



**TOURISM COMMISSION**  
**WEDNESDAY, MARCH 11, 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 called 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 February 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 and Activity
- 8) Written financial update provided by Comptroller regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements
- 9) Discussion/Action proposed event evaluation to be included in grant guidelines
- 10) Discussion renewal of Tourism Agreement with VISIT Lake Geneva
- 11) Discussion/Action on Tourism Promotional Grant Program and Requests:
  - a.) Geneva Lake Art Association: Art Fair
  - b.) Grand Mission Special Olympics Fundraiser
- 12) Future meeting agenda items and next meeting date – April 8, 2020 at 4:00 pm
- 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, FEBRUARY 12, 2020 – 4:00PM**

### **ROOM 2A, CITY HALL**

#### **Committee Members:**

Meeting called to order by Chairman, Carstensen at 4:12 pm

#### **Roll Call:**

Chairperson, Tammie Carstensen, Vice-Chair, Brian Waspi, John Trione, Dana Trilla,  
Excused Absent: Alderpersons: Rich Hedlund, Shari Straube

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

None

#### **Approval of the Tourism Commission minutes from January 08, 2020**

Motion to approve the January 08, 2020 Tourism Commission minutes by Vice Chair, Waspi, second by Trione. Motion carried 4-0.

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

HelmsBriscoe is up and running! The Wedding Expo had over 350 attendees and Copsey directly booked two weddings at the Riviera from the event.

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

Winterfest was extremely successful with record attendance. VLG is moving LG Restaurant Week up this year and it will coincide with Women's Weekend. They're currently working on securing bands for Concerts in the Park, and shared the monthly report on marketing and sales for the area.

#### **Stephanie Klett to present 2019 VLG Scorecard**

Stephanie expressed appreciation to the Tourism Commission for the Winterfest grant funds, and she shared the many media stories that were generated during Winterfest along with the new scorecard brochure. Stephanie does an ongoing eight minute segment on the local radio station, and she's happy to promote anything the Tourism Commission would like as she's advocating for the Chamber of Commerce too. VLG is working with Northstar Research & Madden Media. They've learned that Lake Geneva's target audience is younger than what we think it is, and looking at ways to market to this demographic.

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

Cocoa Crawl was a huge success with 40 businesses and 1,200 people attending the event. Their next event is the Wine Walk on Mother's Day weekend.

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

Monthly numbers reported and Chairman, Carstensen also reported there are some changes coming regarding new Act 10 law in relation to room tax payments from Expedia, AirBnB vs. directly from hotels. She hopes to have more information at the next meeting.

#### **Discussion/Action regarding way to measure success of events compared to traffic & room nights.**

Chairperson Carstensen said she would recreate the questionnaire sheet and add it to the next meeting and suggested members share any other suggested questions with her via email.

### **Status of State Sellers Permit**

Nord referenced Tammy's update regarding Act 10 and said he would bring more information to the commission as it's shared from local politicians and/or state representatives.

### **Discussion/Action regarding the request to carry over 2019 awarded grant funds to 2020 for the Lake Geneva Fire Department/BID Tourism Event Trailer.**

Waspi motion to extend the 2019 grant awarded to the Fire Department, second by Trione. Motion carried 4-0.

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

#### **a. Lacrosse America Youth/H.S.: Lacrosse Tournament**

Motion by Vice-Chair, Waspi to fund \$8,000 specifically requiring \$3,500 to further develop their phone app to include a splash page referencing Sponsored by the City of Lake Geneva (with the city logo), \$4,500 email marketing referencing Sponsored by the City of Lake Geneva (to include city logo), and/or graphic artist, second by Trione. Motion carried 4-0.

#### **b. Lake Geneva Regional News: Bacon Fest**

Motion by Trilla to grant \$10,000 in funding to the Lake Geneva Regional News for the online promotion marketing within a 100 mile radius of Lake Geneva, second by Trione. Motion carried 4-0.

### **Agenda items and next meeting date March 11, 2020 at 4:00 pm**

Proposed Grant Evaluation Sheet from Chairperson Carstensen, Potentially creating a weighted scale for slower season months.

Trione motion to adjourn at 6:05 pm, second by Waspi. Motion carried 4-0.

02/13/2020 3:00 pm

cc: Tourism Commissioners, Mayor, Administrator, Media



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## Lake Geneva Tourism Commission • March 11, 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 – March 18 | 8-9am | The Candle Mercantile
- VLG Monthly Partner Meeting – April 15 | 8-9am | Lake Geneva Canopy Tours
- Multi-Chamber Networking Scramble – May 7 | 8am – Noon | The Cove
- VLG Monthly Partner Meeting – May 20 | 8-9am | Lake Geneva Cruise Line

#### Public Events 2020

- Lake Geneva Restaurant Week | April 25 – May 3
  - Restaurant signup by March 11
  - Hotels invited to participate by offering rate and package specials
  - VLG member shops and attractions invited to submit special events and activities to calendar
  - Non-profits may apply for a chance to win the Restaurant Week Charity Check
- Concerts in the Park | Thursdays, June 25 – August 6
  - Band selection in process; will announce this month
  - Sponsorships available
- Electric Christmas Parade | December 5

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

- Today Show Third Hour - 2/24/20 segment on Winterfest; nationwide coverage
- Taste of Home Magazine/.com – *Best Bakery in Every State* – Bittner's Bakery
- Tripveel.com – *Five Reasons to Visit Lake Geneva*
- ChicagoCurbed.com – *18 Small Towns near Chicago you need to visit right now*
- WI Dept. of Tourism filmed Winterfest and Downtown for next season content

#### Marketing Metrics

- Website – VisitLakeGeneva.com – February 2020:
  - Visitor Sessions: 96,038 (YTD 243,693)
  - Pageviews: 213,756 (YTD 543,011)
  - Users: 75,514 (YTD 184,772)
  - Top Cities:

1. Chicago (25.80%)	6. Minneapolis (1.39%)
2. Milwaukee (5.41%)	7. Kenosha (1.19%)
3. Madison (3.49%)	8. Janesville (0.88%)
4. (not set) (2.10%)	9. Rockford (0.75%)
5. Lake Geneva (1.92%)	10. McHenry (0.68%)

- Top Pages:
  1. Ice Castles
  2. Winterfest
  3. Home
  4. Winterfest | Events
  5. Things to Do
- 67.82% Female | 32.18% Male
- Age
  1. 25-34 – 24.20%
  2. 35-44 – 18.05%
  3. 45-54 – 17.69%
- 55-64 – 18.27%
- 65+ – 14.241%
- 18-24 – 7.56%
- 6. Events
- 7. Events | Ice Sculpture Walk
- 8. Events | Ice Castles
- 9. Stay | Hotels & Resorts
- 10. Winterfest | Teams
- Facebook – February 2020:
  - 46,608 Page Likes (+400)
  - 46,240 Page Followers (+875)
  - Post Reach: 89,152
  - Post Engagement: 15,947
- Instagram – February 2020:
  - 4,500 Followers (+137)
- Twitter – February 2020
  - 3,245 Followers (+11)
- VLG Email Subscribers – February 2020 = 49,683 (-31)

### Visitor Center Activity – February 2020

- Walk-ins – 1,967 (2,863 YTD)
- Phone Calls – 412 (1,009 YTD)
- Email Inquiries – 425 (898 YTD)

### Hotel Activity (Lake Geneva Region)

- **JANUARY 2020**
  - Demand (Rooms Sold) = 22,972 (-4.5%)
  - Occupancy = 34.0% (-8.5%)
  - ADR = \$127.66 (+2.8%)
  - RevPar = \$43.48 (-6.0%)
- **WINTERFEST**
  - Demand (Rooms Sold)
    - Wed 1/29 = 475 (-4.6%)
    - Thu 1/30 = 546 (+5.2%)
    - Fri 1/31 = 1,755 (+14.6%)
    - Sat 2/1 = 1,933 (+11.0%)
    - Sun 2/2 = 425 (+2.2%)
  - Occupancy
    - Wed 1/29 = 21.8% (-8.6%)
    - Thu 1/30 = 25.0% (+0.8%)
    - Fri 1/31 = 80.5% (+9.8%)
    - Sat 2/1 = 88.6% (+6.3%)
    - Sun 2/2 = 19.5% (-2.1%)

**Other**

- 2020 Lake Geneva Region Visitors Guide is complete and being distributed to hotels and VLG partner businesses. Distribution channels in key markets including Chicago and Milwaukee airports, major employers and Visitor Centers throughout Wisconsin.
- VLG exhibited at the Chicago Travel & Adventure Show February 8-9
- Working with VISIT Milwaukee and Milwaukee Host Committee to promote Lake Geneva Region to delegates of the Democratic National Convention (July 13-16).
- Lake Geneva will be a featured post-FAM tour for the Society of American Travel Writers Convention (Milwaukee, October 2020).

**Sales Team Venue Report**

Presented by Susan Smolarek, VISIT Lake Geneva

Representing the Entire Lake Geneva Region

(262) 812-0022 | [Susan@VisitLakeGeneva.com](mailto:Susan@VisitLakeGeneva.com)

**Tourism Commission Report | Venues Sourced  
FEBRUARY 2020**

2020	Room Nights	Hotels / Resorts Sourced
922	150	Grand Geneva, The Abbey, Lake Lawn
923	0	Horticultural Hall, Gordy's, Tuscan
924	250	Lake Lawn, <b>The Cove</b>
925	72	Grand Geneva
926	85	<b>The Cove</b> , The Abbey, Grand Geneva, Lake Lawn
927	300	<b>The Cove</b> , The Abbey, Grand Geneva, Lake Lawn, The Ridge
928	34	<b>Harbor Shores, Geneva Inn, Lake Lawn</b>
929	14	The Inns, Grand Geneva
930	20	The Abbey, The Ridge, Grand Geneva, Lake Lawn, <b>Harbor Shores, The Cove</b> , Maxwell Mansion, <b>Baker House, Bella Vista</b> , Geneva Inn, <b>The Riviera</b> , Horticultural Hall, Lake Geneva Cruise Line, French Country Inn, Delavan Lake Resort
931	160	Grand Geneva Resort
932	375	Grand Geneva Resort, The Abbey Resort, Lake Lawn Resort
933	232	Grand Geneva Resort
934	56	Geneva National, Grand Geneva Resort, Timber Ridge
935	34	The Ridge, <b>Harbor Shores</b> , Lake Lawn, Geneva Inn

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
FUND CASH			01/01/2020 (00/20) Balance	47-00-00-11111			427,975.38
02/29/2020	CA	23	Cash Allocation - Created: 02/10/20 7:04 PM		205.45		
02/29/2020	CA	37	Cash Allocation - Created: 02/18/20 12:12 PM		800.00		
01/31/2020	CA	41	Cash Allocation - Created: 02/19/20 10:39 AM			1,005.45-	
01/31/2020	CA-CD	6	CDA Fund Allocation - Created: 01/08/20 12:45			5,332.00-	
01/31/2020	CA-CD	17	CDA Fund Allocation - Created: 01/10/20 9:59 A			2,836.57-	
01/31/2020	CA-CD	41	CDA Fund Allocation - Created: 01/24/20 11:10			105.47-	
01/31/2020	CA-JE	7	JE Fund Allocation - Created: 01/21/20 4:56 PM			1,666.00-	
01/31/2020	CA-JE	9	JE Fund Allocation - Created: 01/29/20 5:20 PM			75,136.00-	
01/31/2020	CA-JE	12	JE Fund Allocation - Created: 01/31/20 1:00 PM			575.00-	
01/31/2020	CA-JE	14	JE Fund Allocation - Created: 01/31/20 5:23 PM			225.00-	
01/31/2020	CA-JE	21	JE Fund Allocation - Created: 02/19/20 10:39 A		1,005.45		
			01/31/2020 (01/20) Period Totals and Balance		2,010.90 *	86,881.49- *	343,104.79
02/29/2020	CA-CD	5	CDA Fund Allocation - Created: 02/05/20 11:43			5,332.00-	
02/29/2020	CA-CD	19	CDA Fund Allocation - Created: 02/12/20 11:47			780.00-	
02/29/2020	CA-CD	36	CDA Fund Allocation - Created: 02/21/20 5:13 P			25,110.75-	
			02/29/2020 (02/20) Period Totals and Balance		.00 *	31,222.75- *	311,882.04
UNRESERVED FUND BALANCE			01/01/2020 (00/20) Balance	47-00-00-34800			425,138.81-
			02/29/2020 (02/20) Period Totals and Balance		.00 *	.00 *	425,138.81-
INTEREST INCOME			01/01/2020 (00/20) Balance	47-00-00-48110			.00
01/31/2020	JE	16	REC JAN LGIP ACTIVITY			205.45-	
			01/31/2020 (01/20) Period Totals and Balance		.00 *	205.45- *	205.45-
			02/29/2020 (02/20) Period Totals and Balance		.00 *	.00 *	205.45-
YTD Encumbrance	.00	YTD Actual	-205.45 Total	-205.45	YTD Budget	-3,500.00 Unearned	3,294.55
HOTEL/MOTEL ASSN-CHAM OF COMM			01/01/2020 (00/20) Balance	47-00-00-57100			.00
02/01/2020	AP	50	LAKE GENEVA CONVENTION **Desc: 1ST QUARTER 2020 PAYMENT		25,000.00		
			02/29/2020 (02/20) Period Totals and Balance		25,000.00 *	.00 *	25,000.00
YTD Encumbrance	.00	YTD Actual	25,000.00 Total	25,000.00	YTD Budget	190,625.00 Unexpended	165,625.00
EVENTS COORDINATOR			01/01/2020 (00/20) Balance	47-00-00-57210			.00
01/01/2020	AP	110	STEPHANIE LYNN LAKE GENEVA LLC **Desc: SPECIAL EVENTS COORDINATOR-JAN 2020		2,666.00		
			01/31/2020 (01/20) Period Totals and Balance		2,666.00 *	.00 *	2,666.00
02/01/2020	AP	115	STEPHANIE LYNN LAKE GENEVA LLC **Desc: SPECIAL EVENTS COORDINATOR-FEB 2020		2,666.00		
			02/29/2020 (02/20) Period Totals and Balance		2,666.00 *	.00 *	5,332.00
YTD Encumbrance	.00	YTD Actual	5,332.00 Total	5,332.00	YTD Budget	32,000.00 Unexpended	26,668.00
EVENTS COORDINATOR-RIVIERA			01/01/2020 (00/20) Balance	47-00-00-57212			.00
01/01/2020	AP	109	STEPHANIE LYNN LAKE GENEVA LLC **Desc: EVENTS COORDINATOR-RIVIERA-JAN 2020		2,666.00		
			01/31/2020 (01/20) Period Totals and Balance		2,666.00 *	.00 *	2,666.00

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
02/01/2020	AP	114	STEPHANIE LYNN LAKE GENEVA LLC **Desc: EVENTS COORDINATOR-RIVIERA-FEB 2020		2,666.00		
02/29/2020 (02/20) Period Totals and Balance					2,666.00 *	.00 *	5,332.00
YTD Encumbrance		.00	YTD Actual	5,332.00 Total	5,332.00	YTD Budget	.00 Unexpended (5,332.00)
TOURISM MUNICIPAL DEVELOPMENT 01/01/2020 (00/20) Balance 47-70-00-57155 .00							
01/08/2020	AP	241	TIME WARNER CABLE **Desc: RIV WIRELESS-JAN		105.47		
01/21/2020	JE	6	RECLASSIFY HELMSBRISCOE TO TOURISM 01/31/2020 (01/20) Period Totals and Balance		1,666.00		
					1,771.47 *	.00 *	1,771.47
02/08/2020	AP	341	TIME WARNER CABLE **Desc: RIV WIRELESS-FEB		110.75		
12/17/2019	AP	357	ELEVATE MEDIA GROUP INC. **Desc: BOOKLET/MAP-DESIGN CHANGES		780.00		
02/29/2020 (02/20) Period Totals and Balance					890.75 *	.00 *	2,662.22
YTD Encumbrance		.00	YTD Actual	2,662.22 Total	2,662.22	YTD Budget	143,640.00 Unexpended 140,977.78

Number of Transactions: 24	Number of Accounts: 7	Debit	Credit	Proof
Total TOURISM:		40,337.12	118,309.69-	77,972.57-
Number of Transactions: 24	Number of Accounts: 7	Debit	Credit	Proof
Grand Totals:		40,337.12	118,309.69-	77,972.57-

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	2020-20 Period Actual	2020-20 Current year Actual	Current year Budget	Variance Current year	% of Budget
<b>TOURISM</b>						
<b>TOURISM</b>						
47-00-00-41210	ROOM TAX	.00	.00	447,765.00	447,765.00	.00
47-00-00-48110	INTEREST INCOME	205.45	205.45	3,500.00	3,294.55	5.87
47-00-00-49100	APPL. PRIOR YR APPROPRIATIONS	.00	.00	75,136.00	75,136.00	.00
Total TOURISM:		205.45	205.45	526,401.00	526,195.55	.04
47-00-00-57100	HOTEL/MOTEL ASSN-CHAM OF COM	25,000.00	25,000.00	190,625.00	165,625.00	13.11
47-00-00-57210	EVENTS COORDINATOR	5,332.00	5,332.00	32,000.00	26,668.00	16.66
47-00-00-57212	EVENTS COORDINATOR-RIVIERA	5,332.00	5,332.00	.00	5,332.00-	.00
47-70-00-57150	PROMOTIONAL GRANT	.00	.00	85,000.00	85,000.00	.00
47-70-00-57155	TOURISM MUNICIPAL DEVELOPMENT	2,662.22	2,662.22	143,640.00	140,977.78	1.85
47-70-00-59400	TRANSFER TO CAPITAL PROJECTS	75,136.00	75,136.00	75,136.00	.00	100.00
TOURISM Expenditure Total:		113,462.22	113,462.22	526,401.00	412,938.78	21.55
Net Total TOURISM:		113,256.77-	113,256.77-	.00	113,256.77	.00
Net Grand Totals:		113,256.77-	113,256.77-	.00	113,256.77	.00

**CITY OF LAKE GENEVA**  
BALANCE SHEET  
FEBRUARY 29, 2020

FUND 47 - TOURISM

ASSETS

47-00-00-11111	FUND CASH	311,882.04	
	TOTAL ASSETS		<u>311,882.04</u>

LIABILITIES AND EQUITY

FUND EQUITY

47-00-00-34800	UNRESERVED FUND BALANCE	425,138.81	
	REVENUES OVER EXPENDITURES - YTD	( 113,256.77)	
	TOTAL FUND EQUITY		<u>311,882.04</u>
	TOTAL LIABILITIES & EQUITY		<u>311,882.04</u>

City of Lake Geneva  
Room Tax Collected

3/2/2020

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
<b>2020</b>	19,243												<b>\$19,243</b>
<b>2019</b>	27,965	37,224	43,433	30,937	56,398	93,156	153,806	130,330	85,803	68,945	37,352	32,890	<b>798,239</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>2019 YTD</b>	27,965	37,224	43,433	30,937	56,398	93,156	153,806	130,330	85,803	68,945	37,352	31,236	<b>796,585</b>
<b>2018 Est.</b>	23,547	32,085	39,847	31,408	53,438	89,747	136,020	114,738	79,981	59,660	31,530	29,968	<b>721,969</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>2018 YTD</b>	23,434	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 YTD</b>	23,547	55,632	95,479	126,887	180,325	270,073	406,092	520,830	600,811	660,471	692,001	721,969	<b>721,969</b>
<b>L3Y Mo%</b>	3.3%	4.4%	5.5%	4.4%	7.4%	12.4%	18.8%	15.9%	11.1%	8.3%	4.4%	4.2%	<b>100.0%</b>
<b>L3Y Avg</b>	23,547	32,085	39,847	31,408	53,438	89,747	136,020	114,738	79,981	59,660	31,530	29,968	<b>721,969</b>
<b>2020</b>	19,243												<b>19,243</b>
<b>2019</b>	27,965	37,224	43,433	30,937	56,398	93,156	153,806	130,330	85,803	68,945	37,352	32,890	<b>798,239</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>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>L10Y Avg</b>	<b>19,331</b>	<b>25,510</b>	<b>30,267</b>	<b>27,094</b>	<b>45,995</b>	<b>71,636</b>	<b>113,889</b>	<b>99,892</b>	<b>64,401</b>	<b>45,786</b>	<b>25,545</b>	<b>24,537</b>	<b>593,882</b>
<b>L10Y YTD</b>	19,331	44,841	75,108	102,202	148,196	219,832	333,721	433,613	498,015	543,801	569,345	593,882	<b>593,882</b>
<b>L10Y Mo %</b>	3.3%	4.3%	5.1%	4.6%	7.7%	12.1%	19.2%	16.8%	10.8%	7.7%	4.3%	4.1%	<b>100.0%</b>

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>		
October	Queen Bee (Magical Musings)		\$3,700	\$2,836.07 used / \$863.93 returned	\$ (863.93)
	<b>Riviera Building</b>		<b>\$75,136</b>		\$ -
November	<b>Copsey / Riviera marketing contract</b>		<b>\$64,000</b>	<b>(\$5,332/month) 11-1-2019 - 10-31-2020</b>	<b>\$ 37,340.00</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
January	None	0		0
February	<b>Lacrosse America Youth Tournament</b>	<b>8,000</b>		<b>8,000</b>
	<b>Baconfest</b>	<b>10,000</b>		<b>10,000</b>
				<b>\$ 169,018.42</b>

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

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*\*reflects amount yet to be paid*



**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: \_\_\_\_\_

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

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

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

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

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

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

**Provide as attachment the following:**

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

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



**City of Lake Geneva Tourism Commission**

**Grant Evaluation Form**

The City of Lake Geneva Tourism Commission provided funds for your organization's promotional efforts. As required by our guidelines, in return for our investment, you must provide an evaluation of the results of this promotional effort within forty-five (45) days of its completion. This shall be remitted along with marketing materials and paid receipts before grant dollars will be authorized and distributed. Please note that evaluations will be reviewed when consideration of future grants are requested by your organization. Forward all of the required information to:

[CityAdmin@cityoflakegeneva.com](mailto:CityAdmin@cityoflakegeneva.com)

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

**or mail to**

**City of Lake Geneva**

**626 Geneva Street**

**Lake Geneva, WI 53147**

1. Provide a final media synopsis that includes the following information
  - a. Number of customer responses generated from type of media utilized
  - b. What media did you use in your use in your campaign?
  - c. What were your target markets?
2. In your grant application you listed estimated number of attendees. What were your actual results?
3. In your grant application you listed estimated number of overnight stays. What were your approximate number of City of Lake Geneva hotel room nights booked?
4. Provide an income and expense statement to include actual paid receipts. Any items that are grouped together in a category (I.e. contributions cash or in-kind trade) must be detailed on a separate sheet.
5. Please include any additional information you would consider pertinent in summarizing your promotion/event.

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Name of Organization: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_



## City of Lake Geneva Tourism Commission

### Reimbursement Information

Name of Organization: \_\_\_\_\_

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

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

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

1. Log each invoice separately on a spreadsheet. Each expense should correspond with the paid receipt. (If we do not receive paid invoices or documentation of payment, the grant payment cannot be processed)
2. Include copies of your funded advertising which will include a logo displaying the City of Lake Geneva
3. Upon receipt of your submitted invoices and evaluation, expect payment thirty (30) days from the date the information is received.

Forward all of the required information to:

[CityAdmin@cityoflakegeneva.com](mailto:CityAdmin@cityoflakegeneva.com)

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

**or mail to**

**City of Lake Geneva**

**626 Geneva Street**

**Lake Geneva, WI 53147**



**City of Lake Geneva Tourism Commission**  
**Tourism Promotion Grant Application**  
 2/21/2020

Date Submitted: \_\_\_\_\_  
 Organization: Geneva Lake Arts Foundation  
 Contact Person: David Dietrich  
 Phone Number: 262-725-2761  
 Street Address: 223 Broad Street  
 City, State, Zip: Lake Geneva, WI 53147  
 Email Address: aitplakegeneva@gmail.com  
 Name of Event: Art in the Park  
 Date(s) of Event: August 8th and 9th, 2020  
 Location of Event: Flat Iron Park, Lake Geneva WI  
 Type of Event: Art Fair  
 (Festival, Cultural, Convention, Tour, Sporting, Other)  
 Estimated Number of Attendees: 5,000  
 Vendors/exhibitors:70 Visitors:1,000  
 Estimated Number of Overnight Stays: \_\_\_\_\_  
 Annual Event (Yes/No): Yes  
 Event/Initiative Start Date: May 1, 2020  
 Event/Initiative End Date: August 9, 2020  
**Note:** Marketing materials & paid receipts to be sent *no later* than 45 days after the end date.  
 Grant Amount Requested: \$10,000

**Provide as attachment the following:**

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

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

2/23/2020

City of Lake Geneva Tourism Commission Grant Application

Art in the Park (AITP) Lake Geneva is a Fine Art and Craft Fair that will be celebrating its 40th year. Art in the Park is held the second weekend of August and brings thousands of visitors to Flat Iron Park. Exhibiting artists and visitors come to Lake to have unforgettable experiences from dining and shopping to staying in in Lake Geneva's wonderful hotels and resorts.

AITP is the major fundraiser for Geneva Lake Arts Foundation Inc. (GLAF) a 501c3 charity. AITP helps our foundation fulfill our mission to bring the arts to our community. We do this throughout the year by having monthly art presentations that are free to the public, art exhibits including our annual student high school show and awards, and workshops.

Community art organizations like Geneva Lake Arts Foundation are known to be important to the well being of a community. As volunteers act together toward a common goal or interest, social bonds develop, and opportunities for people to come together to share ideas and see their creative process on display in a public space.

Every year, you will find a great number of types of art fairs across the region and country. These events range from festivals that feature unique items to a variety of audiences. We at Art in the Park, Lake Geneva, are working toward growing into a premier outdoor fine art fair that not only attracts artists and visitors from the United States but also from over the world.

We would like a greater opportunity to reach out and encourage visitors and artists to visit Lake Geneva and Art in the Park this summer. Here visitors will find a perfect getaway and perhaps a piece of art to bring home.

The event promotional budget is estimated at \$10,000. This is broken down as indicated here:

- Local radio advertising on stations like WLKG Lake Geneva, WHIW Harvard as well as selected radio advertising out of Chicago metropolitan and Milwaukee markets
- Social Media advertisements
- Print media, including brochures, rack cards, the show program, as well as print advertising in local and regional magazines and newspapers
- Yard Signs
- Banners to display at park during the event

This will begin 3 months prior to event and increase exposure as event nears. Please see attached mock-up material for reference.

Thank you for your consideration.

Regards,

David John Dietrich, Director of Art in the Park, Lake Geneva



## About Art in the Park

Sponsored by Geneva Lake Arts Foundation, this fine art and fine crafts show features over eighty talented artists from all over the country.

### Silent Auction

Don't miss the opportunity to bid on artwork donated by many of our exhibitors at the Silent Auction Booth. Half the items will be auctioned by 3PM on Saturday, and the other half by 3PM on Sunday. Winners will be notified via their cell phones after the close of the auction each day. All auctioned art should be claimed by the winning bidder within 2 1/2 hours of the auction closing. Stop by the Silent Auction Booth for further information and to place a bid.

### Kids Activity Area

Activities where children can take part in creating art is located at the gazebo along the west side of the park.

### GLAF Member's Pavilion

Artwork from GLAF members is exhibited at the Brunk Pavilion located near the northeast side of the park.

### Food

### Musical Performances

Support our musicians performing throughout the park

### Judges



#### GENEVA LAKE ARTS FOUNDATION Inc.

Geneva Lake Arts Foundation's mission is to encourage individual artistic growth and excellence as well as increase community exposure to the visual arts.

Gallery 223 is located at 223 Broad Street, Lake Geneva, Wisconsin 53147.

If you fancy quality art from local artists, Gallery 223 is worth the visit.

THANK YOU TO OUR MOST GENEROUS SPONSORS!

### Event Sponsor



ROTARY CLUB OF LAKE GENEVA

Neal & Dotsy Heffernan  
Art Scholarship Fund

### Refreshment Sponsors



**SPIEGELHOFF & ASSOCIATES**  
Insurance Agency  
Personal and Commercial Insurance



Chamberlain & Henningfield

### Program Book Sponsors



### General Sponsors



# ART IN THE PARK

at Flat Iron Park, Center St. & Wrigley Dr.  
Lake Geneva, Wisconsin

Sponsored by  
Geneva Lake Arts Foundation, INC.

**40th Annual Fine Art Fair**  
Saturday August 8, 2020: 10am-5pm  
Sunday August 9, 2020: 10am-4pm



Cyndy Callog 2019 Best of Show

80 Artists • FREE Admission  
Silent Auction • Live Entertainment  
Food and Beverages • Kids Art Area

FREE SHUTTLE available every 20 min from  
Home Depot lot at Edwards Blvd & Hwy 50  
to downtown Lake Geneva, WI



### VISIT Lake Geneva

Gallery 223  
223 Broad Street,  
Lake Geneva, WI 53147



Email: [genevalakeartsfoundation@gmail.com](mailto:genevalakeartsfoundation@gmail.com)  
[www.genevalakeartsfoundation.org](http://www.genevalakeartsfoundation.org)



Cyndy Callog 2019 Best of Show

Lake Geneva, Wisconsin



## ART IN THE PARK

Art in the Park brings together outstanding artists from across the United States. With its relaxed atmosphere along Geneva Lake, exceptional art, great food and live music, it's a wonderful way to spend the weekend for the entire family.



Sponsored by  
Geneva Lake Arts Foundation



# ART IN THE PARK

at Flat Iron Park, Center St. & Wrigley Dr.  
Lake Geneva, Wisconsin

Sponsored by  
Geneva Lake Arts Foundation, INC.

## 40th Annual Fine Art Fair

Saturday August 8, 2020: 10am-5pm

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**FREE SHUTTLE** available every 20 min from  
Home Depot lot at Edwards Blvd & Hwy 50  
to downtown Lake Geneva, WI



## VISIT Lake Geneva

Gallery 223  
223 Broad Street,  
Lake Geneva, WI 53147



Email: [genevalakeartsfoundation@gmail.com](mailto:genevalakeartsfoundation@gmail.com)  
[www.genevalakeartsfoundation.org](http://www.genevalakeartsfoundation.org)

GLAF is a 501c3 charitable organization and subscribes to EOC standards



Lake Geneva

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

Date Submitted: March 1, 2020

Organization: Grand Mission Committee

Contact Person: Amber Crowell + Jess Busch (2)

Phone Number: (1) 262-325-8567 & 262-903-0793

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

City, State, Zip: Lake Geneva WI 53147

Email Address: ambercumming@grandgeneva.com

Name of Event: GRAND MISSION

Date(s) of Event: July 8th + July 9th

Location of Event: Big Foot Beach

Type of Event: Fundraiser (Special Olympics)  
(Festival, Cultural, Convention, Tour, Sporting, Other)

Estimated Number of Attendees: 5,000.00 plus

Estimated Number of Overnight Stays: Total of 2500.00

Annual Event (Yes/No): Yes

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

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

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

Grant Amount Requested: 35,000.00

**Provide as attachment the following:**

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

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