



TOURISM COMMISSION
WEDNESDAY, MAY 08, 2019 – 4:00PM
ROOM 2A, CITY HALL

AGENDA

Committee Members: Chairperson, Tammie Carstensen, Brian Waspi, John Trione, Alderpersons: Rich Hedlund, Shari Straube Also Present: Administrator, Nord & Asst. Clerk, Elder

1. Meeting call to order
2. Roll Call
3. Election of Officers
 - a. Chairperson
 - b. Vice Chairperson
 - c. Secretary
4. Comments from the public limited to 5 minutes, limited to items on this agenda
5. Approval of the Tourism Commission minutes from April 10, 2019
6. Update from Tourism Entity (Visit Lake Geneva) on Promotional Activity, Calendar, and Hotel Performance
7. Update from Bridget Leech 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 from City Administrator Nord on Room Tax Dollars Collected, Financials, current Budget & Disbursements
10. Discussion/Action regarding Riviera plans & funding
11. Discussion/Action on Tourism Promotion Grant Program and Requests:
 - a. GLAS
 - b. SO Creative Club
 - c. Event Trailer Lake Geneva Fire Truck
 - d. Fireworks
12. **Motion to go into Closed Session pursuant to Wis. Stat. 19.85(1)(c) considering employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility regarding: independent contractor for the Tourism Commission compensation.**
13. Agenda items and next meeting date June 12, 2019 at 4:00 pm
14. 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, APRIL 10, 2019 – 4:00PM

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 Chairman, Carstensen at 4:00 pm

Roll Call: Carstensen, Fritz, Lorenzi, Waspi Ald. Hedlund, & Ald. Straube Also present: Admin. Nord & Asst. City Clerk, Elder, Representatives from the BID, & VLG

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

None

Approval of the Tourism Commission minutes from March 13, 2019

Ald. Hedlund approved the March 13, 2019 minutes, second by Fritz. Motion carried 6-0.

Discussion/Recommendation change Tourism meeting time from 5:00 to 4:00 pm

Motion by Lorenzi to change the monthly Tourism Commission meeting from 5:00 pm to 4:00 pm, second by Ald. Hedlund. Motion carried 6-0.

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

Alyssa Delloro presented VLG marketing update, but didn't have number from STR report. Members asked if the email list was available for purchase, and requested for future presentation to see the change in engagement on social media and open rate/click through on emails.

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

Bridget Leech shared update on the Wine Walk – 400 Tickets Sold Out. Roger Brooks sub committees have started meeting, Movies on the Beach coming, and updated on pedestrian traffic.

Update from Stephanie Copsey (Independent Contractor for Tourism Commission) Meet at the Lake Promotional Activity Updated information on HelmsBriscoe program, presented quote on MATL logo design, and will meet with Nord regarding locating Cvent contact listing. Shared she spoke with VISIT MKE regarding upcoming DNC opportunities.

Motion by Lorenzi to approve Riviera logo design for \$625 with potential style guide conducted by Administrator or appointee, second by Waspi. Motion carried 6-0.

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

Administrator, Nord shared the current Room Tax Dollars collected and the Finance Balance Sheet from the Comptroller. Waspi requested that Admin. Nord check with Karen regarding revenues over expenses.

Update on Riviera Plans

Admin. Nord stated Mayor and Piers Committee will be wrapping up their input session regarding the Riviera. Members suggested inviting the Comptroller & Ald. Skates from Piers be invited to May Tourism meeting.

Discussion/Action on Tourism Promotion Grant Program and Requests:

- a. Star Parties by GLAS

Motion was amended by Ald. Hedlund to fund \$3,848 to the GLAS for their 4 events, second by Lorenzi. Motion carried 6-0.

Agenda items and next meeting date May 8, 2019 at 4:00 pm

- Allocating funds to the renovate Riviera
- Create an Ad for LG Regional News to let people know about Tourism Commission grants
- On Demand Mobility Program from Parking
- Ideation Lorenzi Think Tank

Waspi motion to adjourn at 5:30 pm, second by Straube. Motion carried 6-0.

04/15/2019 4:00 pm

cc: Tourism Commissioners, Mayor, Administrator, Media



VISIT LAKE GENEVA

RESTAURANT WEEK: June 1st- 9th 2019

The theme for Restaurant Week is “9 days of Deliciousness”

The 5 Charities that were chosen are the following:

- Lake Geneva Food Pantry
- MyTeam Triumph
- Alzheimers Association
- Lake Geneva Fresh Air Association – Holiday Home Camp
- New Beginnings APFV (The Association for Prevention of Family Violence)

Participating Restaurants:

- 240 West- The Abbey Resort
- Café Calamari
- Harpoon Willie’s
- Champs Sport Bar and Grill
- Crafted Americana
- Fiddlesticks
- Frontier Restaurant
- Lookout Bar & Eatery
- Gino’s East
- Ristorante Brissago
- Grand Cafe
- Hawks View Golf Club
- Hunt Club Steakhouse
- Next Door Pub
- Oakfire
- Red Geranium
- Simple Café
- Sopra
- The Geneva Inn - Grandview
- Tuscan
- Sprecher’s Restaurant & Pub
- Pier 290
- Someplace Else
- Stefana’s



CONCERTS IN THE PARK:

- **June 13th- The Amazing Farm Boys**
- **June 27th- Tony Ocean**
- **July 11th- Matt Meyer and the Smooth Riders**
- **July 18th – Un-Hich’d**
- **July 25th- Georgia Rae Family Band**
- **August 1st- Weird Science**
- **August 8th – Saturday June Band**

Meet at the Lake Update- Tourism Commission Meeting
May 8, 2019

Marketing Update

- HelmsBriscoe partner program letters have been mailed. Due date is Thursday, May 30th.
- Riviera Cvent Listing- MATL now has access. Listing is up to date.
- Catalog Update- Will have rough copy for Tourism Commission to review at June meeting.
- VRBO/Bed & Breakfasts- Potential utilization for DNC groups requiring banquet space & sleeping rooms?

Sales/RFP Update

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

Status: Awaiting decision.

Other Items

- Continuing to reach out to WI and Chicago planners and DMCs.
- MPI Wisconsin and Chicago networking events.
- Quarterly Industry Mixer for hotel/private event venue sales teams- Hosted by Tourism Commission? Thoughts?
 - Goal is to tighten local relationships and increase referrals between properties (keep all groups that reach out to venues directly within the Lake Geneva area)

City of Lake Geneva
Room Tax Collected

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2019	\$ 26,128	\$37,193	\$35,274										\$ 98,595
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	\$ 24,046	\$ 33,080	\$ 30,326	\$ 49,157	\$ 79,554	\$ 125,442	\$ 107,814	\$ 73,377	\$ 53,961	\$ 28,070	\$ 25,601	\$ 652,949
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	22521.626	46567.41	79647.904	109973.4	159130.23	238683.89	364125.576	471939.33	545316.3	599277.08	627347.58	652949.07	\$ 652,949
L3Y Mo%	3.4%	3.7%	5.1%	4.6%	7.5%	12.2%	19.2%	16.5%	11.2%	8.3%	4.3%	3.9%	100%
L4Y Avg	22,522	24,046	33,080	30,326	49,157	79,554	125,442	107,814	73,377	53,961	28,070	25,601	\$ 652,949
2019	\$ 26,128												
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%

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	.00	25,000.00	270,278.00	245,278.00	9.25
Total TOURISM:		.00	25,000.00	270,278.00	245,278.00	9.25
TOURISM						
47-00-00-57100	HOTEL/MOTEL ASSN-CHAM OF COM	25,000.00	50,000.00	154,443.00	104,443.00	32.37
47-00-00-57210	OTHER TOURISM EXP	5,332.00	13,330.00	32,000.00	18,670.00	41.66
Total TOURISM:		30,332.00	63,330.00	186,443.00	123,113.00	33.97
Total TOURISM:		30,332.00	88,330.00	456,721.00	368,391.00	19.34
DEPARTMENT: 70						
PROGRAM: 00						
47-70-00-57150	PROMOTIONAL GRANT	78.96	3,237.16	83,835.00	80,597.84	3.86
47-70-00-57155	TOURISM MUNICIPAL DEVELOPMENT	137.50	2,185.27	.00	2,185.27-	.00
Total PROGRAM: 00:		216.46	5,422.43	83,835.00	78,412.57	6.47
Total DEPARTMENT: 70:		216.46	5,422.43	83,835.00	78,412.57	6.47
TOURISM Revenue Total:		.00	25,000.00	270,278.00	245,278.00	9.25
TOURISM Expenditure Total:		30,548.46	68,752.43	270,278.00	201,525.57	25.44
Net Total TOURISM:		30,548.46-	43,752.43-	.00	43,752.43	.00
Net Grand Totals:		30,548.46-	43,752.43-	.00	43,752.43	.00

CITY OF LAKE GENEVA
BALANCE SHEET
APRIL 30, 2019

FUND 47 - TOURISM

<u>ASSETS</u>			
47-00-00-11111	FUND CASH	194,943.85	
	TOTAL ASSETS		<u>194,943.85</u>
<u>LIABILITIES AND EQUITY</u>			
<u>LIABILITIES</u>			
47-00-00-21100	ACCOUNTS PAYABLE	27,666.00	
	TOTAL LIABILITIES		27,666.00
<u>FUND EQUITY</u>			
47-00-00-34800	UNRESERVED FUND BALANCE	211,030.28	
	REVENUES OVER EXPENDITURES - YTD	(43,752.43)	
	TOTAL FUND EQUITY		<u>167,277.85</u>
	TOTAL LIABILITIES & EQUITY		<u>194,943.85</u>

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance		
FUND CASH			03/31/2019 (03/19) Balance	47-00-00-11111			197,826.31		
04/30/2019	CA-CD	5	CDA Fund Allocation - Created: 04/05/19 4:24 P			2,666.00-			
04/30/2019	CA-CD	35	CDA Fund Allocation - Created: 04/22/19 9:48 A			78.96-			
04/30/2019	CA-CD	46	CDA Fund Allocation - Created: 05/01/19 2:09 P			137.50-			
04/30/2019 (04/19) Period Totals and Balance					.00 *	2,882.46- *	194,943.85		
ACCOUNTS PAYABLE			03/31/2019 (03/19) Balance	47-00-00-21100			.00		
04/30/2019	AP	123	Summary Transactions from AP System			2,666.00-			
04/30/2019	AP	366	Summary Transactions from AP System			137.50-			
04/30/2019	AP	524	Summary Transactions from AP System			78.96-			
04/30/2019	AP	763	Summary Transactions from AP System			27,666.00-			
04/03/2019	CDA	70178	STEPHANIE LYNN LAKE GENEVA LLC		2,666.00				
04/17/2019	CDA	70315	TIME WARNER CABLE		78.96				
04/23/2019	CDA	70375	NYQUIST ENGINEERING		137.50				
04/30/2019 (04/19) Period Totals and Balance					2,882.46 *	30,548.46- *	27,666.00-		
UNRESERVED FUND BALANCE			03/31/2019 (03/19) Balance	47-00-00-34800			211,030.28-		
04/30/2019 (04/19) Period Totals and Balance					.00 *	.00 *	211,030.28-		
ROOM TAX			03/31/2019 (03/19) Balance	47-00-00-41210			25,000.00-		
04/30/2019 (04/19) Period Totals and Balance					.00 *	.00 *	25,000.00-		
YTD Encumbrance	.00	YTD Actual	-25,000.00	Total	-25,000.00	YTD Budget	-270,278.00	Unearned	245,278.00
HOTEL/MOTEL ASSN-CHAM OF COMM			03/31/2019 (03/19) Balance	47-00-00-57100			25,000.00		
05/01/2019	AP	634	LAKE GENEVA CONVENTION		25,000.00				
			**Desc: 2ND QTR 2019 PAYMENT						
04/30/2019 (04/19) Period Totals and Balance					25,000.00 *	.00 *	50,000.00		
YTD Encumbrance	.00	YTD Actual	50,000.00	Total	50,000.00	YTD Budget	154,443.00	Unexpended	104,443.00
OTHER TOURISM EXP			03/31/2019 (03/19) Balance	47-00-00-57210			7,998.00		
04/03/2019	AP	107	STEPHANIE LYNN LAKE GENEVA LLC		2,666.00				
			**Desc: SPECIAL EVENTS COORDINATOR-APR 2019						
05/01/2019	AP	739	STEPHANIE LYNN LAKE GENEVA LLC		2,666.00				
			**Desc: SPECIAL EVENTS COORDINATOR-MAY 2019						
04/30/2019 (04/19) Period Totals and Balance					5,332.00 *	.00 *	13,330.00		
YTD Encumbrance	.00	YTD Actual	13,330.00	Total	13,330.00	YTD Budget	32,000.00	Unexpended	18,670.00
PROMOTIONAL GRANT			03/31/2019 (03/19) Balance	47-70-00-57150			3,158.20		
04/08/2019	AP	487	TIME WARNER CABLE		78.96				
			**Desc: RIV WIRELESS-APR						
04/30/2019 (04/19) Period Totals and Balance					78.96 *	.00 *	3,237.16		
YTD Encumbrance	.00	YTD Actual	3,237.16	Total	3,237.16	YTD Budget	83,835.00	Unexpended	80,597.84
TOURISM MUNICIPAL DEVELOPMENT			03/31/2019 (03/19) Balance	47-70-00-57155			2,047.77		
04/11/2019	AP	235	NYQUIST ENGINEERING		137.50				
			**Desc: 1ST QTR IT SVCS						
04/30/2019 (04/19) Period Totals and Balance					137.50 *	.00 *	2,185.27		

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
YTD Encumbrance		.00 YTD Actual	2,185.27 Total	2,185.27 YTD Budget	.00 Unexpended	(2,185.27)	
Number of Transactions: 15 Number of Accounts: 8					Debit	Credit	Proof
Total TOURISM:					33,430.92	33,430.92-	.00
Number of Transactions: 15 Number of Accounts: 8					Debit	Credit	Proof
Grand Totals:					33,430.92	33,430.92-	.00

Report Criteria:

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

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 SO Creative Club (Mktg. Path)	\$350.00 \$4,000.00 \$3,425.00 \$3,000.00
April	GLAS (Star Parties)	\$3,848.00

Recipients are to submit receipts 45 days after event date



x3 year commitment



THE RIVIERA BALLROOM

PRIMARY IDENTITY



COLOR PALETTE



TYPOGRAPHY

HEADLINES NEXA RUST SANS BLACK
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

SUBHEADS DIN CONDENSED BOLD
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

LIMITED USE *Kinescope*
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

BODY COPY ATHELIS REGULAR
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z



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%. [Additional funds were added for the security charges to cover set-up and take down hours as required by the venue. We are also requesting two star parties be accessible for deaf and hard of hearing by having an ASL Interpreter at the June and July events.](#)

	Per Event	Total
Venue	\$400	\$1,600
Venue Security	\$120	\$480
Consumable Activity Materials	\$100	\$400
Speaker Fees	\$600	\$1,200
Printing		\$406
ASL Interpreter	\$150	\$300
	Total	\$4,386

- 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.

Revised SO Creative Club Overview/Description

SO Creative Club aims to market Lake Geneva leisure, group activities & experiences that build an appealing itinerary leading to revenue generation benefiting Lake Geneva hotels, retailers, restaurants, and attractions. SO Creative Club will work with a digital marketing expert to target these segments to promote day trips & overnight stays.

One of the most attractive things about social media marketing is the powerful ability to target segments based on their online information and habits. We will identify demographics such as: age, gender, career, interests, hobbies, buying habits, viewing habits, location and more. We will encourage visitors, leisure/corporate groups to stop & stay by marketing activities that appeal to them and will keep them busy four times longer than it will take them to get here.

Our main objective during this seasonal campaign will be to encourage Lake Geneva hotel stays by highlighting & tagging local activities/experiences, curated packages, encouraging collaborative partnerships and/or added value to encourage overnight stays.

Using SO Creative Club's Facebook, Instagram, & LinkedIn platforms we will post five times a week to the audience on Lake Geneva activities, businesses, the Riviera, hotels, events, guided tours, and lifestyle to keep content current and engaging. We will create Facebook events whenever appropriate.

Facebook advertising campaigns will be developed and managed with \$300 of the monthly fee going directly into paid ad campaigns to a targeted audience surrounding the Lake Geneva area to increase awareness, encourage hotel bookings and spotlight popular activities/experiences that would attract travelers to come and stay here for 2+ nights or more.

Budget & Plan

Mid-May to Mid-August content schedule/development, posting & paid promotions.

TOTAL \$3,000

Event Trailer Proposal Tourism Commission

On behalf of the Lake Geneva Fire Department and the Lake Geneva Business Improvement District, we are asking for \$22,000 to create an Event/Welcome Trailer. The trailer we are looking to procure is 32' long and will be multi-purpose. See below for more details.

TRAILER USES

Lake Geneva Fire Department Home Base

At large events, it is often difficult for our paramedics to gain access to the person/area that may need assistance. This trailer would allow for a home base for the Lake Geneva Fire Department to provide first aid. People could come here for anything as simple as a bee sting to any more serious matters.

This would also serve as a lost and found/lost child area

The trailer would allow for the Fire Department to interact with the public on a more regular basis, which aligns with department goals.

Event Headquarters

This trailer will be a place for any host organization to use as their home base. This is especially useful for large events held on the streets or in parks, where a lot of cash is present. The trailer will serve as a place that cash can be kept securely in a safe. Additionally, it could serve as a check in point for volunteers and staff for the event.

Welcome Center

This trailer would be helpful at both small and large events. At smaller events, such as Maxwell Street Days, this trailer would serve as a welcome center for visitors to get information on area happenings. The outside of the trailer will be decorated with bright colors/artwork. The hope is that it will be attractive to people and grab their attention, therefore prompting them to speak with whomever is working at the trailer.

Some of the many organizations that will benefit from this will be the Streets of Lake Geneva, the Lake Geneva Fire Department, The Jaycees, Visit Lake Geneva and the Geneva Lakes Art Foundation.

Milwaukee Downtown does some similarly themed pop-up welcome centers. Located next to the Milwaukee Art Museum, Milwaukee Downtown has a wagon that can be closed and locked at night. During the daytime hours, this wagon is opened up, staffed and used to help answer questions and hand out information. This kiosk is mobile and can be transported to a variety of events, where it serves the same purpose.

Finances

Trailer	12,500
Delivery	500
Stairs	1,000
Wrap/Exterior	3,000
Awning	1,500
Skirting	1,000
Miscellaneous - Chairs and tables for outside, any necessary IT upgrades, visual aids, interior paint	2,500
	22,000

The Fire Department already has access to high speed Internet and will be providing it for the event trailer.

Below are photos of the trailer in its current state, as well as an inspiration photo to give you an idea of what it could look like when complete.



The wrap for the trailer is not yet finalized, but will be bright, fun and welcoming. It will include logos of any sponsoring entities, as well as an area to list upcoming events.

This trailer will be considered a city asset. The Lake Geneva Fire Department will store and maintain the trailer, as well as being in charge of scheduling events it will be at.

Overall, we think this trailer will be a fantastic, long-term asset for the City and will represent a great partnership between all of the organizations that spend time and money to bring events to the area and the people that help us make it happen!



Revised
For additional Funding



Lake Geneva

City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

Date Submitted: February 7, 2019 - 5/8/2019

Organization: Sons of the American Legion

Contact Person: Dan Jegerski

Phone Number: 262-770-6917

Street Address: 735 Henry St.

City, State, Zip: Lake Geneva, WI 53147

Email Address: gerski14@hotmail.com

Name of Event: Freedom over the Lake

Date(s) of Event: July 4, 2019 7/3/2019

Location of Event: Lake Geneva, near Flat Iron Park

Type of Event: Community Event
(Festival, Cultural, Convention, Tour, Sporting, Other)

Estimated Number of Attendees: 500 - 1000 ++

Estimated Number of Overnight Stays: 250 ++

Annual Event (Yes/No): Yes, we hope to make it annual

Event/Initiative Start Date: July 4, 2019 7/3/2019

Event/Initiative End Date: July 4, 2019 7/3/2019

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

Grant Amount Requested: 3,425 16,000 - cost of

Fireworks

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