



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

AGENDA

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

1. Meeting call to order by Chairman, Carstensen
2. Roll Call
3. Comments from the public limited to 5 minutes, limited to items on this agenda
4. Approval of the Tourism Commission minutes from January 16, 2019
5. Update from Tourism Entity (Visit Lake Geneva) on Promotional Activity, Calendar, and Hotel Performance
6. Update from Lake Geneva Business Improvement District (BID) on Events and Activity
7. Update from Stephanie Copsey (Independent Contractor for Tourism Commission) Promotional Activity & Meet at the Lake Website
8. Update Room Tax Dollars Collected, Financials, current Budget & Disbursements
9. Update on Riviera Plans
10. Update on Short Term Rental & Airbnb
11. Discussion/Action on Tourism Promotion Grant Program and Requests:
 - a. 2018 Grant Requests
 - b. Revised Marketing Budget MTL
 - c. Lake Geneva Wine Walk -- Streets of Lake Geneva
 - d. 4th of July Fireworks - Sons of American Legion
12. Agenda items and next meeting date March 13, 2019
13. Adjourn

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

TOURISM COMMISSION MINUTES

WEDNESDAY, JANUARY 16, 2019 – 5:00PM

COUNCIL CHAMBERS, CITY HALL

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

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

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

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

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

None

Approval of the Tourism Commission minutes from December 12, 2018

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

Carstensen asks for motion to suspend the rules and move items 7, 9, & 10 to front of the agenda.

Motion by Fritz to approve moving up the line items, second by Lorenzi. Motion carried 5-0.

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

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

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

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

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

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

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

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

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

TOURISM COMMISSION MINUTES

WEDNESDAY, JANUARY 16, 2019 – 5:00PM

COUNCIL CHAMBERS, CITY HALL

Copsey Marketing Budget

Copsey shared her marketing budget proposal.

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

Copsey Google Shared Doc User ID & Passwords

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

Update from Nord on Riviera Plans and Short Term Rental

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

Ice Castle Sponsorship

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

Discussion/Action on Tourism Promotion Grant Program and Requests:

City of Lake Geneva Avian Committee's Grant Application

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

Agenda items and next meeting date February 13, 2019

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

Adjourn

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

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

Website Update

- Demo www.meetatlakegeneva.com

Marketing Budget

- Cvent Update- Microsites Page for \$5000. Would require individual property diamond listing \$3,273 per property/venue. The Cove is already a 1 diamond listing.
- HelmsBriscoe group discount rate of \$5000 per property if 3 join independently.
- Updated Marketing Budget Proposal- Seeking approval to add (at a minimum) 2nd Priority items.

Sales Update

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

Status: Decision date was set for 2/1. Followed up with client 2/4. Responded that decision date has been pushed back 1 month.

2. MPI (Meeting Planners International) Bidding for August, September or October meeting in 2020. 80-100 people. Proposals due February 28th.

Other Items

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

Networking

- February 8th MPI Wisconsin Chapter Meeting/Networking Event- Madison, WI
- March 6th MPI Chicago Meeting/Networking Event- Chicago, IL

**City of Lake Geneva
Room Tax Collected**

12/13/2018

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	29,228	701,671
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

2/13/2019

	Budget 2017	Actual 2017	Budget 2018	Forecast 2018	Actual YTD 2018	Proposed Budget 2019	Forecast 2019	Forecast 2020	Forecast 2021
Room Tax Revenue Forecast	627,279	667,820	600,679	640,534	701,671	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	325,992	227,506	202,506	257,479	237,623
Fund Balance Carry forward	-	-	90,544	90,544	90,544	167,457	117,221	65,006	119,979
Chamber (Visit Lake Geneva)	(144,320)	(154,455)	(137,670)	(147,633)	(100,000)	(143,750)	(137,500)	(137,500)	(137,500)
Chamber (25% over \$450K)					(62,918)				
Promotion Grants		-	(45,272)	(45,272)	(12,911)	(83,729)	(58,611)	(32,503)	(59,990)
Municipal Development		-	(45,272)	(45,272)	(73,250)	(83,729)	(58,611)	(32,503)	(59,990)
Fund Balance	60,138	90,544	87,330	117,221	167,457	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	VM waiting	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)	-	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)	-	N/A	Tourism Muni Development Total	73,250	
Santa Cause (Oct. 2018)	3,000	Paid			
Bee Hive (Sept. 2018)	550	Sep-18			
Promotion Grants Total	12,911				

Year to Date Spent <i>and</i> Committed	86,161
Unused / Non-Committed Fund Balance Year to D	167,457
Expected Incoming Remainder of the Year	*
Fund Carryforward without additional spending	167,457

*This report is for December and Final 2018

Sec. 70-55 **Tourism commission.**

[Added 3-27-2017 by Ord. No. 17-03]

- (a) **Members.** The Tourism Commission shall consist of six members: two of the members shall be Aldermen of the City of Lake Geneva; one member shall be a citizen of the City of Lake Geneva; the remaining three members shall be from the business community wherein one of the members must represent the Wisconsin hotel and motel industry; at least one member must be a member of the Lake Geneva Downtown Business Improvement District (BID), and at least one member must be a business owner within the City of Lake Geneva. Members of the Commission shall be appointed by the Mayor and shall be confirmed by the City Council. Commissioners shall serve for a one-year term, at the pleasure of the appointing official, and may be reappointed.
- (b) **Ex-Officio members.** The Mayor, the City Comptroller, and the Executive Director of the organization with whom the Tourism Commission contracts to perform tourism promotion functions shall be ex-officio, non-voting members of the Commission. The Lake Geneva City Administrator or her/his designee shall serve as the staff liaison to the Commission.
- (c) **Officers.** The Commission shall elect, from among its members a chairperson, a vice chairperson and a secretary.
- (d) **Meetings.** The Commission shall hold meetings not less than quarterly.
- (e) **Procedure.** Four members shall constitute a quorum. Action shall be by majority of those present and voting. The Commission shall adopt rules of procedure for governing the conduct of its meetings.
- (f) **Powers and duties.** The Commission shall be responsible for the coordination of tourism promotion and tourism development within the City and for ensuring that all room tax dollars it receives from the City, per state statutes, is spent on tourism promotion and development. The Commission shall contract with tourism entities as defined in § 66.0615, Wis. Stats., for tourism promotion services. "Tourism promotion and tourism development" means any of the following that are significantly used by transient tourists and reasonably likely to generate paid overnight stays at more than one establishment on which a room tax may be imposed, that are owned by different persons and located within the City of Lake Geneva in which a tax under this section is in effect; or, if at any time the City of Lake Geneva has only one such establishment, reasonably likely to generate paid overnight stays in that establishment:
 - (1) Marketing projects, including advertising media buys, creation and distribution of printed or electronic promotional tourist materials, or efforts to recruit conventions, sporting events, or motorcoach groups.
 - (2) Transient tourist informational services.
 - (3) Tangible municipal development, including a convention center.
- (g) **Record.** The Commission shall keep a written record of its proceedings to include all actions taken, a copy of which shall be filed with the City Clerk.
- (h) **Reports.** The Commission shall prepare and timely file all reports as required under the statute and/or by the City.
- (i) **Compensation.** The Commission members shall serve without compensation.
- (j) **Confidentiality of Information Provided by Lodging Facilities.** Pursuant to § 66.0615(3), Wis. Stats., any information provided by the City of Lake Geneva regarding room tax payment shall be confidential except for persons using the information in the discharge of their duties imposed by law or of the duties of their office or by order of a court.

Memo

To: Nan Elder
From: Karen Hall, Finance Director/Comptroller
CC: David Nord, City Administrator
Date: February 12, 2019
Re: Tourism Grant Reimbursements

We are in the process of closing the 2018 City's financial statements and preparing for our audit.

Could you reach out to potential Tourism grant recipients and have them submit all their reimbursement paperwork by Friday, February 22nd?

If the paper work is not submitted by this date, the grants will not be reimbursed for 2018.

If you have any questions regarding this, please call me at 262-248-1021 or ext. 5164.

Karen Hall

Thank you,

Karen Hall

Meet at the Lake Proposed Marketing Budget 2019- Revised

Pending CVB and Individual Property Participation	
RCMA Convention (January 2020) <i>*+Travel & Lodging</i>	\$2,400
Cvent- Microsites Page <i>*See attachment</i>	\$5,000
<i>*Require 1 diamond listing for promoted venues \$3,273 each- Riviera included.</i>	
HelmsBriscoe Individual Property Listings: \$5,000 per location w/ 3 participating	

1st Priority	Annual \$
MPI Chicago (affiliate membership)	\$99
MPI Wisconsin	\$576
ASAE	\$475
RCMA	\$195
Google Business/SEO	\$660
MATL Catalog Design (per 100)	\$2,400
MATL Catalog Printing (per 100)	\$380
MidwestMeetings.com	\$200
Membership Events <i>*Does not include mileage</i>	\$1,800
Administrative Professional Conference & Executive Asst. Summit <i>*+Travel & Lodging</i>	\$2,500
Photo shoot Riviera	\$500
	\$9,785

2nd Priority	Annual \$
1st Priority Total w/o cvent	\$9,785
Wisconsin Meetings Print for Spring, Summer & Fall	\$5,177
Wisconsin Meetings Digital Profile	\$695
ASAE Annual Meeting & Expo <i>*+ travel/lodging</i>	\$4,500
Direct Mail - 500 postcards Spring & Fall <i>*Includes postage</i>	\$475
	\$20,632

3rd Priority	Annual \$
1st & 2nd Priority Total	\$20,632
Interactive Sky & Venue Tour Video for MATL and property websites, social media	\$4,500
LGBT CVB Annual Membership	\$2,500
Downtown Lake Geneva Short Video	4,000
	\$31,632

Meet at the Lake Proposed Marketing Budget 2019- Revised

4th Priority	Annual \$
1st, 2nd & 3rd Priority Total	31,632
IMEX 2019- Split between 3 <i>*+ travel/lodging</i>	\$3,800
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
	37,282



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

Date Submitted: _____

Organization: _____

Contact Person: _____

Phone Number: _____

Street Address: _____

City, State, Zip: _____

Email Address: _____

Name of Event: _____

Date(s) of Event: _____

Location of Event: _____

Type of Event: _____

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

Estimated Number of Attendees: _____

Estimated Number of Overnight Stays: _____

Annual Event (Yes/No): _____

Event/Initiative Start Date: _____

Event/Initiative End Date: _____

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

Grant Amount Requested: _____

Provide as attachment the following:

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

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

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

Date Submitted: _____

Organization: _____

Contact Person: _____

Phone Number: _____

Street Address: _____

City, State, Zip: _____

Email Address: _____

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Freedom over the Lake

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

JULY 4, 2019

SUNSET
APPROXIMATELY 9PM

FLAT IRON PARK
201 WRIGLEY DRIVE

In partnership with:

