



**TOURISM COMMISSION**  
**WEDNESDAY, OCTOBER 09, 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 September 11, 2019
5. Update from Stephanie Copsey (Independent Contractor for Tourism Commission) Meet at the Lake Promotional Activity
6. Discussion/Recommendation regarding LG Regional News ad and rates
7. Update from Tourism Entity (Visit Lake Geneva) on Promotional Activity, Calendar, and Hotel Performance
8. Update from Lake Geneva Business Improvement District (BID) on Events and Activity
9. Written financial update provided by Comptroller regarding 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:
  - Magic Musings Event
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 employee contracts and pay for the Tourism Commission Events Coordinator position
13. Motion to return to open session pursuant to Wisconsin Statutes 19.85 (2) and take action on any items discussed in closed session
14. Agenda items and next meeting date November 13, 2019 at 4:00 pm
15. 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, SEPTEMBER 11, 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 called to order at 4:00 pm

**Roll Call:** Chairperson, Tammie Carstensen, Vice Chair, Brian Waspi, John Trione, and Dana Trilla Alderpersons: Rich Hedlund, Shari Straube

**Also Present:** Mayor Hartz, Admn. Nord, Asst. Clerk, Elder, Dir. of Marketing, Goodwin, Executive Dir. Leech, Events Coordinator, Copsey

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

Kevin Fleming, 711 Main St. speaking on behalf of the BID and asking for the commission to support the grant request which includes banners for the banner poles & Oktoberfest.

**Approval of the Tourism Commission minutes from August 14, 2019**

Motion to approve the August 14, 2019 minutes by Ald. Hedlund, second by Ald. Straube. Motion carried 6-0.

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

Presented her Meet at the Lake & Riviera Ballroom update. Total of 30 new Riviera bookings since mid-2019 which is in addition to the reservations that were already on the books for 2019. We didn't have any reservations for 2020 when she took the position and approximately 20 of the new bookings are scheduled for 2020. There were Twenty-nine Rivera bookings in 2019 of which approximately eight of them were non-wedding events. The target date for the 2020 Bridal Show is January 24, 2020 and they'll have the Riviera set-up for an open house to show brides. and they'll be featuring a passport to include the hotels. She also started/joined an online Wedding Society Group to connect & share opportunities. Request that the City Administrator obtain & provide 2018 & 2019 bookings for the Riviera to building a benchmark to work from.

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

Dir. of Marketing, Goodwin presented the VLG update regarding partner events, public events, in the media, marketing metrics, visitor center & hotel activity, & sales venue report. 2020 marketing plan to focus their website on more content rather than member information. Committee shared appreciation for more in-depth information included in the VLG monthly report.

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

Executive Dir. Leech presented the BID update – Oktoberfest to be held on the 12<sup>th</sup> & 13<sup>th</sup>, Magical Musings on Nov. 2, downtown holiday events and pedestrian counts.

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

Vice-Chair, Waspi presented his review with the Comptroller regarding the financials & the grant report. Waspi requested Administrator Nord to move the Bridal Show awarded grant to 2020 vs. 2019 and add a column to show if a grant has been paid on the Grant Report for tracking purposes.

TOURISM COMMISSION MINUTES  
WEDNESDAY, SEPTEMBER 11, 2019 – 4:00PM  
ROOM 2A, CITY HALL

**Discussion/Action regarding Riviera plans & funding**

Administrator Nord provided an update from the last Piers meeting stating that the estimated clay roof quote is 1.3 million. Bids are due next Wednesday with the work to begin in January 2020 and completed by April. Chairman Carstensen requested to move the existing funds that are left estimated at approximately \$75,000 over to Municipal Development for the 2020 budget.

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

*BID Funding Request*

Motion by Waspi to accept the \$38,385 second by Trione. Motion carried 6-0.

*BID Oktoberfest Sponsorship Request*

Motion by Ald. Hedlund to fund \$10,000 for Oktoberfest, second by Ald. Straube. Motion carried 6-0.  
Motion to amend by Trilla to give the BID \$7,500 as a Title Sponsor for the Tourism Commission for the 2019 Oktoberfest, second by Ald. Straube. Motion carried 6-0.

Ald. Straube departed the meeting at 5:49 pm.

**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: employee contracts and pay for the Tourism Commission Events Coordinator position**

Motion to go into closed session at 5:50 pm by Ald. Hedlund to include staff, second by Waspi. Motion carried 6-0.

Roll call:

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

Absent: Shari Straube

**Motion to return to open session pursuant to Wisconsin Statutes 19.85 (2) and take action on any items discussed in closed session**

Motion to go into open session at 6:37 pm by Ald. Hedlund , second by Chairman Carstensen. Motion carried 5-0.

Motion by John Trione to direct staff to proceed as outlined in closed session, second by Ald. Hedlund. Motion carried 5-0.

Motion to adjourn at 6:40 pm by Carstensen, second by Ald. Hedlund. Motion carried 5-0.

**From:** [tammie@harborshoreslg.com](mailto:tammie@harborshoreslg.com)  
**To:** [Nancy Elder](#)  
**Subject:** [FWD: RE: [FWD: RE: press release tourism commission]]  
**Date:** Monday, September 30, 2019 10:35:17 AM  
**Attachments:** [top.letterhead](#)

---

<="" ;="" >

Good Morning!

please add to the agenda, LG Regional News ad and rates

Have a super great week!

***Tammie Carstensen***  
***General Manager***  
**Harbor Shores on Lake Geneva**  
300 Wrigley Drive  
Lake Geneva, WI 53147  
888-746-7371 x124  
[www.harborshoreslg.com](http://www.harborshoreslg.com)

----- Original Message -----

Subject: RE: [FWD: RE: press release tourism commission]  
From: Duane Hove <[dhove@lakegenevanews.net](mailto:dhove@lakegenevanews.net)>  
Date: Mon, September 30, 2019 10:27 am  
To: "[tammie@harborshoreslg.com](mailto:tammie@harborshoreslg.com)" <[tammie@harborshoreslg.com](mailto:tammie@harborshoreslg.com)>

Tammie,

A full page ad in black and white is \$725.00 or in color is \$800.00. A ½ page ad is \$465.00 in black and white or \$515.00 in color. I also wanted to alert you to the fact that we have a full service professional digital team and are google premier partners. We can offer any type of digital service you or the commission is interested in and would be happy to meet with you to do a complete analysis of the commission to send to our expert team in Iowa to generate a proposal that they feel would best serve your needs and budget. This is would be a “no obligation” proposal. We feel our services and pricing can match and in most cases be pricing as well as give you very good service. Everything we do is totally transparent and we work hard to monitor each client’s digital advertising so that if an area does not seem to be performing up the expectations we think it should we adjust the program / your ads being served to another aspect of the program that is performing well.

Let me know if you have any questions and or interest as well as the display ad.

Have a great day!

Take Care,

Duane

**From:** [tammie@harborshoreslg.com](mailto:tammie@harborshoreslg.com) <[tammie@harborshoreslg.com](mailto:tammie@harborshoreslg.com)>

**Sent:** Monday, September 30, 2019 9:58 AM

**To:** Duane Hove <[dhove@lakegenevanews.net](mailto:dhove@lakegenevanews.net)>

**Subject:** RE: [FWD: RE: press release tourism commission]

<="" td="">

Good Morning

It is Not a part of Visit LG. The tourism commission is a committee within the City

***Tammie Carstensen***

*General Manager*

**Harbor Shores on Lake Geneva**

300 Wrigley Drive

Lake Geneva, WI 53147

888-746-7371 x124

[www.harborshoreslg.com](http://www.harborshoreslg.com)

----- OriginalMessage-----

Subject: RE: [FWD: RE: press release tourism commission]

From: Duane Hove <[dhove@lakegenevanews.net](mailto:dhove@lakegenevanews.net)>

Date: Mon, September 30, 2019 6:46 am

To: "[tammie@harborshoreslg.com](mailto:tammie@harborshoreslg.com)"

<[tammie@harborshoreslg.com](mailto:tammie@harborshoreslg.com)>

Tammie,

Is this part of Visit Lake Geneva , or is it separate? Also for some reason this email came thru 7 times on Saturday.

Duane

**From:** [tammie@harborshoreslg.com](mailto:tammie@harborshoreslg.com)

<[tammie@harborshoreslg.com](mailto:tammie@harborshoreslg.com)>

**Sent:** Saturday, September 28, 2019 11:21 AM

**To:** Duane Hove <[dhove@lakegenevanews.net](mailto:dhove@lakegenevanews.net)>; Duane Hove <[dhove@lakegenevanews.net](mailto:dhove@lakegenevanews.net)>

<[dhove@lakegenevanews.net](mailto:dhove@lakegenevanews.net)>

**Subject:** [FWD: RE: press release tourism commission]

<="" td="">

Duane,  
what would a full size vs half page ad cost for the Lake Geneva tourism commission.

We are looking to get the word out that grand dollars are available and encourage groups to come in for funding

Hope all is well.

This is the press release I sent Dennis back in June in hopes a story could have been written, but he has not gotten a chance that I know of. (BTW)

***Tammie Carstensen***  
*General Manager*  
**Harbor Shores on Lake Geneva**  
300 Wrigley Drive  
Lake Geneva, WI 53147  
888-746-7371 x124  
[www.harborshoreslg.com](http://www.harborshoreslg.com)

----- OriginalMessage-----

Subject: RE: press release tourism commission  
From: <[tammie@harborshoreslg.com](mailto:tammie@harborshoreslg.com)>  
Date: Sat, September 28, 2019 11:05 am  
To: "Dennis Hines" <[dhines@lakegenevanews.net](mailto:dhines@lakegenevanews.net)>

Hi Dennis  
Is this an article you can still run? I may need to tweak the date..but this was for 2018!

I will also have someone put together an ad to inform people that grant dollars are available.

Please let me now at our earliest convenience.

***Tammie Carstensen***

*General Manager*  
**Harbor Shores on Lake Geneva**  
300 Wrigley Drive  
Lake Geneva, WI 53147  
888-746-7371 x124  
[www.harborshoreslg.com](http://www.harborshoreslg.com)

----- OriginalMessage-----  
Subject: Re: press release tourism  
commission  
From: Dennis Hines  
<[dhines@lakegenevanews.net](mailto:dhines@lakegenevanews.net)>  
Date: Fri, June 14, 2019 10:01 am  
To: "[tammie@harborshoreslg.com](mailto:tammie@harborshoreslg.com)"  
<[tammie@harborshoreslg.com](mailto:tammie@harborshoreslg.com)>

Hi Tammie,

Thanks for sending me this information. We will probably do an update in another couple of weeks.

Sorry I was unable to attend the tourism commission meeting on Wednesday, but I had a scheduling conflict.

Thanks again,  
Dennis Hines  
Lake Geneva Regional News  
262-248-8096 ext. 105

---

**From:** [tammie@harborshoreslg.com](mailto:tammie@harborshoreslg.com)  
<[tammie@harborshoreslg.com](mailto:tammie@harborshoreslg.com)>  
**Sent:** Thursday, June 13, 2019 6:23 AM  
**To:** Dennis Hines  
**Subject:** press release tourism commission

Good Morning Dennis  
Here is the information I promised you a couple of

weeks ago. I apologize for the delay. Missed you at the tourism commission meeting last night...Hope all is well!

tammie

***Tammie Carstensen***

*General Manager*

**Harbor Shores on Lake Geneva**

300 Wrigley Drive

Lake Geneva, WI 53147

888-746-7371 x124

[www.harborshoreslg.com](http://www.harborshoreslg.com)

**City of Lake Geneva  
Room Tax Collected**

<b>Year</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>
<b>2019</b>	26,128	37,224	43,433	26,220	53,174	85,808	146,418	112,498				
<b>2018</b>	23,434	32,031	43,138	29,084	54,673	91,833	129,480	110,071	74,349	55,748	28,602	29,228
<b>2018 YTD</b>	23,434	55,465	98,603	127,687	182,360	274,193	403,673	513,743	588,093	643,840	672,443	701,671
<b>2018 Est.</b>	21,015	26,411	29,728	30,739	47,318	75,461	124,096	107,061	73,053	53,365	27,893	24,393
<b>2017</b>	21,065	27,000	32,970	34,202	49,245	84,253	124,773	103,812	79,790	54,288	28,636	27,787
<b>2017 YTD</b>	21,065	48,065	81,035	115,237	164,481	248,734	373,507	477,320	557,109	611,397	640,033	667,820
<b>L3Y YTD</b>	21,015	47,427	77,155	107,894	155,212	230,673	354,768	461,830	534,883	588,248	616,141	640,534
<b>L3Y Mo%</b>	3.3%	4.1%	4.6%	4.8%	7.4%	11.8%	19.4%	16.7%	11.4%	8.3%	4.4%	3.8%
<b>L3Y Avg</b>	21,015	26,411	29,728	30,739	47,318	75,461	124,096	107,061	73,053	53,365	27,893	24,393
<b>2019</b>	26,128	37,224	43,433	26,220	53,174	85,808	146,418					
<b>2018</b>	23,434	32,031	43,138	29,084	54,673	91,833	129,480	110,071	74,349	55,748	28,602	29,228
<b>2017</b>	21,065	27,000	32,970	34,202	49,245	84,253	124,773	103,812	79,790	54,288	28,636	27,787
<b>2016</b>	22,154	30,878	30,889	31,900	41,916	76,676	133,399	106,420	74,302	55,670	29,251	24,157
<b>2015</b>	19,827	21,356	25,325	26,116	50,794	65,452	114,115	110,952	65,067	50,138	25,793	21,234
<b>2014</b>	18,288	20,758	26,842	22,052	44,654	55,839	98,956	99,268	49,203	42,920	23,340	20,702
<b>2013</b>	14,884	22,201	23,631	23,526	31,712	64,312	98,939	81,623	39,078	29,403	22,361	19,010
<b>2012</b>	15,543	21,262	25,514	24,982	36,785	63,981	84,148	86,727	67,154	26,368	20,027	20,004
<b>2011</b>	10,911	16,880	20,658	21,046	47,775	49,218	87,385	69,827	44,867	28,595	14,539	25,821
<b>L9Y Avg</b>	<b>19,137</b>	<b>25,510</b>	<b>30,267</b>	<b>26,570</b>	<b>45,636</b>	<b>70,819</b>	<b>113,068</b>	<b>96,087</b>	<b>61,726</b>	<b>42,891</b>	<b>24,069</b>	<b>23,493</b>
<b>L9Y YTD</b>	19,137	44,647	74,914	101,483	147,120	217,939	331,007	427,094	488,821	531,712	555,780	579,273
<b>L9Y Mo %</b>	3.3%	4.4%	5.2%	4.6%	7.9%	12.2%	19.5%	16.6%	10.7%	7.4%	4.2%	4.1%

10/3/2019

Total

530,902

701,671

640,534

667,820

667,820

640,534

100.0%

640,534

418,405

701,671

667,820

657,612

596,169

522,821

470,680

492,495

437,521

579,273

579,273

100.0%

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
FUND CASH			08/31/2019 (08/19) Balance	47-00-00-11111			168,849.62
10/31/2019	CA	2	Cash Allocation - Created: 10/01/19 11:32 AM		79,357.69		
09/30/2019	CA-CD	7	CDA Fund Allocation - Created: 09/06/19 5:04 P			5,332.00-	
09/30/2019	CA-CD	21	CDA Fund Allocation - Created: 09/19/19 10:23			31,981.70-	
09/30/2019	CA-CD	31	CDA Fund Allocation - Created: 09/24/19 9:58 A			79.10-	
09/30/2019	CA-JE	9	JE Fund Allocation - Created: 09/17/19 11:16 A		25,000.00		
09/30/2019 (09/19) Period Totals and Balance					104,357.69 *	37,392.80- *	235,814.51
UNRESERVED FUND BALANCE			08/31/2019 (08/19) Balance	47-00-00-34800			211,030.28-
09/30/2019 (09/19) Period Totals and Balance					.00 *	.00 *	211,030.28-
ROOM TAX			08/31/2019 (08/19) Balance	47-00-00-41210			50,000.00-
09/16/2019	JE	8	ALLOCATE 3RD QUARTER ROOM TAX TOU			25,000.00-	
09/30/2019	JE	21	RECLASSIFY ROOM TAX TO TOURISM FUN			79,357.69-	
09/30/2019 (09/19) Period Totals and Balance					.00 *	104,357.69- *	154,357.69-
YTD Encumbrance	.00	YTD Actual	-154,357.69	Total	-154,357.69	YTD Budget	-270,278.00
					Unearned	115,920.31	
INTEREST INCOME			08/31/2019 (08/19) Balance	47-00-00-48110			3,186.71-
09/30/2019 (09/19) Period Totals and Balance					.00 *	.00 *	3,186.71-
YTD Encumbrance	.00	YTD Actual	-3,186.71	Total	-3,186.71	YTD Budget	.00
					Unearned	(3,186.71)	
HOTEL/MOTEL ASSN-CHAM OF COMM			08/31/2019 (08/19) Balance	47-00-00-57100			50,000.00
09/01/2019	AP	193	LAKE GENEVA CONVENTION		25,000.00		
			**Desc: 3RD QTR 2019 PAYMENT				
09/30/2019 (09/19) 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	154,443.00
					Unexpended	79,443.00	
EVENTS COORDINATOR			08/31/2019 (08/19) Balance	47-00-00-57210			21,328.00
09/01/2019	AP	145	STEPHANIE LYNN LAKE GENEVA LLC		2,666.00		
			**Desc: SPECIAL EVENTS COORDINATOR-SEP 2019				
09/30/2019 (09/19) Period Totals and Balance					2,666.00 *	.00 *	23,994.00
YTD Encumbrance	.00	YTD Actual	23,994.00	Total	23,994.00	YTD Budget	32,000.00
					Unexpended	8,006.00	
EVENTS COORDINATOR-RIVIERA			08/31/2019 (08/19) Balance	47-00-00-57212			9,976.00
09/01/2019	AP	144	STEPHANIE LYNN LAKE GENEVA LLC		2,666.00		
			**Desc: EVENTS COORDINATOR-RIVIERA-SEP 2019				
09/30/2019 (09/19) Period Totals and Balance					2,666.00 *	.00 *	12,642.00
YTD Encumbrance	.00	YTD Actual	12,642.00	Total	12,642.00	YTD Budget	.00
					Unexpended	(12,642.00)	
PROMOTIONAL GRANT			08/31/2019 (08/19) Balance	47-70-00-57150			3,350.00
09/05/2019	AP	249	SO CREATIVE		2,285.50		
			**Desc: DIGITAL/SOCIAL MARKETING-TOURISM				
09/06/2019	AP	251	GLAS EDUCATION		4,696.20		
			**Desc: ASTRONOMY/SCIENCE ED MKTG/OUTREACH				

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
09/08/2019	AP	509	TIME WARNER CABLE **Desc: RIV WIRELESS-SEP		79.10		
09/30/2019	JE	22	RECLASS TIME WARNER CABLE-SEP 09/30/2019 (09/19) Period Totals and Balance		7,060.80 *	79.10- 79.10- *	10,331.70
YTD Encumbrance		.00	YTD Actual	10,331.70 Total	10,331.70	YTD Budget	83,835.00 Unexpended 73,503.30
TOURISM MUNICIPAL DEVELOPMENT			08/31/2019 (08/19) Balance	47-70-00-57155			10,713.37
09/30/2019	JE	22	RECLASS TIME WARNER CABLE-SEP 09/30/2019 (09/19) Period Totals and Balance		79.10 79.10 *	.00 *	10,792.47
YTD Encumbrance		.00	YTD Actual	10,792.47 Total	10,792.47	YTD Budget	.00 Unexpended (10,792.47)

Number of Transactions:	Number of Accounts:	Debit	Credit	Proof
15	9			
Total TOURISM:		141,829.59	141,829.59-	.00
Number of Transactions:	Number of Accounts:	Debit	Credit	Proof
15	9			
Grand Totals:		141,829.59	141,829.59-	.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"

Account Number	Account Title	2019-19 Period Actual	2019-19 Current year Actual	Current year Budget	Variance Current year	% of Budget
<b>TOURISM</b>						
<b>TOURISM</b>						
47-00-00-41210	ROOM TAX	154,357.69	50,000.00	270,278.00	115,920.31	57.11
47-00-00-48110	INTEREST INCOME	3,186.71	3,186.71	.00	3,186.71-	.00
Total TOURISM:		157,544.40	53,186.71	270,278.00	112,733.60	58.29
47-00-00-57100	HOTEL/MOTEL ASSN-CHAM OF COM	75,000.00	50,000.00	154,443.00	79,443.00	48.56
47-00-00-57210	EVENTS COORDINATOR	23,994.00	21,328.00	32,000.00	8,006.00	74.98
47-00-00-57212	EVENTS COORDINATOR-RIVIERA	12,642.00	9,976.00	.00	12,642.00-	.00
47-70-00-57150	PROMOTIONAL GRANT	10,331.70	3,350.00	83,835.00	73,503.30	12.32
47-70-00-57155	TOURISM MUNICIPAL DEVELOPMENT	10,792.47	10,713.37	.00	10,792.47-	.00
47-70-00-59400	TRANSFER TO CAPITAL PROJECTS	.00	.00	.00	.00	.00
TOURISM Expenditure Total:		132,760.17	95,367.37	270,278.00	137,517.83	49.12
Net Total TOURISM:		24,784.23	42,180.66-	.00	24,784.23-	.00
Net Grand Totals:		24,784.23	42,180.66-	.00	24,784.23-	.00

**CITY OF LAKE GENEVA**  
BALANCE SHEET  
SEPTEMBER 30, 2019  
  
FUND 47 - TOURISM

ASSETS

47-00-00-11111	FUND CASH	235,814.51	
	TOTAL ASSETS		<u>235,814.51</u>

LIABILITIES AND EQUITY

FUND EQUITY

47-00-00-34800	UNRESERVED FUND BALANCE	211,030.28	
	REVENUES OVER EXPENDITURES - YTD	24,784.23	
	TOTAL FUND EQUITY		<u>235,814.51</u>
	TOTAL LIABILITIES & EQUITY		<u>235,814.51</u>

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	\$ 1,000.00		
	Lake Geneva Attractions	\$ 3,900.00		
	Love Lake Geneva Campaign	\$ 2,949.00		
May	Geneva Theater	\$ 1,000.00		
June	None	\$ -		
July	Winter Fest Banners	\$ 462.00		
	Arctic Frog Marathon	\$ 2,100.00		
	1/2 Womens' Marathon	\$ 2,100.00		
August	No Meeting	\$ -		
September	Queen Bee (no group identified)	\$ 550.00		
October	Santa Clause (no group identified)	\$ 3,000.00		
November	None	\$ -		
December	None	\$ -		
<b>Total for 2018</b>		<b>\$ 81,111.00</b>		

2019	Organization	Amount	Notes	Outstanding balance unpaid
January	Avian Committee	\$ 1,500.00		\$ 1,500.00
February	No Meeting	\$ -		
March	Streets of Lake Geneva	\$ 350.00		
	Lake Geneva Attractions	\$ 4,000.00		\$ 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>	<i>(\$750)</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>	

2019	Organization	Amount	Notes	Outstanding balance unpaid
	Copsey / Riviera marketing contract	\$ 15,308.00	*Contract expires in October, 2019	
	Event Trailer (LG Fire Dept.)	\$ 13,000.00		\$13,000
June	None	\$ -		
July	Kruzin Tuks	\$ -	\$5,000 awarded, but stalled at FLR committee	
August	None	-		
September	BID; Tourism Promotion (for 2020)			
	Bridal Fair At Riviera (for 2020)			
	BID; Oktoberfest	\$7,500		\$ 7,500.00
<b>Total for 2019 (to date)</b>		<b>\$ 87,044.00</b>		

2020	Organizaton	Amount	Outstanding balance unpaid
January	Bridal Fair at Riviera Ballroom	\$10,000.00	\$ 10,000.00
	BID; Tourism Promotion	\$38,385.00	\$ 38,385.00
<b>Total for 2020 (to date)</b>		<b>\$48,385.00</b>	
<i>Recipients are to submit receipts 45 days after event date</i>			

**\$ 73,635.00**

---



---



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

Date Submitted: 9/11/2019

Organization: Queen Bee Artisan Market

Contact Person: Laura LaJeunesse

Phone Number: 262-812-4099

Street Address: 830 W Main St.

City, State, Zip: Lake Geneva, WI, 53147

Email Address: marketing@QueenBeeArtisanMarket.com

Name of Event: Magical Musings of Lake Geneva

Date(s) of Event: November 1 & 2, 2019

Location of Event: Downtown Lake Geneva

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

Estimated Number of Attendees: 2500+

Estimated Number of Overnight Stays: 150+

Annual Event (Yes/No): yes

Event/Initiative Start Date: November 1, 2019

Event/Initiative End Date: November 2, 2019

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

Grant Amount Requested: \$5,000

**Provide as attachment the following:**

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

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

FROM  
Laura LaJeunesse  
Marketing Manager  
Queen Bee Artisan Market

Date: 9/10/2019

TO  
Lake Geneva Tourism Board  
Lake Geneva, WI

Subject: Magical Musings of Lake Geneva, Festival

Dear Board of Directors and Whom it May Concern,

I Ms. Laura LaJeunesse am writing this letter on behalf of Queen Bee Artisan Market, the owners and employees to you, the Lake Geneva Tourism Commission, concerning the upcoming Magical Musings of Lake Geneva event. The event is set to be town wide with activities for both children and adults between Friday, November 1 and Saturday, November 2. A schedule of events, found on page 3, will give you a sense of the activities planned thus far.

I am writing this letter to ask for financial assistance to help make this event a success. We are asking you, the Lake Geneva Tourism Commission for a total of \$5,000. This sum of money would be used to help provide items such as lodging, character fees for our entertainers, venue rentals, event coordination and staffing, props, supplies, and event promotion. A preliminary breakdown of expected and existing expenses is included on page 2.

Last year's event, the first annual, was much more successful than expected, with nearly 2,300 participants in the scavenger hunt alone. A large portion of participants observed were families, which would only increase the number of people involved with the event this year. We spoke with several businesses and they indicated it was one of their best days of the year in terms of foot traffic and revenue. We believe this event will draw even more people this year and in coming years. We believe this will bring a much-needed boost to local retail stores, restaurants and hotels for overnight stays between the Friday and Saturday events. One thing we ask the Commission to take into consideration is that Queen Bee Artisan Market does not stand to profit greatly from this event, in fact we are only projected to have a sales increase of \$1-\$2,000 during the event compared to a non-event Saturday date. The Magical Musings event is something the entire town benefits from with the increased traffic and is why we look to you for assistance.

We greatly appreciate your consideration of our proposed event and funds to ensure this comes to be a well-attended event for years to come.

Thank you,

Laura LaJeunesse, Queen Bee Artisan Market

Expected / Actual Expenses as of 09/09/2019

Character fees & special entertainment	\$1,875.00
Event coordination & staff for event	\$3,275.00
Scavenger hunt props for stores	\$675.00
Event specific promotion	\$1,875.00
Event location and item rentals	\$1,125.00
<b>Minimum expected overall investment</b>	<b>\$8,825.00</b>

## **Magical Musings Schedule of Events & Activities**

**Please note that activities and events will be added as we finalize certain components.**

Friday Evening November 1, 2019:

Great Hall Dinner

Bar Crawl for Adults/Parents

Character Actors Present

Saturday November 2, 2019

10:00 AM – Costume Contest

10:30 – Scavenger Hunt Begins

10:30- 3:30 Performances by “Professor Griselda Grubb”

10:30- 3:30 Characters/Performers Available for Photos

10:30-3:30- Quidditch Team Games & Lessons

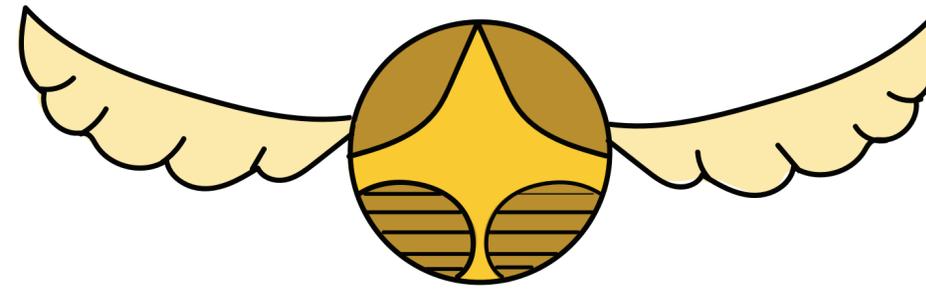
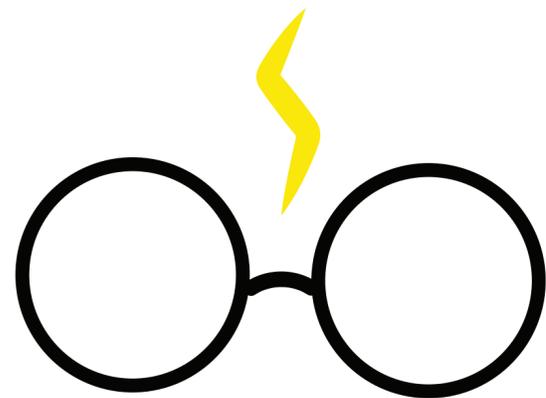
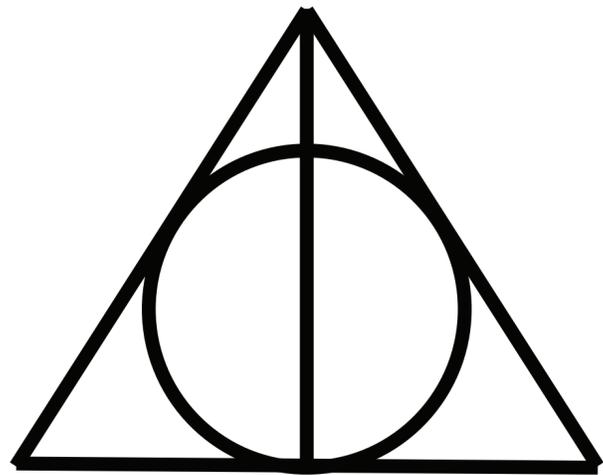
10:30 – 3:30 House Sorting Activities

10:30-3:30 Henna, Temporary Tattoos, Fortune Teller, Games, etc. (Various activities at different stores.)

3:45 – Scavenger Hunt Prize Drawing

4:00 – Movie Screening

# Magical Musings of Lake Geneva



A town wide celebration of witches and wizards alike, with a scavengerhunt, costume contest, giveaways and

**MORE!**

# November 2, 2019