



TOURISM COMMISSION
WEDNESDAY, JANUARY 16, 2019 – 5:00PM
COUNCIL CHAMBERS, CITY HALL

AGENDA

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

1. Meeting call to order by Chairman, Carstensen
2. Roll Call
3. Comments from the public limited to 5 minutes, limited to items on this agenda
4. Approval of the Tourism Commission minutes from December 12, 2018
5. Update from Tourism Entity (Visit Lake Geneva) on Promotional Activity, Calendar, and Hotel Performance
6. Update from Lake Geneva Business Improvement District (BID) on Events and Activity
7. Update from Stephanie Copsey (Independent Contractor for Tourism Commission) Promotional Activity
8. Update Room Tax Dollars Collected, Financials, current Budget & Disbursements, and Building & Zoning Staff regarding Tourist Rooming House update
9. Copsey Marketing Budget
10. Copsey Google Shared Doc User ID & Passwords
11. Update from Nord on Riviera Plans and Short Term Rental from City Administrator
12. Ice Castle Sponsorship
13. Discussion/Action on Tourism Promotion Grant Program and Requests:
 - a. City of Lake Geneva Avian Committee's Grant Application
14. Agenda items and next meeting date February 13, 2019
 - Meet at the Lake Website
15. 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 12, 2018 – 5:00PM

CONFERENCE ROOM 2A, CITY HALL

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

Meeting call to order by Vice Chairman, Fritz at 5:01 pm

Roll Call: Vice-Chair, Fritz, Lorenzi, Waspi, Ald. Hedlund, Straube

Also Present: Mayor Hartz, Administrator, Nord, Sec./Assistant Clerk, Elder, M. Jackson/VLG, Leech/BID, Copsey/TC Rep.

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

None

Approval of the Tourism Commission minutes from November 14, 2018

Motion to approve the November 14, 2018 minutes by Hedlund, second by Lorenzi. Motion carried 5-0.

Introduction of new City Administrator

Dave Nord was introduced to the commission

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

Michael Jackson presented increase in occupancy was 5.3% through October 31, 2018 and occupancy at 40.1% for November. He thanked the city for working with VLG staff on the Winterfest permitting for the 24th year. Don Berg and group coming to town in January and would like to meet with the Mayor to continue commitment of Winterfest for 5 more years. There was an increase in foot traffic at the Visitors Center, and the group was complimentary of the Christmas parade despite the weather.

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

Holiday window voting competition in full swing will end this weekend, tentative ice rink fill date is 12/18/2018, upcoming Santa's workshop & reindeer dates shared. The BID has hired a new part-time 16 hours/week events & social media representative, Ashley Zittlow. Roger Brooks meeting on 12/14 to discuss next steps, and presentation available on VLG website.

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

The use of Meet at the Lake has been approved for the Tourism Commission. She met with lodging venues and they're all on board. The Meet at the Lake website is to go live on 12/17/2018. Waspi and Fritz requested that Copsey share all User ID & passwords via a shared Google doc for newly developed websites/hosting, social media etc. Copsey indicated she will be working with the Streets of Lake Geneva for Tourism Commission social media posts.

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

Room Tax data, current budget and disbursements were shared.

Ice Castle representative to provide update

Representative wasn't available, but Leech provided an update.

Svitak AirBnB update

Waspi proposed considering contracting with AirBnB and there was much discussion around the topic. Waspi motioned to recommend pursuing a proposal from AirBnB to collect room tax, second by Fritz. Motion carried 5-0.

Discussion/Action on Tourism Promotion Grant Program and Requests:**Request to remove the 50/50 Match Grant Dollars for Horticultural Hall from the 2018 budget**

Motion by Hedlund to remove the 50/50 match grant dollars for Horticultural Hall from the 2018 budget, second by Lorenzi. Motion carried 5-0.

Agenda items and next meeting date January 16, 2018

- Copsey Marketing Budget
- Copsey Google Doc User ID & Passwords
- Meet at the Lake website presentation
- Update from Nord on Riviera Plans
- Ice Castle Sponsorship

Motion to adjourn Fritz, second by Waspi. Meeting adjourned at 6:31 pm. Motion carried 5-0.

12/14/2018 1:00 pm

cc: Tourism Commissioners, Mayor, Administrator, Media

Meet at the Lake Update- Tourism Commission Meeting **January 16, 2019**

Website Update- Website is live

Meet at the Lake: Downtown Lake Geneva Meetings & Conferences

Additional pages to go live this month:

- Incorporation of Upcoming Events
- Interactive Map
- Custom downtown Lake Geneva teambuilding packages
- Site is mobile friendly, but still working out the “kinks”

Sales Update

2 RFPs received:

1. IRES (Insurance Examiners Regulatory Society), July 2022- From Visit Lake Geneva

Status: Turned down: Required a meeting space with a minimum of 7,000 square feet to accommodate 300+ in crescent rounds plus audio visual, as well as a large pre-function space for exhibitors. Added contact to leads list for future communication efforts.

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

Status: Submitted proposal to client January 9th: 150 attendees requiring (2) separate meeting spaces to accommodate 150-200. 249+ Sleeping Rooms. Wednesday through Friday Conference in late September/early October. Decision Date: February 1, 2019- Received response from client that it was received and will be reviewed in the next couple of weeks.

Riviera Photo Shoot

- Would need approximately 30 additional classroom style tables, estimating around \$375 for rental and delivery (lowest of 3 estimates obtained)

Other Items

- Prospecting education/scholar-based organizations and religious groups/associations
- Weeding through 2018 IMEX attendee lead list to develop a targeted list of MATL prospects to reach out to.
- Beginning to share on social media this month: Sharing and thanking groups that have utilized our downtown properties and large event happenings (Ice castles and Winterfest). Shares will be made on Facebook, Instagram and Pinterest (Lake Geneva- Meet at the Lake).

2019 Marketing Budget Options & Information *Separate attachment

**City of Lake Geneva
Room Tax Collected**

1/10/2019

| Year | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Total |
|------------------|---------------|---------------|---------------|---------------|---------------|---------------|----------------|---------------|---------------|---------------|---------------|---------------|----------------|
| 2018 | 23,434 | 32,031 | 43,138 | 29,084 | 54,673 | 91,833 | 129,480 | 110,071 | 74,349 | 55,748 | 28,602 | | 672,443 |
| 2018 Est. | 21,015 | 26,411 | 29,728 | 30,739 | 47,318 | 75,461 | 124,096 | 107,061 | 73,053 | 53,365 | 27,893 | 24,393 | 640,534 |
| 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 |
| 2017 YTD | 21,065 | 48,065 | 81,035 | 115,237 | 164,481 | 248,734 | 373,507 | 477,320 | 557,109 | 611,397 | 640,033 | 667,820 | 667,820 |
| L3Y YTD | 21,015 | 47,427 | 77,155 | 107,894 | 155,212 | 230,673 | 354,768 | 461,830 | 534,883 | 588,248 | 616,141 | 640,534 | 640,534 |
| L3Y Mo% | 3.3% | 4.1% | 4.6% | 4.8% | 7.4% | 11.8% | 19.4% | 16.7% | 11.4% | 8.3% | 4.4% | 3.8% | 100.0% |
| L3Y Avg | 21,015 | 26,411 | 29,728 | 30,739 | 47,318 | 75,461 | 124,096 | 107,061 | 73,053 | 53,365 | 27,893 | 24,393 | 640,534 |
| 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 |
| L6Y Avg | 16,934 | 22,223 | 25,476 | 24,937 | 42,273 | 62,580 | 102,823 | 92,469 | 56,612 | 38,849 | 22,552 | 21,821 | 529,549 |
| L6Y YTD | 16,934 | 39,157 | 64,633 | 89,570 | 131,843 | 194,423 | 297,246 | 389,716 | 446,327 | 485,177 | 507,728 | 529,549 | 529,549 |
| L6Y Mo % | 3.2% | 4.2% | 4.8% | 4.7% | 8.0% | 11.8% | 19.4% | 17.5% | 10.7% | 7.3% | 4.3% | 4.1% | 100.0% |

City of Lake Geneva
Tourism Commission Budgets and
Forecasts

1/??/2019

| | Budget 2017 | Actual 2017 | Budget 2018 | Forecast 2018 | Actual YTD 2018 | Proposed Budget 2019 | Forecast 2019 | Forecast 2020 | Forecast 2021 |
|-------------------------------------|----------------|----------------|----------------|------------------|--------------------|----------------------------|------------------|------------------|------------------|
| Room Tax Revenue Forecast | 627,279 | 667,820 | 600,679 | 640,534 | 672,443 | 625,000 | 600,000 | 600,000 | 600,000 |
| City Cap by Year per 2016 State Law | 422,821 | 422,821 | 375,679 | 375,679 | 375,679 | 397,494 | 397,494 | 342,521 | 362,377 |
| Room Tax Revenue From City | 204,458 | 244,999 | 225,000 | 264,855 | 296,764 | 227,506 | 202,506 | 257,479 | 237,623 |
| Fund Balance Carry forward | - | - | 90,544 | 90,544 | 90,544 | 117,404 | 117,221 | 65,006 | 119,979 |
| Chamber (Visit Lake Geneva) | ##### | (154,455) | (137,670) | (147,633) | (75,000) | (143,750) | (137,500) | (137,500) | (137,500) |
| Chamber (25% over \$450K) | | | | | (55,611) | | | | |
| Promotion Grants | | - | (45,272) | (45,272) | (17,111) | (58,702) | (58,611) | (32,503) | (59,990) |
| Municipal Development | | - | (45,272) | (45,272) | (73,250) | (58,702) | (58,611) | (32,503) | (59,990) |
| Fund Balance | 60,138 | 90,544 | 87,330 | 117,221 | 166,336 | 83,756 | 65,006 | 119,979 | 100,123 |

City Council Commitment:

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

Chamber (Visit Lake Geneva) Payment for 2018-2020

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

| <u>2018 Promotion Grants</u> | <u>Approved</u> | <u>Date Paid</u> | <u>Tourism Municipal Development</u> | <u>Approved</u> | <u>Date Paid</u> |
|--|-----------------|------------------|---|-----------------|------------------|
| Visit Lake Geneva - Midwest CVB | 450 | Paid | Ice Castle City Fees & Staff | 20,000 | Paid |
| WCCVB Riviera Reception | 600 | Paid | Ice Castle Water Bills | 5,000 | Paid |
| Horticultural Hall, match 50/50 with tracking | - | Removed | Riviera Virtual Tour | 500 | Paid |
| Lake Geneva Attractions, match 50/50 w Impressions | 3,900 | Paid | Cooperative Convention Center Event Coordinator | 32,000 | 2019 |
| Love Lake Geneva, match 50/50 with Impressions | 2,949 | | Cooperative Convention Center Marketing | 5,000 | \$2,658.50 |
| Geneva Theater, match 50/50 | 1,000 | Paid | Roger Brooks Community Assessment | 6,250 | Paid |
| Winterfest Banners | 462 | Paid | Internet Wi-Fi for Riviera Install | 1,000 | |
| Frog Hops Sports Marathon 30/70 Match (Need to Resubmit) | 2,100 | N/A | Internet Wi-Fi for Riviera 12 Month Service | 3,500 | 183.55 Paid |
| Frog Hops Sports Marathon 30/70 Match (Need to Resubmit) | 2,100 | N/A | Tourism Muni Development Total | 73,250 | |
| Santa Cause (Oct. 2018) | 3,000 | Oct-18 | | | |
| Bee Hive (Sept. 2018) | 550 | Sept-18 | | | |
| Promotion Grants Total | 17,111 | | | | |

| | |
|--|----------------|
| Year to Date Spent <i>and</i> Committed | 90,361 |
| Unused / Non-Committed Fund Balance Year to D | 166,336 |
| Expected Incoming Remainder of the Year | (31,909) |
| Remaining Chamber Payments | (17,023) |
| Fund Caryforward without additional spending | 117,404 |

2019 Marketing Budget Proposal

Option 1- 1st Priority w/o Cvent

Annual \$

| | |
|--|-----------------|
| MPI Chicago | \$529 |
| MPI Wisconsin | \$529 |
| ASAE | \$475 |
| RCMA | \$195 |
| Google Business/SEO | \$660 |
| MATL Catalog Design (per 100) | \$2,400 |
| MATL Catalog Printing (per 100) | \$380 |
| MidwestMeetings.com | \$200 |
| Membership Events <i>*Does not include mileage</i> | \$1,800 |
| RCMA Convention (January 2020) <i>*+Travel & Lodging</i> | \$2,400 |
| | \$9,568 |
| Cvent- Chicago Market 2 Star Representation | \$16,000 |
| Option 1 with Cvent Estimate | \$25,568 |

Option 2- 1st & 2nd Priority w/o Cvent

Annual \$

| | |
|---|-----------------|
| 1st Priority Total | \$9,568 |
| Wisconsin Meetings | \$2,135 |
| Administrative Professional Conference & Executive Asst. Summit <i>*+Travel & lodging</i> | \$2,500 |
| Cvent Connect- Split between 4: MATL, VLG & 2 properties <i>*+ Travel/lodging</i> | \$2,875 |
| Direct Mail - 500 postcards Spring & Fall <i>*Includes postage</i> | \$475 |
| | \$17,553 |
| Option 2 with Cvent Listing | \$33,553 |

Option 3 - 1st, 2nd & 3rd Priority w/o Cvent

Annual \$

| | |
|---|-----------------|
| 1st & 2nd Priority Total | \$17,553 |
| Interactive Sky & Venue Tour Video for MATL and property websites, social media | \$4,500 |
| ASAE Annual Meeting & Expo <i>*+ travel/lodging</i> | \$4,500 |
| Professional Convention Management Association Membership | \$485 |
| Chicago Business Travel Association Membership | \$110 |
| CBTA Membership Events <i>*Does not include Mileage</i> | \$200 |
| GBTA 2019 Convention- Exhibitor <i>*In Chicago</i> | \$1,540 |
| | \$28,888 |
| Option 3 with Cvent Listing | \$44,888 |

Option 4 - 1st - 4th Priority w/o Cvent**Annual \$**

| | |
|---|-----------------|
| 1st, 2nd & 3rd Priority Total | 28,888 |
| Downtown Lake Geneva Short Video | 4,000 |
| IMEX 2019- Split between 3 <i>*+ travel/lodging</i> | \$3,800 |
| | 36,688 |
| | |
| Option 4 with Cvent Listing | \$52,688 |

Short Term Rental Property list from VISIT Lake Geneva presentation

Commercial Indoor Lodging

| | | |
|------------------------------------|------------------|-----|
| 1. The Downtowner | CUP | |
| 2. The Nautical Inn A | 710 Wisconsin St | CUP |
| 3. The Nautical Inn B | 426 Center St | CUP |
| 4. Red Rooster | 419 Cass St | CUP |
| 5. Wells House | 500 S. Lakeshore | CUP |
| 6. Downtown Lake Geneva | 512 Wells St | CUP |
| 7. Downtown Lake Geneva House | 233 S Lakeshore | CUP |
| 8. The 415 | 415 S Lakeshore | CUP |
| 9. Pedal Inn | 824 Williams St. | CUP |
| 10. Endless summer nights | 412 Wells St | CUP |
| 11. Clearview Lodge | 835 Wrigley | CUP |
| 12. Eleven Gables | 493 Wrigley | CUP |
| 13. Center St. Loft | 328 Center St | CUP |
| 14. Downtown Lake Geneva in Luxury | 324 Sage St | CUP |
| 15. Null | 421 Madison | CUP |
| 16. Geneva St. Bungalow | 721 Geneva St. | CUP |
| 17. Downtown Geneva St. Getaway | 717 Geneva St | CUP |
| 18. Medusa Downtown suites | 501 Broad St | CUP |
| 19. The Cove | 111 Center St | CUP |
| 20. Seven Oaks | 682 Wells St. | CUP |
| 21. Ole Bistro Inn | 220 Cook St | CUP |
| 22. Geneva St. Inn | 821 Geneva St. | CUP |

Bed And Breakfast

| | |
|-----------------------|-----|
| 1. South Shore House | BNB |
| 2. Humble Inn | BNB |
| 3. Lost Oak on Center | BNB |

Tourist Rooming House (not Licensed)

| | | |
|--------------------------------------|----------------------|--|
| 1. Lake Geneva Hillside Villa | 924 Marianne Terrace | Not Licensed |
| 2. Hillside Ranch | 1726 Miller Ct | Not Licensed (have Application packet) |
| 3 Restored Victorian with Hot Tub | 715 North St. | Not Licensed (BZ in contact with owner) |
| 4. The Haven | 245 Elmwood | Not Licensed |
| 5. Great couples getaway | 436 Elmwood | Not Licensed (sent application packet) |
| 6. George and Betty LLC | 1326 Pleasant | Not Licensed (BZ in contact with owner) |
| 7. 5 star fun Cozy 4 Seasons Cottage | 1038 George St | Not Licensed |
| 8. Nostalgic end of the line caboose | Caboose 11 | Not Licensed (all dates blocked on Air BNB) |

Tourist Rooming House (licensed)

| | | |
|-------------------------------|---------------------|----------|
| 1. The 415 | 415 South Lakeshore | Licensed |
| 2. Historic Lake Geneva House | 925 Dodge St | Licensed |

Other (Require rentals of 30 days or longer)

| | | |
|------------------------|------------------|-------------------|
| 1. Hot Tub House | 875 Hudson Trail | No license needed |
| 2. Lake Geneva Retreat | 1202 Pleasant St | No License needed |

Websites Listing Rental Units:

1. Air BNB
2. VRBO
3. Home away
4. Flip Key
5. Home to Go
6. Vacation Rentals.Com
7. Trip Advisor



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

Date Submitted: January 1, 2019

Organization: City of Lake Geneva Avian Committee

Contact Person: Jill Rodriguez

Phone Number: 630-750-5432

Street Address: 701 South Lake Shore Drive 3C

City, State, Zip: Lake Geneva, WI 53147

Email Address: jillrod426@gmail.com

Name of Event: Purple Martins in our Community

Date(s) of Event: 2 Tuesday evenings/Wednesday mornings in June and July and September 12, 2019

Location of Event: Library and along Library Park path

Type of Event: Family oriented educational program /hands on tour of purple martin houses
(Festival, Cultural, Tour, Sporting, Other) and Swift Night Out

Estimated Number of Attendees: 50-75 each program

Estimated Number of Overnight Stays: 100

Annual Event (Yes/No): yes in the future

Grant Amount Requested: \$1500

Provide as attachment the following:

- 1) Event Overview/Description
- 2) Event Budget (Include how grant funds will be used)
- 3) Sample of Marketing Material
- 4) Marketing plan for the event
- 5) Any other helpful information

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

Be a Bird Buddy!

When you purchase a cookie from *Simple Bakery*, the money supports the **Purple Martin Project** in Lake Geneva.



In Library Park and Fermano Park, and by the Geneva Lake Museum, you will see **new Purple Martin houses**.

We love Purple Martins because they eat bugs, so people have been putting up houses for them for hundreds of years. Now, these friendly birds are dependent on humans for their nests. Sadly, as people put up fewer houses, Purple Martin **populations have declined** in the US, and **dramatically** in Wisconsin.

Thanks to you and other bird buddies, volunteers in Lake Geneva will welcome Purple Martins, maintain & expand houses, and work with national organizations to record our progress.



Our project is working. Purple Martins and nesting in the new houses and **23 new babies** have already arrived!

Visit Facebook: Lake Geneva Bird City & our **GoFundMe** page at <https://www.gofundme.com/purple-martins-in-lake-geneva>

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**Purple Martins:
A birdhouse project to
protect a declining
population**

City of Lake Geneva,
Avian Committee

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Volunteers maintain houses, check on the colony, report our progress to national organizations

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