



TOURISM COMMISSION
WEDNESDAY, AUGUST 14, 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 July 10, 2019
5. Update from Tourism Entity (Visit Lake Geneva) on Promotional Activity, Calendar, and Hotel Performance
6. Update from Lake Geneva Business Improvement District (BID) on Events and Activity
7. Update from Stephanie Copsey (Independent Contractor for Tourism Commission) Meet at the Lake Promotional Activity
8. Written financial update provided by Comptroller regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements
9. Discussion/Action regarding Riviera plans & funding
10. Discussion/Action on Tourism Promotion Grant Program and Requests:
 - Business Improvement District, Ice Castle Grant
11. Agenda items and next meeting date September 11, 2019 at 4:00 pm
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. 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

WEDNESDAY, JULY 10, 2019 – 4:00PM

ROOM 2A, CITY HALL

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

Meeting call to order at 4:00 pm

Roll Call:

Present: Chairperson, Tammie Carstensen, Vice Chair, Brian Waspi, John Trione, Ald. Hedlund, Ald. Straube

Absent: Dana Trilla

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

Charlene Klein, 817 Wisconsin, spoke in favor of item #10 the Tuk vehicles, and she has experience with these in Naperville, IL and they're well received.

Approval of the Tourism Commission minutes from June 12, 2019

Motion by Ald. Hedlund to approve the June 12, 2019 Tourism minutes, second by Waspi. Motion carried 5-0.

Motion by Ald. Hedlund to suspend the rules and bring item 7 to item 5, second by Straube. Motion carried 5-0. Copsy showed a draft of the Meet at the Lake Guide and asked for input. Committee recommended adding a page for seasonal/festivals and vacation rentals to promote. Copsy also provided a marketing & sales report.

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

Smolarek introduced Deanna, VLG's new Marketing Director. The STR report was shared showing it was down 1.6%, ADR down .07%, Rev Par down 2.2% for May. The RFP's that came in were shared along with publications VLG is advertising in for August and a quick event update. VLG Annual Dinner, will be on Oct. 17 at the Grand Geneva. VLG & WLKG are doing a 52 week promotion to promote one attraction each week. Waspi requested social media numbers to also be part of the VLG monthly report, and also recommended providing a quarterly report.

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

Kevin Fleming shared that Movies on the Beach will feature Goonies tonight starting at 6:00 pm. Wine Walk was a fundraiser for Side by Side that raised significant funding for the non-profit. Motion Loft is a service the BID provides showcasing walk by traffic that's very helpful.

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

The reports were shared and the committee requested the Comptroller attend the next Tourism meeting.

Discussion/Action regarding Riviera plans & funding

Next Piers meeting MSI will be at that meeting with a goal to have the new roof selected and installed between Feb. – Apr. 2020. The RFP's for the lead and seawall foundation at the Riviera were approved at the council on Monday night.

Discussion/Action on Tourism Promotion Grant Program and Requests:

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- Cruzin Tuks (Mobility Pilot) – presented as a free experience in LG working with the hotels.

Motion by Waspi to suspend the rules and to ask questions of Sylvia Mullally, second by Straube. Motion carried 5-0.

Motion by Ald. Hedlund to deny the grant request. Motion not second and failed

Motion by Ald. Waspi suspend the rules to allow Kevin Fleming to speak, second by Ald. Strauble. Motion carried unanimously.

Trione motion to provide cooperative advertising \$5,000, second by Waspi. Motion carried 5-0.

- Wedding Show. – citywide bridal show held at the Riviera in January where bride has a passport to stop in participating locations.

Motion by Hedlund to approve the \$10,000 for advertising of a bridal show, second by Straube. Motion carried 5-0.

Agenda items and next meeting date August 14, 2019 at 4:00 pm

Have Karen Hall as Item #5

Adjourn

Ald. Waspi motion to adjourn at 6:00 pm, second by Trione. Motion carried 5-0.

07/12/2019 10:00 am

cc: Tourism Commissioners, Mayor, Administrator

City of Lake Geneva
Room Tax Collected

8/8/2019

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2019	26,128	37,224	43,433	26,220	53,174	85,808							271,987
2018	23,434	32,031	43,138	29,084	54,673	91,833	129,480	110,071	74,349	55,748	28,602	29,228	701,671
2018 YTD	23,434	55,465	98,603	127,687	182,360	274,193	403,673	513,743	588,093	643,840	672,443	701,671	
2018 Est.	21,015	26,411	29,728	30,739	47,318	75,461	124,096	107,061	73,053	53,365	27,893	24,393	640,534
2017	21,065	27,000	32,970	34,202	49,245	84,253	124,773	103,812	79,790	54,288	28,636	27,787	667,820
2017 YTD	21,065	48,065	81,035	115,237	164,481	248,734	373,507	477,320	557,109	611,397	640,033	667,820	667,820
L3Y YTD	21,015	47,427	77,155	107,894	155,212	230,673	354,768	461,830	534,883	588,248	616,141	640,534	640,534
L3Y Mo%	3.3%	4.1%	4.6%	4.8%	7.4%	11.8%	19.4%	16.7%	11.4%	8.3%	4.4%	3.8%	100.0%
L3Y Avg	21,015	26,411	29,728	30,739	47,318	75,461	124,096	107,061	73,053	53,365	27,893	24,393	640,534
2019	26,128	37,224	43,433	26,220	53,174	85,808							
2018	23,434	32,031	43,138	29,084	54,673	91,833	129,480	110,071	74,349	55,748	28,602	29,228	
2017	21,065	27,000	32,970	34,202	49,245	84,253	124,773	103,812	79,790	54,288	28,636	27,787	667,820
2016	22,154	30,878	30,889	31,900	41,916	76,676	133,399	106,420	74,302	55,670	29,251	24,157	657,612
2015	19,827	21,356	25,325	26,116	50,794	65,452	114,115	110,952	65,067	50,138	25,793	21,234	596,169
2014	18,288	20,758	26,842	22,052	44,654	55,839	98,956	99,268	49,203	42,920	23,340	20,702	522,821
2013	14,884	22,201	23,631	23,526	31,712	64,312	98,939	81,623	39,078	29,403	22,361	19,010	470,680
2012	15,543	21,262	25,514	24,982	36,785	63,981	84,148	86,727	67,154	26,368	20,027	20,004	492,495
2011	10,911	16,880	20,658	21,046	47,775	49,218	87,385	69,827	44,867	28,595	14,539	25,821	437,521
L9Y Avg	19,137	25,510	30,267	26,570	45,636	70,819	108,899	96,087	61,726	42,891	24,069	23,493	575,104
L9Y YTD	19,137	44,647	74,914	101,483	147,120	217,939	326,838	422,926	484,652	527,543	551,612	575,104	575,104
L9Y Mo %	3.3%	4.4%	5.3%	4.6%	7.9%	12.3%	18.9%	16.7%	10.7%	7.5%	4.2%	4.1%	100.0%

CITY OF LAKE GENEVA
BALANCE SHEET
JULY 31, 2019

FUND 47 - TOURISM

<u>ASSETS</u>			
47-00-00-11111	FUND CASH	177,897.89	
	TOTAL ASSETS		<u>177,897.89</u>
<u>LIABILITIES AND EQUITY</u>			
<u>LIABILITIES</u>			
47-00-00-21100	ACCOUNTS PAYABLE	4,074.88	
	TOTAL LIABILITIES		4,074.88
<u>FUND EQUITY</u>			
47-00-00-34800	UNRESERVED FUND BALANCE	211,030.28	
	REVENUES OVER EXPENDITURES - YTD	(37,207.27)	
	TOTAL FUND EQUITY		<u>173,823.01</u>
	TOTAL LIABILITIES & EQUITY		<u>177,897.89</u>

Account Number	Account Title	2019-19 Period Actual	2019-19 Current year Actual	Current year Budget	Variance Current year	% of Budget
TOURISM						
TOURISM						
47-00-00-41210	ROOM TAX	.00	50,000.00	270,278.00	220,278.00	18.50
47-00-00-48110	INTEREST INCOME	.00	2,574.00	.00	2,574.00-	.00
Total TOURISM:		.00	52,574.00	270,278.00	217,704.00	19.45
47-00-00-57100	HOTEL/MOTEL ASSN-CHAM OF COM	.00	50,000.00	154,443.00	104,443.00	32.37
47-00-00-57210	EVENTS COORDINATOR	2,666.00	18,662.00	32,000.00	10,672.00	66.65
47-00-00-57212	EVENTS COORDINATOR-RIVIERA	2,666.00	7,310.00	.00	9,976.00-	.00
47-70-00-57150	PROMOTIONAL GRANT	79.10	4,449.46	83,835.00	79,385.54	5.31
47-70-00-57155	TOURISM MUNICIPAL DEVELOPMENT	4,362.38	9,359.81	.00	9,359.81-	.00
TOURISM Expenditure Total:		9,773.48	89,781.27	270,278.00	175,164.73	35.19
Net Total TOURISM:		9,773.48-	37,207.27-	.00	42,539.27	.00
Net Grand Totals:		9,773.48-	37,207.27-	.00	42,539.27	.00

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
FUND CASH							
			06/30/2019 (06/19) Balance	47-00-00-11111			183,596.49
07/31/2019	CA-CD	8	CDA Fund Allocation - Created: 07/11/19 8:32 A			5,332.00-	
07/31/2019	CA-CD	24	CDA Fund Allocation - Created: 07/19/19 3:32 P			366.60-	
			07/31/2019 (07/19) Period Totals and Balance		.00 *	5,698.60- *	177,897.89
ACCOUNTS PAYABLE							
			06/30/2019 (06/19) Balance	47-00-00-21100			.00
07/31/2019	AP	264	Summary Transactions from AP System			5,332.00-	
07/31/2019	AP	317	Summary Transactions from AP System			287.50-	
07/31/2019	AP	521	Summary Transactions from AP System			79.10-	
07/31/2019	AP	697	Summary Transactions from AP System			4,074.88-	
07/05/2019	CDA	71023	STEPHANIE LYNN LAKE GENEVA LLC		5,332.00		
07/17/2019	CDA	71062	NYQUIST ENGINEERING		287.50		
07/19/2019	CDA	71108	TIME WARNER CABLE		79.10		
			07/31/2019 (07/19) Period Totals and Balance		5,698.60 *	9,773.48- *	4,074.88-
UNRESERVED FUND BALANCE							
			06/30/2019 (06/19) Balance	47-00-00-34800			211,030.28-
			07/31/2019 (07/19) Period Totals and Balance		.00 *	.00 *	211,030.28-
ROOM TAX							
			06/30/2019 (06/19) Balance	47-00-00-41210			50,000.00-
			07/31/2019 (07/19) Period Totals and Balance		.00 *	.00 *	50,000.00-
YTD Encumbrance	.00	YTD Actual	-50,000.00 Total	-50,000.00	YTD Budget	-270,278.00 Unearned	220,278.00
INTEREST INCOME							
			06/30/2019 (06/19) Balance	47-00-00-48110			2,574.00-
			07/31/2019 (07/19) Period Totals and Balance		.00 *	.00 *	2,574.00-
YTD Encumbrance	.00	YTD Actual	-2,574.00 Total	-2,574.00	YTD Budget	.00 Unearned	(2,574.00)
HOTEL/MOTEL ASSN-CHAM OF COMM							
			06/30/2019 (06/19) Balance	47-00-00-57100			50,000.00
			07/31/2019 (07/19) Period Totals and Balance		.00 *	.00 *	50,000.00
YTD Encumbrance	.00	YTD Actual	50,000.00 Total	50,000.00	YTD Budget	154,443.00 Unexpended	104,443.00
EVENTS COORDINATOR							
			06/30/2019 (06/19) Balance	47-00-00-57210			15,996.00
07/01/2019	AP	238	STEPHANIE LYNN LAKE GENEVA LLC		2,666.00		
			**Desc: SPECIAL EVENTS COORDINATOR-JUL 2019				
			07/31/2019 (07/19) Period Totals and Balance		2,666.00 *	.00 *	18,662.00
YTD Encumbrance	.00	YTD Actual	18,662.00 Total	18,662.00	YTD Budget	32,000.00 Unexpended	13,338.00
EVENTS COORDINATOR-RIVIERA							
			06/30/2019 (06/19) Balance	47-00-00-57212			4,644.00
07/01/2019	AP	239	STEPHANIE LYNN LAKE GENEVA LLC		2,666.00		
			**Desc: EVENTS COORDINATOR-RIVIERA-JUL 2019				
			07/31/2019 (07/19) Period Totals and Balance		2,666.00 *	.00 *	7,310.00
YTD Encumbrance	.00	YTD Actual	7,310.00 Total	7,310.00	YTD Budget	.00 Unexpended	(7,310.00)
PROMOTIONAL GRANT							
			06/30/2019 (06/19) Balance	47-70-00-57150			4,370.36
07/08/2019	AP	444	TIME WARNER CABLE		79.10		
			**Desc: RIV WIRELESS-JUL				
			07/31/2019 (07/19) Period Totals and Balance		79.10 *	.00 *	4,449.46
YTD Encumbrance	.00	YTD Actual	4,449.46 Total	4,449.46	YTD Budget	83,835.00 Unexpended	79,385.54

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
			06/30/2019 (06/19) Balance	47-70-00-57155			4,997.43
07/08/2019	AP	268	NYQUIST ENGINEERING **Desc: 2ND QTR IT SVS		287.50		
06/26/2019	AP	674	ELEVATE MEDIA GROUP INC. **Desc: BOOKLET/MAP-GRAPHIC DESIGN		2,405.00		
05/31/2019	AP	682	KNOT, THE **Desc: STOREFRONT-RECEP VENUES		1,469.88		
07/09/2019	AP	683	MIDWEST MEETINGS **Desc: WEBSITE LISTING		200.00		
			07/31/2019 (07/19) Period Totals and Balance		4,362.38 *	.00 *	9,359.81
YTD Encumbrance	.00	YTD Actual	9,359.81 Total	9,359.81	YTD Budget	.00 Unexpended	(9,359.81)

	Debit	Credit	Proof
Number of Transactions: 16 Number of Accounts: 10			
Total TOURISM:	15,472.08	15,472.08-	.00
Number of Transactions: 16 Number of Accounts: 10			
Grand Totals:	15,472.08	15,472.08-	.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"

Month	Organization		
2018			
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 <i>Didn't get used</i>
	Lake Geneva Attractions	\$	3,900.00
	Love Lake Geneva Campaign	\$	2,949.00 <i>Didn't get used</i>
May	Geneva Theater	\$	1,000.00
June	None	\$	-
July	Winter Fest Banners	\$	462.00
	Arctic Frog Marathon	\$	2,100.00 <i>Didn't get used</i>
	1/2 Womens' Marathon	\$	2,100.00 <i>Didn't get used</i>
August	No Meeting	\$	-
September	Queen Bee (no group identified)	\$	550.00
October	Santa Clause (no group identified)	\$	3,000.00
November	None	\$	-
December	None	\$	-
	Total for 2018	\$	81,111.00

2019			
January	Avian Committee	\$	1,500.00
February	No Meeting	\$	-
March	Streets of Lake Geneva	\$	350.00
	Lake Geneva Attractions	\$	4,000.00
	Sons of American Legion	\$	- <i>\$3,425.00 Grant returned (fireworks)</i>
	SO Creative Club (Mktg. LG)	\$	3,000.00
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>
	LG Fire Dept. & BID Promo Event Trailer	\$	13,000.00	
	Copsey / Riviera marketing contract	\$	15,308.00	<i>*Contract expires in October, 2019</i>
June	None	\$	-	
July	Kruzin Tuks	\$	-	<i>\$5,000 awarded, but stalled at FLR committee</i>
	Bridal Fair (January, 2020)	\$	10,000.00	
August				
	Total for 2019 (to date)	\$	89,544.00	
	Recipients are to submit receipts 45 days after event date			



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

Date Submitted:	August 9, 2019
Organization:	Lake Geneva BID and Ice Castles LLC
Contact Person:	Bridget Leech or Jesse Stone
Phone Number:	262-395-8128 or 385-207-9839
Street Address:	PO Box 863
City, State, Zip:	Lake Geneva, WI 53147
Email Address:	bridget@streetsoflakegeneva.com
Name of Event:	Ice Castles
Date(s) of Event:	Occupancy Period: Oct - April, Event: Dec - Feb.
Location of Event:	Dunn Field
Type of Event:	Outdoor Family Fun (Festival, Cultural, Convention, Tour, Sporting, Other)
Estimated Number of Attendees:	90,000
Estimated Number of Overnight Stays:	3,000
Annual Event (Yes/No):	Yes
Event/Initiative Start Date:	December 26, 2019 (weather dependent)
Event/Initiative End Date:	February 23, 2020 (weather dependent)
Note: Marketing materials & paid receipts to be sent <i>no later</i> than 45 days after the end date.	
Grant Amount Requested:	\$50,000 per year for three years

Provide as attachment the following:

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

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

Ice Castles at Lake Geneva Municipal Funding Request

Ice Castles, LLC is a Utah-based entertainment company that specialized in large-scale structures that are handcrafted from ice. Ice Castles are formed using a patented method. Crews grow roughly 10,000 icicles every day and place them throughout the Ice Castle to provide something for the water to freeze to. Over time, the icicles get absorbed into the ice structure.

The ice structure is built and an admission fee is charge fore the public to enter. Guests are invited to not only view the beauty of the structure, but also to squeeze, squish and crawl through parts of the stunning Narnia-like display. Children will enjoy zooming down ice slides and spelunking though small tunnels.

The Ice Castles feature millions of icicles that sparkle a glacial blue by day and glow multi-colored at night, with the help of thousands of LED lights embedded in the ice. Every visitor to the Ice Castle will have a unique experience as the ice is always evolving – freezing, melting and being reshaped by Ice Castle artisans.

Last year, Ice Castles came to Lake Geneva for the first time. Lake Geneva quickly grew to be the #1 requested location, of the six total that are built each year. The Lake Geneva Ice Castle saw approximately 90,000 visitors last year and is looking to form a long-term partnership with the City. A high percentage of visitors traveled from over 100 miles to visit the castle.

The location of Riviera Beach provided a great starting point for Ice Castles in Lake Geneva, but it posed its own unique set of challenges (wind/sun reflection and size limitations). In order to be able to come back for many years of come, a much larger space is needed. After much research, Dunn Field is a great spot. However, some improvements/projects need to be completed in order to make the space feasible for an amazing castle and great experience for guests.

Please see the following page for an explanation of estimated costs that Ice Castles, LLC plans to invest up-front. These costs will be for improvements on City property that can be used by the City, as well as Ice Castles.

Financial Breakdown

Asphalt	\$30,000 - \$40,000
Electricity	\$10,000 - \$20,000
Water	\$65,000 - \$85,000
Bridge	\$50,000
City Staff	\$20,000
	\$175,000 – \$215,000

Asphalt

Installation of a cart path to fit a truck and trailer to shuttle people to the castle. The path will be 350 – 400 ft. from Waverly St. into Dunn Field and needs to be a minimum of 10' wide.

Vendors/Quotes: Payne & Dolan, Stark Asphalt

Electricity

Pull power from Hilmoor to Dunn, then run temporary power in the park (this was what was done on the beach last year). Once power is there, it can be used for years to come and also can be used by the City in the meantime.

Vendors/Quotes: Figures estimated based on past years experience at several locations that require this scale of a project.

Water

A conservative estimate is \$65,000. This does not include any restoration (planting of sod, grading, erosion control measures, etc.) The number is probably closer to \$85,000 to put in a water main from behind the utilities building, 1200 feet into Dunn Field.

Vendors/Quotes: Sonrise Construction

Bridge

LG DPW has already quoted this out in previous budget cycles and the bridge work has gotten pushed off for future years. So, basically, Ice Castles would be paying for work that the City eventually needs to get done because they need it done now. This project will require permits through DNR (soil), army corps of engineers and others, remove the bridge, topography, location surveys, fabrication and installation.

Vendors/Quotes: Ellena Engineering (who engineered and setup the new bridge on the North side of property). Also working with Sonrise Construction

City Staff

As we did last year, Ice Castles will budget for any additional time spent by City Staff to ensure a smooth event setup and maintenance over the months of the event.

We are requesting a multi-year contract of **\$50,000 for three years**. This amount of money will help off-set the cost of Ice Castles year one investment and show good faith to the work they

are doing to improve City land. Once these land improvements are made, opportunities to use this space for future events and activities expands greatly.

As proven by numbers from last year's event, Ice Castles will bring thousands of people through Lake Geneva mid-week and off-season, therefore fulfilling all requirements of the Tourism Commission.