



**TOURISM COMMISSION**  
**WEDNESDAY, NOVEMBER 13, 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 October 09, 2019
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 and Activity
8. Written financial update provided by Comptroller regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements
9. Discussion/Action regarding moving grants from QTR from Monthly
10. Discussion/Action Lake Geneva Regional News offering 30% off purchased ads to the Tourism Commission
11. Discussion/Action on Tourism Promotion Grant Program and Requests:
  - Marketing & Bus Transportation from Downtown LG Hotels to Ice Castle
  - Women's Weekend
  - LG Museum-Legacy of Imagination-Gary Gygax & Creation of Culture
12. Agenda items and next meeting date December 11, 2019 at 4:00 pm
13. Adjourn

*This is a meeting of the Tourism Commission.  
No official City Council action will be taken; however, a quorum of the Council may be present.*

**TOURISM COMMISSION MINUTES**  
**WEDNESDAY, OCTOBER 09, 2019 – 4:00PM**  
**ROOM 2A, CITY HALL**

Meeting call to order 4:02 pm

**Roll Call:** Chairperson, Tammie Carstensen, Vice Chair, Brian Waspi, and Dana Trilla

Alderman: Rich Hedlund

Absent: Shari Straube, John Trione

Also Present: Admin Nord, Asst. City Clerk, Elder, Copsey MAL Rep., Goodwin & Smolarek, VLG, Leech, BID

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

*Charlene Klein*, 817 Wisconsin Street, questioning what's happening with the funding from the Ice Castle, Horticultural Hall was listed as grant funding, but didn't obtain funding though it's not correct in the grant tracking report in the packet.

**Approval of the Tourism Commission minutes from September 11, 2019**

Vice Chair Waspi motion to approve the September 11, 2019, second by Ald. Hedlund. Motion carried 4-0.

John Trione arrived at 4:05 pm

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

Went over presented marketing/sales update

Motion by Ald. Hedlund to purchase a \$70 table needed for weddings at the Riviera, second by John Trione. Motion carried 5-0.

Vice Chair Waspi asked what the comparison of bookings was from 2019 to 2018 with a \$20,000 variance.

Ald. Straube arrived at 4:12 pm

**Discussion/Recommendation regarding LG Regional News ad and rates**

No action taken.

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

Goodwin provided overview of partner/public events, LG Media, Marketing/Social Media, & Sales. Working on 2020 Visitor Guide (ads due 10/14/19), 2020 operational plans and budget. Carstensen requested getting the Riviera listed as a meeting space for banquet/classroom groups.

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

Leech provided overview on Oktoberfest, Covetoberfest, Magical Musings, Holiday Events, & Pedestrian Counts (were up 26,000). Leech will create an advertisement featuring the benefits of the Tourism Commission as part of the Tourism Commission's Oktoberfest Sponsorship.

**TOURISM COMMISSION MINUTES  
WEDNESDAY, OCTOBER 09, 2019 – 4:00PM  
ROOM 2A, CITY HALL**

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

Data was provided and shared with the group. City Admin will correct grant tracking report to show Horticultural Hall didn't use grant funding.

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

Ald. Hedlund stated that a BID was presented \$588K just for the clay roof. RFP's are now being sent out for windows/doors and this is being done in increments. This January spending \$788K. \$77K is what has to be spent to get things rolling.

Motion by Carstensen for \$75,136 awarded to the City from Tourism Commission for pre-construction costs for renovations to the Riviera, second by Ald. Hedlund. Motion carried 6-0.

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

- Magic Musings Event

Motion by Ald. Hedlund to fund \$3,700 for the Magic musings event, second by Dana Trilla. Motion carried 6-0.

**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 by Ald. Hedlund to go into closed session at 5:02 pm, second by Trione. Motion carried 6-0.

**Roll Call:** Chairperson Carstensen, Vice Chair, Waspi, John Trione, Dana Trilla, Ald. Hedlund, & Ald. 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 return to open session by Trione, second by Ald. Straube. Motion carried 6-0.

**Roll Call:** Chairperson Carstensen, Vice Chair, Waspi, John Trione, Dana Trilla, Ald. Hedlund, & Ald. Straube

Motion by Waspi regarding agenda item 12 to extend the independent contractor agreement with Stephanie Copsey with an addendum to include compensation as discussed in closed session, second by Hedlund. Motion carried 6-0.

**Agenda items and next meeting date November 13, 2019 at 4:00 pm**

Moving grants from QTR from Monthly to Quarterly

Ald. Hedlund motion to adjourn, second by Straube. Committee meeting adjourned at 5:25 pm. Motion carried 6-0.



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## Lake Geneva Tourism Commission • November 13, 2019

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### VISIT Lake Geneva Update

Presented by Deanna Goodwin, Director of Marketing, Communications & Development (262-812-0021, [deanna@visitlakegeneva.com](mailto:deanna@visitlakegeneva.com))

#### Partner Events

- VLG Monthly Partner Meeting – November 13 | 8-9am | The Candle Mercantile
- VLG Monthly Partner Meeting – December 11 | 8-9am | Harbor Shores
- Monthly Partner Meetings will move to 3<sup>rd</sup> Wednesday beginning in 2020

#### Public Events

- Electric Christmas Parade – Saturday, December 7 | Downtown Lake Geneva | Theme: Frosty's Magical Christmas
- Winterfest – January 29 – February 2 (Wed-Sun) | Riviera / Flat Iron Park
- Sponsorships and parade entries are being accepted; see [VisitLakeGeneva.com](http://VisitLakeGeneva.com) or contact Deanna for details
- Event Manager resignation effective 11/8/19

#### Lake Geneva in the Media – Recent Articles & Accolades

- JSOnline.com – Five Fall Getaways in Wisconsin (9/4)
- Patch.com – See Wisconsin Fall Foliage from a Zipline (10/1)
- Wisconsin Meetings Magazine – Destination Lake Geneva (10/4)
- TripAdvisor.com – 6 Must See Spots for Fall Foliage (10/22)

#### Marketing Metrics

- Website – [VisitLakeGeneva.com](http://VisitLakeGeneva.com) – YTD October 2019:
  - Visitor Sessions: 742,985
  - Pageviews: 1,965,053
  - Users: 560,053
  - Top Cities: Chicago (25.1%) | Milwaukee (2.7%) | Madison (2.5%) | Lake Geneva (2.4%) | Minneapolis (1.3%)
  - Top Pages: Home | Things to Do | Winterfest | Ice Castles | Event Calendar | Hotels & Resorts | Shore Path | Wineries & Breweries | Shopping | Places to Stay
  - 65% Female | 35% Male
  - Age
    - 24-34 – 25.1%
    - 35-44 – 21.9%
    - 45-54 – 19.5%
    - 55-64 – 18.5%
    - 65+ – 10.1%
    - 18-24 – 5.0%

- Facebook – October 2019:
  - 44,064 Page Likes (+221)
  - Total Reach: 237,112
  - Total Engagements: 13,327
- Instagram – October 2019:
  - 3,822 Followers (+135)
- Twitter – October 2019
  - 3,228 Followers (+34)
- VLG Email Subscribers: 49,957

#### **Visitor Center Activity – OCTOBER 2019**

- Walk-ins – 1,762 (16,940 YTD)
- Phone Calls – 315 (4,846 YTD)
- Email Inquiries – 319 (6,413 YTD)
- Visitor Magazine Fulfillment – 838 (9,090 YTD)

#### **Sales Team Venue Report – See Attached**

#### **Hotel Activity**

- **SEPTEMBER 2019**
  - Occupancy = 60.8% (-9.4%)
  - ADR = \$163.67 (+3.5%)
  - RevPar = \$99.51 (-6.3%)
  - Demand = 39,782 (-5.4%)
- **YTD 2019**
  - Occupancy = 55.8% (-2.3%)
  - ADR = \$159.18 (+1.3%)
  - RevPar = \$88.76 (-1.0%)
  - Demand = 319,546 (-1.8%)

#### **Other**

- Big Bundle Up drive through November 25. VLG Visitor Center on Wrigley Drive is a donation drop off site for new/gently used coats, hats/scarves/mittens/gloves and other warm clothing. Items collected will be donated to the Walworth County Food Pantry & Diaper Bank for their clients.
- VISIT Lake Geneva hosted 15 journalists for a Geiger Media Tour October 6-9. Post-tour evaluations by journalists were overwhelmingly positive. VLG is proposing to invest in a Geiger Tour in 2020.
- VLG hosted two U.S. Representatives as part of the American Congressional Exchange in October. Congressman Bryan Steil (R-Wisconsin) and Xochitl Torres Small (D-New Mexico) spent an afternoon with several community leaders and discussed Federal Tourism, Agriculture and Manufacturing challenges.
- Marketing and operational planning is being finalized for 2020. Emphasis on digital marketing and media outreach to generate earned media (free press).



Susan Smolarek  
 VISIT Lake Geneva  
 Representing the Entire Lake Geneva Region  
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Tourism Commission Report  
 Venues Sourced  
 October 2019

2019		Room Nights	Hotels/Resorts Sourced
832	Cvent	270	The Abbey, Grand Geneva
833	Inquiry	212	The Abbey, The Ridge, Grand Geneva, Harbor Shores, The Cove, Lake Lawn Resort
834	Cvent	115	Grand Geneva Resort, The Abbey Resort
835	Cvent	45	Geneva Inn
836	Cvent	560	Grand Geneva Resort, Lake Lawn, The Abbey Resort
837	DMI	560	Lake Lawn Resort
838	DMI	50	The Ridge, The Cove, Harbor Shores, Lake Lawn, Geneva Inn
839	Cvent	45	The Abbey, Geneva National, Grand Geneva, Lake Lawn, The Ridge
840	Cvent	306	The Abbey, Grand Geneva, Lake Lawn, The Ridge
841	Inquiry	20	Grand Geneva Resort – Villas (20)
842	Inquiry	115	Grand Geneva Resort

**City of Lake Geneva  
Room Tax Collected**

11/5/2019

<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>Total</b>
<b>2019</b>	27,965	37,224	43,433	30,937	56,312	92,828	153,391	129,820	75,476				<b>647,386</b>
<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>701,671</b>
<b>2018 YI</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>640,534</b>
<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>667,820</b>
<b>2017 YI</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>667,820</b>
<b>L3Y YI</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>640,534</b>
<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>100.0%</b>
<b>L3Y Av</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>640,534</b>
<b>2019</b>	26,128	37,224	43,433	26,220	53,174	85,808	146,418	112,498					<b>530,902</b>
<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>701,671</b>
<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>667,820</b>
<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>657,612</b>
<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>596,169</b>
<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>522,821</b>
<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>470,680</b>
<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>492,495</b>
<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>437,521</b>
<b>L9Y Av</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>97,911</b>	<b>61,726</b>	<b>42,891</b>	<b>24,069</b>	<b>23,493</b>	<b>581,097</b>
<b>L9Y YI</b>	19,137	44,647	74,914	101,483	147,120	217,939	331,007	428,918	490,644	533,535	557,604	581,097	<b>581,097</b>
<b>L9Y Mo</b>	3.3%	4.4%	5.2%	4.6%	7.9%	12.2%	19.5%	16.8%	10.6%	7.4%	4.1%	4.0%	<b>100.0%</b>

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
FUND CASH			09/30/2019 (09/19) Balance	47-00-00-11111			236,219.84
11/30/2019	CA	3	Cash Allocation - Created: 11/04/19 12:17 PM		70,538.29		
10/31/2019	CA-CD	6	CDA Fund Allocation - Created: 10/02/19 11:57			5,332.00-	
10/31/2019	CA-CD	23	CDA Fund Allocation - Created: 10/11/19 9:29 A			7,500.00-	
10/31/2019	CA-CD	39	CDA Fund Allocation - Created: 10/23/19 11:38			79.10-	
10/31/2019	CA-JE	6	JE Fund Allocation - Created: 10/18/19 9:54 AM		25,000.00		
10/31/2019	CA-JE	16	JE Fund Allocation - Created: 10/25/19 11:31 A			1,107.74-	
10/31/2019 (10/19) Period Totals and Balance					95,538.29 *	14,018.84- *	317,739.29
ACCOUNTS PAYABLE			09/30/2019 (09/19) Balance	47-00-00-21100			.00
10/31/2019	AP	188	Summary Transactions from AP System			5,332.00-	
10/31/2019	AP	385	Summary Transactions from AP System			7,500.00-	
10/31/2019	AP	604	Summary Transactions from AP System			4,079.10-	
10/02/2019	CDA	71667	STEPHANIE LYNN LAKE GENEVA LLC		5,332.00		
10/09/2019	CDA	71730	LAKE GENEVA BID		7,500.00		
10/23/2019	CDA	71870	TIME WARNER CABLE		79.10		
10/31/2019 (10/19) Period Totals and Balance					12,911.10 *	16,911.10- *	4,000.00-
UNRESERVED FUND BALANCE			09/30/2019 (09/19) Balance	47-00-00-34800			211,030.28-
10/31/2019 (10/19) Period Totals and Balance					.00 *	.00 *	211,030.28-
ROOM TAX			09/30/2019 (09/19) Balance	47-00-00-41210			154,357.69-
10/18/2019	JE	7	ALLOCATE 4TH QTR ROOM TAX TOURISM-			25,000.00-	
10/31/2019	JE	15	RECLASSIFY ROOM TAX TO TOURISM FUN			70,538.29-	
10/31/2019 (10/19) Period Totals and Balance					.00 *	95,538.29- *	249,895.98-
YTD Encumbrance	.00	YTD Actual	-249,895.98	Total	-249,895.98	YTD Budget	-270,278.00
				Unearned	20,382.02		
INTEREST INCOME			09/30/2019 (09/19) Balance	47-00-00-48110			3,592.04-
10/31/2019 (10/19) Period Totals and Balance					.00 *	.00 *	3,592.04-
YTD Encumbrance	.00	YTD Actual	-3,592.04	Total	-3,592.04	YTD Budget	.00
				Unearned	(3,592.04)		
HOTEL/MOTEL ASSN-CHAM OF COMM			09/30/2019 (09/19) Balance	47-00-00-57100			75,000.00
10/31/2019 (10/19) Period Totals and Balance					.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			09/30/2019 (09/19) Balance	47-00-00-57210			23,994.00
10/01/2019	AP	166	STEPHANIE LYNN LAKE GENEVA LLC		2,666.00		
			**Desc: SPECIAL EVENTS COORDINATOR-OCT 2019				
10/31/2019 (10/19) Period Totals and Balance					2,666.00 *	.00 *	26,660.00
YTD Encumbrance	.00	YTD Actual	26,660.00	Total	26,660.00	YTD Budget	32,000.00
				Unexpended	5,340.00		
EVENTS COORDINATOR-RIVIERA			09/30/2019 (09/19) Balance	47-00-00-57212			12,642.00
10/01/2019	AP	165	STEPHANIE LYNN LAKE GENEVA LLC		2,666.00		
			**Desc: EVENTS COORDINATOR-RIVIERA-OCT 2019				
10/31/2019 (10/19) Period Totals and Balance					2,666.00 *	.00 *	15,308.00
YTD Encumbrance	.00	YTD Actual	15,308.00	Total	15,308.00	YTD Budget	.00
				Unexpended	(15,308.00)		

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
PROMOTIONAL GRANT			09/30/2019 (09/19) Balance	47-70-00-57150			10,331.70
10/07/2019	AP	311	LAKE GENEVA BID **Desc: SPONSORSHIP-2019 OKTOBERFEST		7,500.00		
10/15/2019	AP	575	TRISTAN CRIST MAGIC THEATRE **Desc: TOURISM VIDEO PROMO		4,000.00		
10/25/2019	JE	12	RECORD GRANT FROM TOURISM TO AVIAN		1,107.74		
			10/31/2019 (10/19) Period Totals and Balance		12,607.74 *	.00 *	22,939.44
YTD Encumbrance		.00 YTD Actual	22,939.44 Total	22,939.44 YTD Budget	83,835.00 Unexpended	60,895.56	

TOURISM MUNICIPAL DEVELOPMENT			09/30/2019 (09/19) Balance	47-70-00-57155			10,792.47
10/08/2019	AP	519	TIME WARNER CABLE **Desc: RIV WIRELESS-OCT		79.10		
			10/31/2019 (10/19) Period Totals and Balance		79.10 *	.00 *	10,871.57
YTD Encumbrance		.00 YTD Actual	10,871.57 Total	10,871.57 YTD Budget	.00 Unexpended	(10,871.57)	

Number of Transactions: 20	Number of Accounts: 10	Debit	Credit	Proof
Total TOURISM:		126,468.23	126,468.23-	.00
Number of Transactions: 20	Number of Accounts: 10	Debit	Credit	Proof
Grand Totals:		126,468.23	126,468.23-	.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	95,538.29	249,895.98	270,278.00	20,382.02	92.46
47-00-00-48110	INTEREST INCOME	.00	3,592.04	.00	3,592.04-	.00
47-00-00-49100	APPL. PRIOR YR APPROPRIATIONS	.00	.00	.00	.00	.00
Total TOURISM:		95,538.29	253,488.02	270,278.00	16,789.98	93.79
47-00-00-57100	HOTEL/MOTEL ASSN-CHAM OF COM	.00	75,000.00	154,443.00	79,443.00	48.56
47-00-00-57210	EVENTS COORDINATOR	2,666.00	26,660.00	32,000.00	5,340.00	83.31
47-00-00-57212	EVENTS COORDINATOR-RIVIERA	2,666.00	15,308.00	.00	15,308.00-	.00
47-70-00-57150	PROMOTIONAL GRANT	12,607.74	22,939.44	83,835.00	60,895.56	27.36
47-70-00-57155	TOURISM MUNICIPAL DEVELOPMENT	79.10	10,871.57	.00	10,871.57-	.00
47-70-00-59400	TRANSFER TO CAPITAL PROJECTS	.00	.00	.00	.00	.00
TOURISM Expenditure Total:		18,018.84	150,779.01	270,278.00	119,498.99	55.79
Net Total TOURISM:		77,519.45	102,709.01	.00	102,709.01-	.00
Net Grand Totals:		77,519.45	102,709.01	.00	102,709.01-	.00

**CITY OF LAKE GENEVA**  
BALANCE SHEET  
OCTOBER 31, 2019

**FUND 47 - TOURISM**

<u>ASSETS</u>			
47-00-00-11111	FUND CASH	317,739.29	
	TOTAL ASSETS		<u>317,739.29</u>
<u>LIABILITIES AND EQUITY</u>			
<u>LIABILITIES</u>			
47-00-00-21100	ACCOUNTS PAYABLE	4,000.00	
	TOTAL LIABILITIES		4,000.00
<u>FUND EQUITY</u>			
47-00-00-34800	UNRESERVED FUND BALANCE	211,030.28	
	REVENUES OVER EXPENDITURES - YTD	102,709.01	
	TOTAL FUND EQUITY		<u>313,739.29</u>
	TOTAL LIABILITIES & EQUITY		<u>317,739.29</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	-	<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	\$ -		
<b>Total for 2018</b>		<b>\$ 80,111.00</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>	\$ (750.00)
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)			
	Bridal Fair At Riviera (for 2020)			
	BID; Oktoberfest	\$7,500		\$ 7,500.00
October	Queen Bee (Magical Musings)	\$3,700		\$ 3,700.00
	Riviera Building	\$75,136		\$ 75,136.00
November	Copsey / Riviera marketing contract	\$64,000	(\$5,332/month) 11-1-2019 - 10-31-2020	
<b>Total for 2019 (to date)</b>		<b>\$ 229,880.00</b>		

2020	Organizatton	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

**Total for 2020 (to date)** \$48,385.00

Recipients are to submit receipts 45 days after event date

**\$ 152,471.00**

\_\_\_\_\_  
\_\_\_\_\_

Tourism Commission 2020 Meeting Schedule

**4:00p.m.- Tourism Commission1/8/2020** 4:00 PM

[Edit](#) [Delete On](#)

**4:00p.m.- Tourism Commission2/12/2020** 4:00 PM

[Edit](#) [Delete On](#)

**4:00p.m.- Tourism Commission3/11/2020** 4:00 PM

[Edit](#) [Delete On](#)

**4:00p.m.- Tourism Commission4/8/2020** 4:00 PM

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**4:00p.m.- Tourism Commission5/13/2020** 4:00 PM

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**4:00p.m.- Tourism Commission6/10/2020** 4:00 PM

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**4:00 pm – Tourism Commission** 7/8/2020 4:00 pm

**4:00p.m.- Tourism Commission8/12/2020** 4:00 PM

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**4:00p.m.- Tourism Commission9/9/2020** 4:00 PM

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**4:00p.m.- Tourism Commission10/14/2020** 4:00 PM

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**4:00p.m.- Tourism Commission11/11/2020** 4:00 PM

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**4:00p.m.- Tourism Commission12/9/2020** 4:00 PM

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Lake Geneva

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

Date Submitted: November 7, 2019

Organization: Business Improvement District

Contact Person: Bridget Leech

Phone Number: 262.395-8128

Street Address: PO Box 863

City, State, Zip: Lake Geneva WI 53147

Email Address: Bridget@StreetsofLakeGeneva.com

Name of Event: Ice Castle - 2020

Date(s) of Event: January - February, 2020

Location of Event: Geneva National - 1221 Geneva Natl Ave

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

Estimated Number of Attendees: 90,000 +

Estimated Number of Overnight Stays: 21,000 +

Annual Event (Yes/No): Yes

Event/Initiative Start Date: Jan 1, 2020

Event/Initiative End Date: March 1, 2020

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

Grant Amount Requested: 13,000 - (12,150 - bus transpo  
850 - signage)

- 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)**

Tourism Commission Members and City Staff~

Lake Geneva welcomed approximately 90,000 visitors according to the Ice Castle statistics this past winter. Ice Castle officials are committed to the Lake Geneva community and look to triple in size by utilizing Geneva National grounds which could be transformed into a winter wonderland and ultimately will benefit the City of Lake Geneva.

Ice Castles brings economic vitality and development to our amazing city and more importantly their mission statement should be a reflection of what we want for our visitors and residents alike.

According to Ice Castle officials, out of 90,000 visitors, 83% dined in our Lake Geneva restaurants and ice castles generated 21,000 room nights! This is within a time frame where hoteliers and stores and restaurants plead for business. They also utilize staff from our local residents offering employment when typically, it would be our highest unemployment ratio during what I would call our off season.

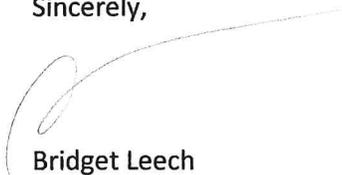
By offering transportation to the event, which is 4 ½ miles away, we will be giving customer's a reason to stay within the City limits of Lake Geneva. Hotel's in Lake Geneva will be able to use this as a tool to generate room nights, which in turn produces tax dollars for the City of Lake Geneva.

Enclosed is a proposal to offer bus transportation Friday-Sunday during the Ice Castle event (January-February).

The cost for the transportation is \$12,150 and signage \$850.00 to encourage tourists to utilize this service.

I truly appreciate you taking the time to really evaluate the Ice Castle request to maximize the character and success of our vibrant City that we all treasure.

Sincerely,

A handwritten signature in black ink, appearing to read "Bridget Leech", with a long, sweeping underline that extends to the right.

Bridget Leech

1 BUS--2 months-Fri/Sat/Sun-January/February.

Total \$13,000 (I rounded this off because you may need signage,etc.)

Thanks, Sylvia

<b>DATE</b>	<b>DAY</b>	<b>DAY RATE</b>	<b>SUMMARY</b>
3-Jan	Friday	\$450	
4-Jan	Saturday	\$450	
5-Jan	Sunday	\$450	
10-Jan	Friday	\$450	
11-Jan	Saturday	\$450	
12-Jan	Sunday	\$450	
17-Jan	Friday	\$450	
18-Jan	Saturday	\$450	
19-Jan	Sunday	\$450	
24-Jan	Friday	\$450	
25-Jan	Saturday	\$450	
26-Jan	Sunday	\$450	\$5,400
31-Jan	Friday	\$450	
1-Feb	Saturday	\$450	<b>WINTERFEST</b>
2-Feb	Sunday	\$450	<b>WINTERFEST</b>
7-Feb	Friday	\$450	
8-Feb	Saturday	\$450	
9-Feb	Sunday	\$450	
14-Feb	Friday	\$450	
15-Feb	Saturday	\$450	
16-Feb	Sunday	\$450	
21-Feb	Friday	\$450	
22-Feb	Saturday	\$450	
23-Feb	Sunday	\$450	\$5,400
28-Feb	Friday	\$450	
1-Mar	Saturday	\$450	
1-Mar	Sunday	\$450	\$1,350
		\$12,150	\$12,150



**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](mailto:CityAdmin@cityoflakegeneva.com)  
and cc: [DeputyClerk@cityoflakegeneva.com](mailto:DeputyClerk@cityoflakegeneva.com)**

## Who we are

Geneva Lake Women's Association is a 501(c)3 organization serving Walworth County Communities. Established as the Jaycettes in 1964, GLWA presents service projects, including Safety Town and the Children's Art Show; distributes scholarship funds to young women who demonstrate a commitment to community service; and supports a number of charitable organizations through funding and volunteerism, including the Walworth County Food/Diaper Bank, Geneva Lake Museum, Open Arms Clinic, Inspiration Ministries, Side by Side, Twin Oaks, and others.

## GLWA's Involvement in Women's Weekend

Until recently, the annual Women's Weekend event was organized and presented by another local charity. When the project became too difficult for them to manage, it was presented to GLWA as a fundraising opportunity to support our mission. Despite already being behind in the planning stages for the 2020 event and receiving some negative reviews regarding last year's event, GLWA membership voted to take on this project with the determination to make it even more successful.

As an organization, and as women with diverse and strong backgrounds in business, community affairs, marketing, and public relations, we are confident we can deliver a quality event that will bring business to the downtown district and provide a new revenue stream for our organization.

## Event Overview/Description

Women's weekend is an annual girls' getaway trip marketed to women in the greater Chicago area. It includes a kick-off party at the Riviera on Friday night, various small group events at businesses and city locations in the downtown area on Saturday, a Saturday night event (traditionally this has been a cocktail cruise), and a Sunday brunch. Visitors also receive a goody bag with items from participating merchants and a coupon book that can be used to purchase merchandise during the weekend and beyond. There is a registration charge that helps fund the cost of the party and giveaways, with the remainder going to the sponsoring organization. In GLWA's case, the money would go to our philanthropic fund. Additional fees are charged by merchants hosting events on Saturday, and for the cruise and brunch. The weekend has drawn upwards of 200 women in the past, but has slipped in recent years. GLWA believes we can re-invigorate this event and raise the number of participants again.

## Event Budget

The biggest part of the budget goes toward a unique opportunity that allows Women's Weekend to get maximum exposure online, in area businesses, and through targeted paid advertising, while at the same time providing invaluable experience to UW Whitewater students planning careers in marketing and business. GLWA has hired Creative Marketing Unlimited, an organization of UWW's student business club, to assist us in event planning and marketing. GLWA members with many years of experience in all aspects of business, marketing, and event planning are committed to working closely with the students and providing mentorship as these students chart a course for their future.

As this is the first year GLWA is leading Women's Weekend, our seed money is limited. A Tourism Promotion Grant in the amount of \$10,000 would ensure adequate funding to make Women's Weekend 2020 successful. The grant would be used as follows:

UW Whitewater -- \$5,000

Advertising -- \$1,000

Riviera - \$1,000 deposit- \$500 rental

Food, beverages, entertainment, decorations for Friday night reception -- \$3,500

## Marketing Plan

Summary of the Event: Lake Geneva Women's Weekend is a weekend-long event planned in conjunction with the Rotary Club of Lake Geneva. This event serves as one of the largest events to "kick off" tourism season in Lake Geneva and the surrounding area. This event provides a getaway weekend to women from Southern Wisconsin and the Chicago area. The Rotary Club has partnered with the University of Wisconsin - Whitewater student organization, Creative Marketing Unlimited, to plan and execute various facets of the event, including but not limited to, sponsorship acquisition, event coordination, content creation, and website design and maintenance.

SWOT Analysis

Strengths

- Brand recognition in the Lake Geneva area
- Great retention rate of attendees
- Positive brand image separate from rotary
- Community relations
- Event diversity
- Location of businesses outside of downtown
- Negative perception from past events with shop owners and event sponsors

Opportunities

- New sponsorships and event hosts
- Digital presence
- Younger crowd in surrounding areas

Threats

- Bad weather for outdoor events
- Women's conferences in the area

Target Audience

Our target audience is women from Southern Wisconsin and Chicagoland, between the ages of 21 and 65 years of age. We want to attract women who have attended the event before (1+ years) and women who have never been to the event or area.

Marketing Goals & Sales Approach

We market to women through three main channels: social media, email blasts to our subscriber list (500+ emails) and word of mouth. Based on the diversity of women based on age, location, and past history of attendance, we must tailor our marketing approaches to engage them, while still staying true to the brand image we are working to create.

Short term goals for Women's Weekend:

We define our short term goals as goals we hope to achieve by November 30th. Given that we hope to open registration for the 2019 event on November 22nd, we need to have events secured and posted to the website when they go to register.

Goal 1: Open Registration for Women's Weekend 2019 on or by November 28th, 2019 (Thanksgiving) to the women.

Action plan to meet Goal 1: Actively select, pursue and secure event hosts in the downtown and surrounding area to partner with Women's Weekend as event hosts. As events are being confirmed, we will make sure that the information is posted on the website and shared on social media/ email blasts for all viewers to see.

Sales approach for securing event hosts: Using survey data from previous years, we know what events the women are most interested in. Many of our successful events are group events that include "bonding activities" such as wine tastings, yoga, scenic tours of the area, and crafting

activities. Based on this data, we work to secure “Hot Events” and also bring in new partnerships with local businesses for fresh new ideas that still fulfill the interests and needs of our attendees. Goal 2: Secure “high value” sponsors and move repeat low-bracket sponsors into higher brackets Action plan to meet goal: We plan to use our active presence and relatively large social media following to win over businesses. By presenting the types of posts that we could create and use to help promote their events/sales/services, we hope to establish long-lasting relationships with the local businesses. We can show examples of some of our posts that have had the most engagements on Facebook or Instagram to demonstrate that we are the “experts” on our target market. Objectives by Month/ Women’s Weekend Year Guide

- September
  - Update website with confirmed events and sponsors (continuous)
  - Confirm that Riviera space is secured and booked
  - Develop social media calendar for October
- October
  - Create new fall themed rack cards with updated sponsors
  - Create decorations list with prices and links
  - Promote at Oktoberfest
  - Develop social media calendar for November
- November
  - Open registration by Thanksgiving
  - Develop social media calendar for December
  - Create teaser video
- December
  - Develop social media calendar for January
  - Update rack card with “winter” theme to ensure proper placement before Winterfest week
  - Place order for food and drinks
- January
  - Make a boosted Winterfest post
  - Winterfest events promotion
  - Develop social media calendar for February
- February
  - Winterfest booth in the Riviera
  - Place decorations order
  - Develop social media calendar for March
- March
  - Valentine’s Day promotion
  - Create promotional video and post to social media
  - Develop social media calendar for April
- April
  - Send out email to businesses regarding donations pick up
  - St. Patrick’s Day promotion
  - Create a spring rack card
- May
  - Finalize catering and drinks order (send headcount to catering partner)
  - Develop post event survey
  - Easter promotion - final push for registration
  - Pick up donations from businesses two weeks before event
- June
  - Send out post-event survey
  - Post on social media pictures of event and “thank you”
  - Determine the new theme
  - Develop social media calendar for June
- July
  - Have wrap up meeting with GLWA contact(s)
  - Announce new theme on social media
  - Create new “save the date” rack cards
  - Pass out rack cards in LG before the 4th of July
  - Add new pictures to the website from previous event
  - Develop social media calendar for July
- August
  - Start going into businesses for event hosts
  - Develop social media calendar for August
  - Develop social media calendar for September
- September
  - Begin preparing list of sponsors and event host prospects

Roles:

- Account Executives (Alyssa & Audra)
  - Lead the group in efforts for planning event
  - Check emails daily
  - Plan weekend trips to Lake Geneva
  - Delegate tasks to directors and assistant
  - Point of contact for businesses and our own sponsorships
- Account Assistant (Lauren)
  - Social Media Calendar for three platforms
  - We gather our content from a variety of sources:
    - Visit Lake Geneva
    - Streets of Lake Geneva
    - Businesses in town
    - Sponsors/Event Hosts
    - Original content we create
  - Facebook
    - Use boosted posts throughout the year to drive engagement
  - Twitter
  - Instagram
  - Point of Contact for her own sponsorships
  - Weekly Blog Posts
  - Topics ranging from events in the area, deals in stores, Theme-related content, Family/ Home, etc.
  - In charge of sending promotional/biweekly emails
- Directors
  - Help out with graphics
  - Brainstorming sessions
  - Accompany Women’s weekend team on trips to Lake Geneva to shadow the process

Long Term Goals Goal 1: We want to increase the number of women registered from previous years to at least 200 women registered. Action plan to meet goal: We will continue to use our social media presence to gain a following from our target market. Through the use of Twitter, Instagram, and Facebook we are able to share our personalized content to spread the word of the event. Another tool we use are email blasts which help us send reminders about

registration or any other related content to women we have already acquired in the past. Another strategy would be to use Google AdWords to gain more reach. Goal 2: We want to increase the number of supporter, bronze, platinum, and silver sponsors. In 2019, we had 29 total sponsors across all levels. Action plan to meet goal: The team will make multiple trips each month to stop in and talk to possible sponsors. We come with a script prepared to communicate the value we add for the owners to become sponsors. The list of businesses in Lake Geneva will be evenly split between the team so there is a specific point of contact for each sponsor. This way we can build strong relationships with the business owners with each visit. We check in on possible sponsors biweekly as to give them time to review and for us to talk to other sponsors on visits. Alyssa and Audra will continue to check emails daily and answer any questions from business owners. By keeping a constant flow of communication we believe we can promote confidence in the business owners to work with us. Challenges to the Event One of our main challenges is the amount of opposition we have from local businesses. Every year, it feels as though this event is not an event that the community within the downtown area wants to support, even though the demographics of the clientele we are bringing in are their same target market as well (women). Another challenge is keeping the interest of the women who have attended in the past year after year. Many of the women who attend have attended at least once before and have chosen to come again based on their previous visit. In Lake Geneva, we are limited on the types of events we can hold, due to two main reasons: climate and availability. Given that our event is held in early Spring, there is always the chance that the weather is unfavorable, which limits the potential of any outdoor activities that do not have protection from wind or rain. The challenge caused by availability is due to the lack of diverse event host options. As mentioned in the previous paragraph, hosting an outdoors event is canceled out by any potential weather limitations that we cannot foresee. Many of the popular events that we host every year feature some form of a wine tasting and craft combination. Last year, our three top three events sold out within a month of being open to registration and included Wine 101, Sip 'n Paint, and Lake Geneva Escape Room. While we know that these events are central to Women's Weekend's success, we also want to use our platform to showcase other businesses in the area! We have tried to incorporate "new" events and event host locations into the options for the women, but have seen mixed reviews. One such event was a "Be Your Own Barista" class which did not see many registrants and had to be canceled due to low numbers. One of the solutions that we have for this challenge is to expand out of the downtown area into neighboring areas.



Lake Geneva

**City of Lake Geneva Tourism Commission**

**Tourism Promotion Grant Application**

**10/31/2019**

Date Submitted:

Organization:

**Geneva Lake Museum**

Contact Person:

**Janet Ewing**

Phone Number:

**262-248-6060**

Street Address:

**255 Mill Street**

City, State, Zip:

**Lake Geneva, WI 53147**

Email Address:

**JanetEwing@GenevaLakeMuseum.org**

Name of Event:

**A Legacy of Imagination — Gary Gygax and the Creation of a Culture**

Date(s) of Event:

**Exhibit opens March 25, 2020**

Location of Event:

**Geneva Lake Museum**

Type of Event:

**Permanent Exhibit**

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

Estimated Number of Attendees:

**Up to 10,000 per year**

Estimated Number of Overnight Stays:

**Potential 10,000**

Annual Event (Yes/No):

**Year round exhibit with peaks during Gary Con and the summer season**

Event/Initiative Start Date:

**Grand opening 3/25/2020 to during Gary Con**

Event/Initiative End Date:

**None**

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

Grant Amount Requested:

**City of Lake Geneva Sponsorship \$10,000**

**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)**



255 Mill Street  
Lake Geneva, WI 53147

Mr. David Nor  
City of Lake Geneva Administrator  
626 Geneva Street  
Lake Geneva, WI 53147

Dear David Nor and Lake Geneva Tourism Committee,

We are writing this letter to seek a sponsorship of \$10,000 from the Tourism Committee to help us fund our new exhibit, ***A Legacy of Imagination: Gary Gygax & the Creation of a Culture***. We are excited to share this project with you. We believe it will positively impact the established gaming culture and help to ensure this part of Lake Geneva history is preserved for generations to come.

We as a museum are working to curate an exhibit chronicling the man behind the game and culture we know as Dungeons & Dragons. The exhibit would be looking at Gary Gygax early life in our town, what it was like for him growing up here, going to school at Lake Geneva High School and working as the town cobbler for a time. We would also cover the first Gen Con which was at the Horticultural Hall where he met his future partner and creator of D&D; the founding of TSR, the Dungeon Hobby Shop, the art of D&D and Gygax involvement in local community, such as funding the raising of the Lucius Newberry.

We would love to open the exhibit in conjunction with this year's Gary Con XII in 5 months. While an ambitious goal, with the passion and dedication from the museum staff, and support from the Tourism Committee it can become realized. There is no other exhibit like this in the world. In our beautiful city we have the rare combination of the location and subject. In curating this exhibit at the GLM we will be creating a place for fans from all over the world to come visit. A gathering spot for those who are part of this avid international community. A starting point to come experience the town that was home to the single most important person in the world of tabletop gaming in the last 100 years.

Sincerely,

  
Janet Ewing  
Director of Administration  
Lake Geneva, WI 53147



## New Permanent Exhibit

### **A Legacy of Imagination — Gary Gygax and the Creation of a Culture**

Preliminary Budget \$20,000 will include:

- Building and creating exhibit
- Extra staff for peak periods in March and summertime
- Security during GaryCon in March
- Marketing and Advertising which will include the City of Lake Geneva Logo
- Rack Cards
- Google Ads
- Insurance for artifacts
- Merchandise