



TOURISM COMMISSION
WEDNESDAY, APRIL 10, 2019 – 4:00PM
ROOM 2A, 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 March 13, 2019
5. Discussion/Recommendation change Tourism meeting time from 5:00 to 4:00 pm
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. Update from Stephanie Copsey (Independent Contractor for Tourism Commission) Meet at the Lake Promotional Activity
9. Update Room Tax Dollars Collected, Financials, current Budget & Disbursements
10. Update on Riviera Plans
11. Discussion/Action on Tourism Promotion Grant Program and Requests:
 - a. Star Parties by GLAS
12. Agenda items and next meeting date May 8, 2019 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, MARCH 13, 2019 – 5:00PM
ROOM 2A, CITY HALL**

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

Meeting call to order by Chairman, Carstensen

Roll Call: Carstensen, Lorenzi, Ald. Hedlund, Straube

Absent: Waspi **Also Present:** Administrator Nord, Assistant City Clerk, Elder Fritz participated by phone

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

None

Approval of the Tourism Commission minutes from January 16, 2019

Motion by Hedlund to approve the January 16, 2019 minutes, second by Lorenzi. Motion carried 4-0.

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

Alyssa Delloro from VISIT Lake Geneva shared the current marketing report which included Feb. KPI report for website and social media. STR report was not presented.

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

BID hosting a new Wine Walk to be held on Mother's Day, May 12. Ice Castle has interest in creating semi-permanent home here with multi-year contract. Would like to keep them inside the city limits as they've been approached by outside location. Location discussions are still up in the air.

Update from Stephanie Copsy (Independent Contractor for Tourism Commission) Promotional Activity & Meet at the Lake Website

New www.meetatthelake.com website was shared with the group along with a revised marketing proposal. Stephanie working with City Administrator to determine where Cvent leads are going to as she needs to get the account listing and email updated. Stephanie believes the current account holder will need to go in to change the accessibility settings.

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

Administrator, Nord shared the Finance Balance Sheet from the Comptroller and said this will be the finance tracking sheet used for the commission as that's proper procedure. The Comptroller, Karen offered to come to another meeting to go over the finances.

Update on Riviera Plans

Still in the public input phase and will continue until April 1, 2019 for wrap-up.

Update on Short Term Rental & Airbnb

City has done the research and there are only 10 that fit the criteria and we have Tourist Rooming House contracts already in place with them. Commission agreed that they would like to visit the topic annually.

Discussion/Action on Tourism Promotion Grant Program and Requests:

2018 Grant Requests

Revised Marketing Budget MTL

This item was tabled until the Committee Chair talks to the City Attorney, Draper.

Lake Geneva Wine Walk -- Streets of Lake Geneva

Motion by Lorenzi to give Streets of Lake Geneva \$350.00 for their new Wine Walk event, second by Lorenzi. Motion carried 4-0.

Lake Geneva Attractions

Motion by Lorenzi to give Lake Geneva Attractions \$4,000.00, second by Hedlund. Motion carried 4-0.

4th of July Fireworks - Sons of American Legion

Motion by Hedlund to fund \$3,425, second by Struabe. Motion carried 4-0.

Guided Shore Path Tour

Motion by Hedlund to fund \$3,000 for the guided shore path tour marketing and program structure, second by Lorenzi. Motion carried 4-0.

Next meeting date April 10, 2019 at 4:00 pm (note, moving meeting up an hour)

Items for Next Tourism Commission Meeting

Can we change the time of the Tourism Commission based on structure?

Donation to the Riviera Restoration Project

Motion to adjourn by Hedlund at 7:15 pm, second by Straube. Motion carried 4-0.

3/18/2019 4:00 pm

cc: Tourism Commissioners, Mayor, Administrator, Media



Lake Geneva Business Improvement District Update April 10, 2019

Women's Weekend

April 26 – 28

- Rotary event, in partnership with UW-Whitewater
- As of 4/8, 118 registered. Down 67 from 2018. Rotary reported expecting an increase this week.
- GLAF artists to set up and demonstrate art in stores throughout the weekend.

Wine Walk

- Sunday, May 12 (Mother's Day). 1pm – 4pm
- Side by Side – charity beneficiary
- Sold out at 400 attendees and 20 businesses participating

Summer Events Lineup (hosted by the BID)

- Moonlight Movies on the Beach
 - June 12 - Toy Story
 - July 10 – Goonies
 - August 7 - Princess Bride
- *Movies are subject to change
- Maxwell Street Days, August 23 - 25

Roger Brooks Update

- Sub-committees have been working on their own since March 12th
- On April 16th, each sub-committee leader will meet with the steering committee to present what they've been working on

Pedestrian Counts

	2019	2018	Difference
March	81,362	82,123	-761

(late Easter and Chicago Spring Breaks – both in April)

Year to Date

	Total Visitors
July 2018 – Mar 2019	1,266,520
July 2017 – Mar 2018	1,268,273
	-1,753

Meet at the Lake Update- Tourism Commission Meeting
April 10, 2019

Marketing Update

- HelmsBriscoe partner program letter going out to all properties this month
- Riviera logo
- Riviera Cvent Listing
- Catalog Update- On hold until we have a decision on the creation of “Geneva Lakefront Resort”

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: Narrowed decision down to The Abbey or Grand Geneva.

2. MPI (Meeting Planners International) Bidding for August, September or October meeting in 2020.
80-100 people. Submitted proposal 2/28.

Status: Awaiting decision.

3. Democratic National Convention July 12 – 16, 2020. MATL introduction to Milwaukee CVB team.

Other Items

- Continuing to reach out to WI and Chicago planners and DMCs.
- MPI Wisconsin and Chicago networking events.
- Industry Mixer for hotel/private event venue sales teams- Hosted by Tourism Commission?
Thoughts?

City of Lake Geneva
Room Tax Collected

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2019	\$ 27,667	\$ 34,525											\$ 62,192
2018 YTD	\$ 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.	\$ 22,522	\$ 25,210	\$ 33,080	\$ 30,326	\$ 49,157	\$ 79,554	\$ 125,442	\$ 107,814	\$ 73,377	\$ 53,961	\$ 28,070	\$ 25,601	\$ 654,113
2018 YTD	\$ 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
L3Y YTD	22522	47732	80812	111138	160295	239848	365290	473104	546481	600441	628512	654113	\$ 654,113
L3Y Mo%	3.4%	3.9%	5.1%	4.6%	7.5%	12.2%	19.2%	16.5%	11.2%	8.2%	4.3%	3.9%	100%
L4Y Avg	22,522	25,210	33,080	30,326	49,157	79,554	125,442	107,814	73,377	53,961	28,070	25,601	\$ 654,113
2019	\$ 26,128	\$ 34,525											
2018	\$ 23,434	\$ 32,031	\$ 43,138	\$ 29,084	\$ 54,673	\$ 91,833	\$ 129,480	\$ 110,071	\$ 74,349	\$ 55,748	\$ 28,602	\$ 29,228	\$ 701,671
2017	\$ 21,065	\$ 27,000	\$ 32,970	\$ 34,202	\$ 49,245	\$ 84,253	\$ 124,773	\$ 103,812	\$ 79,790	\$ 54,288	\$ 28,636	\$ 27,787	\$ 667,820
2016	\$ 22,154	\$ 30,878	\$ 30,889	\$ 31,900	\$ 41,916	\$ 76,676	\$ 133,399	\$ 106,420	\$ 74,302	\$ 55,670	\$ 29,251	\$ 24,157	\$ 657,612
2015	\$ 19,827	\$ 21,356	\$ 25,325	\$ 26,116	\$ 50,794	\$ 65,452	\$ 114,115	\$ 110,952	\$ 65,067	\$ 50,138	\$ 25,793	\$ 21,234	\$ 596,169
2014	\$ 18,288	\$ 20,758	\$ 26,842	\$ 22,052	\$ 44,654	\$ 55,839	\$ 98,956	\$ 99,268	\$ 49,203	\$ 42,920	\$ 23,340	\$ 20,702	\$ 522,821
2013	\$ 14,884	\$ 22,201	\$ 23,631	\$ 23,526	\$ 31,712	\$ 64,312	\$ 98,939	\$ 81,623	\$ 39,078	\$ 29,403	\$ 22,361	\$ 19,010	\$ 470,680
2012	\$ 15,543	\$ 21,262	\$ 25,514	\$ 24,982	\$ 36,785	\$ 63,981	\$ 84,148	\$ 86,727	\$ 67,154	\$ 26,368	\$ 20,027	\$ 20,004	\$ 492,495
2011	\$ 10,911	\$ 16,880	\$ 20,658	\$ 21,046	\$ 47,775	\$ 49,218	\$ 87,385	\$ 69,827	\$ 44,867	\$ 28,595	\$ 14,539	\$ 25,821	\$ 437,521
L8Y Avg	\$ 18,263	\$ 24,046	\$ 28,621	\$ 26,614	\$ 42,273	\$ 62,580	\$ 102,823	\$ 92,469	\$ 56,612	\$ 38,849	\$ 22,552	\$ 21,821	\$ 537,522
L8Y YTD	\$ 18,263	\$ 42,309	\$ 70,930	\$ 97,543	\$ 139,816	\$ 202,396	\$ 305,219	\$ 397,689	\$ 454,300	\$ 493,149	\$ 515,701	\$ 537,522	\$ 537,522
L6Y Mo %	3.4%	4.5%	5.3%	5.0%	7.9%	11.6%	19.1%	17.2%	10.5%	7.2%	4.2%	4.1%	100%

CITY OF LAKE GENEVA
BALANCE SHEET
MARCH 31, 2019

FUND 47 - TOURISM

ASSETS

47-00-00-11111	FUND CASH	197,826.31	
	TOTAL ASSETS		<u>197,826.31</u>

LIABILITIES AND EQUITY

FUND EQUITY

47-00-00-34800	UNRESERVED FUND BALANCE	211,030.28	
	REVENUES OVER EXPENDITURES - YTD	(13,203.97)	
	TOTAL FUND EQUITY		<u>197,826.31</u>
	TOTAL LIABILITIES & EQUITY		<u>197,826.31</u>

Account Number	Account Title	2019-19 Period Actual	2019-19 Current year Actual	Current year Budget	Variance Current year	% of Budget
TOURISM						
TOURISM						
TOURISM						
47-00-00-41210	ROOM TAX	25,000.00	25,000.00	270,278.00	245,278.00	9.25
Total TOURISM:		25,000.00	25,000.00	270,278.00	245,278.00	9.25
TOURISM						
47-00-00-57100	HOTEL/MOTEL ASSN-CHAM OF COM	.00	25,000.00	154,443.00	129,443.00	16.19
47-00-00-57210	OTHER TOURISM EXP	2,666.00	7,998.00	32,000.00	24,002.00	24.99
Total TOURISM:		2,666.00	32,998.00	186,443.00	153,445.00	17.70
Total TOURISM:		27,666.00	57,998.00	456,721.00	398,723.00	12.70
DEPARTMENT: 70						
PROGRAM: 00						
47-70-00-57150	PROMOTIONAL GRANT	79.10	3,158.20	83,835.00	80,676.80	3.77
47-70-00-57155	TOURISM MUNICIPAL DEVELOPMENT	1,457.00	2,047.77	.00	2,047.77-	.00
Total PROGRAM: 00:		1,536.10	5,205.97	83,835.00	78,629.03	6.21
Total DEPARTMENT: 70:		1,536.10	5,205.97	83,835.00	78,629.03	6.21
TOURISM Revenue Total:		25,000.00	25,000.00	270,278.00	245,278.00	9.25
TOURISM Expenditure Total:		4,202.10	38,203.97	270,278.00	232,074.03	14.14
Net Total TOURISM:		20,797.90	13,203.97-	.00	13,203.97	.00
Net Grand Totals:		20,797.90	13,203.97-	.00	13,203.97	.00

Month	Organization	
2018		
January	None	0
February	None	0
March	Riviera for the Midwest CVB Conf. WCCVB	\$450.00 \$600.00
April	Ice Castles Lodging By The Lake Horticulture Hall Lake Geneva Attractions Love Lake Geneva Campaign	\$25,000.00 \$38,000.00 \$1,000.00 \$3,900.00 \$2,949.00
May	Geneva Theater	\$1,000.00
June	None	0
July	Winter Fest Banners Arctic Frog Marathon 1/2 Womens' Marathon	\$462.00 \$2,100.00 \$2,100.00
August	No Meeting	0
September	Queen Bee (no group identified)	\$550.00
October	Santa Clause (no group identified)	\$3,000
November	None	0
December	None	0
2019		
January	Avian Committee	\$1,500.00
February	No Meeting	0
March	Streets of Lake Geneva Lake Geneva Attractions Sons of American Legion Guided Shore Path Tour	\$350.00 \$4,000.00 \$3,425.00 \$3,000.00
April		

Submit receipts 45 days
0 from event date

0



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

Date Submitted: April 5, 2019

Organization: Geneva Lake Astrophysics and STEAM

Contact Person: Deb Kaelbli

Phone Number: 262-203-0300

Street Address: 186 Elkhorn Rd

City, State, Zip: Williams Bay, WI 53191

Email Address: deb@glaseducation.org

Name of Event: Star Parties by GLAS

Date(s) of Event: May 30, June 27, July 25, August 29, 2019

Location of Event: Riviera in Lake Geneva

Type of Event: Astronomy & science education outreach
(Festival, Cultural, Convention, Tour, Sporting, Other)

Estimated Number of Attendees: 450 per event, 1800 total

Estimated Number of Overnight Stays: 200 per event, 800 total

Annual Event (Yes/No): Yes

Event/Initiative Start Date: May 30, 2019

Event/Initiative End Date: August 29, 2019

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

Grant Amount Requested: \$4252

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**



Lake Geneva Star Parties by GLAS

1) Event Overview/Description - Professional astronomy educators from GLAS Education will host a series of three-hour events at the Riviera Ballroom. Each event will feature a StarLab portable planetarium show highlighting constellations, planets, and galaxies that are observable in the night sky during the month. Weather permitting, local amateur astronomers will assist guests to view those same objects using small telescopes placed out on the balcony overlooking Geneva Lake. Inside, there will be four to five educational stations with topics ranging from Yerkes Observatory history to tactile experiences of the moon, to demonstrations of cutting edge science topics such as gravitational waves. GLAS staff and volunteers will ensure that each experience is educational and engaging. GLAS Education is a leader in Dark Skies Education. Each event will include an interactive station highlighting the impact of light pollution on human health, safety, and the environment.

2) Event Budget funds will be used to cover the venue rental and security at the Riviera, consumable activity materials and speaker fees. Printing and advertising expenses for stand-up display, posters, and rack cards with Lake Geneva logo will be covered at 50%.

	Per Event	Total
Venue	\$400	\$1,600
Venue Security	\$60	\$240
Consumable Activity Materials	\$100	\$400
Speaker Fees	\$600	\$1,200
Printing		\$812
	Total	4,252

3) Mock-up of marketing material to include City of LG logo- see attached

4) The marketing plan for the Thursday evening events will focus on leveraging local resources to promote the events in a way that encourages visitors to plan their stays to include three overnights. Local hotels will be encouraged to promote Star Parties on their media outlets as well as in-house with printed materials to draw on existing traffic. Other marketing efforts will include: small posters to display at local businesses, a stand-up display with large graphics and information and directional signage for Visit Lake Geneva building. Rack cards can be printed for insertion at local tourist attractions and gathering spots. We anticipate partnering with the Geneva Lake Museum with cross-promotion as we have historically served the same demographic.

5) Any other helpful info

- a. GLAS staff are professional astronomy astrophysics educators with over 15 years of experience hosting educational observing events at Yerkes Observatory and in the surrounding communities. They are actively involved with current science projects with national and international connections that keep their material and resources relevant and their presentations fresh and engaging. We are family friendly, bringing quality astronomy education experiences to all ages and abilities.

GLAS Education has a participant list of approximately five hundred. Individuals and families often attend multiple events per year. We are able to bring these existing customers from other communities into Lake Geneva in addition to attracting the typical family that visits Lake Geneva.

- b. GLAS staff is able to host events of varying sizes. Past star parties at Yerkes Observatory had a maximum indoor capacity of 185. Outdoor events such as the total solar eclipse in 2017 and the Transit of Venus in 2012 saw upwards of 600 attendees on the lawn at Yerkes. The most recent star party was held at the Grand Geneva in conjunction with an international meeting of gravitational wave scientists. One hundred and fifty attendees filled the lecture hall to standing room only. The large space provided by the Riviera ensures that we can accommodate more than twice as many participants indoors than in the past.
- c. Astronomical events of special interest provide additional points of interest and become a greater draw for visitors. For example, in July there will be a solar eclipse in Chile that could be used as the focal point for an additional daytime event. The eclipse can be live streamed during the day while solar education activities are conducted. GLAS education has the specialized observing equipment needed to safely observe the sun. In addition, the 50th anniversary of the Apollo 11 mission and other historical or astronomical events can be used to create interest in the parties.

Star Parties by GLAS Education



At the Riviera Ballroom on Lake Geneva's Waterfront

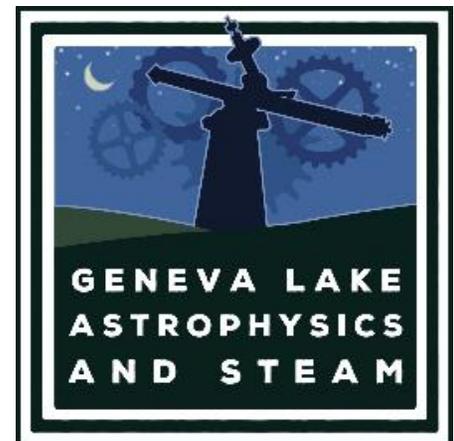
Bringing the wonders of the night sky to you, day or night, rain or shine!

Spend the evening with your friends and family in the grand Riviera Ballroom on beautiful Lake Geneva. Come inside our planetarium and see the wonders of the night sky. Then, head to the balcony where our sky guides will help you view those sights through actual telescopes. Discover how our universe works with interactive demonstrations.

This is a hands-on, all senses activated show!

Doors open at 7:00 P.M. and activities run until 10:00 P.M. Planetarium shows run on the half hour.

*Lake
Geneva*





Star Parties by GLAS Education



**At the Riviera Ballroom
on Lake Geneva Waterfront**

**Bringing the wonders of the
night sky to you, day or
night, rain or shine!**

**Lake
Geneva**

Spend the evening under the stars in the grand Riviera Ballroom on beautiful Lake Geneva. Come inside our planetarium and see the wonders of the night sky. Then, head to the balcony where our sky guides will help you view those sights through actual telescopes. Discover how our universe works with interactive demonstrations.

This is a hands-on, all senses activated show!

Doors open at 7:00 P.M. and activities run until 10:00P.M. Planetarium shows run on the half hour.

www.glaseducation.org

