



**TOURISM COMMISSION**  
**WEDNESDAY, JANUARY 08, 2020 – 4:00PM**  
**CONFERENCE ROOM 2A, CITY HALL**

**AGENDA**

**Committee Members:** Chairperson, Tammie Carstensen, Vice Chair, Brian Waspi, John Trione, Dana Trilla Alderpersons: Rich Hedlund, Shari Straube

1. Meeting call to order
2. Roll Call
3. Comments from the public limited to 5 minutes, limited to items on this agenda
4. Approval of the Tourism Commission minutes from December 11, 2019
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 and Activity
8. Written financial update provided by Comptroller regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements
9. Discussion/Update regarding status of Air BnB in Lake Geneva.
10. Discussion/Action regarding way to measure success of events compared to traffic & room nights.
11. Future meeting agenda items and next meeting date – February 11, 2020 at 4:00 pm
12. Adjourn

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

TOURISM COMMISSION  
WEDNESDAY, DECEMBER 11, 2019 – 4:00PM  
ROOM 2A, CITY HALL

**Committee Members:** Chairperson, Tammie Carstensen Vice Chair, Brian Waspi, John Trione, and Dana Trilla, Alderpersons: Rich Hedlund, & Shari Straube

Meeting call to order at 4:01 pm

**Roll Call:** Vice Chair, Brian Waspi, Dana Trilla Alderpersons: Rich Hedlund, Shari Straube,

**Excused Absent:** Tammie Carstensen, and John Trione

**Also Present:** Admin Nord, Asst. City Clerk, Elder. MATL Representative, Copsey, BID Representative, Leech, VLG Representatives, Goodwin & Souza

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

Charlene Klein, 817 Wisconsin St., expressed her approval of Stephanie Copsey's work at the Riviera.

4:03 pm John Trione arrived.

**Approval of the Tourism Commission minutes from November 13, 2019**

Ald. Hedlund motioned to approve the Tourism Commission minutes from November 13, 2019, second by Dana Trilla. Motion carried 5-0.

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

Explained the merging of the MATL website with the Riviera website. The updated website will be available to review at the next meeting in January. Copsey also provided a status update on bookings, and she submitted MATL proposal for group out of Madison. The Riviera cancellation policy was also approved by council. Elevate Media group out of Madison is the contractor for the combined MATL/Riviera website. Waspi questioned how Elevate is getting paid and Stephanie indicated it was minimal & part of the marketing budget that wasn't used on the printing of the catalog.

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

Partner Events are now moving to the third Wednesday of the month at 8:00 am. They had a successful Christmas Parade with 80 entries and appx. 10,000 spectators. Winterfest will run Jan. 29 through Feb. 2<sup>nd</sup>. VLG is closing Winterfest sponsorships on December 20<sup>th</sup>. They're seeing an increase in media interest on Ice Castles & Winterfest. Goodwin referenced the monthly reporting data, and that they're wrapping up their catalog. Announcement of the official Ice Castle opening will come directly from Ice Castles, and VLG recommends following the Ice Castles website, signing up for their email newsletter or following their Facebook page.

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

Leech shared update on her report outlining the status of the Downtown window display, Santa's Reindeer & Strolling Santa. The Cocoa Crawl will be in January, on the Friday before Winterfest. This will be the last month of the MotionLoft contract showcasing pedestrian traffic counts (month of November showing foot traffic was down, but MTD the foot traffic was up 50,000). An offer was extended to a part-time Events Coordinator per approval of the City Attorney.

**Written financial update provided by Comptroller regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements**

Commission reviewed the Room Tax numbers and Ald. Hedlund pointed out that there's been an increase every month in 2019. A new report provided by Carstensen showed that Lake Geneva's occupancy was up 6.6%, however, the VLG report shows the regional occupancy down 1.3%, LG ADR down 1.2%, region up .09%, LG Rev Par up 5.3%, region down .4%

TOURISM COMMISSION  
WEDNESDAY, DECEMBER 11, 2019 – 4:00PM  
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**Discussion/Action regarding proposed policy relating to grant proposal applications & Tourism Agenda material deadlines on the Wednesday by 12:00 pm, one week before the monthly scheduled Tourism Commission meeting.**

Motion by Ald. Hedlund to approve the proposed policy relating to grant proposal applications & Tourism agenda material deadlines on the Wednesday by 12:00 pm, one week before the monthly scheduled Tourism Commission meeting, second by Ald. Straube. Motion carried 5-0.

Ald. Hedlund motion to suspend the rules to allow an audience member, Charlene Klein to speak, second by Ald. Straube. Motion carried 5-0. Charlene stated she didn't believe there were enough bathrooms available to the number of attendees at Winterfest. She's request VLG bring in a bathroom trailer for the event.

**Discussion/Action on Tourism Promotion Grant Program and Requests:**

**VISIT Lake Geneva, Winterfest Grant**

Trione motion to fund marketing for VISIT Lake Geneva's Winterfest in the amount of \$35,300 to VISIT Lake Geneva, second by Ald. Hedlund. Motion carried 5-0.

**B'Hive Events Winterfest ICE Bar**

Bethany Souza's, B'Hive Ice Bar request was withdrawn

**Future meeting agenda items and next meeting date - January 8, 2020 at 4:00 pm**

Air BnB Report

Measuring Success of Tourism Grants 2020

Motion by Waspi to adjourn at 5:35 pm, second by Trione. Motion carried 5-0.

*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.*

12/13/2019 09:02 am

cc: Tourism Commissioners, Mayor, Administrator

## **Riviera Ballroom Update- Tourism Commission Meeting January 8, 2020**

### **Marketing Update**

- HelmsBriscoe partnership- Payment is in process!
- MATL & Riviera Ballroom website is updated and the url has been transferred. URL: [www.lakegenevariviera.com](http://www.lakegenevariviera.com). Walk-through of website.
- Catalog – Still updating to “The Riviera Ballroom & Beyond: City of Lake Geneva Meetings & Events”.

### **Sales Update**

- Proposal submitted for a corporate group in June 2021: 160-185 guests, 2 day conference at The Riviera and total of 320-370 room nights in city of LG hotels. RESULT- Group is staying in Madison to omit the need for hotel costs. Will keep us in mind for future conferences.
- It's engagement season! High level of inquiries coming in for both 2020 and 2021. Confident we will hit or exceed goal of 40 weddings for 2020.

### **Riviera Ballroom Cancellation Policy**

**Current policy:**

“14. Cancellation: A cancellation fee of \$100 will be charged for all cancellations 180 days or more prior to the reserved date; the entire deposit will be forfeited if notified less than 180 days prior to the reserved date.”

**Concerns:**

For a Saturday event, the City will be shorted \$2,900 plus forecasted sleeping rooms because it's not likely to re-book the space within 6 months of the event date.

Potential for manipulation of the system with the low cancellation fee (November 7<sup>th</sup> example)

Industry standard is a non-refundable deposit ranging from \$500 - \$1,500 depending on size of space.

**Proposed Changes:**

Deposit is Non-refundable

A cancellation fee of \$1,000 (deposit) will be charged for all cancellations. Cancellations made within 90 days of the reserved date will be required to pay 50% of the rental fee, minus the \$1,000 deposit. Cancellations made within 14 days of the reserved date will be required to pay the rental fee in full, minus the \$1,000 deposit.

\*For events with a rental fee less than \$1,000: A fee of \$100 will be charged for cancellations made 180 days or more prior of the reserved date; the \$1,000 deposit minus the amount of the rental fee will be forfeited if notified less than 180 days prior to the reserved date.



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## Lake Geneva Tourism Commission • January 8, 2020

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### VISIT Lake Geneva Update

Presented by Deanna Goodwin, Director of Marketing, Communications & Development (262-812-0021, [deanna@visitlakegeneva.com](mailto:deanna@visitlakegeneva.com))

#### Partner Events

- VLG Monthly Partner Meeting – January 15 | 8-9am | The Bottle Shop
- VLG Monthly Partner Meeting – February 19 | 8-9am | Avant Cycle Café
- VLG Monthly Partner Meeting – March 18 | 8-9am | The Candle Mercantile
- Note: Monthly Partner Meetings will move to 3<sup>rd</sup> Wednesday beginning in 2020

#### Public Events 2020

- Winterfest | January 29 – February 2
- Lake Geneva Restaurant Week | April 25 – May 3
- Concerts in the Park | Thursdays, June 25 – August 6
- Electric Christmas Parade | December 5

#### Lake Geneva in the Media – Recent Articles & Accolades

- Lake Geneva Regional News – Bike path proposed to link Lake Geneva w/White River Trail (12/5)
- Conde Nast Traveler Online – 22 Snow-Filled Christmas Vacation Ideas (12/3)
- MSN.com – 22 Snow-Filled Christmas Vacation Ideas (12/4)
- JSONline.com – The Ice Castles aren't the only winter attraction in Lake Geneva (12/12)
- Kenosha News – Lake Geneva Winterfest going back to a five-day event (12/19)

#### Marketing Metrics

- Website – VisitLakeGeneva.com – YTD December 2019:
  - Visitor Sessions: 841,025
  - Pageviews: 2,179,979
  - Users: 669,214
  - Top Cities:
    1. Chicago (24.98%)
    2. Milwaukee (2.69%)
    3. Madison (2.50%)
    4. (not set) (2.49%)
    5. Lake Geneva (2.36%)
    6. Minneapolis (1.27%)
    7. Kenosha (0.90%)
    8. Rockford 0.86%
    9. Naperville (0.74%)

- 10. Arlington Heights (0.71%)
  - Top Pages:
    1. Home
    2. Things to Do
    3. Winterfest
    4. Events | Ice Castles
    5. Events
    6. Places to Stay | Hotels & Resorts
    7. Things to Do | Outdoors | Shore Path
    8. Things to Do | Shopping
    9. Things to Do | Wineries & Breweries
    10. Places to Stay
  - 65.63% Female | 34.37% Male
  - Age
    1. 24-34 – 24.95%
    2. 35-44 – 21.83%
    3. 45-54 – 19.45%
    4. 55-64 – 18.57%
    5. 65+ – 10.17%
    6. 18-24 – 5.03%
- Facebook – December 2019:
  - 44,590 Page Likes (+294)
  - Post Reach: 234,951
  - Post Engagement: 24,318
- Instagram – December 2019:
  - 4,106 Followers (+140)
- Twitter – December 2019
  - 3,234 Followers (+6)
- VLG Email Subscribers – December 2019 = 49,509

**Visitor Center Activity – NOVEMBER 2019** *(December data N/A 1/2/20)*

- Walk-ins – 518 (17,458 YTD)
- Phone Calls – 207 (5,053 YTD)
- Email Inquiries – 214 (6,627 YTD)
- Visitor Magazine Fulfillment – 379 (9,469 YTD)

**Sales Team Venue Report –** *(December data N/A 1/2/20)*

**Hotel Activity (Lake Geneva Region)**

- **NOVEMBER 2019**
  - Occupancy = 40.6% (+3.9%)
  - ADR = \$123.02 (-0.3%)
  - RevPar = \$49.98 (+3.5%)
  - Demand = 26,582 (+8.4%)

- **YTD 2019**
  - Occupancy = 54.5% (-1.6%)
  - ADR = \$154.42 (+1.0%)
  - RevPar = \$84.20 (-0.6%)
  - Demand = 385,006(-0.3%)

**Other**

- 2020 Lake Geneva Region Visitors Guide delivery expected week of January 20
- VLG Exhibiting at the Chicago Travel & Adventure Show February 8-9
- 2020 Member Co-op Advertising Program available ([LINK](#))

City of Lake Geneva  
Room Tax Collected

1/3/2020

| Year            | Jan           | Feb           | Mar           | Apr           | May           | Jun           | Jul            | Aug           | Sep           | Oct           | Nov           | Dec           | Total          |
|-----------------|---------------|---------------|---------------|---------------|---------------|---------------|----------------|---------------|---------------|---------------|---------------|---------------|----------------|
| <b>2019</b>     | 27,965        | 37,224        | 43,433        | 30,937        | 56,312        | 92,828        | 153,391        | 129,820       | 85,621        | 60,397        | 33,678        |               | <b>751,606</b> |
| <b>2018</b>     | 23,434        | 32,031        | 43,138        | 29,084        | 54,673        | 91,833        | 129,480        | 110,071       | 74,349        | 55,748        | 28,602        | 29,228        | <b>701,671</b> |
| <b>2018 YI</b>  | 23,434        | 55,465        | 98,603        | 127,687       | 182,360       | 274,193       | 403,673        | 513,743       | 588,093       | 643,840       | 672,443       | 701,671       |                |
| <b>2018 Est</b> | 21,015        | 26,411        | 29,728        | 30,739        | 47,318        | 75,461        | 124,096        | 107,061       | 73,053        | 53,365        | 27,893        | 24,393        | <b>640,534</b> |
| <b>2017</b>     | 21,065        | 27,000        | 32,970        | 34,202        | 49,245        | 84,253        | 124,773        | 103,812       | 79,790        | 54,288        | 28,636        | 27,787        | <b>667,820</b> |
| <b>2017 YI</b>  | 21,065        | 48,065        | 81,035        | 115,237       | 164,481       | 248,734       | 373,507        | 477,320       | 557,109       | 611,397       | 640,033       | 667,820       | <b>667,820</b> |
| <b>L3Y YI</b>   | 21,015        | 47,427        | 77,155        | 107,894       | 155,212       | 230,673       | 354,768        | 461,830       | 534,883       | 588,248       | 616,141       | 640,534       | <b>640,534</b> |
| <b>L3Y Mo</b>   | 3.3%          | 4.1%          | 4.6%          | 4.8%          | 7.4%          | 11.8%         | 19.4%          | 16.7%         | 11.4%         | 8.3%          | 4.4%          | 3.8%          | <b>100.0%</b>  |
| <b>L3Y Av</b>   | 21,015        | 26,411        | 29,728        | 30,739        | 47,318        | 75,461        | 124,096        | 107,061       | 73,053        | 53,365        | 27,893        | 24,393        | <b>640,534</b> |
| <b>2019</b>     | 27,965        | 37,224        | 43,433        | 30,937        | 56,312        | 92,828        | 153,391        | 129,820       | 85,621        | 60,397        | 33,678        |               | <b>751,606</b> |
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| <b>2017</b>     | 21,065        | 27,000        | 32,970        | 34,202        | 49,245        | 84,253        | 124,773        | 103,812       | 79,790        | 54,288        | 28,636        | 27,787        | <b>667,820</b> |
| <b>2016</b>     | 22,154        | 30,878        | 30,889        | 31,900        | 41,916        | 76,676        | 133,399        | 106,420       | 74,302        | 55,670        | 29,251        | 24,157        | <b>657,612</b> |
| <b>2015</b>     | 19,827        | 21,356        | 25,325        | 26,116        | 50,794        | 65,452        | 114,115        | 110,952       | 65,067        | 50,138        | 25,793        | 21,234        | <b>596,169</b> |
| <b>2014</b>     | 18,288        | 20,758        | 26,842        | 22,052        | 44,654        | 55,839        | 98,956         | 99,268        | 49,203        | 42,920        | 23,340        | 20,702        | <b>522,821</b> |
| <b>2013</b>     | 14,884        | 22,201        | 23,631        | 23,526        | 31,712        | 64,312        | 98,939         | 81,623        | 39,078        | 29,403        | 22,361        | 19,010        | <b>470,680</b> |
| <b>2012</b>     | 15,543        | 21,262        | 25,514        | 24,982        | 36,785        | 63,981        | 84,148         | 86,727        | 67,154        | 26,368        | 20,027        | 20,004        | <b>492,495</b> |
| <b>2011</b>     | 10,911        | 16,880        | 20,658        | 21,046        | 47,775        | 49,218        | 87,385         | 69,827        | 44,867        | 28,595        | 14,539        | 25,821        | <b>437,521</b> |
| <b>L9Y Av</b>   | <b>19,341</b> | <b>25,510</b> | <b>30,267</b> | <b>27,094</b> | <b>45,985</b> | <b>71,599</b> | <b>113,843</b> | <b>99,836</b> | <b>64,381</b> | <b>44,836</b> | <b>25,136</b> | <b>23,493</b> | <b>591,321</b> |
| <b>L9Y YI</b>   | 19,341        | 44,851        | 75,118        | 102,212       | 148,197       | 219,796       | 333,639        | 433,474       | 497,855       | 542,692       | 567,828       | 591,321       | <b>591,321</b> |
| <b>L9Y Mo</b>   | 3.3%          | 4.3%          | 5.1%          | 4.6%          | 7.8%          | 12.1%         | 19.3%          | 16.9%         | 10.9%         | 7.6%          | 4.3%          | 4.0%          | <b>100.0%</b>  |

| Date   | Journal | Reference Number | Payee or Description  | Account Number | Debit Amount | Credit Amount | Balance     |             |            |             |
|--|---------|------------------|---|----------------|--------------|---------------|-------------|-------------|------------|-------------|
| FUND CASH                                    |         |                  | 11/30/2019 (11/19) Balance  | 47-00-00-11111 |              |               | 331,325.85  |             |            |             |
| 12/31/2019                                   | CA-CD   | 4                | CDA Fund Allocation - Created: 12/04/19 11:47                                 |                |              | 5,332.00-     |             |             |            |             |
| 12/31/2019                                   | CA-CD   | 13               | CDA Fund Allocation - Created: 12/06/19 10:00                                 |                |              | 750.00-       |             |             |            |             |
| 12/31/2019                                   | CA-CD   | 32               | CDA Fund Allocation - Created: 12/18/19 9:41 A                                |                |              | 559.38-       |             |             |            |             |
| 12/31/2019                                   | CA-CD   | 39               | CDA Fund Allocation - Created: 12/20/19 11:10                                 |                |              | 105.47-       |             |             |            |             |
| 12/31/2019                                   | CA-JE   | 24               | JE Fund Allocation - Created: 01/02/20 3:46 PM                                |                | 66,316.34    |               |             |             |            |             |
| 12/31/2019 (12/19) Period Totals and Balance |         |                  |   |                | 66,316.34 *  | 6,746.85- *   | 390,895.34  |             |            |             |
| ACCOUNTS PAYABLE                             |         |                  | 11/30/2019 (11/19) Balance  | 47-00-00-21100 |              |               | 750.00-     |             |            |             |
| 12/31/2019                                   | AP      | 180              | Summary Transactions from AP System   |                |              | 5,891.38-     |             |             |            |             |
| 12/31/2019                                   | AP      | 576              | Summary Transactions from AP System   |                |              | 2,942.04-     |             |             |            |             |
| 12/04/2019                                   | CDA     | 72168            | STEPHANIE LYNN LAKE GENEVA LLC  |                | 5,332.00     |               |             |             |            |             |
| 12/06/2019                                   | CDA     | 72210            | NEI-TURNER MEDIA  |                | 750.00       |               |             |             |            |             |
| 12/18/2019                                   | CDA     | 72305            | WISCONN VALLEY MEDIA GROUP  |                | 559.38       |               |             |             |            |             |
| 12/20/2019                                   | CDA     | 72348            | TIME WARNER CABLE   |                | 105.47       |               |             |             |            |             |
| 12/31/2019 (12/19) Period Totals and Balance |         |                  |   |                | 6,746.85 *   | 8,833.42- *   | 2,836.57-   |             |            |             |
| UNRESERVED FUND BALANCE                      |         |                  | 11/30/2019 (11/19) Balance  | 47-00-00-34800 |              |               | 211,030.28- |             |            |             |
| 12/31/2019 (12/19) Period Totals and Balance |         |                  |   |                | .00 *        | .00 *         | 211,030.28- |             |            |             |
| ROOM TAX                                     |         |                  | 11/30/2019 (11/19) Balance  | 47-00-00-41210 |              |               | 297,867.52- |             |            |             |
| 12/31/2019                                   | JE      | 28               | RECLASSIFY ROOM TAX TO TOURISM FUN  |                |              | 66,316.34-    |             |             |            |             |
| 12/31/2019 (12/19) Period Totals and Balance |         |                  |   |                | .00 *        | 66,316.34- *  | 364,183.86- |             |            |             |
| YTD Encumbrance                              |         | .00              | YTD Actual  | -364,183.86    | Total        | -364,183.86   | YTD Budget  | -270,278.00 | Unearned   | (93,905.86) |
| INTEREST INCOME                              |         |                  | 11/30/2019 (11/19) Balance  | 47-00-00-48110 |              |               | 4,514.69-   |             |            |             |
| 12/31/2019 (12/19) Period Totals and Balance |         |                  |   |                | .00 *        | .00 *         | 4,514.69-   |             |            |             |
| YTD Encumbrance                              |         | .00              | YTD Actual  | -4,514.69      | Total        | -4,514.69     | YTD Budget  | .00         | Unearned   | (4,514.69)  |
| HOTEL/MOTEL ASSN-CHAM OF COMM                |         |                  | 11/30/2019 (11/19) Balance  | 47-00-00-57100 |              |               | 100,000.00  |             |            |             |
| 12/31/2019 (12/19) Period Totals and Balance |         |                  |   |                | .00 *        | .00 *         | 100,000.00  |             |            |             |
| YTD Encumbrance                              |         | .00              | YTD Actual  | 100,000.00     | Total        | 100,000.00    | YTD Budget  | 154,443.00  | Unexpended | 54,443.00   |
| EVENTS COORDINATOR                           |         |                  | 11/30/2019 (11/19) Balance  | 47-00-00-57210 |              |               | 29,326.00   |             |            |             |
| 12/01/2019                                   | AP      | 155              | STEPHANIE LYNN LAKE GENEVA LLC<br>**Desc: SPECIAL EVENTS COORDINATOR-DEC 2019 |                | 2,666.00     |               |             |             |            |             |
| 12/31/2019 (12/19) Period Totals and Balance |         |                  |   |                | 2,666.00 *   | .00 *         | 31,992.00   |             |            |             |
| YTD Encumbrance                              |         | .00              | YTD Actual  | 31,992.00      | Total        | 31,992.00     | YTD Budget  | 32,000.00   | Unexpended | 8.00        |
| EVENTS COORDINATOR-RIVIERA                   |         |                  | 11/30/2019 (11/19) Balance  | 47-00-00-57212 |              |               | 17,974.00   |             |            |             |
| 12/01/2019                                   | AP      | 156              | STEPHANIE LYNN LAKE GENEVA LLC<br>**Desc: EVENTS COORDINATOR-RIVIERA-DEC 2019 |                | 2,666.00     |               |             |             |            |             |
| 12/31/2019 (12/19) Period Totals and Balance |         |                  |   |                | 2,666.00 *   | .00 *         | 20,640.00   |             |            |             |
| YTD Encumbrance                              |         | .00              | YTD Actual  | 20,640.00      | Total        | 20,640.00     | YTD Budget  | .00         | Unexpended | (20,640.00) |
| PROMOTIONAL GRANT                            |         |                  | 11/30/2019 (11/19) Balance  | 47-70-00-57150 |              |               | 22,939.44   |             |            |             |
| 12/16/2019                                   | AP      | 564              | QUEEN BEE ARTISAN MARKET<br>**Desc: MAGIC MUSINGS GRANT                       |                | 2,836.57     |               |             |             |            |             |
| 12/31/2019 (12/19) Period Totals and Balance |         |                  |   |                | 2,836.57 *   | .00 *         | 25,776.01   |             |            |             |

| Date   | Journal | Reference Number           | Payee or Description                                   | Account Number       | Debit Amount         | Credit Amount | Balance   |
|--|---------|----------------------------|--|----------------------|----------------------|---------------|-----------|
| YTD Encumbrance                              |         | .00 YTD Actual             | 25,776.01 Total  | 25,776.01 YTD Budget | 83,835.00 Unexpended | 58,058.99     |           |
| TOURISM MUNICIPAL DEVELOPMENT                |         | 11/30/2019 (11/19) Balance |  | 47-70-00-57155       |                      |               | 12,597.20 |
| 11/21/2019                                   | AP      | 161                        | WISCONN VALLEY MEDIA GROUP<br>**Desc: TOURISM GRANT AD |                      | 559.38               |               |           |
| 12/09/2019                                   | AP      | 524                        | TIME WARNER CABLE<br>**Desc: RIV WIRELESS-DEC          |                      | 105.47               |               |           |
| 12/31/2019 (12/19) Period Totals and Balance |         |                            |  |                      | 664.85 *             | .00 *         | 13,262.05 |
| YTD Encumbrance                              |         | .00 YTD Actual             | 13,262.05 Total  | 13,262.05 YTD Budget | .00 Unexpended       | (13,262.05)   |           |

Number of Transactions: 17 Number of Accounts: 10

Total TOURISM:

| Debit     | Credit     | Proof |
|-----------|------------|-------|
| 81,896.61 | 81,896.61- | .00   |

Number of Transactions: 17 Number of Accounts: 10

Grand Totals:

| Debit     | Credit     | Proof |
|-----------|------------|-------|
| 81,896.61 | 81,896.61- | .00   |

Report Criteria:

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

| Account Number             | Account Title                 | 2019-19<br>Period<br>Actual | 2019-19<br>Current year<br>Actual | Current year<br>Budget | Variance<br>Current year | % of<br>Budget |
|----------------------------|-------------------------------|-----------------------------|-----------------------------------|------------------------|--------------------------|----------------|
| <b>TOURISM</b>             |                               |                             |                                   |                        |                          |                |
| <b>TOURISM</b>             |                               |                             |                                   |                        |                          |                |
| 47-00-00-41210             | ROOM TAX                      | 66,316.34                   | 364,183.86                        | 270,278.00             | 93,905.86-               | 134.74         |
| 47-00-00-48110             | INTEREST INCOME               | .00                         | 4,514.69                          | .00                    | 4,514.69-                | .00            |
| 47-00-00-49100             | APPL. PRIOR YR APPROPRIATIONS | .00                         | .00                               | .00                    | .00                      | .00            |
| Total TOURISM:             |                               | 66,316.34                   | 368,698.55                        | 270,278.00             | 98,420.55-               | 136.41         |
| 47-00-00-57100             | HOTEL/MOTEL ASSN-CHAM OF COM  | .00                         | 100,000.00                        | 154,443.00             | 54,443.00                | 64.75          |
| 47-00-00-57210             | EVENTS COORDINATOR            | 2,666.00                    | 31,992.00                         | 32,000.00              | 8.00                     | 99.98          |
| 47-00-00-57212             | EVENTS COORDINATOR-RIVIERA    | 2,666.00                    | 20,640.00                         | .00                    | 20,640.00-               | .00            |
| 47-70-00-57150             | PROMOTIONAL GRANT             | 2,836.57                    | 25,776.01                         | 83,835.00              | 58,058.99                | 30.75          |
| 47-70-00-57155             | TOURISM MUNICIPAL DEVELOPMENT | 664.85                      | 13,262.05                         | .00                    | 13,262.05-               | .00            |
| 47-70-00-59400             | TRANSFER TO CAPITAL PROJECTS  | .00                         | .00                               | .00                    | .00                      | .00            |
| TOURISM Expenditure Total: |                               | 8,833.42                    | 191,670.06                        | 270,278.00             | 78,607.94                | 70.92          |
| Net Total TOURISM:         |                               | 57,482.92                   | 177,028.49                        | .00                    | 177,028.49-              | .00            |
| Net Grand Totals:          |                               | 57,482.92                   | 177,028.49                        | .00                    | 177,028.49-              | .00            |

CITY OF LAKE GENEVA

BALANCE SHEET  
DECEMBER 31, 2019

FUND 47 - TOURISM

ASSETS

|                |              |            |            |
|----------------|--------------|------------|------------|
| 47-00-00-11111 | FUND CASH    | 390,895.34 |            |
|                | TOTAL ASSETS |            | 390,895.34 |

LIABILITIES AND EQUITY

LIABILITIES

|                |                   |          |          |
|----------------|-------------------|----------|----------|
| 47-00-00-21100 | ACCOUNTS PAYABLE  | 2,836.57 |          |
|                | TOTAL LIABILITIES |          | 2,836.57 |

FUND EQUITY

|                |                                  |            |            |
|----------------|----------------------------------|------------|------------|
| 47-00-00-34800 | UNRESERVED FUND BALANCE          | 211,030.28 |            |
|                | REVENUES OVER EXPENDITURES - YTD | 177,028.49 |            |
|                | TOTAL FUND EQUITY                |            | 388,058.77 |
|                | TOTAL LIABILITIES & EQUITY       |            | 390,895.34 |

Month/Year

| 2018                  | Organization                       | Amount              | Notes                               | Outstanding balance unpaid |
|-----------------------|------------------------------------|---------------------|-------------------------------------|----------------------------|
| 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        | <i>1st of three year commitment</i> |                            |
|                       | Horticulture Hall                  | -                   | <i>\$1000 (not expended)</i>        |                            |
|                       | Lake Geneva Attractions            | \$ 3,900.00         |                                     |                            |
|                       | Love Lake Geneva Campaign          | \$ 2,949.00         |                                     |                            |
| May                   | Geneva Theater                     | \$ 1,000.00         |                                     |                            |
| June                  | None                               | \$ -                |                                     |                            |
| July                  | Winter Fest Banners                | \$ 462.00           |                                     |                            |
|                       | Arctic Frog Marathon               | \$ 2,100.00         |                                     |                            |
|                       | 1/2 Womens' Marathon               | \$ 2,100.00         |                                     |                            |
| August                | No Meeting                         | \$ -                |                                     |                            |
| September             | Queen Bee (no group identified)    | \$ 550.00           |                                     |                            |
| October               | Santa Clause (no group identified) | \$ 3,000.00         |                                     |                            |
| November              | None                               | \$ -                |                                     |                            |
| December              | None                               | \$ -                |                                     |                            |
| <b>Total for 2018</b> |                                    | <b>\$ 80,111.00</b> |                                     |                            |

| 2019     | Organization                         | Amount              | Notes  | Outstanding balance unpaid |
|----------|--------------------------------------|---------------------|--|----------------------------|
| January  | Avian Committee                      | \$ 1,107.35         | \$392.65 returned / unused                               | \$ (392.65)                |
| February | No Meeting                           | \$ -                |  |                            |
| March    | Streets of Lake Geneva               | \$ 350.00           |  |                            |
|          | Lake Geneva Attractions              | \$ 4,000.00         |  |                            |
|          | Sons of American Legion              | \$ -                | <i>\$3,425.00 Grant returned (fireworks)</i>             |                            |
|          | Guided Shore Path Tour               | \$ 3,000.00         | <i>\$750 unused / returned</i>                           | \$ (750.00)                |
| April    | GLAS (Star Parties)                  | \$ -                | <i>\$3, 848.00 Replaced with new amount in May, 2019</i> |                            |
|          | Lodging By The Lake                  | \$ 38,000.00        | <i>2nd year of three year commitment</i>                 |                            |
| May      | GLAS (Star Parties)                  | \$ 4,386.00         | <i>*Revised number from April 2019 meeting</i>           |                            |
|          | Copsey / Riviera marketing contract  | \$ 15,308.00        | <i>*Contract expires in October, 2019</i>                |                            |
|          | <b>Event Trailer (LG Fire Dept.)</b> | <b>\$ 13,000.00</b> |  | <b>\$ 13,000.00</b>        |
| June     | None                                 | \$ -                |  |                            |
| July     | Kruzin Tuks                          | \$ -                | <i>\$5,000 awarded, but stalled at FLR committee</i>     |                            |

|           |  |                 |   |    |                                    |
|-----------|--|-----------------|---|----|------------------------------------|
| August    | None                                       | -               |   |    |                                    |
| September | <b>BID; Tourism Promotion (for 2020)</b>   | <b>\$38,385</b> |   | \$ | <b>38,385.00</b>                   |
|           | <b>Bridal Fair At Riviera (for 2020)</b>   | <b>\$10,000</b> |   | \$ | <b>10,000.00</b>                   |
|           | <b>BID; Oktoberfest</b>                    | <b>\$7,500</b>  |   | \$ | <b>7,500.00</b>                    |
| October   | Queen Bee (Magical Musings)                | \$3,700         | \$2,836.07 used / \$863.93 returned           | \$ | (863.93)                           |
|           | <b>Riviera Building</b>                    | <b>\$75,136</b> |   | \$ | <b>75,136.00</b>                   |
|           |  |                 |   |    | <i>*reflects payment Nov - Jan</i> |
| November  | <b>Copsey / Riviera marketing contract</b> | <b>\$64,000</b> | <b>(\$5,332/month) 11-1-2019 - 10-31-2020</b> | \$ | <b>48,001.00</b>                   |
|           | <b>Women's weekend</b>                     | <b>\$9,000</b>  |   | \$ | <b>9,000.00</b>                    |
|           | <b>LG Museum (D&amp;D Exhibit)</b>         | <b>\$10,000</b> |   | \$ | <b>10,000.00</b>                   |
| December  | <b>VISIT Lake Geneva Winterfest (2020)</b> | <b>\$35,300</b> |   | \$ | <b>35,300.00</b>                   |

| 2020 | Organization | Amount | Notes | Outstanding balance unpaid |
|------|--------------|--------|-------|----------------------------|
|      |              |        |       | <b>\$ 244,315.42</b>       |

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

\_\_\_\_\_  
\_\_\_\_\_



626 Geneva St.  
Lake Geneva, Wisconsin  
53147

1/8/2020

To whom it may concern,

The City of Lake Geneva currently has 11 registered Tourist Rooming Houses and 24 Registered Commercial Indoor Lodging Establishments. The 24 Commercial indoor Lodging establishments do not include Hotels or Motels. These are primarily buildings that have been converted to businesses on the first floor with apartments above and residential buildings in Business zoned districts. All but a few properties are current on their room tax payments and we are working to get 100% compliant.

The Building and Zoning Department along with the Code Enforcement office continue to monitor sites like Air BNB, Homeaway, and Flipkey (etc) for unregistered Tourist rooming houses and compliance with our city ordinance.

Sincerely,

A handwritten signature in black ink, appearing to read "Jim Flower". The signature is fluid and cursive, with a prominent loop at the end.

Jim Flower

**City of Lake Geneva**  
**Assistant Building Inspector/ Code Enforcement Officer**  
626 Geneva Street  
Lake Geneva, WI 53147  
(262)249-4090  
[codeenforcer@cityoflakegeneva.com](mailto:codeenforcer@cityoflakegeneva.com)

