



**TOURISM COMMISSION
WEDNESDAY, AUGUST 12, 2020 – 4:00PM**

**CITY HALL, COUNCIL CHAMBERS
THE CITY OF LAKE GENEVA IS HOLDING MEETINGS VIRTUALLY WITH LIMITED
CAPACITY IN COUNCIL CHAMBERS TO COMPLY WITH SOCIAL DISTANCING DUE TO
THE CORONAVIRUS (COVID-19) PANDEMIC. HERE'S HOW YOU CAN PARTICIPATE:**

Wed, Aug 12, 2020 4:00 PM - 5:00 PM (CDT)
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AGENDA

Committee Members: Chairperson, Waspi, Vice Chair, Dana Trilla, Zakia Pirzada, & Linda Moritz
Secretary & Alderperson, Fesenmaier, & Alderperson: Rich Hedlund

- 1) Chairman, Waspi calls the meeting 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 July 08, 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, Activity, and Status on Receipting of Prior Grants Awarded
- 8) Written financial update provided by Comptroller regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements

9) Discussion/Action on Tourism Promotional Grant Program and Requests:

a.) Lake Geneva Regional News, Digital Marketing Effort

10) Date of future RFP presentations in September from Tourism entities i.e. Visit Lake Geneva

11) Future meeting agenda items (next meeting date Monday, September 14, 2020 at 4pm)

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.*

08/06/2020 09:00 am

cc: Tourism Commissioners, Mayor, Administrator

TOURISM COMMISSION MINUTES
WEDNESDAY, July 8, 2020 – 4:00 PM
COUNCIL CHAMBERS, CITY HALL

Meeting was called to order by Alderman Hedlund at 4:00 p.m.

Roll Call

Present: Alderman Hedlund, Alderman Fesenmaier, Brian Waspi, Dana Trilla, Zakia Pirzada, Linda Moritz.

Absent: None

Election of Tourism Commission Officers

Aldman Hedlund opened nominations.

Motion by Hedlund, second by Trilla, to nominate Brian Waspi for Chair. Unanimously carried.

Motion by Waspi, second by Fesenmaier, to nominate Dana Trilla for Vice Chair. Unanimously carried.

Motion by Waspi, second by Trilla, to nominate Ald. Fesenmaier as Secretary. Unanimously carried.

Comments from the Public limited to 5 minutes, limited to items on the agenda: None

Approval of Tourism Commission minutes from March 11, 2020

Ald. Hedlund moved to approve the March 11, 2020 minutes, second by Trilla. Unanimously carried.

Update from Tourism Entity – Visit Lake Geneva

Deanna Goodwin, Visit Lake Geneva Director, gave highlights from the July 8, 2020, report: Lake Geneva Restaurant Week (April 25-May 3) and Concerts in the Park (June 25-August 6) have been cancelled for 2020.

The Visitor Center on Wrigley Drive was closed March 18 through May 20 due to COVID but reopened on May 21. Current hours are Thursdays through Mondays 10 a.m. to 4 p.m.

Lake Geneva Visitors Guide locations have expanded including copies available to Riviera Beach.

Visit Lake Geneva partnered with BID and the City of Lake Geneva administration to launch a new media campaign called Lake Geneva Cares. The City paid for COVID awareness posters for downtown placement.

Alderman Hedlund asked that future reports be tweaked to include more specific variance data.

Update from Lake Geneva Business Improvement District (BID)

No report as no representative from BID in attendance.

Written financial update provided by City Comptroller

Commission reviewed financial data included in the packet. We have \$104,897.00 unencumbered to date. The Commission's funding from the City arrives in total in the 4th Quarter of each year.

Discussion/Action on Tourism Promotional Grant Program and Requests:

Geneva Lake Museum – A Legacy of Imagination

Elizabeth (Beth) Loomer requested an extension for their grant. The original opening of the exhibit was to coincide with Gary Con which was cancelled. The Museum now wants to reschedule with a Kickstarter media campaign launch in November 2020, a soft opening in February 2021, and an official opening in March. They will work with the local hotels to create packages for overnight stays and restaurant offerings.

Ald. Hedlund motion, second by Trilla, to extend the Geneva Lake Museum grant to December 31, 2021. Unanimously carried.

Lake Geneva Regional News - Bacon Fest

Rob Ireland via GoToMeeting explained that the event sponsored by the newspaper was re-scheduled from February 2020 to early May 2021 due to COVID. Motion by Trilla, second by Moritz, to extend the Lake Geneva Regional News grant to May 31, 2021. Unanimously carried.

Geneva Lake Arts Foundation – Art in the Park

David John Dietrich via GoToMeeting wanted to reaffirm the grant donation for the Art in the Park event on August 8 and 9, 2020. The event is still scheduled to proceed and with celebrate the Foundation's 40th year. The concern was about reimbursed if the event were to be cancelled. The Commission reinforced the grant money is for promotion of the event and receipts/spending should show proof that type of expenditure. No action needed.

Guidelines for future grant applications

Commissioners reviewed the two pages detailing Grant Presentation and Invoice Submission included in the packet. Motion by Ald. Hedlund, second by Trilla, to include the two packet pages supplements to the Grant Application. Unanimously carried.

Status of previously awarded tourism grants

Outstanding grants include the Event Trailer for the Lake Geneva Fire Department, BID Tourism Promotion for 2020, BID Oktoberfest for 2020, and Riviera Marketing through Stephanie Copsey and are still within the funds unencumbered amount for this year.

Geneva Lake Astrophysics and Steam (GLAS) – Geneva Lake Star Parties 2020

Adam McCulloch via GoToMeeting reviewed the packet pages for the event and presented the information for the revised Star Party 2020 schedule:

Perseids Meteor Shower on Wednesday, August 12, at White River County Park; rain date August 13

Fall Equinox Star Party on Friday, September 25, at Library Park.

Motion by Ald. Hedlund, second by Trilla, to approve the Star Party Grant pending the actual application submittal. Unanimously carried.

Discussion of Tourism Entity Agreement between Visit Lake Geneva and the City of Lake Geneva

Commission reviewed the current 3-year agreement effective January 1, 2018, to December 31, 2020. Motion by Ald. Hedlund, second by Ald. Fesenmaier, to direct staff to send RFPs for bid in time for September presentations (date TBD). Documents will be provided by City Comptroller detailing the actual Tourism Ordinance and a chart showing the funding changes per state statute. Unanimously carried.

Future meeting agenda items and next meeting date – tentative August 17 at 4:00 PM

Motion by Ald. Hedlund, second by Trilla, to adjourn at 5:35 p.m. Carried.

Respectfully submitted,
Alderman Fesenmaier, Secretary

Riviera Ballroom/MATL Update- Tourism Commission Meeting August 2020

Marketing Update

- Renewed The Knot/WeddingWire membership to continue through June 2021
- Going through 2015 – 2018 Riviera files/client reports to uncover past corporate and non-profit clients. In process of reaching out with a booking special to invite them back in 2021.

Sales Update

- Currently operating at 25% capacity/ 75 guest maximum in order to adhere to Walworth County's large venue guidelines. Rental rates have remained the same.
- Revenue loss due to COVID-19 by month:
 - May: Rental - \$12,050 Catering Commission Estimate: \$2,000
 - June: Rental - \$18,900 Catering Commission Estimate: \$4,900
 - July: Rental- \$21,600 Catering Commission Estimate: \$6,900
 - *Includes estimated potential DNC Revenue: (\$12,000 Rental & \$4,800 Catering)*
 - August forecasted loss: Rental- \$16,750 Catering Commissions: \$4,100
August estimated remaining revenue: Rental- \$10,000 Catering Commissions: \$2,250
(75 guest restriction reduces catering revenue)
 - September forecasted loss: Rental- \$12,700 Catering Commissions: \$3,350
September estimated remaining revenue: Rental- \$19,600 Catering Commissions:
\$4,900
- 2021 Event Update
 - Confirmed # of Events in 2021 as of 8/3/20: **43**
 - Events rescheduled for 2021 due to COVID-19: **20**
 - # of bookings for 2020 at this time Last Year: **16**
 - Total # of events in 2019: **26**
 - # of events projected for 2020 (pre-Covid): **40**



Lake Geneva Tourism Commission • August 12, 2020

VISIT Lake Geneva Update

Upcoming Partner Events

- VLG Monthly Partner Meetings on hold due to COVID-19
- Multi-chamber events on hold due to COVID-19

Upcoming Public Events

- Electric Christmas Parade | December 5
- Winterfest | February 3-7, 2021

Lake Geneva in the Media – July Highlights

- Kenosha News – *Classic Cars Cruise Into Downtown Lake Geneva (7/1/20)*
- Fond du Lac Reporter – *Tourism Destinations Fill Up with Visitors (7/2/20)*
- BetterMagazine.com – *Following the Cheese Trail: The Ultimate ‘Cheeseccation’ Through Wisconsin (7/7/20)*
- Travel+Leisure.com – *The Top 10 Resort Hotels in the Midwest (7/8/20)*
- TMJ4 – *Inspired Coffee Finds a Way to Open Despite Pandemic (7/13/20)*
- TravelAwaits.com – *A Taste of Lake Geneva: 7 Best Restaurants To Savor (7/23/20)*
- Forbes.com – *Luxury Hotels Reopen Carefully: Another Now Offers Rare Classic Cars for Rent (7/30/20)*
- Traveling Cheesehead.com – *Sopra: A New Lake Geneva Restaurant (7/31/20); Hunt Club & Chef Ryne Harwick (7/31/20); Simple Café is Anything but Simple (8/1/20)*

Marketing Metrics

- Website – VisitLakeGeneva.com – JULY 2020
 - Visitor Sessions: 100,5243 | +7.7% YoY | YTD 550,185
 - Pageviews: 283,988 | YTD 1,357,810
 - Users: 78,481 | YTD 426,254
 - Top Cities:

1. Chicago (24.2%)	6. (not set) (1.5%)
2. Milwaukee (5.1%)	7. Schaumburg (1.3%)
3. Lake Geneva (2.8%)	8. Rockford (1.1%)
4. Madison (1.8%)	9. Minneapolis (1.0%)
5. Arlington Heights (1.6%)	10. Naperville (0.9%)
 - Top Pages:

1. Home	3. Things to Do Shore Path
2. Things to Do	4. Blog Fireworks

- 5. Things to Do | Lake Activities
- 6. Things to Do | Beaches
- 7. Stay | Hotels & Resorts

- 8. Riviera Beach
- 9. Stay
- 10. Events

- 61% Female | 39% Male
- Age
 - 25-34 – 27.0%
 - 35-44 – 16.7%
 - 45-54 – 16.4%
 - 55-64 – 15.5%
 - 65+ – 13.4%
 - 18-24 – 11.1%
- Facebook – JULY 2020:
 - 47,852 Page Likes (+250)
 - Post Reach: 36,100
 - Post Engagement: 6,860
- Instagram – JULY 2020:
 - 5,479 Followers (+280)
- Twitter – JULY 2020
 - 3,339 Followers (+30)
- VLG Email Subscribers – JULY 2020 = 49,905 (+232)

Visitor Center Activity – JULY 2020

- Walk-ins – 689 | 4,380 YTD (2019 YTD 10,585)
- Phone Calls – 417 | 1,915 YTD (2019 YTD 3,756)
- Current Visitor Center hours – Thursday through Monday 10am to 4pm

Hotel Activity (Lake Geneva Region) – JUNE 2020

- Occupancy = 44.7% | -34.0% (YTD -37.1%)
- ADR = \$145.11 | -15.6% (YTD -8.5%)
- RevPar = \$64.89 | -44.3% (YTD -42.4%)
- Demand (Rooms Sold) = 29,259 | -31.1% (YTD -40.7%)

Other July Highlights

- VLG hosted U.S. Congressman Bryan Steil at Inspired Coffee on July 16
- VLG hosted author/travel blogger Dannelle Gay who visited multiple Lake Geneva businesses, which are featured in her blog and several upcoming books.
- VLG worked with the WI Dept. of Tourism in bringing a pair of travel influencers to Lake Geneva to explore its golf amenities, as well as a Chicago-based travel writer. The Department also filmed at several golf courses for upcoming Travel Wisconsin golf campaigns.
- The Society of American Travel Writers conference scheduled for October in Milwaukee has been cancelled. Lake Geneva was to be a featured post-FAM tour for this group.

Sales RFP Report
JULY 2020

2020 RFP#	Room Nights	Properties Sourced
954	32	The Cove , Geneva National, Grand Geneva, Timber Ridge
955	120	Abbey, Geneva National, Grand Geneva, Lake Lawn Resort
956	63	Abbey, Geneva Inn, Geneva National, Grand Geneva

Presented by Deanna Goodwin,
Director of Marketing
VISIT Lake Geneva
(262) 812-0021
deanna@visitlakegeneva.com

Account Number	Account Title	2020-20 Period Actual	2020-20 Current year Actual	Current year Budget	Variance Current year	% of Budget
TOURISM						
TOURISM						
47-00-00-41210	ROOM TAX	.00	.00	447,765.00	447,765.00	.00
47-00-00-48110	INTEREST INCOME	.00	799.65	3,500.00	2,700.35	22.85
47-00-00-49100	APPL. PRIOR YR APPROPRIATIONS	.00	.00	75,136.00	75,136.00	.00
Total TOURISM:		.00	799.65	526,401.00	525,601.35	.15
47-00-00-57100	HOTEL/MOTEL ASSN-CHAM OF COM	25,000.00	75,000.00	190,625.00	115,625.00	39.34
47-00-00-57210	EVENTS COORDINATOR	2,666.00	21,328.00	32,000.00	10,672.00	66.65
47-00-00-57212	EVENTS COORDINATOR-RIVIERA	2,666.00	21,328.00	.00	21,328.00-	.00
47-70-00-57150	PROMOTIONAL GRANT	.00	44,626.27	85,000.00	40,373.73	52.50
47-70-00-57155	TOURISM MUNICIPAL DEVELOPMENT	.00	4,972.69	143,640.00	138,667.31	3.46
47-70-00-59400	TRANSFER TO CAPITAL PROJECTS	.00	75,136.00	75,136.00	.00	100.00
TOURISM Expenditure Total:		30,332.00	242,390.96	526,401.00	284,010.04	46.05
Net Total TOURISM:		30,332.00-	241,591.31-	.00	241,591.31	.00
Net Grand Totals:		30,332.00-	241,591.31-	.00	241,591.31	.00

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
FUND CASH			06/30/2020 (06/20) Balance	47-00-00-11111			127,185.97
07/31/2020	CA-CD	15	CDA Fund Allocation - Created: 07/10/20 3:16 P			367.47-	
07/31/2020	CA-CD	42	CDA Fund Allocation - Created: 07/31/20 11:49			5,332.00-	
			07/31/2020 (07/20) Period Totals and Balance		.00 *	5,699.47- *	121,486.50
ACCOUNTS PAYABLE			06/30/2020 (06/20) Balance	47-00-00-21100			367.47-
07/31/2020	AP	654	Summary Transactions from AP System			30,332.00-	
07/10/2020	CDA	73935	THE KNOT WORLDWIDE INC.		367.47		
07/29/2020	CDA	74056	STEPHANIE LYNN LAKE GENEVA LLC		5,332.00		
			07/31/2020 (07/20) Period Totals and Balance		5,699.47 *	30,332.00- *	25,000.00-
UNRESERVED FUND BALANCE			06/30/2020 (06/20) Balance	47-00-00-34800			338,077.81-
			07/31/2020 (07/20) Period Totals and Balance		.00 *	.00 *	338,077.81-
INTEREST INCOME			06/30/2020 (06/20) Balance	47-00-00-48110			799.65-
			07/31/2020 (07/20) Period Totals and Balance		.00 *	.00 *	799.65-
YTD Encumbrance	.00	YTD Actual	-799.65 Total	-799.65	YTD Budget	-3,500.00 Unearned	2,700.35
HOTEL/MOTEL ASSN-CHAM OF COMM			06/30/2020 (06/20) Balance	47-00-00-57100			50,000.00
08/01/2020	AP	568	LAKE GENEVA CONVENTION		25,000.00		
			**Desc: 3RD QTR 2020 PAYMENT				
			07/31/2020 (07/20) Period Totals and Balance		25,000.00 *	.00 *	75,000.00
YTD Encumbrance	.00	YTD Actual	75,000.00 Total	75,000.00	YTD Budget	190,625.00 Unexpended	115,625.00
EVENTS COORDINATOR			06/30/2020 (06/20) Balance	47-00-00-57210			18,662.00
07/29/2020	AP	619	STEPHANIE LYNN LAKE GENEVA LLC		2,666.00		
			**Desc: EVENTS COORDINATOR-RIVIERA-AUG 2020				
			07/31/2020 (07/20) Period Totals and Balance		2,666.00 *	.00 *	21,328.00
YTD Encumbrance	.00	YTD Actual	21,328.00 Total	21,328.00	YTD Budget	32,000.00 Unexpended	10,672.00
EVENTS COORDINATOR-RIVIERA			06/30/2020 (06/20) Balance	47-00-00-57212			18,662.00
07/29/2020	AP	620	STEPHANIE LYNN LAKE GENEVA LLC		2,666.00		
			**Desc: EVENTS COORDINATOR-RIVIERA-AUG 2020				
			07/31/2020 (07/20) Period Totals and Balance		2,666.00 *	.00 *	21,328.00
YTD Encumbrance	.00	YTD Actual	21,328.00 Total	21,328.00	YTD Budget	.00 Unexpended	(21,328.00)
PROMOTIONAL GRANT			06/30/2020 (06/20) Balance	47-70-00-57150			44,626.27
			07/31/2020 (07/20) Period Totals and Balance		.00 *	.00 *	44,626.27
YTD Encumbrance	.00	YTD Actual	44,626.27 Total	44,626.27	YTD Budget	85,000.00 Unexpended	40,373.73
TOURISM MUNICIPAL DEVELOPMENT			06/30/2020 (06/20) Balance	47-70-00-57155			4,972.69
			07/31/2020 (07/20) Period Totals and Balance		.00 *	.00 *	4,972.69
YTD Encumbrance	.00	YTD Actual	4,972.69 Total	4,972.69	YTD Budget	143,640.00 Unexpended	138,667.31
TRANSFER TO CAPITAL PROJECTS			06/30/2020 (06/20) Balance	47-70-00-59400			75,136.00
			07/31/2020 (07/20) Period Totals and Balance		.00 *	.00 *	75,136.00
YTD Encumbrance	.00	YTD Actual	75,136.00 Total	75,136.00	YTD Budget	75,136.00 Unexpended	.00

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
Number of Transactions: 8 Number of Accounts: 10					Debit	Credit	Proof
Total TOURISM:					36,031.47	36,031.47-	.00
Number of Transactions: 8 Number of Accounts: 10					Debit	Credit	Proof
Grand Totals:					36,031.47	36,031.47-	.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"- "47700059400"

CITY OF LAKE GENEVA
BALANCE SHEET
JULY 31, 2020

FUND 47 - TOURISM

<u>ASSETS</u>			
47-00-00-11111	FUND CASH	121,486.50	
	TOTAL ASSETS		121,486.50
<u>LIABILITIES AND EQUITY</u>			
<u>LIABILITIES</u>			
47-00-00-21100	ACCOUNTS PAYABLE	25,000.00	
	TOTAL LIABILITIES		25,000.00
<u>FUND EQUITY</u>			
47-00-00-34800	UNRESERVED FUND BALANCE	338,077.81	
	REVENUES OVER EXPENDITURES - YTD	(241,591.31)	
	TOTAL FUND EQUITY		96,486.50
	TOTAL LIABILITIES & EQUITY		121,486.50

Room Tax Collected

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2020	39,779	51,767	25,847	4,853	31,011	92,828							\$246,085
2019	27,965	37,224	43,433	30,937	56,398	93,156	153,806	130,330	85,803	68,945	37,352	32,890	798,239
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
2019 YTD	27,965	65,189	108,622	139,559	195,957	289,113	442,919	573,249	659,052	727,997	765,349	798,239	798,239
2018 YTD	23,434	55,465	98,603	127,687	182,360	274,193	403,673	513,743	588,093	643,840	672,443	701,671	701,671
L3Y YTD	24,155	56,240	96,087	127,494	180,933	270,680	406,700	521,437	601,418	661,078	692,608	722,577	722,577
L3Y Mo%	3.3%	4.4%	5.5%	4.3%	7.4%	12.4%	18.8%	15.9%	11.1%	8.3%	4.4%	4.1%	100.0%
L3Y Avg	24,155	32,085	39,847	31,408	53,438	89,747	136,020	114,738	79,981	59,660	31,530	29,968	722,577
2020	39,779	51,767	25,847	4,853	31,011	92,828							246,085
2019	27,965	37,224	43,433	30,937	56,398	93,156	153,806	130,330	85,803	68,945	37,352	32,890	798,239
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
L10Y Avg	21,385	28,136	29,825	24,870	44,496	73,755	113,889	99,892	64,401	45,786	25,545	24,537	596,516
L10Y YTI	21,385	49,521	79,345	104,215	148,711	222,466	336,355	436,247	500,649	546,435	571,979	596,516	596,516
L10Y Mo	3.6%	4.7%	5.0%	4.2%	7.5%	12.4%	19.1%	16.7%	10.8%	7.7%	4.3%	4.1%	100.0%

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	\$ -		
Total for 2018		\$ 80,111.00		

2019	Organization	Amount	Notes	Outstanding balance unpaid
January	Avian Committee	\$ 1,107.35	\$392.65 returned / unused	
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>	
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	*Contract expires in October, 2019		
	Event Trailer (LG Fire Dept.)	\$ 13,000.00		\$	13,000.00
June	None	\$ -			
July	Kruzin Tuks	\$ -	\$5,000 awarded, but stalled at FLR committee		
August	None	-			
September	BID; Tourism Promotion (for 2020)	\$38,385		\$	38,385.00
	Bridal Fair At Riviera (for 2020)	\$10,000		\$	-
	BID; Oktoberfest	\$7,500		\$	7,500.00
			\$2,836.07 used / \$863.93 returned		
October	Queen Bee (Magical Musings)	\$3,700		\$	-
	Riviera Building	\$75,136		\$	-
			(\$5,332/month) 11-1-2019 -		
November	Copsey / Riviera marketing contract	\$64,000	10-31-2020	\$	16,012.00
	Women's weekend	\$9,000	Cancelled	\$	-
	LG Museum (D&D Exhibit)	\$10,000		\$	10,000.00
December	VISIT Lake Geneva Winterfest (2020)	\$35,300		\$	-
2020	Organization	Amount	Notes	Outstanding balance unpaid	
January	None				
February	Lacrosse America Youth	\$8,000.00	Cancelled	\$	-
	Baconfest	\$10,000.00		\$	10,000.00
March	GLAA "Arts in the Parks"	\$ 10,000.00		\$	10,000.00
April -June	No meetings	\$ -		\$	-
July	GLAS (Star Parties)	\$ 3,475.00		\$	3,475.00
August					

OUTSTANDING BALANCE (UNPAID):

\$ 108,372.00

Recipients are to submit receipts 45 days after event date



Dear Members of the Lake Geneva Tourism Commission,

With most of the city's annual events being cancelled, we wanted to present a campaign to drive overnight stays within the city of Lake Geneva during the offseason and to encourage midweek visitors.

The Lake Geneva Regional News is much more than a traditional newspaper. We are a full-service advertising agency that helps its clients meet measured goals. As part of Lee Enterprises, we are able to offer a wide range of digital products and services to deliver your message to your target audience as well as providing measurable data to track the success of the campaign. Our digital agency, Amplified Digital, will use behavioral, geographic, and demographic selects to reach your desired audience and monitor the campaign through a Google Tag Manager to provide measurable results.

We reached out to our digital fulfillment team at Amplified Digital, and we asked that team for recommendations on how to drive additional tourist to Lake Geneva during the offseason. Our fulfillment team is solution agnostic, which means its recommendations are based on achieving results and not using a specific product. We use both people and data to monitor campaigns, and make adjustments to maximize results. You will find our recommendations in this PowerPoint presentation.

We are hoping to answer a lot of questions and listen to your feedback on our proposal during the next Tourism Commission meeting. We are presenting three different options with different budgets. We are asking for a three-month trial, September through November, to drive traffic to city-owned websites and social media pages. We would propose using a Google Tag Manager to help track conversions beyond the initial click-through. Craig Grove, who is one of our digital specialists, and I are happy to answer any questions that you may have.

I've spoken to Stephanie Cospey and she is willing to help us place the tag manager on the Lake Geneva Riviera website so we can track the success of the campaign. We look forward to discuss this campaign further with you at the next commission meeting.

Sincerely,

Robert Ireland

General Manager

Lake Geneva Regional News



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

Date Submitted: _____

Organization: _____

Contact Person: _____

Phone Number: _____

Street Address: _____

City, State, Zip: _____

Email Address: _____

Name of Event: _____

Date(s) of Event: _____

Location of Event: _____

Type of Event: _____

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

Estimated Number of Attendees: _____

Estimated Number of Overnight Stays: _____

Annual Event (Yes/No): _____

Event/Initiative Start Date: _____

Event/Initiative End Date: _____

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

Grant Amount Requested: _____

Provide as attachment the following:

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

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



CUSTOM MARKETING SOLUTIONS

for

CITY OF
LAKE GENEVA *Wisconsin*

Lake Geneva Tourism Commission
August 2020

Craig Grove
262.945.6895
Craig.grove@lee.net

 **AMPLIFIED**
digital

 **Google**
Partner

THE AMPLIFIED DIGITAL DIFFERENCE



GOOGLE PREMIER PARTNER

We're held to the highest quality standards when running your campaign. Our teams participate in frequent training to maintain our certification, which means you're working with a top-notch agency.

SOLUTION AGNOSTIC

From planning to implementation, our approach is holistic and based solely on your company's goals.

FLEXIBLE UPDATES

Don't go stale. We'll make ongoing recommendations and updates to your campaign to mirror you changing needs.

DRIVEN BY DATA + HUMANS

Your campaign will be optimized nimbly – using data from your placements – paired with the knowledge of our team and industry best practices to ensure we're delivering the absolute best results and using your budget wisely to reach your goals.

NOTHING TO HIDE

Literally. We have nothing to hide when it comes to your campaign's setup, budget allocations, ongoing adjustments, future recommendations and reporting – you're always kept in the loop.

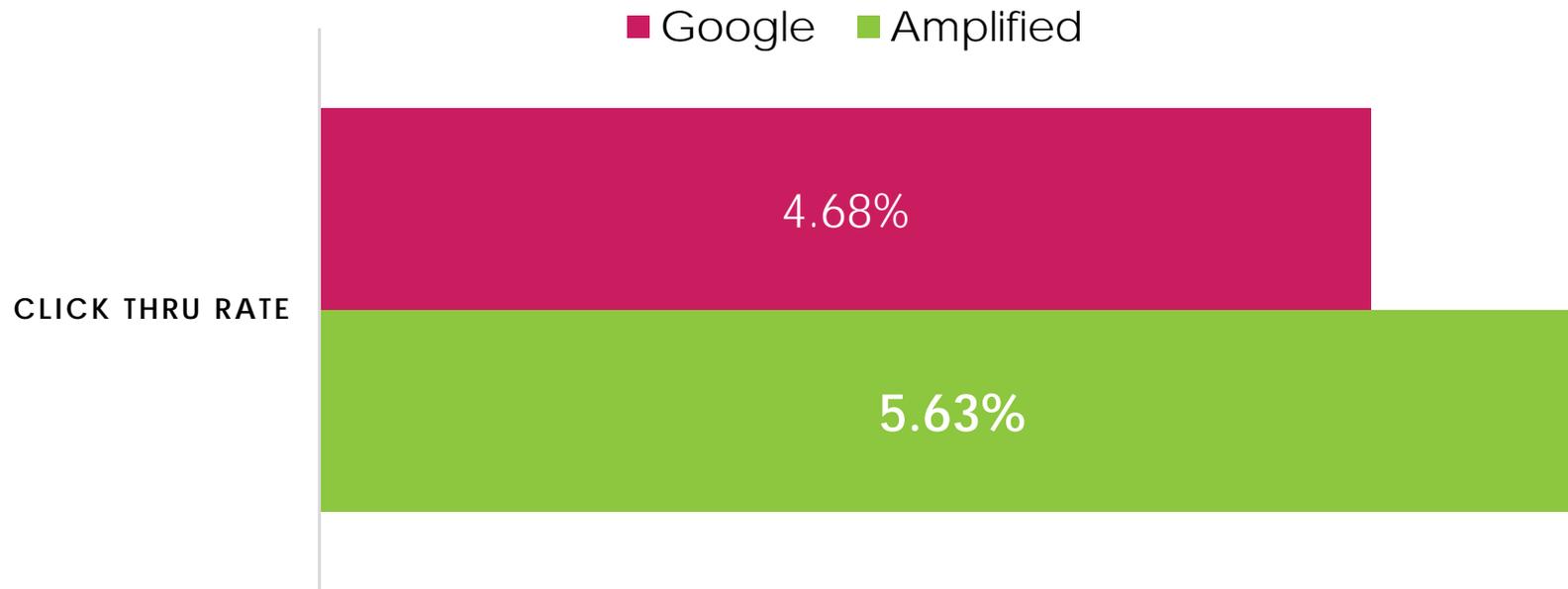
BEST IN CLASS TECHNOLOGY

Need we say more? Your campaign will be run using industry-leading ad technology platforms, offering total brand safety, precision audience targeting, full-funnel attribution, advanced optimization capabilities, online & offline attribution, algorithmic fraud protection, and reporting that captures your consumer's journey from initial impression to conversion – allowing you to buy with complete confidence.

DRIVEN BY **DATA**. FUELED BY **PASSION**.

INDUSTRY BENCHMARKS

For 2019, our internal benchmarks for travel & hospitality compared to overall industry benchmarks are as follows:



YOUR GOALS

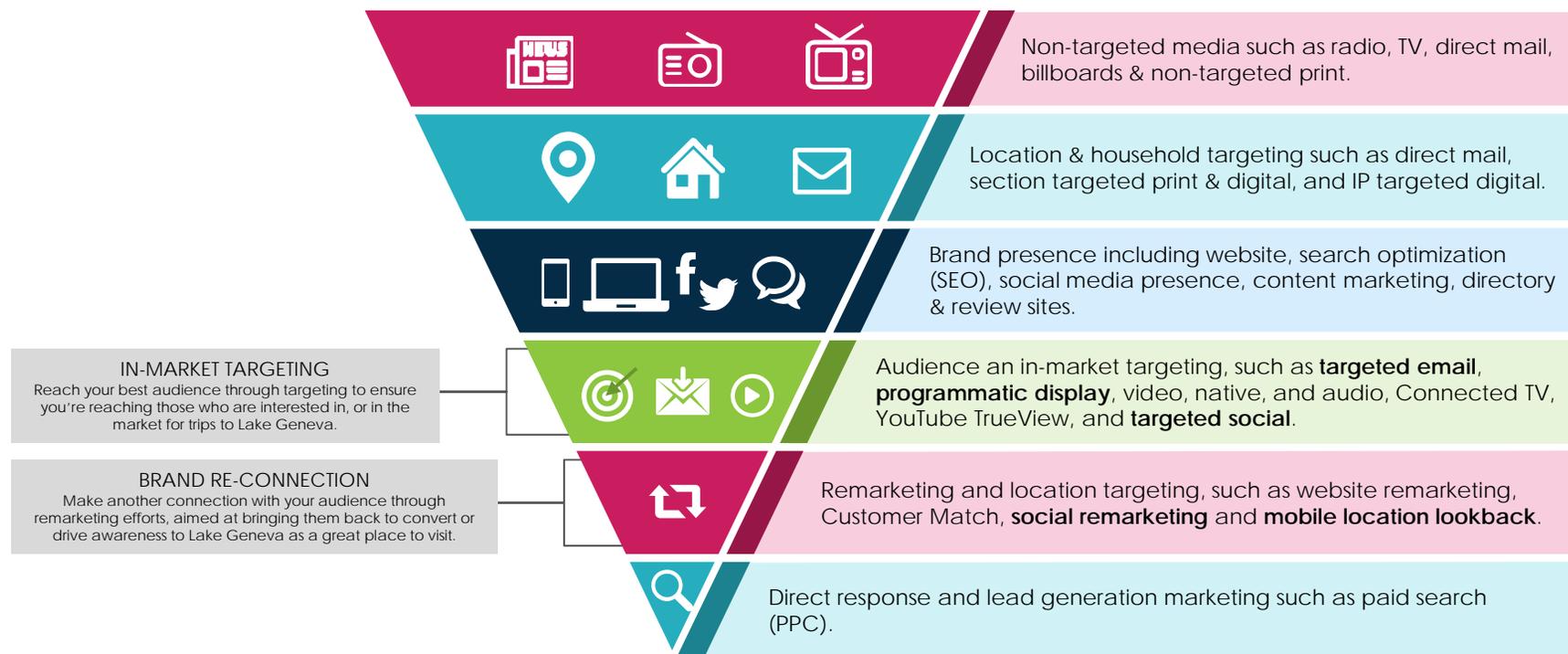
01

Increase room reservations in hotels that are in partnership with the Lake Geneva Tourism Commission during the off-season and mid-week

02

Promote Lake Geneva as the best place to visit, hold corporate events, or any other social event

OUR INTEGRATED APPROACH TO REACH YOUR GOALS



THE RESEARCH

01 | Market

Areas south of Lake Geneva, specifically Chicago and outlying suburbs

02 | Audience

Families, Frequent Travelers, Retirees, as well as C-Level Employees, Directors, HR Directors

03 | Tactics

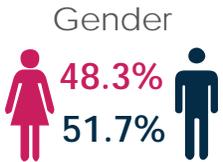
Targeted Social Media with Social Remarketing, Mobile Location Lookback, and Audience Targeted eBlasts

US AUDIENCE TRENDS

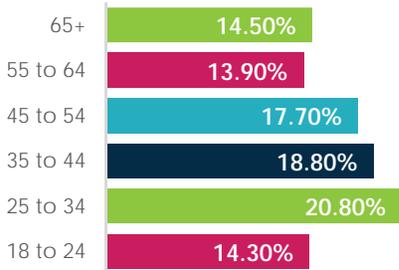


REACHING YOUR BEST AUDIENCE

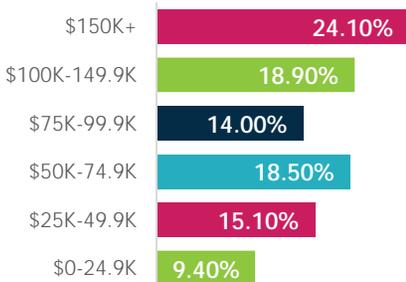
United States Frequent Travelers



Ages



HHI



5.6% of US adults plan to pay for travel expenses within the next year.

When asked "When have you last seen/heard an advertisement that led you to take action:

- **67.3%** said an ad on social media
- **60.1%** said an emailed ad or newsletter

PERFORMANCE & OPTIMIZATION

OUR REPORTING IS:

- Transparent
- Comprehensive

WE USE YOUR CAMPAIGN DATA TO:

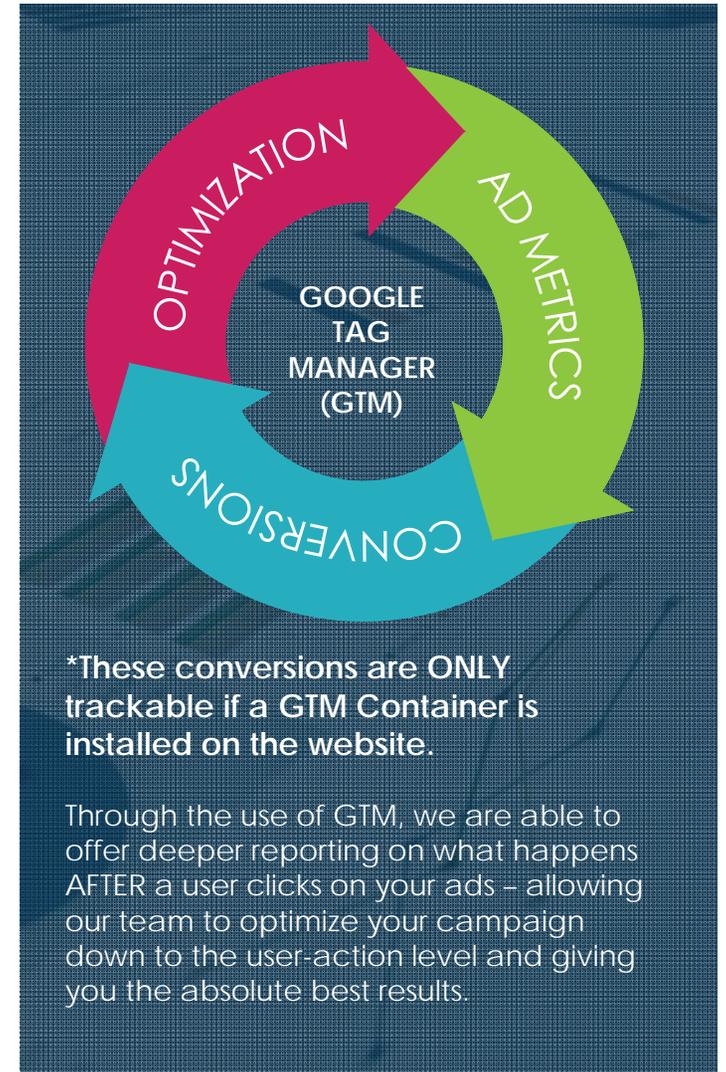
- Optimize
- Drive Stronger ROI

TYPES OF MACRO CONVERSIONS*:

- Hotel Bookings
- Event Space Bookings
- Contact Form Fills
- Phone Calls
- Directions

TYPES OF MICRO CONVERSIONS*:

- Social Interaction
- Fan/Follower Acquisition
- Viewing Hotel Room Availability



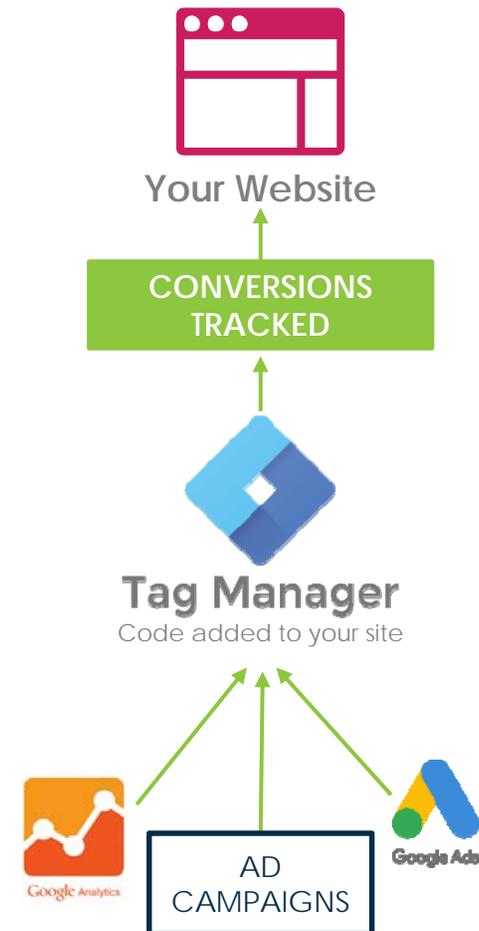
WHAT IS

Google Tag Manager

Google Tag Manager is a tool that allows you or a 3rd party to manage and deploy tracking tags (snippets of code or tracking pixels) on your website without having to modify the code each time a new type of pixel is added.

The GTM code is added to your site once by your website administrator, upon the initial setup of your campaign.

When using GTM, we are able to gain a better understanding of whether a user completed a valuable action on your website, or took a step after engaging with your ad – which allows us to optimize your campaigns better.



RECOMMENDED

MEDIA PLANS

Option 1:

- Targeted Social Media with Social Remarketing
 - Est. 5,100 people reached daily
 - Remarketing varies on website traffic
- Audience Targeted eBlasts
 - 50,000 emails
- Mobile Location Targeting
 - 33,333 impressions

Monthly Investment: \$3,000

Option 2:

- Targeted Social Media with Social Remarketing
 - Est. 3,200 people reached daily
 - Remarketing varies on website traffic
- Audience Targeted eBlasts
 - 50,000 emails

Monthly Investment: \$2,500

Option 3:

- Targeted Social Media with Social Remarketing
 - Est. 2,700 people reached daily
 - Remarketing varies on website traffic
- Audience Targeted eBlasts
 - 20,000 emails

Monthly Investment: \$2,000

All estimates throughout this presentation and proposal are for audience reach estimation purposes and are not guaranteed.

What's Next?

1. Decide when your campaign will start.
2. Sign contract and new account setup form, and we will schedule all ad space.
3. Determine creative calendar – decide which ads will start/end on what dates. Send Amplified Digital the calendar and the assets so we can build your ads for you. *Please allow 3-5 business days for us to build your ads.*
4. Determine which conversions we will track for your campaign and/or website:
 - o Impressions & Clicks
 - o Ecommerce Transactions
 - o Newsletter Signups
 - o Form Submissions
 - o Email Submissions
 - o Form Downloads
 - o Phone Calls
 - o Duration Based (user spends x amount of time on site)
 - o Video Plays/Photo Views
 - o On Site Tool Usage (calculators, etc.)
 - o Directions Lookup
 - o Link Clicks
5. Set up tracking pixels, analytics dashboards, container tags, etc.
6. Complete new customer credit application form, if applicable.
7. Allow approximately 2-weeks for us to get your account and campaign set up.



THANK YOU!

Please feel free to reach out should you have any questions regarding the information we covered today.

Contact

Craig Grove
Craig.grove@lee.net
262.945.6895

Rob Ireland
Rireland@lakegenevanews.net
262.248.4452

Ideas within this presentation are the creative & intellectual property of Lee Enterprises and its affiliates. This proposal contains information that may be confidential and privileged and should not be shared, copied or disclosed with any outside parties, agencies or media companies. Thank you for your cooperation.

ADDENDUM

CONTENTS:

1. Targeted Social Media with Social Remarketing
2. Audience Targeted eBlasts
3. Mobile Location Targeting (Lookback)



TARGETED SOCIAL MEDIA + SOCIAL REMARKETING

Why

Target potential visitors who have visited your website and left – reaching them while they browse Facebook & Instagram with Social Remarketing, and build your hotel's appearance online, enticing your target audience to seek-out information through Targeted Social.

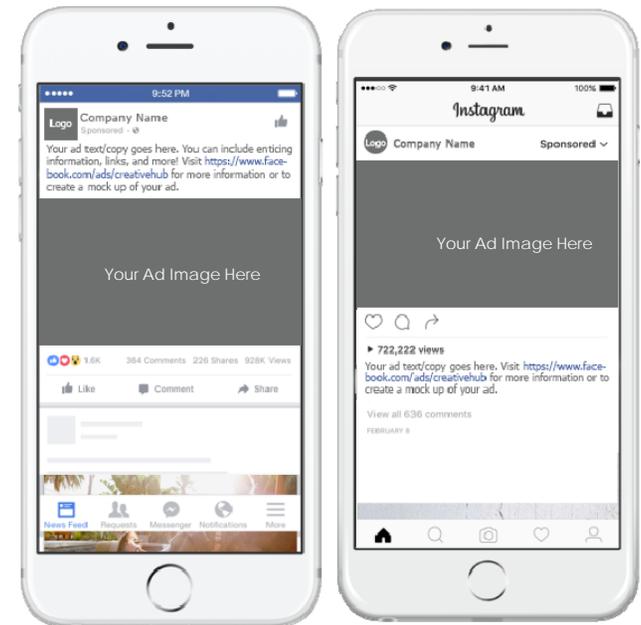
How

When someone visits your website or interacts with your brand, they're tagged with a code you've implemented on your website to track them, and then while they're scrolling through their Facebook or Instagram feed, your ad pops up to remind them what they're missing.

Audience targeting on Facebook & Instagram allows you to reach your ideal customer, utilizing data segments such as demographic information, lifestyle interests, and shopping behaviors; and then serve your ads to them when they access Facebook and Instagram across all their devices.

We've identified 1.5 million people in the target geographic area that match:

- Interests: Lake Geneva, Natural Environment, Travel and Leisure, Lakes, or Tourism; and
- HHI: Top 50%



A pixel needs to be placed on your website to gather traffic to display your remarketing ad campaign - Typical audience build up takes approximately 30-90 days. Access to your Facebook page is required.



AUDIENCE TARGETED EBLASTS

Minimum: 50,000 sends per campaign drop.

Why

Reach highly targeted audiences who are most likely to be interested in your tourism opportunities with audience targeted email marketing services.

How

Our highly accurate email data includes transactional, lifestyle data, and purchasing behaviors of consumers and business decision makers in areas across the United States. Based on your targeting criteria, our system identifies qualified prospects that are likely to be receptive to your products and services, and sends your message to their inbox. All email addresses are permission-based and CANSPAM compliant.

We've identified **186,287** email addresses in the geographic area of interest that match:

- Interests: Boat Owners, Adventure Seekers, Boating & Sailing, Fishing, Business Travelers, Family Vacations, or Domestic Travelers; and
- HHI: \$80k+; and
- Occupation: Executive/Upper Management, Attorney, Manager, Pilot, C-Level Employees





MOBILE LOCATION TARGETING

Why

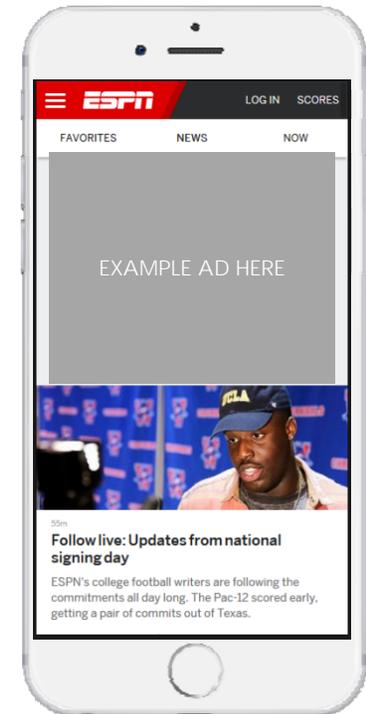
Reach your target audience when they are where they've been in the past (up to a year) and target your message using smartphone GPS location technology. Using these past visits, we can display your ad message to consumers via mobile apps and sites to drive future shopping behaviors.

How

Mobile location targeting offers the ability to “look back” to places of interest (up to 1 year) utilizing GPS technology, and then capture those devices who were in the area to deliver your ad message to them.

We've identified 230,000 impressions in the geographic area of interest within the last six months. Locations include, but are not limited to:

- Lake Geneva; and
- Interests: Family Travelers, Frequent Travelers, Leisure Travelers, or Luxury Hotel Loyalists; and
- Interests: Boating, Fishing, Hiking and Camping, Adventure Travel, or Lakes



Numbers displayed are an estimation based on the specific audience criteria, time frame, and geography, and are not guaranteed. Ad set duration used for estimation purposes: 30 days.



ADDITIONAL TACTIC: TARGETED DISPLAY

Numbers displayed are an estimation based on the specific audience criteria, time frame, and geography, and are not guaranteed. Ad set duration used for estimation purposes: 30 days.

Why

Build your appearance online and entice your target audience to seek-out information and book hotels in Lake Geneva with Audience Targeting.

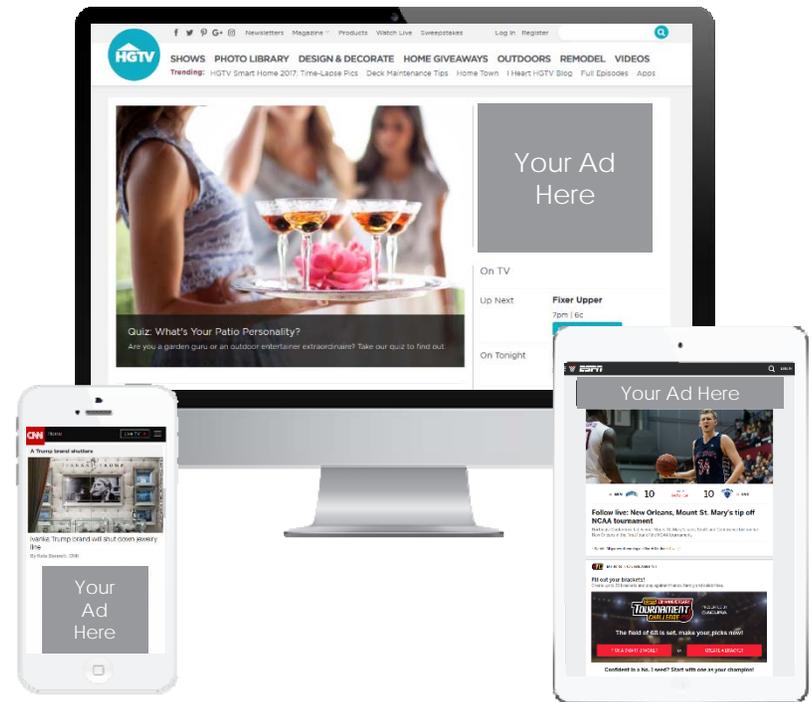
How

Targeted display (also called Programmatic) allows you to reach your ideal customer where they spend time online, utilizing data segments such as demographic information, website category, browsing behavior, and search habits; and then serve your ads to them wherever they are online - across all device types.

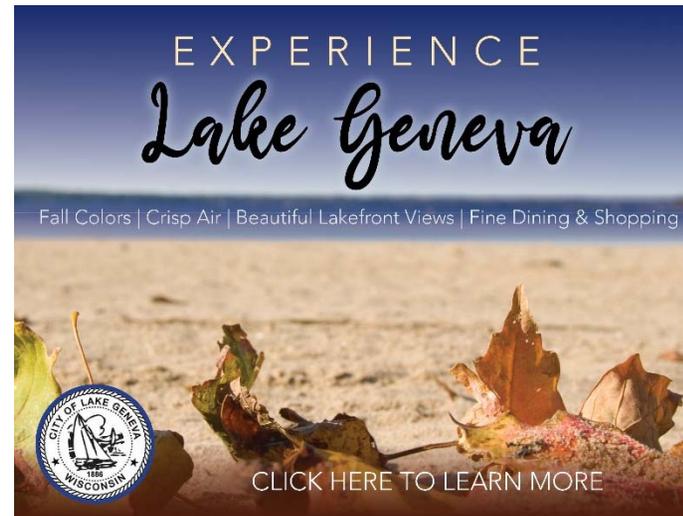
We've identified **2.9 billion** impressions in the geographic area of interest that match:

- HHI: \$75k+; and
- Frequent Travelers or Leisure Travelers; and
- C-Level Employees, Managers, or Legal/Attorney

*While not a part of the plan, we wanted to showcase some additional tactics that might be useful for Lake Geneva Tourism Commission. Targeted Display has a \$12 CPM.



▼ Creative Specs "Experience Lake Geneva"



▼ Creative Specs “Your next fall get away”

