



**TOURISM COMMISSION  
WEDNESDAY, DECEMBER 11, 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 November 13, 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 proposed policy relating to grant proposal applications & Tourism Agenda material deadlines on the Wednesday by 12:00 pm, one week before the monthly scheduled Tourism Commission meeting.
10. Discussion/Action on Tourism Promotion Grant Program and Requests:
  - a. VISIT Lake Geneva, Winterfest Grant
  - b. B'Hive Events Winterfest ICE Bar
11. Future meeting agenda items and next meeting date - January 8, 2020 at 4:00 pm
12. Adjourn

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

# **TOURISM COMMISSION MINUTES**

## **WEDNESDAY, NOVEMBER 13, 2019 – 4:00 PM**

### **ROOM 2A, CITY HALL**

Meeting called to order at 4:00 pm

**Roll Call:** Carstensen, Waspi, Trilla, Ald. Hedlund, and Ald. Straube

**Absent:** John Trione

**Also present:** Administrator Nord, Asst. City Clerk, Elder, MATL, Copey, & VLG, Goodwin,

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

None

**Approval of the Tourism Commission minutes from October 09, 2019**

Waspi motion to approve the October 9, 2019 Tourism Commission minutes, second by Hedlund.

Motion carried 5-0.

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

The HelmsBriscoe partnership has been confirmed and Copey anticipates the contract to begin on January 1, 2020. Meet at the Lake (MATL) & Riviera websites will be merged as one with the addition of City of Lake Geneva accommodations page to wedding packages. The Corporate/Event sales package has been completed, and an updated Riviera ad for At the Lake wedding was completed.

More time is needed to update the catalog to “The Riviera Ballroom & Beyond: City of Lake Geneva Meetings & Events” with the Riviera having two full pages, and Meet at the Lake description. Copey requested the commission assist in making change to the Riviera cancellation policy.

Ald. Hedlund motion to recommend to FLR changing the Riviera deposit as non-refundable.

A cancellation fee of \$1,000 (deposit) will be charged for all cancellations. Cancellations made within 90 days of the reserved date will be required to pay 50% of the rental fee, minus the \$1,000 deposit. Cancellations made within 14 days of the reserved date will be required to pay the rental fee in full, minus the \$1,000 deposit.

\*For events with a rental fee less than \$1,000: A fee of \$100 will be charged for cancellations made 180 days or more prior of the reserved date; the \$1,000 deposit minus the amount of the rental fee will be forfeited if notified less than 180 days prior to the reserved date, second by Trilla. Motion carried 5-0.

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

Changing monthly partner meeting to the 3<sup>rd</sup> Wednesday of the month starting in January and rotating locations to various business locations. VLG is still accepting float applications until Nov. 29<sup>th</sup> – on their website. Winterfest has been condensed and will start on the Wednesday before the main weekend.

Shawni Mutter, the Event Manager has resigned from VLG and VLG will hire an Independent Contractor to assist with Winterfest. Trip Advisor & JSA online to cover/PR interest on Winterfest & Ice Castle. Referenced marketing stats provided in the meeting packet. Ald. Hedlund requested the Lake Geneva specific hotel numbers be provided. Chairperson Carstensen said she would be able to provide that and include in next month’s report.

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

Bridget Leech has resigned and her last day is December 31, 2019 and the BID Board is looking for an Events Manager. The Chicago Tribune featured article on Ice Castles. Motionloft foot traffic counter company has dissolved.

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

Waspi noted a couple of the grants need to be updated as paid. Hedlund noted the change in Room Tax, Elder commented that the Treasurer had reported increased numbers. The lower level of the spreadsheet will reflect those numbers in the next meeting.

**Discussion/Action regarding moving grants from QTR from Monthly**

Committee agrees to leave the grant requests monthly.

**Discussion/Action Lake Geneva Regional News offering 30% off purchased ads to the Tourism Commission**

Waspi motion to approve a one-time ad \$550 to the Regional News, second by Hedlund. Motion carried 5-0.

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

- Marketing & Bus Transportation from Downtown LG Hotels to Ice Castle  
Ald. Hedlund motion to deny, second by Waspi. Motion carried 5-0.
- Women's Weekend  
Ald. Hedlund motioned to award \$5,000, but the motion was not seconded therefore failing. Waspi spoke to the new set of financials presented at the meeting, and suggested a higher amount.  
Ald. Hedlund amended his original motion and made a new motion to grant \$9,000 to Women's Weekend, second by Waspi. Motion carried 5-0.
- LG Museum-Legacy of Imagination-Gary Gyax & Creation of Culture  
Ald. Hedlund to approve \$10,000, second by Trilla. Motion carried 5-0.

**Next meeting and agenda items for December 11, 2019 at 4:00 pm**

Carstensen asked Waspi to run the next meeting (Tammie out of town).

Carstensen motion to adjourn at 5:45 pm, Waspi second. Motion carried 5-0.

## **Riviera Ballroom Update- Tourism Commission Meeting**

**December 11, 2019**

### **Marketing Update**

- HelmsBriscoe partnership update- Scheduled to begin January 1. Working out contract details.
- MATL & Riviera Ballroom website merging. URL: [www.lakegenevariviera.com](http://www.lakegenevariviera.com). Home page focus on Riviera with all other tabs as supportive information. Re-structure is complete, not working on completing all content.
  - Additions:
    - Complete separate section for corporate and non-wedding events
    - Online request for information/availability
    - Updated photos and description
    - Sample Floor Plans for wedding and non-wedding events
- Catalog – Still updating to “The Riviera Ballroom & Beyond: City of Lake Geneva Meetings & Events”.

### **Sales Update**

- Proposal submitted for a corporate group in June 2021: 160-185 guests, 2 day conference at The Riviera and total of 320-370 room nights in city of LG hotels.
- Currently at 37 weddings + 3 non-profits booked May – December in 2020. Goal is to exceed 40 weddings. Had 24 weddings in 2019.
- 2020 bookings include 6 on Fridays, 2 on Thursdays, 2 on Sundays & 1 on Monday. Pushing hard for Sunday-Thursday bookings as engagement season approaches.
- Have currently turned away 5 weddings and 3 Proms between January – April due to the construction.

### **Other Items**

- Cancellation policy changes were approved and contracts have been updated.

## **Riviera Ballroom Cancellation Policy**

### **Current policy:**

“14. Cancellation: A cancellation fee of \$100 will be charged for all cancellations 180 days or more prior to the reserved date; the entire deposit will be forfeited if notified less than 180 days prior to the reserved date.”

### *Concerns:*

For a Saturday event, the City will be shorted \$2,900 plus forecasted sleeping rooms because it's not likely to re-book the space within 6 months of the event date.

Potential for manipulation of the system with the low cancellation fee (November 7<sup>th</sup> example)

Industry standard is a non-refundable deposit ranging from \$500 - \$1,500 depending on size of space.

### **Proposed Changes:**

Deposit is Non-refundable

A cancellation fee of \$1,000 (deposit) will be charged for all cancellations. Cancellations made within 90 days of the reserved date will be required to pay 50% of the rental fee, minus the \$1,000 deposit. Cancellations made within 14 days of the reserved date will be required to pay the rental fee in full, minus the \$1,000 deposit.

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## Lake Geneva Tourism Commission • December 11, 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 Business After Hours – December 5 | 5-7pm | Pier 290 (w/Santa Cruise)
- VLG Monthly Partner Meeting – December 11 | 8-9am | Harbor Shores
- VLG Monthly Partner Meeting – January 15 | 8-9am | The Bottle Shop
- Note: Monthly Partner Meetings will move to 3<sup>rd</sup> Wednesday beginning in 2020

#### Public Events

- Electric Christmas Parade – Saturday, December 7 at 5:00pm | Downtown Lake Geneva | Theme: Frosty's Magical Christmas
- Winterfest – January 29 – February 2 (Wed-Sun) | Riviera / Flat Iron Park
- Sponsorships for Winterfest and other 2020 events are available; VisitLakeGeneva.com or contact [eventmanager@visitlakegeneva.com](mailto:eventmanager@visitlakegeneva.com) for details
- New Event Manager – Bethany Souza

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

- JSOnline.com – 10 Wisconsin Trails Worth a Hike Before Winter Hits (11/7)
- CBS58 – Lake Geneva Makes Most of Snow-Shortened Fall Leaf Season (11/10)
- CBS3 WCIA – Marcia Frost: Family Holiday Getaway to Lake Geneva (11/22)

#### Marketing Metrics

- Website – VisitLakeGeneva.com – YTD November 2019:
  - Visitor Sessions: 783,033
  - Pageviews: 2,058,543
  - Users: 560,053
  - Top Cities: Chicago (25%) | 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 – 25.0%
    - 35-44 – 21.8%
    - 45-54 – 19.4%
    - 18-24 – 5.1%
    - 55-64 – 18.5%
    - 65+ – 10.2%

- Facebook – November 2019:
  - 44,296 Page Likes (+232)
  - Post Reach: 330,597
  - Post Engagement: 25,637
- Instagram – November 2019:
  - 3,966 Followers (+144)
- Twitter – November 2019
  - 3,228 Followers (+6)
- VLG Email Subscribers: 49,973

#### **Visitor Center Activity – NOVEMBER 2019**

- Walk-ins – 518 (17,458 YTD)
- Phone Calls – 207 (5,053 YTD)
- Email Inquiries – 214 (6,627 YTD)
- Visitor Magazine Fulfillment – 379 (9,469 YTD)

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

#### **Hotel Activity (Lake Geneva Region)**

- **OCTOBER 2019**
  - Occupancy = 57.5% (+2.0%)
  - ADR = \$136.80 (+1.5%)
  - RevPar = \$78.66 (+3.5%)
  - Demand = 38,878 (+6.5%)
- **YTD 2019**
  - Occupancy = 55.9% (-1.9%)
  - ADR = \$156.75 (+1.2%)
  - RevPar = \$87.70 (-0.7%)
  - Demand = 358,424 (-0.9%)

#### **Other**

- VLG Job Opening: Marketing Coordinator; emphasis on social media management. Accepting applications through 12/31/19.



Susan Smolarek  
 VISIT Lake Geneva  
 Representing the Entire Lake Geneva Region  
 262.812.0022  
[Susan@VisitLakeGeneva.com](mailto:Susan@VisitLakeGeneva.com)

Tourism Commission Report  
 Venues Sourced  
 November 2019

2019	Room Nights	Hotels / Resorts Sourced
843	112	Abbey, Grand Geneva, The Cove
844	10	The Cove
845	10	Abbey, The Ridge, Red Geranium, Lake Lawn, Grand Geneva
846	40	Abbey, The Ridge, Grand Geneva, Lake Lawn, Harbor Shores, The Cove, Bella Vista, Geneva Inn
847	980	Grand Geneva Resort
848	360	Abbey, Grand Geneva, Lake Lawn
849	360	Abbey, Grand Geneva, Lake Lawn
850	980	Grand Geneva Resort
851	408	Grand Geneva Resort
852	389	Lake Lawn Resort, Abbey, Grand Geneva, The Ridge
853	659	Grand Geneva, Abbey
854	200	Abbey, Geneva National, Grand Geneva, Lake Lawn Resort
855	651	Lake Lawn Resort
856	40	Abbey, the Ridge, Grand Geneva, Lake Lawn, Harbor Shores, The Cove, Maxwell Mansion, Bella Vista, Geneva Inn, Comfort Suites, Mill Creek, French Country Inn, Horticultural Hall, Rosewood
857	825	Abbey, Grand Geneva
858	204	Abbey, Grand Geneva

This is the STR report Harbor Shores is subscribed to. Our comp set is

The Cove, Comfort Suites and The Fairfield

You should look at the "comp set" numbers

Lake Geneva is

Up 6.6% in Occupancy

Down 1.2% in ADR

Up 5.3% in Rev Par

From Visit Lake Geneva (Region)

Down 1.3% in Occupancy

Up .09% in ADR

Down .4% in Rev Par

October, 2019

City of Lake Geneva  
Room Tax Collected

12/4/2019

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
<b>2019</b>	27,965	37,224	43,433	30,937	56,312	92,828	153,391	129,820	85,621	60,397			<b>717,928</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>	27,965	37,224	43,433	30,937	56,312	92,828	153,391	129,820	85,621	60,397			<b>717,928</b>
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<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>19,341</b>	<b>25,510</b>	<b>30,267</b>	<b>27,094</b>	<b>45,985</b>	<b>71,599</b>	<b>113,843</b>	<b>99,836</b>	<b>64,381</b>	<b>44,836</b>	<b>24,069</b>	<b>23,493</b>	<b>590,253</b>
<b>L9Y YI</b>	19,341	44,851	75,118	102,212	148,197	219,796	333,639	433,474	497,855	542,692	566,760	590,253	<b>590,253</b>
<b>L9Y Mo</b>	3.3%	4.3%	5.1%	4.6%	7.8%	12.1%	19.3%	16.9%	10.9%	7.6%	4.1%	4.0%	<b>100.0%</b>

CITY OF  
**LAKE GENEVA**

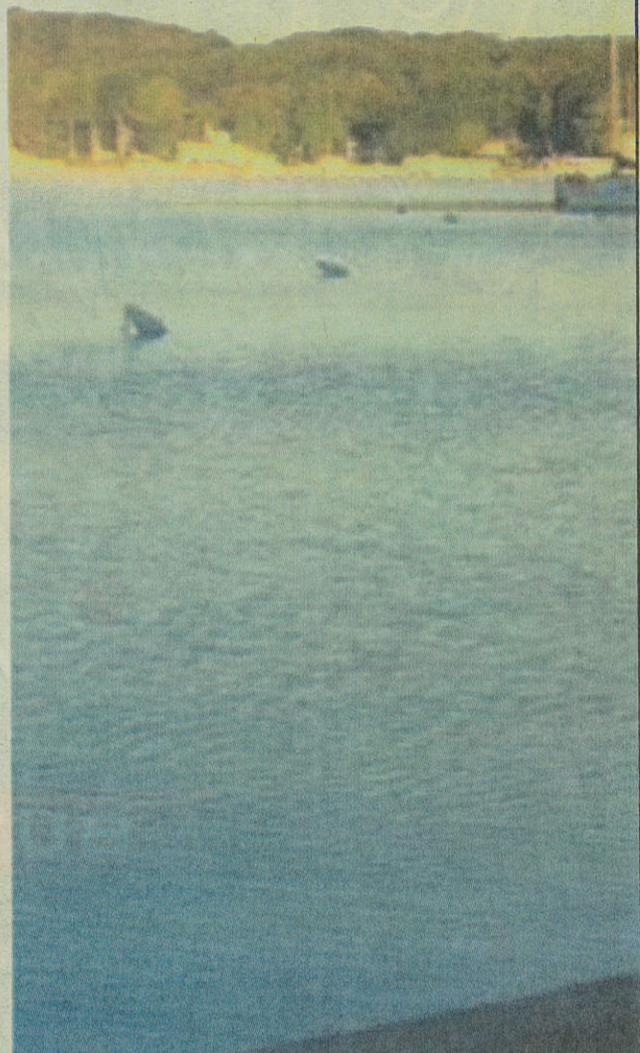
# HAVE A GREAT IDEA

**FOR AN EVENT/ACTIVITY IN LAKE GENEVA?**

The Lake Geneva Tourism Commission offers a grant program for events or promotions aimed at helping to bring people to our community in the off-season and/or mid-week.

Visit

[www.cityoflakegeneva.com](http://www.cityoflakegeneva.com)  
for more information



CITY OF  
**LAKE GENEVA**

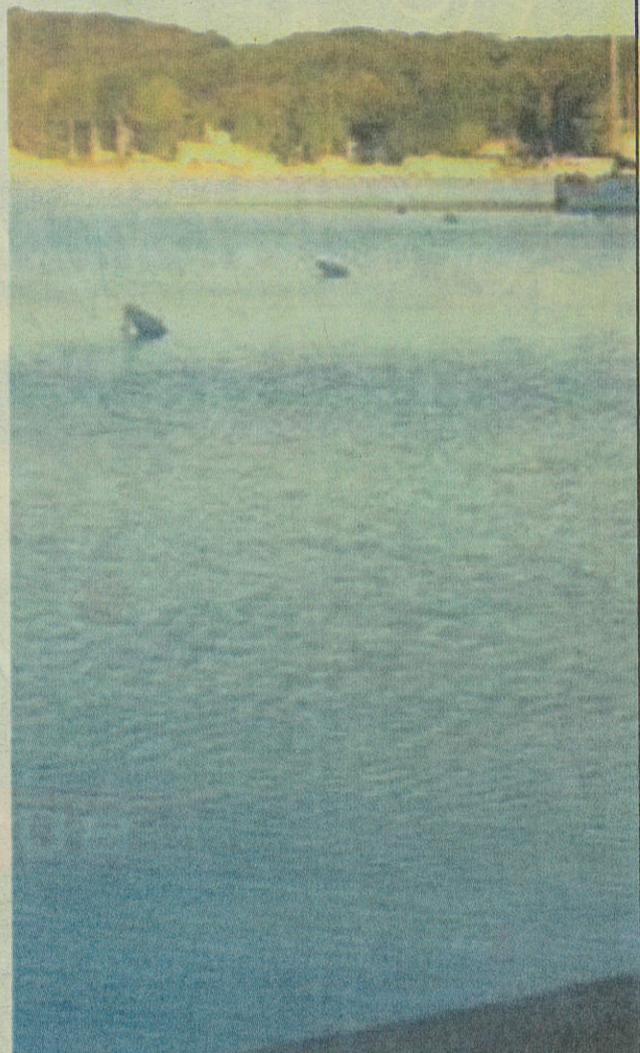
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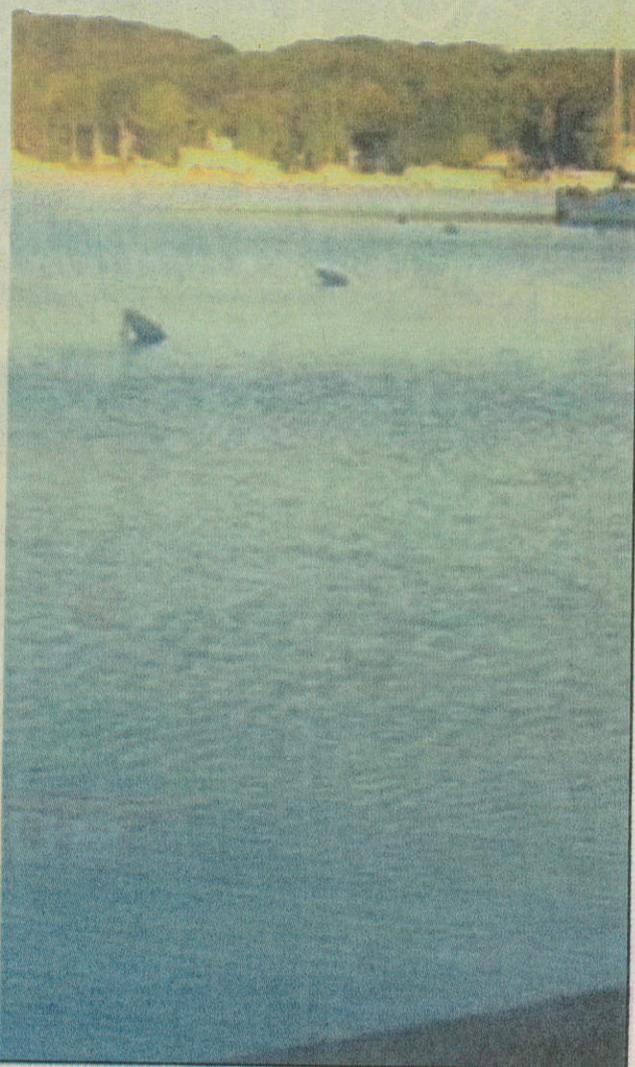
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Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
FUND CASH			10/31/2019 (10/19) Balance	47-00-00-11111			318,235.72
12/31/2019	CA	2	Cash Allocation - Created: 12/03/19 9:57 AM		47,971.54		
11/30/2019	CA-CD	4	CDA Fund Allocation - Created: 11/05/19 4:21 P			5,332.00-	
11/30/2019	CA-CD	12	CDA Fund Allocation - Created: 11/08/19 2:30 P			4,000.00-	
11/30/2019	CA-CD	21	CDA Fund Allocation - Created: 11/14/19 10:50			870.16-	
11/30/2019	CA-CD	35	CDA Fund Allocation - Created: 11/20/19 9:36 A			25,105.47-	
11/30/2019 (11/19) Period Totals and Balance					47,971.54 *	35,307.63- *	330,899.63
ACCOUNTS PAYABLE			10/31/2019 (10/19) Balance	47-00-00-21100			4,000.00-
11/30/2019	AP	190	Summary Transactions from AP System			30,332.00-	
11/30/2019	AP	364	Summary Transactions from AP System			975.63-	
11/30/2019	AP	505	Summary Transactions from AP System			750.00-	
11/05/2019	CDA	71897	STEPHANIE LYNN LAKE GENEVA LLC		5,332.00		
11/08/2019	CDA	72002	TRISTAN CRIST MAGIC THEATRE		4,000.00		
11/13/2019	CDA	72025	STEPHANIE LYNN LAKE GENEVA LLC		870.16		
11/20/2019	CDA	72065	LAKE GENEVA CONVENTION		25,000.00		
11/20/2019	CDA	72089	TIME WARNER CABLE		105.47		
11/30/2019 (11/19) Period Totals and Balance					35,307.63 *	32,057.63- *	750.00-
UNRESERVED FUND BALANCE			10/31/2019 (10/19) Balance	47-00-00-34800			211,030.28-
11/30/2019 (11/19) Period Totals and Balance					.00 *	.00 *	211,030.28-
ROOM TAX			10/31/2019 (10/19) Balance	47-00-00-41210			249,895.98-
11/30/2019	JE	14	RECLASSIFY ROOM TAX TO TOURISM FUN			47,971.54-	
11/30/2019 (11/19) Period Totals and Balance					.00 *	47,971.54- *	297,867.52-
YTD Encumbrance	.00	YTD Actual	-297,867.52	Total	-297,867.52	YTD Budget	-270,278.00
						Unearned	(27,589.52)
INTEREST INCOME			10/31/2019 (10/19) Balance	47-00-00-48110			4,088.47-
11/30/2019 (11/19) Period Totals and Balance					.00 *	.00 *	4,088.47-
YTD Encumbrance	.00	YTD Actual	-4,088.47	Total	-4,088.47	YTD Budget	.00
						Unearned	(4,088.47)
HOTEL/MOTEL ASSN-CHAM OF COMM			10/31/2019 (10/19) Balance	47-00-00-57100			75,000.00
11/01/2019	AP	141	LAKE GENEVA CONVENTION		25,000.00		
			**Desc: 4TH QTR 2019 PAYMENT				
11/30/2019 (11/19) Period Totals and Balance					25,000.00 *	.00 *	100,000.00
YTD Encumbrance	.00	YTD Actual	100,000.00	Total	100,000.00	YTD Budget	154,443.00
						Unexpended	54,443.00
EVENTS COORDINATOR			10/31/2019 (10/19) Balance	47-00-00-57210			26,660.00
11/01/2019	AP	173	STEPHANIE LYNN LAKE GENEVA LLC		2,666.00		
			**Desc: SPECIAL EVENTS COORDINATOR-NOV 2019				
11/30/2019 (11/19) Period Totals and Balance					2,666.00 *	.00 *	29,326.00
YTD Encumbrance	.00	YTD Actual	29,326.00	Total	29,326.00	YTD Budget	32,000.00
						Unexpended	2,674.00
EVENTS COORDINATOR-RIVIERA			10/31/2019 (10/19) Balance	47-00-00-57212			15,308.00
11/01/2019	AP	174	STEPHANIE LYNN LAKE GENEVA LLC		2,666.00		
			**Desc: EVENTS COORDINATOR-RIVIERA-NOV 2019				
11/30/2019 (11/19) Period Totals and Balance					2,666.00 *	.00 *	17,974.00
YTD Encumbrance	.00	YTD Actual	17,974.00	Total	17,974.00	YTD Budget	.00
						Unexpended	(17,974.00)

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
PROMOTIONAL GRANT			10/31/2019 (10/19) Balance	47-70-00-57150			22,939.44
			11/30/2019 (11/19) Period Totals and Balance		.00 *	.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			10/31/2019 (10/19) Balance	47-70-00-57155			10,871.57
11/08/2019	AP	299	TIME WARNER CABLE **Desc: RIV WIRELESS-NOV		105.47		
11/01/2019	AP	335	STEPHANIE LYNN LAKE GENEVA LLC **Desc: VISTAPRINT-RETRACTABLE BANNER		208.34		
11/01/2019	AP	336	STEPHANIE LYNN LAKE GENEVA LLC **Desc: COPIES/PRINTS-BRIDAL SHOWCASE PACKAGES		74.06		
11/01/2019	AP	337	STEPHANIE LYNN LAKE GENEVA LLC **Desc: FACEBOOK-ADS		25.00		
11/01/2019	AP	338	STEPHANIE LYNN LAKE GENEVA LLC **Desc: FACEBOOK-ADS		25.00		
11/01/2019	AP	339	STEPHANIE LYNN LAKE GENEVA LLC **Desc: VISTAPRINT-CHRISTMAS POSTCARDS		537.76		
11/14/2019	AP	444	NEI-TURNER MEDIA **Desc: AT THE LAKE-WEDDING GUIDE		750.00		
			11/30/2019 (11/19) Period Totals and Balance		1,725.63 *	.00 *	12,597.20
YTD Encumbrance		.00 YTD Actual	12,597.20 Total	12,597.20 YTD Budget	.00 Unexpended	(12,597.20)	
Number of Transactions: 24 Number of Accounts: 10					Debit	Credit	Proof
Total TOURISM:					115,336.80	115,336.80-	.00
Number of Transactions: 24 Number of Accounts: 10					Debit	Credit	Proof
Grand Totals:					115,336.80	115,336.80-	.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	47,971.54	297,867.52	270,278.00	27,589.52-	110.21
47-00-00-48110	INTEREST INCOME	.00	4,088.47	.00	4,088.47-	.00
47-00-00-49100	APPL. PRIOR YR APPROPRIATIONS	.00	.00	.00	.00	.00
Total TOURISM:		47,971.54	301,955.99	270,278.00	31,677.99-	111.72
47-00-00-57100	HOTEL/MOTEL ASSN-CHAM OF COM	25,000.00	100,000.00	154,443.00	54,443.00	64.75
47-00-00-57210	EVENTS COORDINATOR	2,666.00	29,326.00	32,000.00	2,674.00	91.64
47-00-00-57212	EVENTS COORDINATOR-RIVIERA	2,666.00	17,974.00	.00	17,974.00-	.00
47-70-00-57150	PROMOTIONAL GRANT	.00	22,939.44	83,835.00	60,895.56	27.36
47-70-00-57155	TOURISM MUNICIPAL DEVELOPMENT	1,725.63	12,597.20	.00	12,597.20-	.00
47-70-00-59400	TRANSFER TO CAPITAL PROJECTS	.00	.00	.00	.00	.00
TOURISM Expenditure Total:		32,057.63	182,836.64	270,278.00	87,441.36	67.65
Net Total TOURISM:		15,913.91	119,119.35	.00	119,119.35-	.00
Net Grand Totals:		15,913.91	119,119.35	.00	119,119.35-	.00

**CITY OF LAKE GENEVA**

BALANCE SHEET  
NOVEMBER 30, 2019

**FUND 47 - TOURISM**

ASSETS

47-00-00-11111	FUND CASH	330,899.63	
	TOTAL ASSETS		330,899.63

LIABILITIES AND EQUITY

LIABILITIES

47-00-00-21100	ACCOUNTS PAYABLE	750.00	
	TOTAL LIABILITIES		750.00

FUND EQUITY

47-00-00-34800	UNRESERVED FUND BALANCE	211,030.28	
	REVENUES OVER EXPENDITURES - YTD	119,119.35	
	TOTAL FUND EQUITY		330,149.63
	TOTAL LIABILITIES & EQUITY		330,899.63

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	1st of three year commitment	
	Horticulture Hall	-	\$1000 (not expended)	
	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	\$ 1,107.35	\$392.65 returned / unused	\$ (392.65)
February	No Meeting	\$ -		
March	Streets of Lake Geneva	\$ 350.00		
	Lake Geneva Attractions	\$ 4,000.00		
	Sons of American Legion	\$ -	\$3,425.00 Grant returned (fireworks)	
	Guided Shore Path Tour MKTG	\$ 3,000.00	\$750 unused / returned	\$ (750.00)
April	GLAS (Star Parties)	\$ -	\$3, 848.00 Replaced with new amount in May, 2019	

May	Lodging By The Lake	\$ 38,000.00	<i>2nd year of three year commitment</i>		
	GLAS (Star Parties)	\$ 4,386.00	<i>*Revised number from April 2019 meeting</i>		
	Copsey / Riviera marketing contract	\$ 15,308.00	<i>*Contract expires in October, 2019</i>		
	Event Trailer (LG Fire Dept.)	\$ 13,000.00		\$	13,000.00
June	None	\$ -			
July	Kruzin Tuks	\$ -	<i>\$5,000 awarded, but stalled at FLR committee</i>		
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	<i>(\$5,332/month) 11-1-2019 - 10-31-2020</i>		

**Total for 2019 (to date)**

**\$ 229,487.35**

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*

**\$ 146,578.35**



## 1.0 TOURISM COMMISSION AGENDA/MATERIALS & GRANT SUBMISSION DEADLINES

### I. PURPOSE

This policy provides direction to City Staff and members of the Tourism Commission on the timeline to which agenda items & grant submission materials must be received for the City's Tourism Commission which includes:

### II. DEPARTMENT RESPONSIBLE

As the Tourism Commission Secretary, the Assistant City Clerk and/or City Clerk Staff will work with the City Administrator to collect Tourism Commission agenda items, agenda materials, and grant requests that have been approved by the Chairperson. The Commission Secretary will then craft the Tourism Commission agenda based on the items received.

### III. PROCEDURES FOR TOURISM COMMISSION AGENDA/MATERIALS & GRANT SUBMISSION DEADLINES

Any City Staff or Tourism Commission member will be required to request approval of an agenda item with the Tourism Commission Chair before it can be added to the agenda. Once the Chair has approved an agenda item, agenda materials must be sent to the Assistant City Clerk and/or City Clerk's Staff no later than noon on the Wednesday prior to the Committee meeting. Once the item has been received the agenda shall then be crafted.

#### Exceptions:

The only exceptions to this deadline shall be:

- 1) Emergency items deemed necessary by the Chair of the Tourism Commission

Adopted by Tourism Commission 12/11/2019



**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)**

**City of Lake Geneva Tourism Commission**  
**Grant Application Attachment**  
**WINTERFEST 2020**

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**1. EVENT OVERVIEW**

VISIT Lake Geneva (VLG) is the proud producer of Winterfest, a five-day celebration (January 29 - February 2, 2020) of the winter season featuring unique events, activities and experiences for visitors to enjoy in and around Downtown Lake Geneva. The marquee event that Winterfest is built around is the U.S. National Snow Sculpting Championship, which brings 15 teams from states across North America. 2020 marks Winterfest’s 25th year in Lake Geneva, and we are excited to expand our reach and invite visitors from throughout the Midwest to Downtown Lake Geneva. The event is fully open to the public, offering visitors an opportunity to watch the artists at work over three-plus days and witness larger-than-life sculptures emerge from blocks of snow. Other planned activities by VLG Partners include human dog sled races, the Downtown Cocoa Crawl, Chili Cook-Off, Igloo Experiences, and many other snow and winter-themed fun. The event’s lakeshore location and proximity to Downtown hotel, restaurants and shops provides a significant and positive economic impact for not only City of Lake Geneva businesses, but for businesses throughout the region.

**2. BUDGET**

**Promotional Expenses**

Billboard Clear Channel Outdoor	\$6,000
Social Media	\$5,000
Search Engine Marketing	\$8,000
TravelWisconsin.com Email Blasts	\$1,000
Print/Digital Packages	\$42,650
- Chicago Magazine	
- Star Tribune (Minnesota)	
- Quad City Times (Iowa)	
- Des Moines Register/USA Today	
- Milwaukee Journal – WI Fun Times Insert	
- Midwest Living Magazine	
Public Relations Services	\$3,500
Rack Card Printing & Distribution	\$2,500
Design Services	\$2,500
<b>Total Promotional Expenses</b>	<b>\$71,150</b>

**Operational Expenses**

Sanction Fees	\$15,000
Hotel	\$14,000
Transportation	\$1,500
Food/Beverage	\$4,000
Permits	\$410
Trailer & Supplies	\$750
Light Towers	\$1,200
Security	\$950

Table/Chair Rentals	\$300
Awards	\$500
Volunteer	\$800
Sound	\$250
Entertainment	\$1,200
Miscellaneous	\$1,000
<b>Total Operational Expenses</b>	<b>\$41,860</b>
<b>Total Promotional + Operational Expenses</b>	<b>\$113,010</b>
<b>Estimated Income</b>	
WI Dept. of Tourism JEM Grant	\$35,300 (promotion only)
Cash Sponsorships	\$20,000
<b>Net Budget (Expenses – Income)</b>	<b>\$57,710</b>

### 3. MARKETING MATERIAL MOCKUP



### 4. MARKETING PLAN

Historically, Winterfest has drawn its audience from Southeastern Wisconsin and the Chicagoland/northern Illinois area. In 2019, with the support of JEM Grant from the Wisconsin Dept. of Tourism, VISIT Lake Geneva extended its reach to Iowa and Minnesota markets and realized success in attracting visitors from these new geographical markets. Our 2020 strategy will continue with an emphasis on these new markets along with Wisconsin and Illinois. Our efforts will focus on geo-targeted, content-based marketing using:

- Search Engine Marketing
- Social Media
- Email Marketing
- Print / Web Advertising
- Billboard (IL)
- Rack Card Distribution (IL/WI)
- PR Efforts

Campaign messaging will entice visitors to embrace winter, break free from their cabin fever, and enjoy one-of-a-kind, memory-making experiences that only Winterfest can deliver. A focus on public relations efforts will also play a key role in marketing Winterfest. Working with our PR agency, influencers and media partners, we will pitch various story ideas to major media outlets in our target markets. Partnerships with local lodging, attractions, restaurants and retailers will also be leveraged to offer special Winterfest packages that entice visitors to spend more time in the Lake Geneva area. We will also leverage our relationship with the Ice Castles organization to help cross promote Winterfest to their loyal and engaged followers to offer a “two-for” experience when they visit during Winterfest dates.

### **Projected Economic Impact**

Non-local overnight attendees: 6,050 x \$144 = \$871,200

Non-local daytrip attendees: 54,450 x \$64 = \$3,484,800

**Total Estimated Economic Impact = \$4.3 million**

### **Event Goals**

- Non-local visitors: 60,500 (+10% over 2019 actual)
- Non-local visitors from new markets: 6,050 (10% of total non-local visitor goal)
- Earned media: \$75,000 (+14% over 2019 actual)
- Economic impact: \$3,980,000 (+5% over 2019 actual)

### **Tracking**

Google Analytics will track the source of visits to the Winterfest website – SEM and other digital advertising and promotion will be reflected in these analytics, as well as geo and social demographics for each unique visitor to the site. Performance reports from media vendors will also be a required deliverable for all digital marketing buys.

Attendance tracking will be accomplished through Downtown pedestrian counters, visitor center traffic and STR (hotel) reporting. We will use the Wisconsin Dept. of Tourism’s established formulas for determining economic impact value based on the number of visitors and their origin. Intercept surveys by VISIT Lake Geneva staff will also be conducted throughout the event to provide another sampling of visitor demographic.

A new online visitor survey will be developed and distributed via the website and social media pages to solicit feedback from followers that attended Winterfest. We’ll ask event goers where they live, how they heard about Winterfest, if they overnighted in the Lake Geneva region during the event and other questions that will provide us a baseline for defining who our visitors are and how successful our advertising was.

Submitted December 4, 2019 by:  
VISIT Lake Geneva  
Deanna Goodwin  
deanna@visitlakegeneva.com  
(262) 812-0021



**City of Lake Geneva Tourism Commission**

**Tourism Promotion Grant Application**

**12-3-19**

Date Submitted:

**B'Hive Events**

Organization:

**Bethany Souza**

Contact Person:

**815-482-2782**

Phone Number:

**997 S Lake Shore Drive**

Street Address:

**Lake Geneva, WI 53147**

City, State, Zip:

**bethany@HistoricINNovators.com**

Email Address:

**Winterfest ICE BAR**

Name of Event:

**Jan 30,31 Feb 1, 2, 7,8,**

Date(s) of Event:

**Bella Vista Suites Hotel**

Location of Event:

**Destination Tourism**

Type of Event:

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

Estimated Number of Attendees: **3,500**

Estimated Number of Overnight Stays: **800**

Annual Event (Yes/No): **YES**

Event/Initiative Start Date: **Jan 30, 2019**

Event/Initiative End Date: **Feb 2020 ( based on Weather)**

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

Grant Amount Requested: **\$20,000**

**Provide as attachment the following:**

- 1) Event Overview/Description
- 2) Event Budget (Include how grant funds will be used)
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**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)**

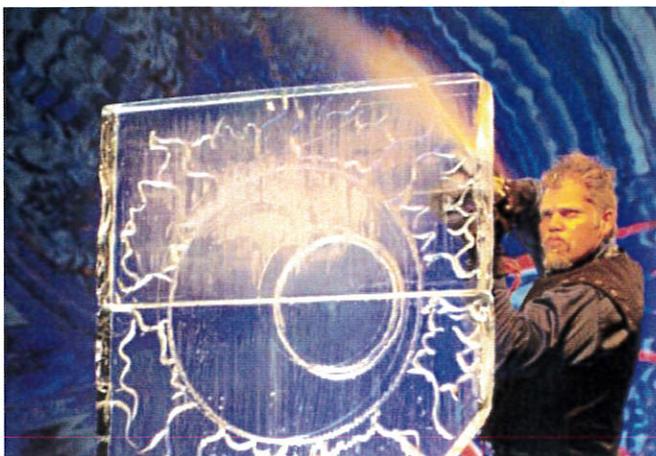


# ICE BAR

LAKE GENEVA, WISCONSIN

## Event Overview

The FIRE & ICE Lounge was the first ever "ice bar" produced in the state of Wisconsin and immediately became the go-to winter EVENING activity in Lake Geneva generating a tremendous need for overnight hotel stays during the off-season. The Ice bar is open Thursday-Sunday during Winterfest which attracts more than 50,000 attendees for day-driven activities, but currently does not incent travelers to stay in town past dinner. The Lake Geneva Ice bar and indoor "warm" lounge was successfully produced annually from 2011-2017 and featured a 20 foot long bar made entirely of ice (created by the international award winning artist MAX ZULETA of Art Below Zero), three outdoor tents which included a 30 ft high clear geodesic dome, Dj, dancing and local food vendors. The interior of this winter wonderland showcases furniture made completely of ice juxtaposed with furniture draped in faux fur. The bar hosts an interactive area with two "vodka ice luges" and service of wine, beer, and specialty cocktails served in ICE CUPS. The Ice Bar staff is made up of 25 local workers costumed in Winter themed costumes to include Russian Czars and "ICE ANGELS" with illuminated wings and halo's.



## Event Budget \$28,500

20' ICE Bar = \$6,500

Ice Tables and Auxiliary Sculptures = \$2,200

Labor (25 workers) \$4,800

Marketing & Signage \$2,500

Interior Decor, Supplies & Costumes \$3,200

Musical Entertainment \$2,000

Ice Carving live Show Demos \$1,500

Rentals: \$5,800

Tents, Heaters, Lighting, Fencing, Tables, Snow Cone Machine

\*\*FOOD & BEVERAGE / ALCOHOL COST of \$9,500

NOT INCLUDED





# FIRE AND ICE

WINTERFEST WEEKEND *BAR*



February 4-6 & 11-13

Thurs. & Fri. 5pm-10pm

Saturday 1pm-10pm

Vodka Luge & Snowcones

Ice Angels, Music

Fire & Ice Lounges

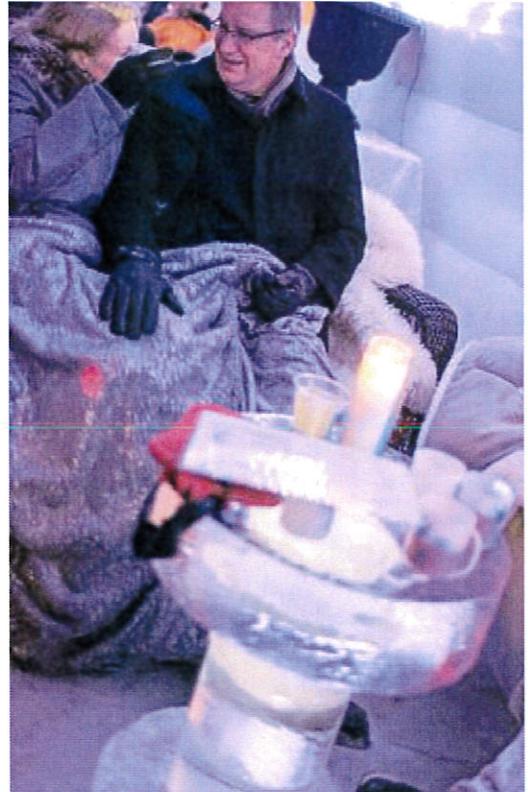
Hot Toddies

Warm Food



327 Wrigley Dr  
Downtown  
Lake Geneva









## Vodka Luge Ice Shot

Black & Orange, Blueberry, Citrus, Raspberry, Strawberry,  
Cranberry, Raspberry, Cinnamon 1 Ticket

## Va Va Vodka Cocktail

Flavored Vodka & Fresh Squeezed Juice 1 Ticket

## Vodka Sno-Cone

An adult twist on an old favorite, classic sno-cone flavored  
with a smooch of flavored Sky vodka and juice 1 Ticket

## Sazerac

Robert Ryan and Bitter with a Flavored Absolut Blue 2 Tickets

## Buttered Hot Toddy

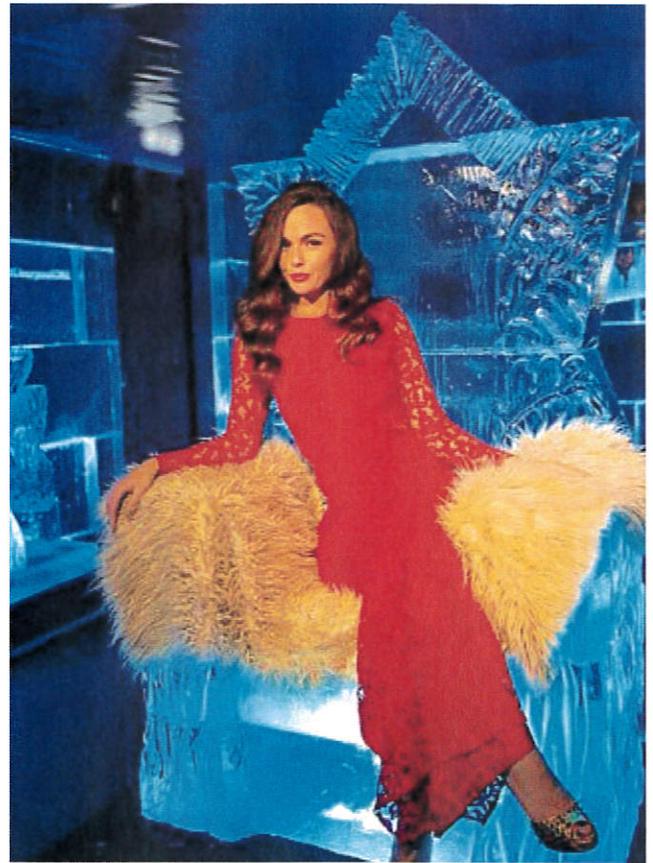
Whiskey, Honey, cranberry, apple & spice 1 Ticket

## Ice Cold Beer

Local Covered Brewery, PA, Stout & Ale 1 Ticket

## Red or White Wine

1 Ticket





# Bethany Souza

EVENT PRODUCER & CREATIVE VISIONARY

815.482.2782    BETHANY@HISTORICINNOVATORS.COM



## Personal Summary

- Highly creative thinker with a proven track record of transforming ideas into successful programs and events.
- Driven independent contractor, who is organized and able to work effectively with committees, boards and volunteers.
- Extreme resourcefulness allowing for the production of epic events under budgetary constraints and within tight timelines.
- Direct and concise approach which allows for swift and effective management through all layers of event production.

## Professional Summary

### • FREELANCE EVENT PRODUCER    1990-PRESENT

- VISITLAKEGENEVA EVENT MANAGER    CURRENT

Three decades of experience working in all areas of event production ranging from social, corporate, sporting, Non-profit and community . Several organizations and events that I worked with include the US Open Golf Tournament - Pebble Beach, Caesars Palace Las Vegas, Up With People International, City of Coronado Ca, City of Virginia Beach VA, City of Woodstock IL, Old Town Art Fair Chicago, Historic Hotels of Lake Geneva WI

### • REAL ESTATE DEVELOPER    2001 - PRESENT

B'Hive Investments - General Contractor/ Designer/ Operator  
Air BnB / Commercial properties Illinois and Wisconsin 2017 -Present

Historic Hotels of Lake Geneva - Creator/ Designer /Operator  
Baker House 2010 - 2019 / Maxwell Mansion 2012-2017

Town and Country Properties - Designer /Operator  
Boutique Inn and Furnished Corporate Apartments 2001-2010

### • TELEVISION PERSONALITY    2005 - 2010

HGTV - Designed To Sell    Designer /Real Estate Expert

## Academic History

### • UNIVERSITY OF NEVADA LAS VEGAS

Hotel Business Administration 1989-1993

### • JOHNSON AND WALES UNIVERSITY

Hotel / Restaurant Management 1987-1989

