



TOURISM COMMISSION
WEDNESDAY, JULY 10, 2019 – 4:00PM
ROOM 2A, CITY HALL

AGENDA

Committee Members: Chairperson, Tammie Carstensen, Vice Chair, Brian Waspi, John Trione, and Dana Trilla Alderpersons: Rich Hedlund, Shari Straube

1. Meeting call 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 June 12, 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) Meet at the Lake Promotional Activity
8. Written financial update provided by Comptroller regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements
9. Discussion/Action regarding Riviera plans & funding
10. Discussion/Action on Tourism Promotion Grant Program and Requests:
 - Cruzin Tuks (Mobility Pilot)
 - Wedding Show
11. Agenda items and next meeting date August 14, 2019 at 4:00 pm
12. 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, JUNE 12, 2019 – 4:00PM

ROOM 2A, CITY HALL

Committee Members: Chairperson, Tammie Carstensen, Vice Chair, Brian Waspi, John Trione, and Dana Trilla Alderpersons: Rich Hedlund, Shari Straube

Meeting call to order 4:00 pm

Roll Call: Carstensen, Waspi, Trione, Trilla, Ald. Hedlund, & Straube

Also Present: Administrator, Nord & Asst. City Clerk, Elder, VLG, Smolarek

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

Motion by Ald. Hedlund to move item 7 up by Hedlund, second by Waspi. Motion carried unanimously.

Keven Flemming spoke on behalf of the BID report. The Wine Walk event went well, tonight's Movie on the Beach has been moved to the theater due to rain, and the City Council passed 32 inches in-front of storefront businesses. Kevin didn't have the official report, but said that foot traffic was down in May i.e. 11,000 people last year on Memorial Day and this year it was 6,000 and believe it was weather related.

Approval of the Tourism Commission minutes from May 08, 2019

Motion by Waspi to edit last month's minutes to reflect the increased funding for the GLAS and approve, second by Straube. Motion carried unanimously.

Update on Awarded Tourism Grants Press Release from Chairman Carstensen & welcome new Tourism Commission Members, Dana Trilla & John Trione

Chairman Carstensen welcomed the new Tourism Commission members, and we'll be sending the press release that was in the packet so general public is aware of what the commission does.

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

Susan Smolarek shared the hotel report that has what was sourced from VLG. Starting Concerts in the Park tomorrow, and they had good media coverage for LG Restaurant Week and they're tallying votes for the charity check. VLG also hired a Marketing Director with 25 year's experience and it will be announce on Friday. VLG sponsor of Amerivespa purchased the street banners which are on display. Waspi questioned social media statistics and Tammie said once the marketing director is hired, better statistics will be available as the last year's stats are not accurate and should not be used in comparison to this year. Waspi has a document he created to look at on social media to see how social media is trending and he'll be meeting with Jen at VLG to review.

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

Kevin Flemming presented in the comments section.

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

Stephanie was unable to attend the meeting, and she's taken over temporary work on the Riviera until September. She's had eight to ten tours of the Riviera a week, all contracts for catering vendors are now in place, she has also confirmed five contracts with several bookings waiting for contracts. Showed the updated Riviera webpage on the CityofLakeGeneva website featuring the

new Riviera virtual tour, pictures, and wedding video. Stephanie will have the marketing budget update ready to present in July.

Written financial update provided by Comptroller regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements

Group review the financials presented and Waspi asked to replace Lodging by the Lake with Meet at Lake Geneva in the grant recording section. Total unused funds \$165,902.43.

Discussion/Action regarding Riviera plans & funding

Alderman Doug Skates indicated that the Piers, & Lakefront Committee have been reaching out for input starting at Winterfest, online surveys, in person meetings, and staff input. He stated he will provide the report he has from MSI which will outline costs for various repairs to include the roof which cost is based on the materials used. Estimating total cost between 2 to 5 million.

Tammie asked what the intent or plan is to fund the Riviera moving forward, and Administrator Nord stated the goal would be for the Riviera to be self-funded. Waspi stated there's some confusion on flow of funding to municipality, development, and grants. Ald. Straube shared that she thinks it's a logical step for the city to ask the Tourism Commission to help fund the Riviera. Ald. Skates is aiming for August to obtain RFP's and September for contractor to be selected.

Discussion/Action on Tourism Promotion Grant Program and Requests:

- No grants submitted for this month

GLAS Star Party first event went well, but would like to see attendance increase. Next event is on June 27 with a theme of Black Holes, July 25th - 50th Anniversary of the Apollo Landing, and the August 29th is on new generation of space travel.

Agenda items and next meeting date July 10, 2019 at 4:00 pm

Stephanie Copsey to provide update (analytics & marketing budget)

Adjourn

Ald. Hedlund motioned to adjourn at 5:00 pm, second by Carstensen. Motion carried unanimously.

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.

City of Lake Geneva
Room Tax Collected

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2019	\$ 26,128	\$ 37,224	\$ 43,433	\$ 26,220	\$ 53,174								\$ 186,180
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	\$ 25,510	\$ 35,151	\$ 29,504	\$ 49,960	\$ 79,554	\$ 125,442	\$ 107,814	\$ 73,377	\$ 53,961	\$ 28,070	\$ 25,601	\$ 656,466
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	\$ 22,522	\$ 48,032	\$ 83,183	\$ 112,687	\$ 162,647	\$ 242,201	\$ 367,643	\$ 475,456	\$ 548,833	\$ 602,794	\$ 630,865	\$ 656,466	\$ 656,466
L3Y Mo%	3.4%	3.9%	5.4%	4.5%	7.6%	12.1%	19.1%	16.4%	11.2%	8.2%	4.3%	3.9%	100%
L4Y Avg	22,522	25,510	35,151	29,504	49,960	79,554	125,442	107,814	73,377	53,961	28,070	25,601	\$ 656,466
2019	\$ 26,128	\$ 37,224	\$ 43,433	\$ 26,220	\$ 53,174								
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
JUNE 30, 2019

FUND 47 - TOURISM

ASSETS

47-00-00-11111	FUND CASH	183,231.08	
	TOTAL ASSETS		<u>183,231.08</u>

LIABILITIES AND EQUITY

FUND EQUITY

47-00-00-34800	UNRESERVED FUND BALANCE	211,030.28	
	REVENUES OVER EXPENDITURES - YTD	(27,799.20)	
	TOTAL FUND EQUITY		<u>183,231.08</u>
	TOTAL LIABILITIES & EQUITY		<u>183,231.08</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	50,000.00	270,278.00	220,278.00	18.50
47-00-00-48110	INTEREST INCOME	.00	2,208.59	.00	2,208.59-	.00
Total TOURISM:		25,000.00	52,208.59	270,278.00	218,069.41	19.32
TOURISM						
47-00-00-57100	HOTEL/MOTEL ASSN-CHAM OF COM	.00	50,000.00	154,443.00	104,443.00	32.37
47-00-00-57210	EVENTS COORDINATOR	2,666.00	15,996.00	32,000.00	16,004.00	49.99
47-00-00-57212	EVENTS COORDINATOR-RIVIERA	4,644.00	4,644.00	.00	4,644.00-	.00
Total TOURISM:		7,310.00	70,640.00	186,443.00	115,803.00	37.89
Total TOURISM:		32,310.00	122,848.59	456,721.00	333,872.41	26.90
DEPARTMENT: 70						
PROGRAM: 00						
47-70-00-57150	PROMOTIONAL GRANT	79.10	4,370.36	83,835.00	79,464.64	5.21
47-70-00-57155	TOURISM MUNICIPAL DEVELOPMENT	.00	4,997.43	.00	4,997.43-	.00
Total PROGRAM: 00:		79.10	9,367.79	83,835.00	74,467.21	11.17
Total DEPARTMENT: 70:		79.10	9,367.79	83,835.00	74,467.21	11.17
TOURISM Revenue Total:		25,000.00	52,208.59	270,278.00	218,069.41	19.32
TOURISM Expenditure Total:		7,389.10	80,007.79	270,278.00	190,270.21	29.60
Net Total TOURISM:		17,610.90	27,799.20-	.00	27,799.20	.00
Net Grand Totals:		17,610.90	27,799.20-	.00	27,799.20	.00

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance			
FUND CASH			05/31/2019 (05/19) Balance	47-00-00-11111			166,245.18			
06/30/2019	CA-CD	6	CDA Fund Allocation - Created: 06/07/19 4:37 P			3,291.00-				
06/30/2019	CA-CD	24	CDA Fund Allocation - Created: 06/28/19 9:57 A			4,723.10-				
06/30/2019	CA-JE	13	JE Fund Allocation - Created: 06/27/19 1:57 PM		25,000.00					
			06/30/2019 (06/19) Period Totals and Balance		25,000.00 *	8,014.10- *	183,231.08			
UNRESERVED FUND BALANCE			05/31/2019 (05/19) Balance	47-00-00-34800			211,030.28-			
			06/30/2019 (06/19) Period Totals and Balance		.00 *	.00 *	211,030.28-			
ROOM TAX			05/31/2019 (05/19) Balance	47-00-00-41210			25,000.00-			
06/27/2019	JE	8	ALLOCATE 2ND QTR ROOM TAX TOURISM-			25,000.00-				
			06/30/2019 (06/19) Period Totals and Balance		.00 *	25,000.00- *	50,000.00-			
YTD Encumbrance		.00	YTD Actual	-50,000.00	Total	-50,000.00	YTD Budget	-270,278.00	Unearned	220,278.00
INTEREST INCOME			05/31/2019 (05/19) Balance	47-00-00-48110			2,208.59-			
			06/30/2019 (06/19) Period Totals and Balance		.00 *	.00 *	2,208.59-			
YTD Encumbrance		.00	YTD Actual	-2,208.59	Total	-2,208.59	YTD Budget	.00	Unearned	(2,208.59)
HOTEL/MOTEL ASSN-CHAM OF COMM			05/31/2019 (05/19) Balance	47-00-00-57100			50,000.00			
			06/30/2019 (06/19) Period Totals and Balance		.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
EVENTS COORDINATOR			05/31/2019 (05/19) Balance	47-00-00-57210			13,330.00			
06/05/2019	AP	161	STEPHANIE LYNN LAKE GENEVA LLC		2,666.00					
			**Desc: SPECIAL EVENTS COORDINATOR-JUNE 2019							
			06/30/2019 (06/19) Period Totals and Balance		2,666.00 *	.00 *	15,996.00			
YTD Encumbrance		.00	YTD Actual	15,996.00	Total	15,996.00	YTD Budget	32,000.00	Unexpended	16,004.00
EVENTS COORDINATOR-RIVIERA			05/31/2019 (05/19) Balance	47-00-00-57212			.00			
06/27/2019	AP	646	STEPHANIE LYNN LAKE GENEVA LLC		1,978.00					
			**Desc: MAY RETRO-AMENDED CONTRACT							
06/27/2019	AP	647	STEPHANIE LYNN LAKE GENEVA LLC		2,666.00					
			**Desc: JUN RETRO-AMENDED CONTRACT							
			06/30/2019 (06/19) Period Totals and Balance		4,644.00 *	.00 *	4,644.00			
YTD Encumbrance		.00	YTD Actual	4,644.00	Total	4,644.00	YTD Budget	.00	Unexpended	(4,644.00)
PROMOTIONAL GRANT			05/31/2019 (05/19) Balance	47-70-00-57150			4,291.26			
06/08/2019	AP	587	TIME WARNER CABLE		79.10					
			**Desc: RIV WIRELESS-JUN							
			06/30/2019 (06/19) Period Totals and Balance		79.10 *	.00 *	4,370.36			
YTD Encumbrance		.00	YTD Actual	4,370.36	Total	4,370.36	YTD Budget	83,835.00	Unexpended	79,464.64
TOURISM MUNICIPAL DEVELOPMENT			05/31/2019 (05/19) Balance	47-70-00-57155			4,997.43			
			06/30/2019 (06/19) Period Totals and Balance		.00 *	.00 *	4,997.43			
YTD Encumbrance		.00	YTD Actual	4,997.43	Total	4,997.43	YTD Budget	.00	Unexpended	(4,997.43)

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
Number of Transactions: 8 Number of Accounts: 9					Debit	Credit	Proof
Total TOURISM:					32,389.10	33,014.10-	625.00-
Number of Transactions: 8 Number of Accounts: 9					Debit	Credit	Proof
Grand Totals:					32,389.10	33,014.10-	625.00-

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"



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

Date Submitted: 6/18/2019

Organization: Cruzin (Transportation) Tuks

Contact Person: Cyndy Hansen

Phone Number: 262.948.9302

Street Address: 32200 45th St #58

City, State, Zip: Burlington WI 53105

Email Address: thedriver53170@gmail.com

Name of Event: Not an event (experience/attraction)

Date(s) of Event: Seasonal

Location of Event: Downtown Lake Geneva

Type of Event: transportation for tourists & events
(Festival, Cultural, Convention, Tour, Sporting, Other)

Estimated Number of Attendees: based on hotel occupancy \$ (unk)

Estimated Number of Overnight Stays: Through advertising w/ Lake Geneva hotels; looking to fill hotel rooms in season w/ a downtown pilot program

Annual Event (Yes/No): Yes

Event/Initiative Start Date: 7/1/2019 -transportation

Event/Initiative End Date: 9/3/2019 -experience

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

Grant Amount Requested: 20,000 -

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

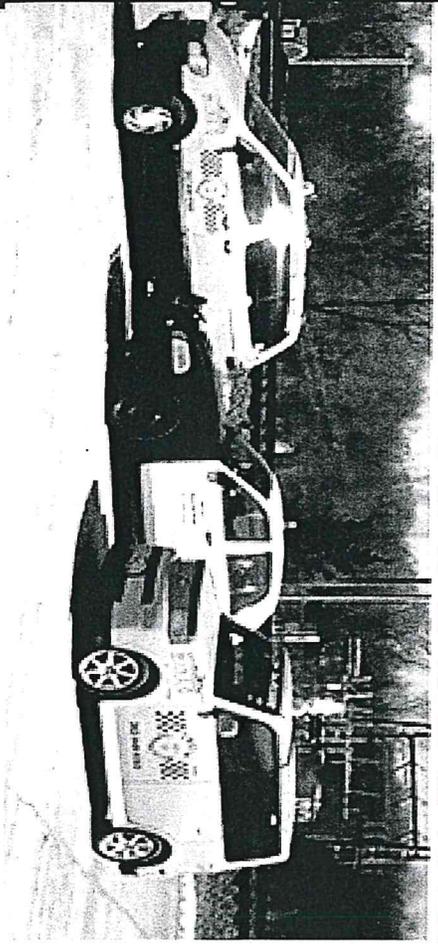
Please send the completed application with required additional information to CityAdmin@cityoflakegeneva.com and cc: DeputyClerk@cityoflakegeneva.com

CRUZIN TAXI TRANSPORTATION



262-948-9302

"Choose your back seat wisely"



262-948-9302

Locally Owned and Licensed

Be part of the solution & JOIN the Last Mile revolution! Give your customers a FREE+FUN+CRUZIN TUK RIDE!

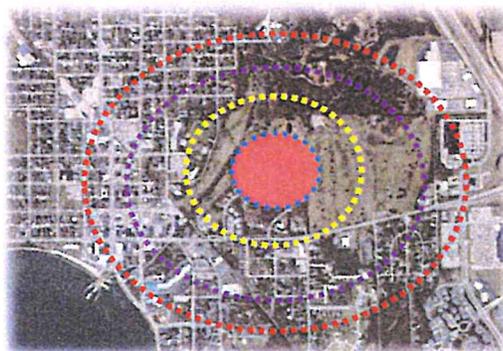
This summer, July 1-September 10, Lake Geneva's CRUZIN TUKS will be offering **FREE RIDES** to visitors, customers & residents to **YOUR BUSINESS** or City destination. Our rideshare pilot gives you an opportunity to reach more customers & give more smiles with an experiential free ride with fun & friendly knowledgeable drivers around beautiful Lake Geneva!



BUSINESS, BRAND OR HOTEL OPPORTUNITIES

- Make coming into town during high traffic weekends **FUN!**
- Out-Of-Home Ads with eco-friendly mobility to reach more people!
- **FEATURED** inside the **CRUZIN TUKS** vehicle promotional video
- **BE FEATURED ON THE CRUZIN TUK VEHICLE!**
- **GIVE YOUR CUSTOMERS ON-DEMAND RIDES!**
- **BE FEATURED** as a published **FREE CRUZIN TUK STOP**

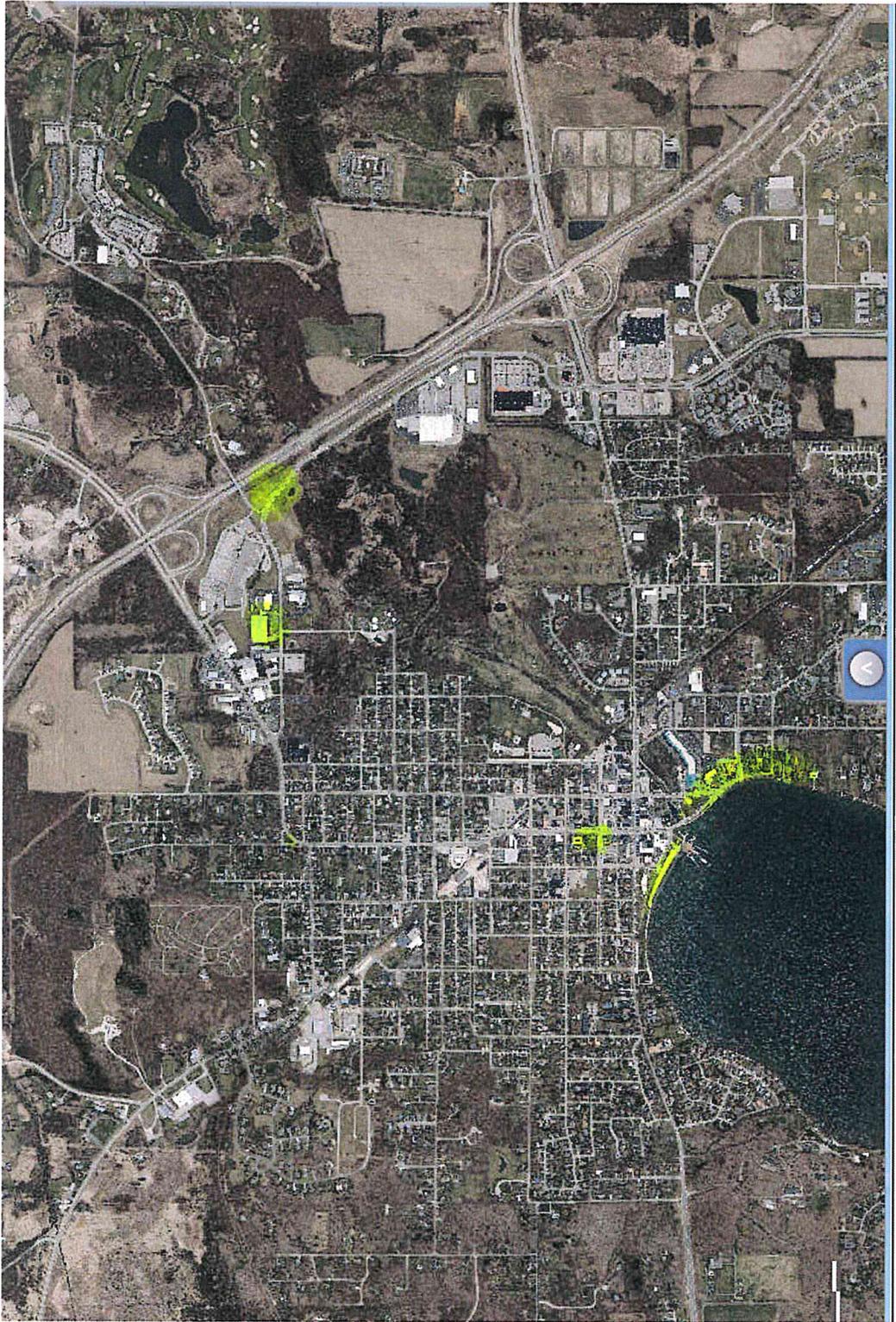
Have your customers smiling & talking about the **FREE & FUN** ride in a **CRUZIN TUKS VEHICLE!**













Lake Geneva

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

Date Submitted: 7-8-19

Organization: Celebration Management

Contact Person: Charles Lorenzi

Phone Number: 262-215-1859

Street Address: 1540 W. Main St.

City, State, Zip: L.G. WI 53147

Email Address: clorenzi@bellaVistaSuffa.com

Name of Event: Lake Geneva Bridal Show

Date(s) of Event: TBA January 2020

Location of Event: RIVIERA & All L.G. Hotels

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

Estimated Number of Attendees: 500/1000

Estimated Number of Overnight Stays: thousands

Annual Event (Yes/No): Yes

Event/Initiative Start Date: January 2020

Event/Initiative End Date: January 2020

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

Grant Amount Requested: \$ 10,000 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 and cc: DeputyClerk@cityoflakegeneva.com

Month	Organization			
2018				
January	None		0	
February	None		0	
March	Riviera for the Midwest CVB Conf.		\$450.00	
	WCCVB		\$600.00	
April	Ice Castles		\$25,000.00	
	Meet at Lake Geneva S. Copsey		\$38,000.00	x3 year commitment
	Horticulture Hall		\$1,000.00	Didn't get used
	Lake Geneva Attractions		\$3,900.00	
	Love Lake Geneva Campaign		\$2,949.00	Didn't get used
May	Geneva Theater		\$1,000.00	
June	None		0	
July	Winter Fest Banners		\$462.00	
	Arctic Frog Marathon		\$2,100.00	Didn't get used
	1/2 Womens' Marathon		\$2,100	Didn't get used
August	No Meeting		0	
September	Queen Bee (no group identified)		\$550	
October	Santa Clause (no group identified)		\$3,000	
November	None		0	
December	None		0	
2019				
January	Avian Committee		\$1,500	
February	No Meeting		0	
March	Streets of Lake Geneva/Wine Walk		\$350	
	Lake Geneva Attractions		\$4,000	
	Sons of American Legion		\$3,425.00	
	SO Creative Club (Mktg. LG)		\$3,000	
April/May	GLAS (Star Parties)		\$4,386	
	LG Fire Dept. & BID Promo Event Trailer		\$13,000	
	Fireworks money returned (Am. Legion)		(\$3,425)	

Recipient are required to submit all receipts 45 days after event date

June	None	\$0
July	Cruzin Tuks Wedding Show	
August		
Septmeber		
October		
November		
December		