Participant	2,400.00		
Restaurant Week - Other	60.00	3,900.00	-3,960.00
Total Restaurant Week	3,460.00	3,900.00	-460.00
BOGO Card	160.00	146.00	16.00
Lunch & Learn			
WBBA Luncheon	971.96	1,120.00	-148.04
Total Lunch & Learn	971.96	1,120.00	-148.04
Lake Geneva Area Golf Trail			
IAGTO Course Participation	2,461.48	2,120.00	341.48
Golf Shows Course Participation	4,226.00	6,900.00	-2,676.00
Golf Trail Passport - Full Price	2,349.24	6,000.00	-3,650.76
Golf Trail Passport - Discounted	10,386.66	10,000.00	386.66
Total Lake Geneva Area Golf Trail	19,423.38	24,920.00	-5,496.62
Coupon Book			
Coupon Book Advertising	2,070.00	2,260.00	-190.00
Total Coupon Book	2,070.00	2,260.00	-190.00
MEMBERSHIP DUES	39,917.60	40,000.00	-1,082.60
WALWORTH COUNTY FUNDING	126,000.00	126,000.00	0.00
Delavan Tourism Commission			
Delavan Facebook Advertising	0.00		
Wine Walk Reimbursement	0.00		
Postage Reimbursement	4,066.10	2,600.00	1,606.10
Delavan Mileage Reimbursement	176.74	176.00	0.74
Train Show Reimbursement	0.00		
Delavan General Reimbursement	1,776.46	2,000.00	-224.66
Delavan Entity Administrative	6,642.00	6,642.00	0.00
Delavan Entity Staffing	13,352.00	13,352.00	0.00
Total Delavan Tourism Commission	26,963.20	24,669.00	1,292.20
Walworth County Funding - Conf.	6,000.00		
SPONSORSHIP			
IAPD Conference Participation	7,311.12	7,000.00	311.12
Bag Sponsorship	2,960.00	3,600.00	-640.00
Group Marketing Sponsorships	6,000.00	6,000.00	0.00
Total SPONSORSHIP	16,271.12	16,600.00	-228.88



2019 WCVB Year End Financial Report Continued

WALWORTH COUNTY VISITORS BUREAU
Profit & Loss Budget vs. Actual
 January through December 2019

	Jan - Dec 19	Budget	\$ Over Budget
ADVERTISING INCOME			
Website Advertising	1,186.00	1,600.00	-316.00
Total ADVERTISING INCOME	1,186.00	1,600.00	-316.00
ANNUAL MEETING			
Silent Auction	3,651.00	4,600.00	-849.00
Annual Meeting Sponsorship	2,960.00	3,200.00	-860.00
Dinner	4,006.00	4,200.00	-196.00
Total ANNUAL MEETING	10,606.00	12,600.00	-1,994.00
SALES			
Candy Bars	-40.78	75.00	-115.78
SALES - Other	0.00	60.00	-60.00
Total SALES	-40.78	125.00	-165.78
Total Income	306,046.63	324,229.00	-18,183.37
Gross Profit	306,046.63	324,229.00	-18,183.37
Expense			
Delavan Expenses {Reimbursable}			
Brew Walk	0.00		
Scarecrow Fest	0.00		
Brick Street Days	0.00		
Train Show	0.00		
Total Delavan Expenses {Reimbursable}	0.00		
PAYROLL EXPENSES			
Delavan Wages	11,066.69	13,362.00	-2,295.41
Wages	103,670.60	101,870.00	1,800.60
FICA	9,647.02	9,217.00	330.02
PAYROLL EXPENSES - Other	780.64		
Total PAYROLL EXPENSES	126,064.76	124,439.00	616.76
ADMINISTRATION EXPENSES			
Storage Facility	2,436.94	1,430.00	1,006.94
Contingency Fund	0.00	1,000.00	-1,000.00
Membership Fees			
Geneva Lake Area Chamber of Com	366.00	366.00	0.00
Total Membership Fees	366.00	366.00	0.00
Bank Service Fees	81.00	100.00	-19.00
PayPal Fees	617.33	600.00	17.33
Insurance			
Liability	620.00	700.00	-180.00
Workers Compensation	464.00	666.00	-202.00
Total Insurance	984.00	1,366.00	-392.00
Licensing/Registration	10.00	20.00	-10.00
Accounting/Legal	420.00	426.00	-6.00
ANNUAL MEETING COSTS			
Printing	270.80	600.00	-229.10
Dinner	3,890.00	4,200.00	-210.00
Awards	36.66	75.00	10.66
Supplies	33.38	226.00	-191.64
Total ANNUAL MEETING COSTS	4,379.81	6,000.00	-620.19
Open House	440.26	200.00	240.26
MEMBERSHIP			
Lunch & Learn	1,449.48	1,070.00	379.48
Total MEMBERSHIP	1,449.48	1,070.00	379.48



2019 WCVB Year End Financial Report Continued

WALWORTH COUNTY VISITORS BUREAU
Profit & Loss Budget vs. Actual
 January through December 2019

	Jan - Dec 19	Budget	\$ Over Budget
Staffing Expense			
Water	182.00	234.00	-62.00
Promotion	110.76	250.00	-139.25
Meals	496.77	600.00	-103.23
Mileage			
Mileage - Visit Delavan	182.70	175.00	7.70
Mileage - Other	1,342.18	1,260.00	82.18
Total Mileage	1,624.88	1,425.00	99.88
Events	0.00	150.00	-150.00
Cell Phone Reimbursement	350.00	350.00	0.00
Staffing Expense - Other	486.28		
Total Staffing Expense	3,160.68	3,019.00	141.68
CONTINUING EDUCATION	0.00	75.00	-75.00
Volunteer Recognition/Gifts	102.11	75.00	27.11
ADMINISTRATION EXPENSES - Other	0.00		
Total ADMINISTRATION EXPENSES	14,446.61	14,745.00	-298.39
OFFICE & FACILITY EXPENSES			
Rent	13,600.00	13,600.00	0.00
Supplies			
Toner	5,995.22	5,000.00	995.22
Supplies - Other	2,882.03	2,000.00	882.03
Total Supplies	8,877.25	7,000.00	1,877.25
Furniture	234.93	150.00	84.93
Equipment Purchases	393.77	750.00	-356.23
Copier	0.00	25.00	-25.00
Computer Services	174.07	1,000.00	-825.93
Software	2,338.17	1,600.00	838.17
Postage			
Postage	9,206.22	8,000.00	1,206.22
Postage Machine	102.62	495.00	-392.38
UPS	1,457.64	1,600.00	-142.46
Total Postage	10,766.38	9,995.00	770.38
Post Office Box Rent	62.00	62.00	0.00
Internet Access	620.40	621.00	-0.60
Telephone	3,169.26	3,000.00	169.26
Printing	204.49	150.00	64.49
Total OFFICE & FACILITY EXPENSES	40,339.71	37,763.00	2,576.71
MARKETING			
Lake Geneva Area Golf Trail			
Marketing	166.14	600.00	-433.86
Giveaways / Promotions	169.25	250.00	-91.75
CHI Golf Show	10,089.96	10,200.00	-110.04
MKE Golf Show	7,465.61	7,600.00	-134.49
IAGTO	4,898.69	4,600.00	198.69
Trail Guide	162.98	4,000.00	-3,847.02
Passport	2,878.00	2,810.00	68.00
Rack Cards	632.78	605.00	27.78
Design	300.00	450.00	-150.00
Print Media	1,000.00		
Total Lake Geneva Area Golf Trail	27,442.21	30,815.00	-3,372.79
SnapEngage Chat	648.00	648.00	0.00



2019 WCVB Year End Financial Report Continued

WALWORTH COUNTY VISITORS BUREAU
Profit & Loss Budget vs. Actual
 January through December 2019

	Jan - Dec 19	Budget	\$ Over Budget
Brochure Distribution			
Mileage	2,307.08	2,600.00	-292.92
Contract	2,700.00	3,050.00	-350.00
Total Brochure Distribution	5,007.08	5,650.00	-642.92
Travel Guide			
Project Management	2,056.60	2,276.00	-219.40
Travel Guide Design	2,369.60	6,000.00	-3,630.40
Printing	33,111.00	36,000.00	-2,889.00
Shipping	1,631.26	2,960.00	-1,328.74
Digital Creation	0.00	320.00	-320.00
Distribution	4,068.14	3,600.00	468.14
Sales Commission	7,309.38	8,198.00	-888.62
Delivery	89.66		
Total Travel Guide	61,026.44	68,263.00	-7,227.66
Travel Guide - Next Year	1,000.00	1,000.00	0.00
Restaurant Week			
Flyers - Inserts	46.37		
Check Inserts	417.78		
Rack Cards	388.24		
Advertising	376.00		
Facebook Advertising	628.67		
Table Tents	462.80		
Restaurant Week - Other	65.38	3,900.00	-3,834.62
Total Restaurant Week	2,772.94	3,900.00	-1,127.06
Coupon Book Printing	2,616.00	2,650.00	-35.00
BOGO Card			
Coupon Printing	1,676.97	1,676.00	0.97
Total BOGO Card	1,676.97	1,676.00	0.97
Smith Travel Research	2,200.00	2,400.00	-200.00
Signage	0.00	160.00	-160.00
Group Marketing			
Printing	0.00	626.00	-626.00
IAPD Conference	11,914.18	10,800.00	1,114.18
FAM Tour	0.00	1,000.00	-1,000.00
Mileage	1,816.36	1,600.00	216.36
Misc.	0.00	260.00	-260.00
Membership			
ABA	666.00	660.00	6.00
Visit Milwaukee	306.00	297.00	9.00
Circle Wisconsin	1,200.00	1,200.00	0.00
Total Membership	2,071.00	2,047.00	24.00
Trade Shows			
Circle WI Midwest Marketplace	266.46	1,000.00	-733.54
ABA	3,000.97	2,000.00	1,000.97
Total Trade Shows	3,266.42	3,000.00	266.42
Promotional Items	0.00	260.00	-260.00
Total Group Marketing	19,067.96	19,172.00	-104.04
Internet			
Facebook Advertising	119.13		
E-Mail Marketing	231.00	400.00	-168.00
Total Internet	350.13	400.00	-49.87



WALWORTH COUNTY VISITORS BUREAU
Profit & Loss Budget vs. Actual
 January through December 2019

	Jan - Dec 19	Budget	\$ Over Budget
WEBSITE			
Hosting	229.97	230.00	-0.03
Updates	907.36	2,160.00	-1,242.64
Calendar	99.96	100.00	-0.05
Total WEBSITE	<u>1,237.29</u>	<u>2,490.00</u>	<u>-1,242.72</u>
Marketing & Communications Firm	650.00	1,350.00	-700.00
CTM Brochure Distribution	7,249.93	7,240.00	9.93
TRADE SHOW/FAIR			
Chicago Adventure and Travel Sh	275.63	280.00	16.63
Wisconsin State Fair			
Mileage	974.40		
Passes	600.00		
Meals	204.70		
Registration	1,265.00		
Wisconsin State Fair - Other	0.00	2,125.00	-2,125.00
Total Wisconsin State Fair	<u>2,834.10</u>	<u>2,125.00</u>	<u>809.10</u>
Walworth County Fair			
Utility Fee	180.00		
Space Rent	997.44		
Passes	260.00		
Meals	16.84		
Supplies	26.90		
Walworth County Fair - Other	18.58	1,400.00	-1,381.44
Total Walworth County Fair	<u>1,489.74</u>	<u>1,400.00</u>	<u>89.74</u>
TRADE SHOW/FAIR - Other	<u>301.30</u>		
Total TRADE SHOW/FAIR	<u>6,000.67</u>	<u>3,795.00</u>	<u>1,216.67</u>
CONFERENCE			
Governor's Conference			
Mileage	131.08		
Meals	239.69		
Lodging	144.81		
Registration	480.00		
Governor's Conference - Other	0.00	1,600.00	-1,600.00
Total Governor's Conference	<u>995.58</u>	<u>1,600.00</u>	<u>-604.42</u>
Total CONFERENCE	<u>995.58</u>	<u>1,600.00</u>	<u>-604.42</u>
Contingency Marketing Funds	1,788.02	323.00	945.02
Bags	2,893.71	3,600.00	-306.29
Total MARKETING	<u>133,290.91</u>	<u>147,292.00</u>	<u>-14,001.09</u>
Total Expense	<u>313,130.99</u>	<u>324,229.00</u>	<u>-11,098.02</u>
Net Ordinary Income	<u>-7,096.36</u>	<u>0.00</u>	<u>-7,096.36</u>
Net Income	<u><u>-7,096.36</u></u>	<u><u>0.00</u></u>	<u><u>-7,096.36</u></u>



2019 WCVB Financial Review / Audit



Transmitted via email

August 4, 2020

Ms. Ellen Burling, Board President
Walworth County Visitors Bureau
2375 E. Geneva St.
PO Box 117
Delavan, WI 53115

Finance

Jonathan M. Conley, CPA
Executive Director

Dear Board Members:

The 2019 financial activity and controls of the Walworth County Visitors Bureau (Bureau) were recently reviewed by Walworth County finance staff. Our review of controls was limited in scope, and we did not complete a formal audit or review of the organization's records as defined by Generally Accepted Auditing Standards (GAAS). This review is a County requirement to continue to receive tax levy funds.

Testing Performed:

- A review of 2019 actual revenues and expenditures in comparison to budget and to prior year actuals was completed and discussed with the Bureau's Director to better understand the impact that various activity changes had on the financial statements.
- A review of ledger detail was made to ensure that a full year of activity was recorded in 2019 for vendors with monthly, quarterly, or other stand-ard payments.
- Board minutes were reviewed. The board receives a quarterly financial report and reports are reviewed at the Executive Committee level monthly.
- A test of controls was completed on a random sample of disbursements.
- Payroll quarterly tax reports were reviewed and compared to accounting system reports. Payroll was compared to budget records and prior year payments for reasonableness.
- The 2020 check register was scanned for activity related to 2019.
- Cash reconciliations were reviewed for completeness.
- The Executive Director completed a questionnaire on controls and processes, and the responses compared to those of the prior year.
- The Bureau maintained a separate bank account for activity related to the City of Delavan contract, but all payroll-related expense was reported as a WCVB expense, with partial reimbursement from Visit Delavan. A smaller number of non-payroll transactions from the Delavan account were included in our testing.
- The Bureau set up a separate General Ledger (GL) chart of accounts for the Visit Delavan activity, and produces financial statements specific to Delavan. Amounts paid to the WCVB account from the Delavan account were traced between the two profit and loss statements.

166 W. WALWORTH ST
PO BOX 1661
DELRAND, WI 53121

FINANCE
262.741.4344 TEL
262.741.4384 FAX

ACCOUNTS PAYABLE
PAYROLL
262.741.4333 TEL
262.741.4384 FAX



2019 WCVB Financial Review / Audit Continued

Walworth County Visitors Bureau
August 4, 2020
Page 2

Prior Year Financial Highlights and Recommendations:

• Actual to Budget Comparison Highlights

Current Observations:

Expenditures exceeded revenues on the yearend budget-basis financial statements by \$5,628. Differences to budget include: the Bureau budgeted a net profit for the 2019 travel guide of \$7,247, but actual net profit was \$1,705; membership dues revenue was \$4,534 under budget.

The Bureau started 2019 with 280 active members, and ended the year with 287. Staff is generally successful in reaching out to new businesses, and is looking at ways to retain smaller businesses beyond the initial year of membership.

Bureau minutes indicate actual revenue and expenditure activity is compared to budgeted amounts on a monthly basis, with appropriate steps taken to reduce expenditures when needed. Management has taken steps to tighten the budget in 2019, reducing total payroll expenses by \$15,843 and total administration expenses by \$5,185 in comparison to 2018.

The Bureau's 2018 retained earnings balance of \$12,681 has been reduced to \$7,053 at the close of 2019, reflecting the 2019 loss of \$5,628. The Visitor's Bureau maintains a separate contingency cash account on the balance sheet, representing funds that are set aside and not available for normal operations, except by approval of the Bureau Board of Directors. The Board has a currently approved contingency fund balance of \$11,097. The contingency fund amount exceeded the December 31, 2019 yearend retained earnings balance, leaving \$0 of retained earnings available for normal operations, as the \$7,053 of retained earnings are restricted by the Board for unexpected expenses, etc.

- o Operating cash, net of amounts receivable and payable at yearend, is positive in the amount of \$14,502.

• Funds set aside for contingencies

Prior Year Recommendations:

Consider what the desired amount of contingency funds should be, and set a written policy that is reviewed each year to determine the amount to budget for this purpose.

Current Observations:

The Visitor's Bureau voted on a contingency fund policy in October, 2019, voting to "hold in contingency one month's worth of funds in the amount equal to the mandatory/fixed expenses including payroll of the WCVB. Maximum amount to be held in contingency to be \$12,000." The contingency fund is at \$11,097 for 2019, which exceeds the available yearend retained earnings balance of \$7,053.

Current Recommendations:

Good job in adjusting spending during the year to offset some of the potential loss impact. The retained earnings available at yearend are only \$7,053, which means the contingency fund must also be reduced to this amount. We recommend that any excess funds during 2020 be used to increase the contingency fund again.

2019 WCVB Financial Review / Audit Continued

Walworth County Visitors Bureau
August 4, 2020
Page 3

▪ Accounts Receivable

Prior Year Observation and Recommendations:

As part of the 2018 audit, it was noted that an aged listing of accounts receivable was maintained in the Quick Books financial reporting system, but was not reflected in the general ledger.

It was recommended that the Visitor's Bureau implement accrual accounting to properly reflect the accounts receivable balances in the general ledger. The transition to accrual accounting would benefit management and the board by providing a more accurate representation of the operating results, compared to budgeted expectations, to base decisions upon.

Current Status:

The Visitor's Bureau has implemented accrual basis accounting for 2020.

▪ Obtaining new revenue Sources

The County continues to be held to a strict state levy cap. Funding for the County's "Community Initiatives", which includes the Visitors Bureau, continue to be carefully reviewed by the County Board each year. While the County Board values the initiatives they support, more funding will most likely need to come from other sources.

Prior Year Recommendations:

Continue to solicit additional funding sources and applicable grants to support growth and operating costs.

Current Observations:

The Bureau provides website and other promotional activity for Visit Delavan. This contract is on a year-to-year basis, and is funded with City of Delavan room taxes.

- o Bureau management has indicated that municipal room taxes are not a substitute for County funds, since they need to be used for the costs related to the specific municipality – not county-wide tourism efforts; and these funds cannot be used to offset the additional time required of Director Seeberg.

The Bureau partnered with Visit Lake Geneva to provide group tour services, and received \$5,000 under this on-going contract for both 2018 and 2019. Due to COVID-19, Visit Lake Geneva's budget was severely impacted in 2020 and was unable to partner with the Walworth County Visitor's Bureau.

Additional partnerships being pursued by the Visitor's Bureau include collaborating with the Town of Linn due to their new room tax ordinance, working with the Village of Bloomfield with the possibility of introducing a room tax ordinance, and compiling a proposal for the City of Lake Geneva as requested by the City Administrator.

New avenues of revenue being pursued include creating new co-operative campaigns for businesses to participate in, the implementation of an "explore local" initiative, funded

2019 WCVB Financial Review / Audit Continued

Walworth County Visitors Bureau
August 4, 2020
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by participating businesses and pursuing state and local grants to help support new marketing campaigns.

Due to COVID-19, the Visitor's Bureau was unable to hold their biggest revenue generator, the annual awards dinner, in 2020. In addition, some trade shows were cancelled, and the Visitor's Bureau is preparing for possible decreases in membership due to the closure of businesses. As a result, the Visitor's Bureau has furloughed one employee, reduced hours of the group services position and members have been allowed additional time to pay their invoices or to pay in installments. The Visitor's bureau remains flexible to further developments.

Current Recommendations:

Continue to solicit additional funding sources and applicable grants to support growth and operating costs.

New Financial Highlights and Recommendations:

- None

Conclusion:

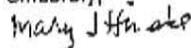
The Visitors Bureau continues to analyze the success it has with marketing methods used to promote tourism activity in Walworth County, in order to budget future activities. In general, the Board appears to take an active role in reviewing financial activity, and the Executive Director maintains a transparent and organized process. In 2019, the Bureau worked to define its mission and goals to better direct the marketing tools to be used in the future.

Please submit a written plan of action in response to current recommendations noted above for the 2019 review. In order for your response to be in the agenda packet, we request a written response be submitted by August 31st.

I would also like to invite a representative of the Visitors Bureau to be present at the September Finance Committee to address any additional questions. The September meeting is currently scheduled for 9:30 AM on Thursday, September 17th.

Thank you for your cooperation and prompt responses throughout this process.

Sincerely,



Mary Hinske
Finance Manager - Reporting

jc/mh/kw

c: Kathy Seeberg, Visitors Bureau Executive Director
Walworth County Finance Committee
Mark Luberd, County Administrator
Jessica Conley, Finance Director
Todd Paprocki, Comptroller

Group Services Report

Group Tour Report August 2019

Date Visited	State of Origin	# Welcome Bag	Tour Type	# of nights in house	Stayed at	Visited	Apprx. Attraction Rev.	Cancel	Lead Origin	WCVB Made Contact	They Contacted WCVB	WCVB Pbn kin	RFP Done
8/1/2019	IL	0	Association	0	None	Lake Geneva Cruise Line	5.00	X	Repeat	X			
8/2/2019	IL	8	Family Reunion	1	Harbor Shares	Lake Geneva Cruise Line	\$1,316.00		Member	X			
8/2/2019	WI	11	Association	0	The Abbey Resort	Lake Geneva Cruise Line	\$996.00		Member	X			
8/3/2019	IL	50	Association	0	None	Back Point Bnrc. Ppysr. Shop	\$1,350.00		Member	X			
8/3/2019	IL	CIRC 18	Association	0	None	Lake Geneva Cruise Line	\$576.00		Member	X			
8/3/2019	WI	0	Reunion	0	None	Lake Geneva Cruise Line	\$1,350.00		Member	X			
8/4/2019	IL	CIRC 56	Association	0	None	Lake Geneva Cruise Line	\$25,300.00		Member	X			
8/4/2019	IL	11	Association	0	None	Lake Geneva Cruise Line	\$649.00		Member	X			
8/5/2019	MS	50	Tour Company	3	Abby Resort	Lake Geneva Cruise Line	\$396.00		Member	X			
8/6/2019	WI	CIRC 45	Tour Company	0	None	Lake Geneva Cruise Line	\$7,225.00		Member	X			
8/6/2019	WI	25	Seniors	0	None	Lake Geneva Cruise Line	\$1,257.50		Member	X			
8/6/2019	WI	52	Tour Company	0	None	Lake Geneva Cruise Line	\$1,872.00		Member	X			
8/6/2019	IL	10	Seniors	0	None	Lake Geneva Cruise Line	\$360.00		Member	X			
8/7/2019	IL	55	Seniors	0	None	Lake Geneva Cruise Line	\$1,920.00		Member	X			
8/7/2019	IL	12	Conference	2	Harbor Shares	Lake Geneva Cruise Line	\$1,000.00		Member	X			
8/8/2019	IL	50	Association	0	None	Lake Geneva Cruise Line	\$1,350.00		Member	X			
8/8/2019	IL	100	Seniors	0	None	Lake Geneva Cruise Line	\$4,500.00		Member	X			
8/8/2019	WI	46	Seniors	0	None	Lake Geneva Cruise Line	\$1,702.00		Member	X			
8/8/2019	IL	56	Seniors	0	None	Lake Geneva Cruise Line	\$1,568.00		Member	X			
8/8/2019	IL	40	Seniors	0	None	Lake Geneva Cruise Line	\$1,800.00		Member	X			
8/9/2019	Mt	50	Conference	2	Grand Geneva	Lake Geneva Cruise Line	\$2,000.00		Member	X			
8/9/2019	WI	15	Seniors	0	None	Lake Geneva Cruise Line	\$340.00		Member	X			
8/9/2019	IL	21	Association	0	None	Lake Geneva Cruise Line	\$567.00		Member	X			
8/10/2019	IL	CIRC 11	Association	0	None	Lake Geneva Cruise Line	\$297.00		Member	X			
8/11/2019	WI	CIRC 21	Association	0	None	Lake Geneva Cruise Line	\$582.00		Member	X			
8/11/2019	IL	CIRC 25	Association	0	None	Lake Geneva Cruise Line	\$1,357.00		Member	X			
8/13/2019	WI	20	Seniors	0	None	Lake Geneva Cruise Line	\$900.00		Member	X			
8/13/2019	WI	CIRC 56	Tour Company	0	None	Lake Geneva Cruise Line	\$2,016.00		Member	X			
8/14/2019	WI	108	Tour Company	0	None	Lake Geneva Cruise Line	\$4,860.00		Member	X			
8/15/2019	WI	CIRC 45	Tour Company	0	None	Lake Geneva Cruise Line	\$1,620.00		Member	X			
8/17/2019	IL	19	Association	0	None	Lake Geneva Cruise Line	\$513.00		Member	X			
8/17/2019	IL	15	Association	0	None	Lake Geneva Cruise Line	\$405.00		Member	X			
8/19/2019	MI	40	Tour Company	1	Camden Suites LG	Lake Geneva Cruise Line	\$25,400.00		Member	X			
8/19/2019	WI	50	Conference	1	Ridge Hotel	Lake Geneva Cruise Line	\$1,800.00		Member	X			
8/20/2019	WI	304	Seniors	0	None	Lake Geneva Cruise Line	\$4,620.00		Member	X			
8/20/2019	WI	35	Seniors	0	None	Lake Geneva Cruise Line	\$1,260.00		Member	X			
8/21/2019	WI	24	Seniors	0	None	Lake Geneva Cruise Line	\$864.00		Member	X			
8/21/2019	WI	54	Tour Company	0	None	Lake Geneva Cruise Line	\$3,024.00		Member	X			
8/21/2019	IL	7	Association	0	None	Lake Geneva Cruise Line	\$196.00		Member	X			
8/21/2019	IL	12	Seniors	0	None	Lake Geneva Cruise Line	\$540.00		Member	X			



Group Services Report Continued

Group Tour Report August 2019

Date Visited	State of Origin	# Welcome Bags	Tour Type	# of nights in house	Stay/night	Visited	Approx. Attraction Rev.	Cancel	Lead Origin	WCVB Made Contact	They Connected WCVB	WCVB Plan	RFP Date
8/21/2019	IL	70	Tour Company	0	None	LGCL Ice Cream Social	\$1,960.00		Member	X			
8/21/2019	IL	20	Seniors	0	None	LGCL Lunch	\$720.00		Member	X			
8/21/2019	IL	15	Seniors	0	None	LGCL Mailboat	\$540.00		Member	X			
8/21/2019	IL	10	Seniors	0	None	LGCL Lunch	\$450.00		Member	X			
8/22/2019	IL	CHIC 13	Association	0	None	LGCL Full Table	\$551.00		Member	X			
8/22/2019	IL	10	Conference	1	Harbor Shores	Conference	\$1,000.00		Member	X			
8/22/2019	WI	50	Tour Company	0	None	Staller Estate, LGCL Evening Cruise, Shop	\$1,950.00		Repeat	X			
8/22/2019	WI	CHIC 55	Tour Company	0	None	Black Point Estate by Bus	\$715.00		Member	X			
8/23/2019	IL	16	Association	0	None	LGCL Geneva Bay, Poppyes	\$752.00		Member	X			
8/23/2019	WI	24	Association	0	None	LGCL Mailboat	\$864.00		Member	X			
8/23/2019	WI	20	Association	0	None	LGCL Mailboat	\$720.00		Member	X			
8/23/2019	WI	25	Association	0	None	LGCL Lunch	\$900.00		Member	X			
8/23/2019	WI	56	Seniors	0	None	LGCL Lunch	\$2520.00		Member	X			
8/27/2019	IL	20	Seniors	0	None	LGCL Lunch	\$720.00		Member	X			
8/27/2019	WI	50	Tour Company	0	None	LGCL Lunch	\$2,260.00		Member	X			
8/27/2019	WI	52	Tour Company	2	Americans	Black Point by Bus, LGCL Dancing Horses, Walkings	\$6,537.84		Member	X			
8/28/2019	IL	11.2	Seniors	0	None	LGCL Lunch	\$5,040.00		Member	X			
8/31/2019	IL	0	Seniors	0	None		\$0.00	X	Member	X			
8/31/2019	IL	15	Association	0	None	LGCL Ice Cream Social	\$420.00		Member	X			
Total # Bags: 1,715													
Approximate Revenue: \$94,849.34 O rigin: IL - 34, WI - 23, MS - 1, Multi - 1, MI - 1													
Nights: 2													
Future Groups													
9/4/2019	WI	50	Conference	2	The Abbey Resort	Conference	\$4,950.00		Visit LG		X		
9/5/2019	WI	20	Tour Company	0	None	LGCL Mailboat, Shri Lake Geneva, Poppyes	\$2,322.60		Repeat				
9/5/2019	IL	10	Association	3	Abbey Springs ABIB	LGCL Poppyes, Shop LG Downtown	\$560.00		Member	X			
9/5/2019	IL	CHIC 26	Association	0	None	LGCL Cocktail, Poppyes	\$1,240.00		Member	X			
9/5/2019	WI	108	Seniors	0	None	LGCL Mailboat, Spirechen, Tristan Crest	\$9,828.00		Member	X			
9/6/2019	WI	110	Association	0	None	Delbrook Golf Course	\$0.00		Repeat	X			
9/6/2019	WI	CHIC 14	Association	0	None	LGCL Jazz	\$816.00		Member	X			
9/7/2019	IL	CHIC 12	Association	0	None	LGCL Mailboat	\$432.00		Member	X			
9/7/2019	WI	CHIC 15	Association	0	None	LGCL Mailboat	\$540.00		Member	X			
9/8/2019	WI	CHIC 19	Association	0	None	LGCL Brunch	\$1,083.00		Member	X			
9/8/2019	Multi	21	Association	4	Harbor Shores	Crafting, Shop LG Downtown	\$2,079.00		Member	X			
9/8/2019	MO	21	Tour Company	2	Harbor Shores	Shop LG Downtown, Cino's East	\$1,509.00		Member	X			
9/9/2019	WI	CHIC 12	Association	0	None	LGCL Mailboat	\$432.00		Member	X			
9/9/2019	IL	20	Seniors	0	None	LGCL Geneva Bay, Tuscan Grill, Shop LG	\$948.00		Member	X			
9/9/2019	IL	50	Seniors	0	None	Black Point by Bus, Geneva Bay, Shop LG Downtown	\$3,000.00		Repeat	X			
9/9/2019	WI	CHIC 50	Conference	4	Lake Lawn	Conference	\$17,500.00		Interest	X			
Total # Bags: 418													
Approximate Revenue: \$47,239.60 O rigin: WI - 9, IL - 5, Multi - 1, MO - 1													
Nights: 6													

KEY: CHIC = Contact Not Completed
 Repeat = Have a visited group in past
 IAPD = Illinois Association of Park Districts Conference
 V.L.G. = Visit La Grange
 ABA = American Bar Association
 Crick WI = Midwest Marketplace
 IAGTO = International Association of Golf Tour Operators



Sample Promotional Pieces

SAVE THE DATE

Holiday Wine Walk

November 23, 2019
Downtown Delavan

OTHER UPCOMING EVENTS

- BOOS & BREWS | Oct. 25-26
- Neverly Brother Concert | Nov. 9
- Tree Lighting Ceremony | Nov. 29
- Holiday Open House | Nov. 30
- Santa Visits Downtown | Nov. 30,
- Dec. 7, 14, 21

DELAVAN | WISCONSIN

Shop. Play. Stay.

2020

Book Campaign

SPRING \ SUMMER

DELAVAN

VisitDelavan.com

Delavan

HISTORICAL SOCIETY

W I S C O N S I N

HALLOWEEN BREW WALK

CRAFT BREWS
@ 14 LOCATIONS
IN HISTORIC
DOWNTOWN DELAVAN



FRI, OCTOBER 25 DOWNTOWN DELAVAN
4:30 PM - 8:30 PM

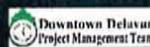
ENJOY DIFFERENT BEERS ALONG WITH FOOD SAMPLINGS AS YOU FILL YOUR TASTING PASSPORT AT DOWNTOWN BUSINESSES AND RECEIVE A SOUVENIR TASTING GLASS.

HALLOWEEN COSTUMES WELCOME & ENCOURAGED!

TICKETS: \$25/ADVANCE • \$30/DAY OF EVENT • \$15 FOR DESIGNATED DRIVER
NON-ALCOHOLIC OPTIONS WILL BE AVAILABLE. MUST BE 21 TO PARTICIPATE. PLEASE BRING PHOTO ID TO CONFIRM YOUR AGE.

TICKETS CAN BE PURCHASED AT: BRADLEY'S DEPARTMENT STORE (222 E WALWORTH AVE, DELAVAN)
WALWORTH CO. VISITORS BUREAU (2375 E GENEVA ST, DELAVAN) • ONLINE: VISITDELAVAN.COM/BREWWALK

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Walworth County Visitors Bureau
2375 East Geneva Street, PO Box 117, Delavan, WI 53115 • 262-728-6000
VisitWalworthCounty.com

6 Must-Do Things in Delavan, Wisconsin

APRIL 17, 2018 | BY WALWORTH COUNTY VISITORS BUREAU | SPONSORED | PRINT



Looking for ways to get out now that spring has finally decided to show itself? Research shows that being outdoors can help reduce stress levels, improve physical health, ease anxiety, and brighten one's overall mood. To briefly quote [John Muir](#), "Nature's peace will flow into you as sunshine flows into trees." Here are six ways of getting out and about in [Delavan, Wisconsin](#).

GET "SPRING" READY AT:
Bluemercury | Einstein Bros. Bagels | Evereve | Forest Bootery
Gerhard's Elegant European Desserts | J. Crew | J. McLaughlin
Kenzy Gifts & Decor | Kiddies Sports | Lake Forest Jewelers
Lake Forest Park & Shop | Left Bank Restaurant
Maker Research Labs | Market House on The Square
Molly Flavin Floral Design | My Eye Dr. Penny's From Heaven
Sara Campbell | Starbucks | Talbots | The Daily Grind
The Lake Forest Shop | TSE Cashmere | UB Nails Inc.
Unicorn Designs | Valentina | Williams-Sonoma



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BRICK STREET DAYS



Saturday, June 22, 2019

DOWNTOWN DELAVAN

*Celebrating
Arts, History, Music & Culture*

Dance **Beer Truck** **Food Vendors**

Art **Music**

Guided Walldog Mural Tours **Theater** **Magician**

Anna Belle Aerial TRAPEZE & AERIAL SILK ARTISTS
on Walworth Avenue

 **VisitDelavan.com • 262.728.6000**

Walworth County Visitors Bureau

2375 East Geneva Street, PO Box 117, Delavan, WI 53115 • 262-728-6000

VisitWalworthCounty.com



• 10 am - 4 pm •
CRAFT & VENDOR FAIR
SIDEWALK SALES
FOOD TRUCKS & VENDORS
DOUSMAN TRANSPORT BOO BUS
FACE PAINTING
KID'S ACTIVITIES AREA



EVENTS:

9 - 11 am
COMMUNITY BIKE RIDE

10 am - 1 pm
PETTING ZOO
at Aram Public Library

11 am - 1:30 pm
SCARECROW BUILDING
\$10 fee includes all supplies

12:30 pm & 2:30 pm
WALDOGS MURAL TOURS

1 - 3 pm
FREE PUMPKIN DECORATING
at Tower Park, while supplies last

2:30 pm | **DUCK RAFFLE**

7 pm
JEFF WALSKI
at Phoenix Park Bandshell

8:15 pm
MIKE STONE WITH LASER FUSION LIGHT SHOW
at Phoenix Park Bandshell

STAGE:

10 am - 11 am
Creventive Puppet Company Presents
HANDS & STRINGS: A PUPPET VARIETY SHOW

11:30 am - 12:30 pm
UNDERGROUND SOUND JAZZ COMBO

12:45 pm - 2:00 pm
SAWDUST SYMPHONY

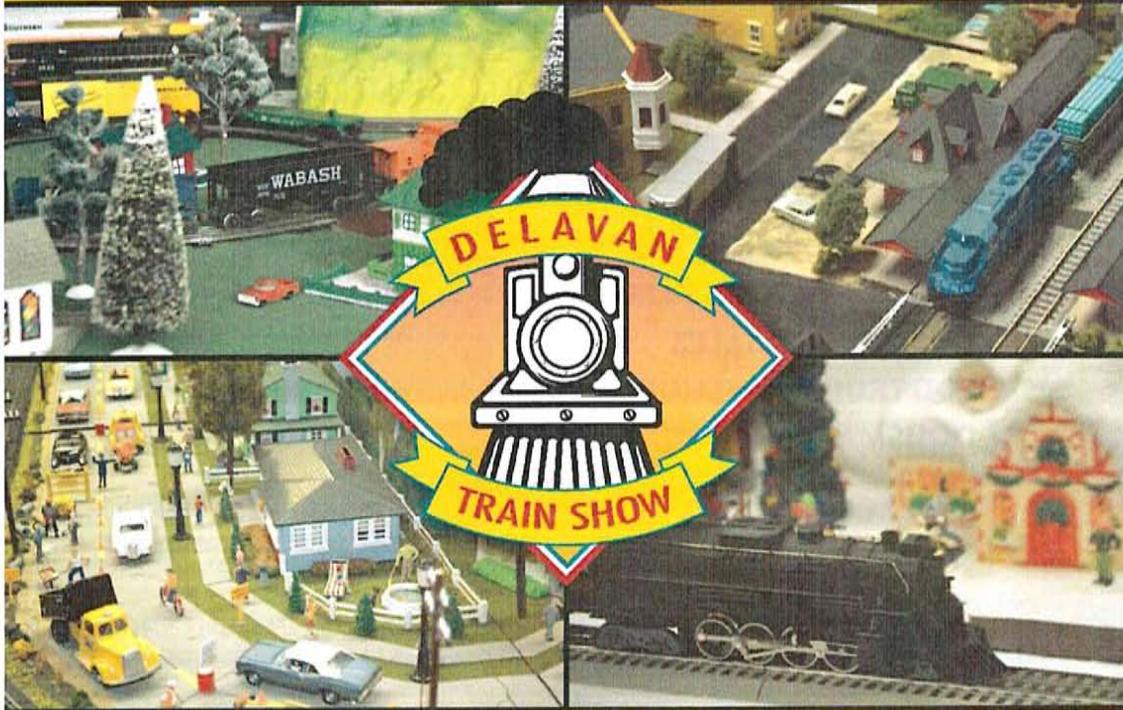
2:15 pm - 3:15 pm
LIMBER TIMBERS SQUARE DANCE CLUB

3:30 pm - 4:00 pm
JENNY HUNDT

Delavan Train Show

SATURDAY, MARCH 21 • 9am - 4pm

SUNDAY, MARCH 22 • 10am - 4pm



Featuring operating layouts in multiple scales throughout Downtown Delavan

FREE ADMISSION

FOOD & BEVERAGES AVAILABLE • RAFFLE ITEMS

DelavanTrainShow.com

262.728.6000

Like Us on Facebook 



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LODGING

Resort

1. **La Grange Resort**
2400 E. Geneva St., Delavan
(262) 728-9850
la-grange.com

Hotel/Motel

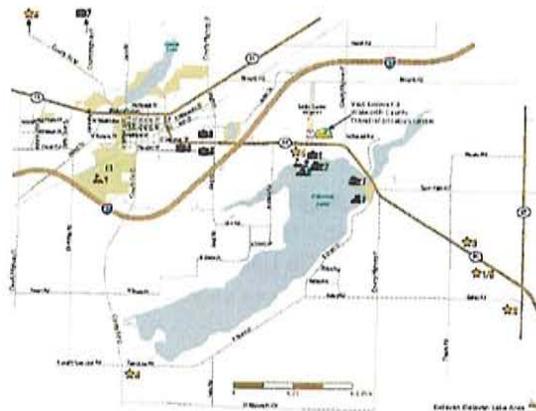
2. **Delavan Inn & Suites**
315 E. Washington, Delavan
(262) 728-7492
delavaninn.com/22105
3. **Comfort Suites**
311 South Shore, Delavan
(262) 740-7000
comfortsuits.com/hotels/311-south-shore-delavan-wi
4. **Superior Motel**
740 E. Geneva St., Delavan
(262) 728-5654
superior-motel.com
5. **Days & Suites**
238 East Rd., Delavan
(262) 728-1700
days-suites.com/22110

B & B

6. **Providence Inn**
712 S. Park St., Delavan
(262) 760-8778
providenceinnofdelavan.com

Campground

7. **Delavan Lakeside Campground**
W 172nd, Wisconsin River, Delavan
(509) 887-5999
delavanlakeside.com

Map Key:

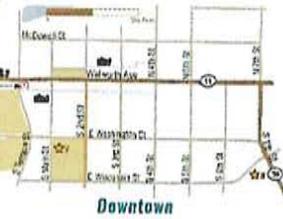
- Lodging
- Attractions
- Beaches
- Golf
- Boat Launches

★ ATTRACTIONS

1. **Delavan Gardens & Meeting Ctr.**
5045 Geneva Road S., Delavan
(262) 728-8050
delavanguard.com
2. **Delavan Music Theatre**
3658 State Hwy. 57, Delavan
(262) 728-6550
delavantomusic.com
3. **Delavan Golf & Country Club**
254 State Road 50, Delavan
(262) 745-9700
delavangolf.com
4. **Delavan Park**
2400 E. Geneva St., Delavan
(262) 728-2022
delavandepark.com
5. **Delavan Zoo**
2055 State Road 50, Delavan
(262) 729-8200
delavanzoo.com
6. **Delavan Municipal Golf Club**
445 E. Park St., Delavan
(262) 740-3480
delavangolf.org
7. **Delavan Lake Boat Launch**
11 E. Washington St., Delavan
(262) 728-9777
delavandepark.com
8. **Delavan County Fire Station**
2484 County D, Fire St., Delavan
(262) 725-7286
delavancounty.com
9. **Delavan County Jail**
2484 County D, Fire St., Delavan
(262) 725-7286
delavancounty.com

GOLF

1. **Delavan Golf Club**
300 S. 2nd St., Delavan
(262) 728-3466
delavangolf.com
2. **Delavan Municipal Golf Club**
2400 E. Geneva St., Delavan
(262) 728-2022
delavangolf.com



For more information, go to VisitDelavan.com

EXPERIENCES

Wine Tasting

- 1. **Delavan Lakeside Winery**
2400 E. Geneva St., Delavan
(262) 728-2022
delavandepark.com

Fishing

- 1. **Delavan Lakeside Community Park**
2400 E. Geneva St., Delavan
(262) 728-2022
delavandepark.com

Hiking

- 1. **Delavan Lakeside Community Park**
2400 E. Geneva St., Delavan
(262) 728-2022
delavandepark.com

Boat Launches

- 1. **Delavan Lakeside Community Park**
2400 E. Geneva St., Delavan
(262) 728-2022
delavandepark.com



Find your Adventure

- Sky Circus on Ice | February
- Delavan Train Show | March
- Cinco de Mayo | May
- Brick Street Days | June
- Let Freedom Ring Celebration | July
- Cars Time Forget Car Show | July
- Shake the Lake Music Festival | July
- Scarecrow Fest | September
- Oldtoberfest | October



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DELAVAN Wisconsin



VisitDelavan.com



Delavan Walldog Murals

The Greatest Walls on Earth






LAKE GENEVA AREA

Historic Tours

• HISTORY COMES ALIVE •

Take a step back in time with luxurious mansion tours, incredible museums, vintage train rides and local heritage in the Lake Geneva area.

LAKE GENEVA CRUISE LINE

Step aboard the Lake Geneva Cruise Line for a mail boat tour of Geneva Lake. Watch in amazement as the mail person jumps off the moving boat and delivers mail to each dock, all while you listen to a detailed history of the beautiful estates surrounding the lake.



YERKES OBSERVATORY

Home of the world's largest refracting telescope, Yerkes Observatory is a must-see. A tour of the observatory will provide a brief history of the facility, while taking you into the 90-foot dome where you can view the 40-inch refractor and its impressive 73-foot diameter elevator floor. The amazing architecture and expansive tree lined lawn provide the perfect backdrop for a group catered lunch, lawn games or just a stroll to enjoy the day. Customize your visit anyway that you would like.



OLD WORLD WISCONSIN

Return to the Wisconsin of the late 19th century. Immerse yourself in the state's rich history with a spin on a replica 1890's tricycle, help with family farm chores or play old fashioned games at the school house. Stroll through heirloom gardens and relax with a meal in the Clausing Barn Cafe as your group experiences life at the outdoor living history museum.



BLACK POINT ESTATE

Black Point Estate is the only mansion on Geneva Lake that is open to the public. Once home to a famous Chicago beer baron, Black Point Estate is now a museum that will show you what life was like living on Geneva Lake in the 19th century. Individual visitors arrive by boat but groups are welcome to drive in.



GENEVA LAKE MUSEUM

The perfect companion stop to the Lake Geneva Cruise Line as well as a "don't miss" stop all on its own! Featuring 19th century era shops and businesses, brick streets, Potawatomi Indian lore, Andy Gump memorabilia, stagecoaches, historic residences, and nautical vessels, this is a stop your group won't want to miss!

BAKER HOUSE AND MAXWELL MANSION

Take in the beautiful views from the Baker House garden and front porch while learning about the incredible past of this 19th century mansion. With 13 original fireplaces, decadent furnishings, and interactive history (complete with vintage board games!), your group may never want to leave. Their sister property, the Maxwell House Mansion, is regarded as one of Lake Geneva's finest landmarks. The building predates all of the area's notable summer residences and has hosted the rich and famous for over a century. Both locations host numerous group events, such as murder mysteries, cabaret shows, private teas and lunches, as well as operating a 1920's Speakeasy.



CAROLINE CORNELISON

(262) 728 6000

caroline@visitwalworthcounty.com
www.VisitWalworthCounty.com

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EAST TROY ELECTRIC RAILROAD

Board the authentic, vintage electric train at the East Troy Electric Railroad Depot. Your group will journey down the tracks for a customized tour that can include a picnic lunch, a leisurely park visit, shopping or dining at the Elegant Farmer, and lakeside views. Or book one of their lunch or dinner trains and dine on board while enjoying the scenery. They recommend you schedule a stop at their gift shop and museum to use the restrooms, stretch your legs and to learn a little about the history of the inter-city rail in Wisconsin.



STEPPINGSTONE

Built in 1875 and saved from the wrecking ball, Steppingstone has been lovingly restored as a historic family home while retaining all of the original architectural elements and charm. Located in the Maple Park National Historic District, customized group tours are offered by appointment. Included in the tour is Horticultural Hall which was built in 1911 as a location for the professional gardeners working on nearby estates to meet and discuss their work.

WALDOGS MURAL TOUR

From the comfort of your bus, a step-on guide will join you in historic Delavan for the Walldogs Mural Tour. 200 artists from across the world joined together in downtown Delavan to paint 18 murals, each depicting a unique story of Delavan's history and heritage. The artwork and craftsmanship alone is captivating, not to mention the amazing stories you'll hear about this charming little Wisconsin town.



DELANAN HISTORICAL SOCIETY

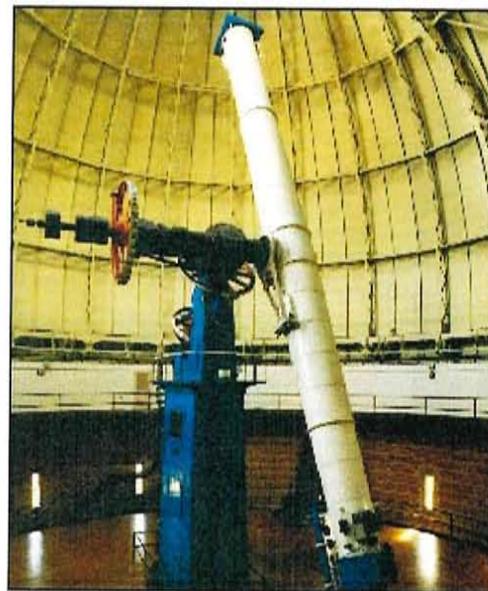
The Delavan Historical Society Exhibit and Resource Center provides the community with a place to collect, preserve and safely keep documents and items that reflect the history of the City and Town of Delavan. Step-on guides, walking tours and programs are available to make your group's experience of this one time Temperance community and Circus town, both educational and interesting.

THE WALWORTH COUNTY HISTORICAL SOCIETY

Nestled on a side street in Elkhorn, WI, the former home of Joseph Webster is a museum and a piece of musical history. Webster composed the popular hymn "In the Sweet By and By" and the American Civil War favorite, "Lorena," which was immortalized in "Gone With The Wind." Civil war artifacts and a 1850's oak beam barn housing an antique carriage round out the collection. Customized group tours and programs can be arranged by appointment to send your group back to antebellum Wisconsin.

BARN QUILT TOUR

Learn about the history of many local farms and the significance of their barn quilts during the step-on guide Barn Quilt Tour. Sit back, relax, and enjoy the ride as you take the tour in the comfort of your own motor coach. Customize your day with meals and shopping.



Historic MURAL TOUR IN DELAVAN, WISCONSIN



The 18 murals that adorn our community create a unique art and history experience. These murals were designed and painted by the Walldogs. The Walldogs are a group of talented sign and mural artists from all over the world. The Walldog movement began in 1993 when dozens of artists gathered in Allerton, Iowa to paint several large historic wall advertisements. Today, the Walldogs travel to towns across the country to promote tourism. Delavan became a Walldog mural community in June 2015 when our town was transformed with beautiful historic murals during our "5 day, 200 artist, 18 mural" event. We invite you to discover Delavan's rich history through our one-of-a-kind murals. They are magnificent!

TOUR GUIDE FEE: \$100 DONATION
TO DELAVAN HISTORIC FOUNDATION

Two narrated tours are available and include a 50 minute tour of the 15 murals located in historic downtown Delavan and a 60 minute extended tour of 17 murals in the downtown and beyond.

Options to extend your group's Delavan experience include lunch or shopping or maybe both in historic downtown Delavan. Group and individual lunch options are available. Other options include starting or ending our tour with a dining experience on beautiful Delavan Lake.

TO ARRANGE A TOUR FOR YOUR GROUP CONTACT:

Walworth County Visitors Bureau
2375 E. Geneva Street
PO Box 117
Delavan, WI 53115
P: 262-728-6000
E: info@visitwalworthcounty.com
www.VisitWalworthCounty.com



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VisitWalworthCounty.com



Discover DEHAVAN, WI

Stay and play in the tour bus friendly Delavan. Hotels that can accommodate tour bus groups include Comfort Suites, Super 8, and Baymont Inn. The new Baymont Inn is located in the heart of Delavan's commercial historic district. Free bus parking is available at all three of these locations. If your group would prefer a resort setting, Lake Lawn Resort, located on beautiful Delavan Lake, is just the spot. For small tour groups, our Bed & Breakfasts can accommodate up to sixteen guests! Add a "Sip & Canvas" or a Wine & Cheese pairing event to your itinerary, or if you visit in the summertime, take in a free concert at the Phoenix Park Bandshell.

For shop-a-holics, extend your stay and explore:

- The oldest department store in Wisconsin
- One of the largest selections of cookie jars in the country
- A 3-story antique experience
- Exquisite cheeses and wines

Catering to outdoor enthusiasts:

- Arranges for a guided tour of Congdon Gardens
- Experience the Paul Lange and Ora Rice Arboretum
- Enjoy a calm kayaking adventure on Comus Lake
- Stroll down our historic brick street and discover our rich history as you explore our murals and circus statues

To schedule a "Discover Delavan" experience, contact the Walworth County Visitors Bureau.

Walworth County
Visitors Bureau

2375 E. Geneva St.
PO Box 117
Delavan, WI 53115
p: 262.728.6000

www.visitwalworthcounty.com
info@visitwalworthcounty.com



Naturally Fun
WALWORTH COUNTY
LAKE GENEVA & BEYOND



CONCERTS IN THE PARK



HISTORIC BRICK STREET



BEAUTIFUL GARDENS



DOWNTOWN MURALS



SPECIALTY FOODS & DINING OPTIONS

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Pile on the Memories

DEHAVAN, WISCONSIN

Breathtaking fall colors, fun family events, downtown shopping and more await you in Delavan, Wisconsin!



800.395.8687  VISITDELAVAN.COM




Appreciate the beauty of autumn while strolling through Paul LaFarge Arboretum. Picking wine in Oregon? Grab some of the best along the way to admire the beautiful no-odor orchards including several Frank Lloyd Wright designs.

Then look out upon a truly spectacular seasonal landscape while you enjoy your morning with an elegant meal at the Village Supper Club. Grab your boat to enjoy the view of Delavan Lake while you grab a mouthwatering burger at the Inn Between Bar & Grill.

For fall-friendly festivities, visit the Apple Farm Orchard & Winery for hayrides, apple picking, and pumpkin picking. The winery offers samplings of their award-winning fruit wines. Don't forget to pick up some of their fresh apple cider donuts while you're there!

Looking for a fall festival? Looking further leads to Lake Lawn Resort on Delavan Lake to enjoy their Family Fall Festival, Oktoberfest 'n' Fun. A fun fall weekend packed with fall-themed events for the whole family. Then come back on October 26 & 27th to race at their Boats & Brews Halloween Boat!

Calculate like the Germans do with the tallest traditional German food and beer while dancing to some funk and jazz by the Steve Mauer Band at the annual Oktoberfest at Community Park.

Upcoming Events

Fall Family Festival	October 5-7
Boats & Brews Bash	October 26-27
Oktoberfest	October 20
Cobbin Walk	October 31
Trees Lighting	November 23
Sky Circus	February 10-17

Whatever your interests, you're sure to find something amazing to do this fall. At VisitDelavan.com, you will find getaway packages and specials that complement these events. Visit our website to chart a course for your next adventure in Delavan!



'Tis the Season

to make Holiday Memories

DEHAVAN, WI



 VISITDELAVAN.COM

Find your ADVENTURE in DELAVAN





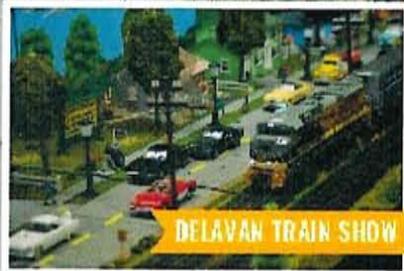
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800-395-8687



Make Memories in Delavan

- Sky Circus on Ice **FEBRUARY**
- Delavan Train Show **MARCH**
- Cinco de Mayo **MAY**
- Delavan Wine Walk **MAY**
- Concerts in the Park **MAY - SEPTEMBER**
- Delavan Fresh Market **JUNE - SEPTEMBER**
- Brick Street Days **JUNE**
- Let Freedom Ring Celebration **JULY**
- Cars Time Forgot Car Show **JULY**
- Shake the Lake Music Festival **JULY**
- Maxwell Street Days **AUGUST**
- Scarecrow Fest **SEPTEMBER**
- Delavan Brew Walk **OCTOBER**
- Oktoberfest **OCTOBER**
- Holiday Wine Walk **NOVEMBER**

BRADLEY'S



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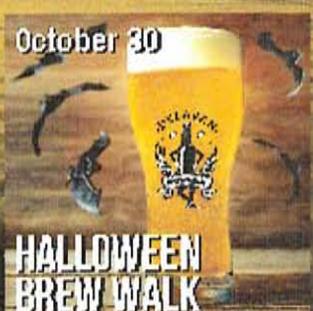
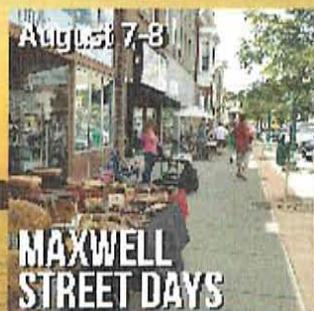
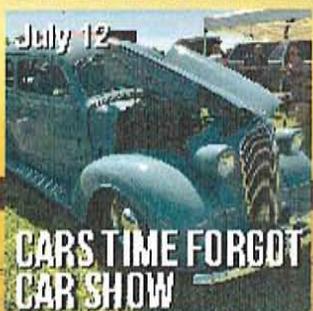


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Save the date to make memories



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