



FINANCE COMMITTEE

MEETING AGENDA

Friday, May 1, 2015 at 8:30 AM
Sister Bay Village Hall
10693 N. Bay Shore Drive

For additional information check: <http://www.sisterbaywi.gov>

In order for everyone to hear the discussion please, turn off your cell phone. Thank you.

Call Meeting to Order

Roll Call

1	Chair – Shane Solomon		2	Dave Lienau	
3	Pat Duffy				
	Administrator – Zeke Jackson			Finance Director – Juliana Neuman	

Approval of the Agenda

Approval of the Minutes

Comments and Correspondence

Discussion Items

1. Presentation of the 2014 Annual Audit by Michael Konecny of Schenck SC.
2. Consider a motion to convene into Closed Session pursuant to Wisconsin State Statutes 19.85(1)(e) Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session.
3. Consider a motion to reconvene into Open Session.
4. Consider a motion to take action, if required.
5. Consider a motion to provide remuneration/incentive to the SBAA for work on the Sunsplash JEM grant from the Department of Tourism.
6. Discussion on Developer Recruitment for the Downtown Redevelopment plan at the BLLA 2015 investment conference.
7. Consider a motion to recommend to the Board a resolution designating authorized signers on Village and Utility bank accounts.
8. Matters to be placed on a future agenda or referred to a Committee, official or employee.

Adjournment

Public Notice

Questions regarding the nature of the agenda items or more detail on the agenda items listed above scheduled to be considered by the governmental body listed above can be directed to Zeke Jackson, Village Administrator at 920-854-4118 or zeke.jackson@sisterbaywi.gov.

It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information; no action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in this notice. Upon reasonable notice, a good faith effort will be made to accommodate the needs of disabled individuals through sign language interpreters or other auxiliary aid at no cost to the individual to participate in public meetings. Due to the difficulty in finding interpreters, requests should be made as far in advance as possible preferably a minimum of 48 hours. For additional information or to request this service, contact the Sister Bay Village Administrator at 854-4118, (FAX) 854-9637, or by writing to the Village Administrator at the Village Administration Building, 2383 Maple Drive, PO Box 769, Sister Bay, WI 54234. Copies of reports and other supporting documentation are available for review at the Village Administrator's Office, Administration Building, 2383 Maple Drive during operating hours. (8 a.m. – 4 p.m. weekdays).

I hereby certify that I have posted a copy of this agenda at the following locations:		
<input type="checkbox"/> Administration Building	<input type="checkbox"/> Library	<input type="checkbox"/> Post Office
_____ / _____		

Name:

FINANCE COMMITTEE MEETING MINUTES
TUESDAY, FEBRUARY 24, 2015
(APPROVAL PENDING)

The Village of Sister Bay Finance Committee meeting of February 24, 2015, was called to order by Chairman Shane Solomon at 2:56 PM.

Present: Chairman Shane Solomon, Committee Member Pat Duffy, Village Administrator Zeke Jackson, and Finance Director Juliana Neuman.

Also Present: Trustees John Clove and Nora Zacek and Developers Al Gokey and Keith Garot accompanied by Stan Wilson.

Excused: Committee Member Dave Lienau

Approval of the Agenda

Solomon moved and Duffy seconded. Motion carried.

Comments, correspondence and concerns from the public

None

Discussion Items

1. Consider a motion to convene into Closed Session pursuant to Wisconsin State Statutes 19.85(1)(c) to discuss personnel and employee benefits and 19.85(1)(e) deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session.

Motion by Solomon at 2:57 PM. Roll call: Duffy – Yes Solomon – Yes.

2. Consider a motion to convene into Open Session.

Motion by Solomon at 5:30 PM. Roll call: Duffy – Yes Solomon – Yes.

3. Consider a motion to take action, if required.

Solomon moved recommend 2015 funding for a \$36,600 Marketing Director position as described in Option A (attached), using \$15,000 from the Marina budget, \$4100 from the TKH Ice Rink budget, and \$17,500 from the Capital Projects budget for Marketing. Duffy seconded the motion and all voted Aye. Duffy asked for assurance that this use of the Marina budget be for 2015 only.

Adjournment

At 5:33 PM Solomon moved and Duffy seconded that the meeting be adjourned. Motion carried.

Respectfully submitted,



Juliana Neuman
 Village Finance Director

MANAGEMENT COMMUNICATIONS
VILLAGE OF SISTER BAY, WISCONSIN
DECEMBER 31, 2014

VILLAGE OF SISTER BAY, WISCONSIN
December 31, 2014

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To the Village Board
Village of Sister Bay, Wisconsin

We have audited the financial statements of the governmental activities, the business-type activities, each major fund, and the aggregate remaining fund information of Village of Sister Bay, Wisconsin (the "Village") for the year ended December 31, 2014. The Village's financial statements, including our report thereon dated March 31, 2015 are presented in a separate audit report document. Professional standards require that we provide you with the following information related to our audit.

Our Responsibilities Under U.S. Generally Accepted Auditing Standards

As stated in our engagement letter, our responsibility, as described by professional standards, is to express opinions about whether the financial statements are fairly presented, in all material respects, in conformity with accounting principles generally accepted in the United States of America. Our audit of the financial statements does not relieve you or management of your responsibilities.

In planning and performing our audit, we considered the Village's internal control over financial reporting in order to determine our auditing procedures for the purpose of expressing our opinions on the financial statements and not to provide assurance on the internal control over financial reporting.

As part of obtaining reasonable assurance about whether the Village's financial statements are free of material misstatement, we performed tests of its compliance with certain provisions of laws, regulations, contracts, and grants. While our audit provides a reasonable basis for our opinion, it does not provide a legal determination on the Village's compliance with those requirements.

Planned Scope and Timing of the Audit

We performed the audit according to the planned scope and timing previously communicated to you in our correspondence about planning matters.

Significant Audit Findings

Consideration of Internal Control

In planning and performing our audit of the financial statements of the governmental activities, the business-type activities, each major fund, and the aggregate remaining fund information of the Village as of and for the year ended December 31, 2014, in accordance with auditing standards generally accepted in the United States of America, we considered the Village's internal control over financial reporting (internal control) as a basis for designing auditing procedures that are appropriate in the circumstances for the purpose of expressing our opinions on the financial statements, but not for the purpose of expressing an opinion on the effectiveness of the Village's internal control. Accordingly, we do not express an opinion on the effectiveness of the Village's internal control. Our report on internal control over financial reporting and on compliance and other matters is presented on pages 43 - 44 of the annual report.

Our consideration of internal control was for the limited purpose described in the preceding paragraph and was not designed to identify all deficiencies in internal control that might be material weaknesses or significant deficiencies and therefore material weaknesses or significant deficiencies may exist that were not identified. However, as discussed below, we identified a certain deficiency in internal control that we consider to be a significant deficiency.

A deficiency in internal control exists when the design or operation of a control does not allow management or employees, in the normal course of performing their assigned functions, to prevent, or detect and correct, misstatements on a timely basis. A significant deficiency is a deficiency, or a combination of deficiencies, in internal control, that is less severe than a material weakness, yet important enough to merit attention by those charged with governance. We consider the following deficiency in the Village's internal control to be a significant deficiency:

Finding 2014-001 Preparation of Annual Financial Report

This finding is described in detail in the schedule of findings and responses on page 45 of the annual report.

The Village's written response to the significant deficiency identified in our audit has not been subjected to the audit procedures applied in the audit of the financial statements and, accordingly, we express no opinion on it.

Qualitative Aspects of Accounting Practices

Management is responsible for the selection and use of appropriate accounting policies. In accordance with the terms of our engagement letter, we will advise management about the appropriateness of accounting policies and their application. The significant accounting policies used by the Village are described in Note A to the financial statements. No new accounting policies were adopted and the application of existing policies was not changed during 2014. We noted no transactions entered into by the Village during the year for which there is a lack of authoritative guidance or consensus. To the best of our knowledge, all significant transactions have been recognized in the financial statements in the proper period.

Accounting estimates are an integral part of the financial statements prepared by management and are based on management's knowledge and experience about past and current events and assumptions about future events. Certain accounting estimates are particularly sensitive because of their significance to the financial statements and because of the possibility that future events affecting them may differ significantly from those expected. The most sensitive estimates included in the financial statements were:

Management's estimate of the depreciable life of the capital assets is based upon analysis of the expected useful life of the capital assets. We evaluated the key factors and assumptions and the consistency in these factors and assumptions used to develop the depreciable life in determining that it is reasonable in relation to the financial statements taken as a whole.

Management's estimate of accumulated sick leave is based upon analysis of the employees sick leave balance. We evaluated the key factors and assumptions and the consistency in these factors and assumptions used to develop the liability in determining that it is reasonable in relation to the financial statements taken as a whole.

The financial statement disclosures are neutral, consistent, and clear.

Difficulties Encountered in Performing the Audit

We encountered no significant difficulties in dealing with management in performing and completing our audit.

Corrected and Uncorrected Misstatements

Professional standards require us to accumulate all known and likely misstatements identified during the audit, other than those that are clearly trivial, and communicate them to the appropriate level of management. The financial statements reflect all accounting adjustments proposed during our audit. Copies of the audit adjustments are available from management.

Disagreements with Management

For purposes of this letter, a disagreement with management is a financial accounting, reporting, or auditing matter, whether or not resolved to our satisfaction, that could be significant to the financial statements or the auditors' report. No such disagreements arose during the course of our audit.

Management Representations

We have requested certain representations from management that are included in the management representation letter dated March 31, 2015. The management representation letter follows this communication.

Management Consultations with Other Independent Accountants

In some cases, management may decide to consult with other accountants about auditing and accounting matters, similar to obtaining a "second opinion" on certain situations. If a consultation involves application of an accounting principle to the Village's financial statements or a determination of the type of auditors' opinion that may be expressed on those statements, our professional standards require the consulting accountant to check with us to determine that the consultant has all the relevant facts. To our knowledge, there were no such consultations with other accountants.

Other Audit Findings or Issues

We generally discuss a variety of matters, including the application of accounting principles and auditing standards, with management each year prior to retention as the Village's auditors. However, these discussions occurred in the normal course of our professional relationship and, to the best of our knowledge, our responses were not a condition to our retention.

In addition, during our audit, we noted certain other matters that are presented for your consideration. We will review the status of these comments during our next audit engagement. Our comments and recommendations are intended to improve the internal control or result in other operating efficiencies. We will be pleased to discuss these matters in further detail at your convenience, to perform any additional study of these matters, or to assist you in implementing the recommendations. Our comments are summarized in the comments and observations section of this report.

Other Matters

We were engaged to report on supplementary information, which accompany the financial statements but are not required supplementary information. With respect to this supplementary information, we made certain inquiries of management and evaluated the form, content, and methods of preparing the information to determine that the information complies with accounting principles generally accepted in the United States of America, the method of preparing it has not changed from the prior period, and the information is appropriate and complete in relation to our audit of the financial statements. We compared and reconciled the supplementary information to the underlying accounting records used to prepare the financial statements or to the financial statements themselves.

Restriction on Use

This information is intended solely for the use of the Village Board, management, and others within the Village and is not intended to be, and should not be, used by anyone other than these specified parties.

Sincerely,

Certified Public Accountants
Green Bay, Wisconsin
March 31, 2015

SUMMARY FINANCIAL INFORMATION

1. Governmental Fund Balances

Presented below is a summary of the Village's governmental fund balances on December 31, 2014, including a comparison to the prior year. This information is provided for assessing financial results for 2014 and for indicating financial resources available for 2015 and subsequent years.

	2014	2013
Governmental Funds		
General Fund		
Nonspendable		
Inventories and prepaid items	\$ 22,993	\$ 16,708
Committed for		
Future development	435,750	-
Assigned for,		
Subsequent years' budget	46,522	148,714
Unassigned, reported in		
General fund	243,186	243,341
Total General Fund	<u>748,451</u>	<u>408,763</u>
Special Revenue Funds		
Committed		
Ice rink	9,818	13,524
Skate park	2,804	2,717
Total Special Revenue Funds	<u>12,622</u>	<u>16,241</u>
Debt Service Fund	<u>13,545</u>	<u>(12,661)</u>
Capital Projects Funds		
Nonspendable		
Long-term advance to other funds	742,938	779,334
Restricted for TID expenditures	311,708	377,476
Committed for capital projects	1,402,972	1,318,486
Total Capital Projects Funds	<u>2,457,618</u>	<u>2,475,296</u>
Total Governmental Fund Balances	<u>\$ 3,232,236</u>	<u>\$ 2,887,639</u>

The Village's current general fund unassigned fund balance of \$243,186 represents approximately 15% of the 2015 budgeted general fund expenditures. The current unassigned fund balance is less than the minimum unassigned fund balance calculated in accordance with the Village policy of \$387,286. This amount represents 25% of the 2015 general fund expenditures.

Additional information on the capital projects fund is presented in comment No. 2.

2. Capital Projects Fund

A summary of the revenues, expenditures and changes in fund balance of the capital projects fund for 2014 and 2013 is presented below:

	2014	2013
Revenues		
Taxes	\$ -	\$ 180,000
State grant	15,077	-
Interest on investments	3,614	9,587
Total Revenues	18,691	189,587
Expenditures		
As budgeted:		
Streets resurfacing	111,328	-
Old FS Demolition/Upgrades	32,305	-
Various parks projects	1,272	-
Parks equipment	759	4,709
Redevelopment area planning	-	50
Tablet PC's for meetings	-	2,717
Baseball field improvements	-	5,357
Trackless replacement	26,815	-
Information/Technology upgrade	14,138	-
Cash receipting software	3,700	-
Canterbury/Maple Road	30,352	3,697
By budget amendment:		
Consulting	-	362
Total Expenditures	220,669	16,892
Excess of Revenues Over (Under) Expenditures	(201,978)	172,695
Other Financing Sources (Uses)		
Transfer in from other funds	346,700	198,700
Transfer to marina	(25,000)	-
Transfer out to debt service fund	(35,236)	(138,579)
Total Other Financing Sources (Uses)	286,464	60,121
Net Change in Fund Balance	84,486	232,816
Fund Balance - January 1	1,318,486	1,085,670
Fund Balance - December 31	\$ 1,402,972	\$ 1,318,486

3. Marina Operations

An analysis of the Marina operations for the year ended December 31, 2014 follows:

	2014	2013
Operating Revenues		
Charges for services		
Docking and launch charges	\$ 511,738	\$ 534,610
Marina services	228	389
Product and vending sales	2,739	3,189
Other operating revenues		
Rental income	13,291	10,243
Marina fest	5,869	8,910
Other revenues	347	157
Total Operating Revenues	<u>534,212</u>	<u>557,498</u>
Operating Expenses		
Operation and maintenance	136,156	216,309
Administrative and general	40,031	46,955
Depreciation	202,311	214,205
Taxes	5,536	6,135
Total Operating Expenses	<u>384,034</u>	<u>483,604</u>
Operating Income	<u>150,178</u>	<u>73,894</u>
Nonoperating Revenues (Expenses)		
Interest income	812	1,353
Interest on long-term debt	(93,972)	(98,133)
Total Nonoperating Revenues (Expenses)	<u>(93,160)</u>	<u>(96,780)</u>
Net Income (Loss) before Transfers	<u>57,018</u>	<u>(22,886)</u>
Transfer in	25,000	-
Transfer out for property tax equivalent	(161,905)	(161,905)
Total Transfers	<u>(136,905)</u>	<u>(161,905)</u>
Change in Net Position	(79,887)	(184,791)
Net Position - January 1	<u>1,771,265</u>	<u>1,956,056</u>
Net Position - December 31	<u>\$ 1,691,378</u>	<u>\$ 1,771,265</u>

4. Water Department Operations

A comparative analysis of the water department's income account for the years ended December 31, 2014 and 2013 follows:

	2014	2013
Operating Revenues		
General customers	\$ 281,659	\$ 251,497
Public fire protection	95,107	94,501
Miscellaneous	28,363	32,170
Total Operating Revenues	385,129	378,168
Operating Expenses		
Operation and maintenance	213,050	290,796
Depreciation	102,768	100,947
Taxes	7,051	7,176
Total Operating Expenses	322,869	398,919
Operating Income (Loss)	62,260	(20,751)
Nonoperating Revenues (Expenses)		
Interest income (estimated allocation)	4,057	4,558
Impact fees	56,720	57,946
Interest on long-term debt (estimated allocation)	(11,349)	(12,712)
Miscellaneous	2,198	63
Total Nonoperating Revenues (Expenses)	51,626	49,855
Net Income before Contributions	\$ 113,886	\$ 29,104

The Water Utility had an operating income of \$62,260 in 2014 compared to an operating loss of \$20,751 in 2013. The change was primarily due to the decrease in maintenance expenses due to the painting of the water standpipe in 2013. The utility generated a rate of return of 8.29%. The rate of return calculation is a formula established by the Public Service Commission (PSC) which regulates and sets the Water Utility rates. The rate of return authorized by the PSC is 5%.

5. Wastewater Department Operations

A comparative analysis of the wastewater treatment plant and wastewater collection activities for the year ended December 31, 2014 and 2013 follows:

Treatment Plant

	2014	2013
Operating Revenues		
General customers	\$ 402,848	\$ 349,155
Service to other systems	64,890	64,075
Other sewage service	74,304	76,750
Miscellaneous	2,256	2,284
Total Operating Revenues	544,298	492,244
Operating Expenses		
Operation and maintenance	406,722	395,455
Depreciation	261,846	261,846
Taxes	9,397	9,869
Total Operating Expenses	677,965	667,170
Operating Loss	(133,667)	(174,926)
Nonoperating Revenues (Expenses)		
Interest income (estimated allocation)	14,882	14,326
Impact fees	20,842	28,712
Interest on long-term debt (estimated allocation)	(24,925)	(27,541)
Miscellaneous	(297)	(1,727)
Gain on sale of land	-	175,455
Total Nonoperating Revenues (Expenses)	10,502	189,225
Net Income (Loss) before Contributions	\$ (123,165)	\$ 14,299

The above operating loss for the treatment plant resulted from not recovering sufficient revenues from customers to fund annual depreciation expense of \$261,846 from the Wastewater Treatment Plant. However, the utility is generating positive cash flows from operating activities as depreciation is not a current cash use and the principal payment on long-term debt for 2014 was \$138,600. See the cash flow statement on page 15 of the financial statements.

5. Wastewater Department Operations (Continued)**Collection System**

	2014	2013
Operating Revenues		
General customers	\$ 206,478	\$ 229,396
Service to other systems	1,621	2,094
Miscellaneous	4,002	5,091
Total Operating Revenues	212,101	236,581
Operating Expenses		
Operation and maintenance	105,930	103,689
Depreciation	67,290	66,745
Taxes	3,144	3,112
Total Operating Expenses	176,364	173,546
Operating Income	35,737	63,035
Nonoperating Revenues (Expenses) and Transfers		
Interest income (estimated allocation)	1,157	7,721
Connection fees	1,460	3,947
Impact fees	16,488	22,116
Interest on long-term debt (estimated allocation)	(11,935)	(13,436)
Miscellaneous	7,084	1,802
Total Nonoperating Revenues (Expenses)	14,254	22,150
Net Income before Contributions	\$ 49,991	\$ 85,185

6. Restricted Cash and Investments - Water and Wastewater Department

Detail of restricted cash and investments of the Water and Wastewater Utility on December 31, 2014 follows:

Fund Type	12/31/13 Balance	Used in 2014	2014 Interest Net of Fees	2014 Additions	12/31/14 Balance
Replacement Funds:					
Water System	\$ 167,059	\$ -	\$ 174	\$ 44,592	\$ 211,825
DNR WWTP	907,178	(44,229)	11,857	76,026	950,832
Collection System	101,331	-	87	6,064	107,482
Bay Shore Drive Relay	572,289	(572,636)	347	-	-
Total Replacement Funds	1,747,857	(616,865)	12,465	126,682	1,270,139
Impact Fees:					
Water Tower	203,711	-	1,843	45,728	251,282
Downtown Utilities - Water	21,310	(13,092)	14	-	8,232
Downtown Utilities - Sewer	32,293	(19,963)	21	-	12,351
Total Impact Fees	257,314	(33,055)	1,878	45,728	271,865
 WWTP Land Sale	 250,684	 -	 929	 -	 251,613
 Total Utility Department Restricted Cash and Investments	 \$ 2,255,855	 \$ (649,920)	 \$ 15,272	 \$ 172,410	 \$ 1,793,617

**VILLAGE OF SISTER BAY, WISCONSIN
TAX INCREMENTAL FINANCING DISTRICT NO. 1
ANNUAL REPORT
For Year Ended December 31, 2014**

Date Created: September 4, 2008

Latest Possible Termination Date: September 4, 2028

	Current Year	From Creation through 12/31/14	Cumulative Total
Expenditures			
Planning and Administration	\$ 74,410	\$ 207,505	\$ 281,915
Project costs paid by TID fund	912,649	3,649,400	4,562,049
Project costs paid by Capital Projects fund	30,000	295,729	325,729
Project costs paid by Utility fund	905,091	454,433	1,359,524
Interest on debt paid by Debt Service fund	145,976	357,139	503,115
Interest on debt paid by Marina fund	-	33,598	33,598
Interest on debt paid by TID fund	-	58,045	58,045
Total Expenditures	\$ 2,068,126	\$ 5,055,849	7,123,975
Revenues			
State aid - Stewardship Grant	\$ -	\$ 1,495,995	1,495,995
State aid - Exempt Computer Aid	655	4,153	4,808
Tax increments	3,654	-	3,654
Donations	435,000	60,000	495,000
Other revenues	45,586	34,112	79,698
Total Revenues	\$ 484,895	\$ 1,594,260	2,079,155
Net Unreimbursed Costs at December 31, 2014			<u>\$ 5,044,820</u>
Reconciliation to TID Fund Balance at December 31, 2014			
Outstanding Debt			\$ 3,796,250
Add:			
Principal of Debt paid by Debt Service Fund			81,250
Less:			
Net Unreimbursed Costs at December 31, 2014 (above)		\$ (5,044,820)	
Projects Costs paid by other funds		<u>2,221,966</u>	
Net Costs Charged to TID fund			<u>(2,822,854)</u>
TID Fund Balance at December 31, 2014			<u>\$ 1,054,646</u>

During our current audit we reviewed the financial transactions and current status of the Village's Tax Incremental District No. 1 (TID). We also assisted the Village in completing the statutorily required TID annual reports required to be sent to each overlying taxing district by May 1.

It is important to note that the Village is responsible for making sure that all eligible TID costs are identified to ensure that all costs of the TID can be recovered through future incremental tax revenue.

COMMENTS AND OBSERVATIONS

Marina Policies and Procedures for Seasonal Slip Rentals

During our 2014 audit, we reviewed the procedures and controls for Marina collections and refunds. Marina revenues consist primarily of seasonal slip rentals, daily docking, commercial docking, and launch fees. The Marina currently has a refund policy for seasonal slip rentals which allow fees to be refunded at 75% if notification is received by March 15 and 50% if notification is received between May 1 and June 1. Fees will not be refunded after June 1. Dock slips may become available as a result of requested refunds. As part of our testing, we noted that the marina manager would set discounted rates for new slips from refunded rentals. Current procedures allow the discounted rates to be determined by the Marina Manager without any formal documentation or approval. Our review also disclosed that slips were not accounted for consistently as slip rentals were recorded at full price rentals, at amounts net of refunds, or at the manager approved discounted rates.

Accordingly, we recommend the Village approve additional policies and procedures in regard to revenues from seasonal slip rentals. In our opinion, the policies should consider the following:

- Review of Refund Policy - current policy does not address requested refunds between March 16 and April 30
- Consider Establishing Guidelines for Fee Reductions - for example, no reduction through May 30, 75% from June 1 to June 30, etc.
- Require that Fee Reductions Outside of Guidelines Need to be Approved by the Marina Committee
- Require that All Discounted Seasonal Slip Rentals be Reported to the Marina Committee
- Require that all Seasonal Slip Rentals be Accounted for at Amount Billed

Implementation of these procedures would assist in providing better controls over marina collections and more consistent recording of revenues, which would assist the Marina in monitoring budget to actual trends over periods of time.

APPENDIX

NOTE C - DETAILED NOTES ON ALL FUNDS

1. Cash and Investments

The Village maintains various cash and investment accounts, including pooled funds that are available for use by all funds. Each fund's portion of these accounts is displayed in the financial statements as "Cash and Investments."

Invested cash consists of deposits and investments that are restricted by Wisconsin Statutes to the following:

Time deposits; repurchase agreements; securities issued by federal, state and local governmental entities; statutorily authorized commercial paper and corporate securities; and the Wisconsin local government investment pool.

The carrying amount of the Village's cash and investments totaled \$6,862,785 on December 31, 2014 as summarized below:

Petty cash funds	\$ 198
Deposits with financial institutions	4,644,234
Investments:	
Repurchase agreements	<u>2,218,353</u>
	<u>\$ 6,862,785</u>

Reconciliation to the basic financial statements:

Government-wide Statement of Net Position	
Cash and investments	\$ 5,069,168
Restricted cash and investments	<u>1,793,617</u>
	<u>\$ 6,862,785</u>

Deposits and investments of the Village are subject to various risks. Presented below is a discussion of the Village's deposits and investments and the related risks.

NOTE C - DETAILED NOTES ON ALL FUNDS (Continued)

Custodial Credit Risk

Custodial credit risk for *deposits* is the risk that, in the event of the failure of a depository financial institution, a government will not be able to recover its deposits or will not be able to recover collateral securities that are in the possession of an outside party. The custodial credit risk for *investments* is the risk that, in the event of the failure of the counterparty (e.g., broker-dealer) to a transaction, a government will not be able to recover the value of its investment or collateral securities that are in the possession of another party. Wisconsin statutes require repurchase agreements to be fully collateralized by bonds or securities issued or guaranteed by the federal government or its instrumentalities. The Village does not have an additional custodial credit risk policy.

Deposits with financial institutions within the State of Wisconsin are insured by the Federal Deposit Insurance Corporation (FDIC) in the amount of \$250,000 for the combined amount of all time and savings deposits and \$250,000 for interest-bearing and noninterest-bearing demand deposits per official custodian per insured depository institution. Deposits with financial institutions located outside the State of Wisconsin are insured by the FDIC in the amount of \$250,000 for the combined amount of all deposit accounts per official custodian per depository institution. Also, the State of Wisconsin has a State Guarantee Fund which provides a maximum of \$400,000 per public depository above the amount provided by an agency of the U.S. Government. However, due to the relatively small size of the State Guarantee Fund in relation to the Fund's total coverage, total recovery of insured losses may not be available.

As of December 31, 2014, none of the Village's deposits with financial institutions were in excess of federal and state depository insurance limits.

On December 31, 2014, the Village held repurchase agreement investments of \$2,218,353 of which the underlying securities are held by a third party in the Village's name.

The Village does not have a formal investment policy that limits investment maturities as a means of managing its exposure to fair value losses arising from increasing interest rates.

Interest Rate Risk

Interest rate risk is the risk that changes in market interest rates will adversely affect the fair value of an investment. Generally, the longer the maturity of an investment, the greater the sensitivity of its fair value to changes in market interest rates. The maturity of the repurchase agreement investments are less than 12 months. The Village does not have a formal interest rate risk policy.

2. Property Taxes

Property taxes consist of taxes on real estate and personal property. They are levied during December of the prior year and become an enforceable lien on property the following January 1. Property taxes are payable in various options depending on the type and amount. Personal property taxes are payable on or before January 31 in full. Real estate taxes are payable in full by January 31 or in two equal installments on or before January 31 and July 31. Real estate taxes not paid by January 31 are purchased by the County as part of the February tax settlement. Delinquent personal property taxes remain the collection responsibility of the Village.

The Village bills its own property taxes and also levies taxes for the Gibraltar School District, Door County, Northeast Wisconsin Technical College, and the State of Wisconsin. The Village contracts with the Door County Treasurer to collect taxes.

VILLAGE OF SISTER BAY, WISCONSIN
Notes to Basic Financial Statements
December 31, 2014

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NOTE C - DETAILED NOTES ON ALL FUNDS (Continued)

6. Long-term Obligations

The following is a summary of changes in long-term obligations of the Village for the year ended December 31, 2014:

	Outstanding 1/1/14	Issued	Retired	Outstanding 12/31/14	Due Within One Year
Governmental activities:					
General Obligation Debt					
Notes	\$ -	\$ 400,000	\$ -	\$ 400,000	\$ 36,429
Refunding bonds	12,011,400	-	460,150	11,551,250	536,400
Total General Obligation Debt	12,011,400	400,000	460,150	11,951,250	572,829
Compensated absences	20,249	17,797	-	38,046	-
Governmental activities Long-term obligations	\$ 12,031,649	\$ 417,797	\$ 460,150	\$ 11,989,296	\$ 572,829
Business-type activities:					
General Obligation Debt					
Refunding bonds	\$ 2,948,600	\$ -	\$ 164,850	\$ 2,783,750	\$ 188,600
Compensated absences	12,487	-	5,846	6,641	-
Business-type activities Long-term obligations	\$ 2,961,087	\$ -	\$ 170,696	\$ 2,790,391	\$ 188,600

Total interest paid during the year on long-term debt totaled 621,612.

General Obligation Debt

General obligation debt currently outstanding is detailed as follows:

Notes

\$400,000 issued 11/7/14; \$36,429 to \$43,189 due annually through 2024;
interest 2.09% \$ 400,000

Refunding Bonds

\$6,830,000 issued 4/15/05 for various village projects; \$500,000 to \$625,000 due
annually through 2019; interest 4.0% to 4.75% 2,810,000

\$5,350,000 issued 4/26/11; \$100,000 to \$500,000 due annually through 2031;
interest 3.0% to 5.0% 5,225,000

\$6,500,000 issued 5/24/11; \$125,000 to \$600,000 due annually through 2031;
interest 2.5% to 5.0% 6,300,000

Total Outstanding General Obligation Debt \$ 14,735,000

VILLAGE OF SISTER BAY, WISCONSIN
Notes to Basic Financial Statements
December 31, 2014

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NOTE C - DETAILED NOTES ON ALL FUNDS (Continued)

Annual principal and interest maturities of the outstanding general obligation debt of \$14,735,000 on December 31, 2014 are detailed below:

Year Ended December 31	Governmental Activities		Business-type Activities		Totals	
	Principal	Interest	Principal	Interest	Principal	Interest
2015	\$ 572,829	\$ 486,094	\$ 188,600	\$ 120,893	\$ 761,429	\$ 606,987
2016	636,895	465,774	210,300	113,447	847,195	579,221
2017	697,226	442,987	240,750	105,177	937,976	548,164
2018	757,574	415,957	256,200	94,189	1,013,774	510,148
2019	719,189	385,024	295,400	82,370	1,014,589	467,394
2020-2024	2,910,037	1,580,938	525,000	304,976	3,435,037	1,885,914
2025-2029	3,832,500	889,198	717,500	170,630	4,550,000	1,059,828
2030-2031	1,825,000	91,875	350,000	17,499	2,175,000	109,374
	<u>\$ 11,951,250</u>	<u>\$ 4,757,847</u>	<u>\$ 2,783,750</u>	<u>\$ 1,009,181</u>	<u>\$ 14,735,000</u>	<u>\$ 5,767,028</u>

Legal Margin for New Debt

The Village's legal margin for creation of additional general obligation debt on December 31, 2014 was \$5,133,115 as follows:

Equalized valuation of the Village	\$ 397,091,400
Statutory limitation percentage	(x) 5%
General obligation debt limitation, per Section 67.03 of the Wisconsin Statutes	<u>19,854,570</u>
Outstanding general obligation debt applicable to debt limitation	\$ 14,735,000
Less: Amounts available for financing general obligation debt Debt service fund	<u>13,545</u>
Net outstanding general obligation debt applicable to debt limitation	<u>14,721,455</u>
Legal Margin for New Debt	<u>\$ 5,133,115</u>

7. Minimum Fund Balance Policy

The Village Board has adopted a policy that fund balance in the amount of 25% of the subsequent year budgeted general fund expenditures be maintained for cash flow and working capital purposes. The minimum fund balance amount is calculated as follows:

Budgeted 2015 General Fund Expenditures	\$ 1,549,144
Minimum Fund Balance %	x 25%
Minimum Fund Balance Amount	<u>\$ 387,286</u>

The Village's unassigned general fund balance of \$243,186 is less than the minimum fund balance amount.

NOTE D - OTHER INFORMATION

1. Retirement Commitments

All eligible Village employees participate in the Wisconsin Retirement System (WRS), a cost-sharing, multiple-employer, defined benefit, public employee retirement system. All employees initially employed by a participating WRS employer prior to July 1, 2011, expected to work at least 600 hours a year (440 hours for teachers and school district educational support employees) and expected to be employed for at least one year from employee's date of hire, are eligible to participate in the WRS. All employees initially employed by a participating WRS employer on or after July 1, 2011, and expected to work at least 1200 hours a year (880 hours for teachers and school district educational support employees) and expected to be employed for at least one year from employee's date of hire are eligible to participate in the WRS. Employees hired to work nine or ten months per year, (e.g. teachers contracts), but expected to return year after year are considered to have met the one-year requirement.

Effective the first day of the first pay period on or after June 29, 2011, the employee required contribution was changed to one-half of the actuarially determined contribution rate for employees in the General category, including Teachers, and Executives and Elected Officials. Required contributions for protective employees are the same rate as general employees. Employers are required to contribute the remainder of the actuarially determined contribution rate. The employer may not pay the employee required contribution unless provided for by an existing collective bargaining agreement.

Contribution rates for 2014 are as follows:

	<u>Employee</u>	<u>Employer</u>
General (including Teachers)	7.00%	7.00%
Executives & Elected Officials	7.75%	7.75%
Protective with Social Security	7.00%	10.10%
Protective without Social Security	7.00%	13.70%

The payroll for Village employees covered by the WRS for the year ended December 31, 2014 was \$473,508; the employer's total payroll was \$700,408. The total required contribution for the year ended December 31, 2014 was \$66,292, which consisted of \$33,146 or 7.00% of covered payroll from the employer, and \$33,146, or 7.00% of covered payroll from employees. Total contributions for the years ended December 31, 2013 and 2012 were \$53,172 and \$44,532, respectively, equal to the required contributions for each year.

Employees who retire at or after age 65 (62 for elected officials and 54 for protective occupation employees with less than 25 years of service, 53 for protective occupation employees with more than 25 years of service) are entitled to receive a retirement benefit. Employees may retire at age 55 (50 for protective occupation employees) and receive actuarially reduced benefits. The factors influencing the benefit are: (1) final average earnings, (2) years of creditable service, and (3) a formula factor. A final average earnings is the average of the employee's three highest year's earnings. Employees terminating covered employment and submitting application before becoming eligible for a retirement benefit may withdraw their contributions and, by doing so, forfeit all rights to any subsequent benefit. For employees beginning participation on or after January 1, 1990, and no longer actively employed on or after April 24, 1998, creditable service in each of five years is required for eligibility for a retirement annuity. Participants employed prior to 1990 and on or after April 24, 1998 and prior to July 1, 2011 are immediately vested. Participants who initially became WRS eligible on or after July 1, 2011 must have five years of creditable service to be vested.

The WRS also provides death and disability benefits for employees. Eligibility and the amount of all benefits are determined under Chapter 40 of Wisconsin Statutes.

The WRS issues an annual financial report that may be obtained by writing to the Department of Employee Trust Funds, P.O. Box 7931, Madison, WI 53707-7931.

NOTE D - OTHER INFORMATION (Continued)

2. Tax Incremental Districts

The Village currently maintains a separate capital project fund for a Tax Incremental District (TID) created in 2008 in accordance with Section 66.1105 of the Wisconsin Statutes. At the time the District was created, the property tax base within the District was "frozen" and increment taxes resulting from increases to the property tax base will be used to finance District improvements, including principal and interest on general obligation debt issued by the Village to finance such improvements. All eligible project expenditures for TID No. 1 must be completed by 2023. TID No. 1 is accounted for as a capital projects fund since it is still eligible to incur project costs.

Since creation of the above District, the Village has provided various financing sources to the TID and has also recorded eligible TID project costs in other funds of the Village. The foregoing amounts are not recorded as liabilities in the TID capital project funds but can be recovered by the Village from any future excess tax increment revenues. Detail of the amounts recoverable by the Village as of December 31, 2014 from future excess tax increment revenues follows:

	TID No. 1
Net Unreimbursed Project Costs	\$ 5,044,820

The intent of the Village is to recover the above amounts from future TID surplus funds, if any, prior to termination of the District. The District has a maximum termination year of 2028, but may be closed earlier if all project costs are recovered.

3. Risk Management

The Village is exposed to various risks of loss related to torts; theft of, damage to and destruction of assets; errors and omissions; and natural disasters for which the government carries commercial insurance. The Village completes an annual review of its insurance coverage to ensure adequate coverage.

4. Property Tax Levy Limit

Wisconsin state statutes provide for a limit on the property tax levies for all Wisconsin cities, villages, towns and counties. For the 2014 and 2015 budget years, Wisconsin statutes limit the increase in the maximum allowable tax levy to the percentage change in the Village's January 1 equalized value as a result of net new construction. The actual limit for the Village for the 2014 budget was .73%. The actual limit for the Village for the 2015 budget was 1.21%. Debt service for debt authorized after July 1, 2005 is exempt from the levy limit. In addition, Wisconsin statutes allow the limit to be adjusted for the increase in debt service authorized prior to July 1, 2005 and in certain other situations.

5. Contingencies

From time to time, the Village is party to other various pending claims and legal proceedings. Although the outcome of such matters cannot be forecast with certainty, it is the opinion of management and legal counsel that the likelihood is remote that any such claims or proceedings will have a material adverse effect on the Village's financial position or results of operations.

NOTE D - OTHER INFORMATION (Continued)

6. Upcoming Accounting Pronouncements

In June 2012, the GASB issued GASB Statement No. 68, Accounting and Financial Reporting for Pensions. Statement No. 68 requires governments providing defined benefit pensions to recognize their unfunded pension benefit obligation as a liability for the first time, and to more comprehensively and comparably measure the annual costs of pension benefits. This net pension liability that will be recorded on the government-wide and proprietary statements will be computed differently than the current unfunded actuarial accrued liability, using specific parameters set forth by the GASB. The Statement also enhances accountability and transparency through revised note disclosures and required supplemental information (RSI). The Village is currently evaluating the impact this standard will have on the financial statements when adopted. The provisions of this Statement are effective for financial statements for the year ending December 31, 2015.

VILLAGE OF SISTER BAY, WISCONSIN
General Fund

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Detailed Comparison of Budgeted and Actual Revenues
For the Year Ended December 31, 2014

(With Summarized Financial Information for the Year Ended December 31, 2013)

	Budget		Actual	Variance with Final Budget Positive (Negative)	Actual 2013
	Original	Final			
Taxes					
General property	\$ 1,183,483	\$ 1,183,483	\$ 1,179,829	\$ (3,654)	\$ 1,007,405
Managed forestland taxes	30	30	34	4	27
Interest and penalties on taxes	200	200	105	(95)	485
Total Taxes	1,183,713	1,183,713	1,179,968	(3,745)	1,007,917
Intergovernmental					
State					
Fire insurance	13,500	13,500	14,717	1,217	13,194
Transportation	52,437	52,437	52,437	-	58,263
Shared taxes	9,036	9,036	9,036	-	9,036
Exempt computer aid	1,207	1,207	1,172	(35)	-
Forest cropland	-	-	4	4	4
County recycling rebates	3,500	3,500	5,342	1,842	3,449
Total Intergovernmental	79,680	79,680	82,708	3,028	83,946
Licenses and Permits					
Liquor	8,000	8,000	8,350	350	8,433
Operators	700	700	800	100	800
Soda	120	120	130	10	120
Cigarette	40	40	50	10	50
Dog	12	12	38	26	13
Zoning	1,000	1,000	1,175	175	1,125
Building permits	8,000	8,000	10,434	2,434	16,296
Other permits	1,200	1,200	935	(265)	2,110
Total Licenses and Permits	19,072	19,072	21,912	2,840	28,947
Fines, Forfeits and Penalties					
Parking tickets	750	750	490	(260)	565
Public Charges for Services					
Publication fees	420	420	420	-	440
Plan commission fees	800	800	500	(300)	900
Snow plowing and sanding fees	1,400	1,400	1,471	71	1,314
Services to other governments	10,500	10,500	13,390	2,890	11,638
Festivals and event fees	500	500	4,772	4,272	531
Miscellaneous fees	3,500	3,500	4,896	1,396	7,084
Total Public Charges for Services	17,120	17,120	25,449	8,329	21,907
Miscellaneous					
Rental income	24,500	24,500	25,061	561	25,329
Interest on investments	2,000	2,000	1,699	(301)	1,695
Donations	-	-	-	-	125
Sale of Village property	-	-	455,650	455,650	650
Miscellaneous	450	450	250	(200)	481
Total Miscellaneous	26,950	26,950	482,660	455,710	28,280
Total Revenues	\$ 1,327,285	\$ 1,327,285	\$ 1,793,187	\$ 465,902	\$ 1,171,562

VILLAGE OF SISTER BAY, WISCONSIN
General Fund
Detailed Comparison of Budgeted and Actual Expenditures
For the Year Ended December 31, 2014
(With Summarized Financial Information for the Year Ended December 31, 2013)

	Budget		Actual	Variance with Final Budget Positive (Negative)	Actual 2013
	Original	Final			
General Government					
Direct employee costs	\$ 37,369	\$ 37,369	\$ 32,092	\$ 5,277	\$ 36,537
Indirect employee costs	1,800	1,800	1,766	34	1,848
Utility costs	95,538	95,538	111,708	(16,170)	95,841
Supplies	2,430	2,430	2,532	(102)	2,347
Other services	104,950	104,950	144,261	(39,311)	89,644
Maintenance	31,000	31,000	22,712	8,288	21,569
Fire services support	110,683	110,683	110,683	-	101,785
Sister Bay advance support	50,000	50,000	50,000	-	50,000
Library support	27,901	27,901	27,901	-	26,166
Other support	16,300	16,300	10,939	5,361	13,203
Miscellaneous/Contingency	12,150	12,150	4,217	7,933	6,780
Total General Government	490,121	490,121	518,811	(28,690)	445,720
Administration					
Direct employee costs	214,124	162,796	151,313	11,483	197,512
Indirect employee costs	5,950	5,950	6,832	(882)	10,030
Utility costs	4,925	4,925	5,073	(148)	5,063
Supplies	15,050	15,050	13,033	2,017	13,765
Other services	20,500	20,500	19,469	1,031	38,087
Maintenance	400	400	460	(60)	400
Total Administration	280,949	209,621	196,180	13,441	284,857
Parks and Streets					
Direct employee costs	228,228	228,228	231,197	(2,969)	222,321
Indirect employee costs	1,475	1,475	648	827	1,008
Utility costs	61,520	61,520	60,877	643	60,945
Supplies	7,975	7,975	8,695	(720)	7,504
Other services	149,600	149,600	149,128	472	152,881
Maintenance	61,337	61,337	74,884	(13,547)	57,667
Vehicles	25,000	25,000	23,284	1,716	24,420
Other	-	-	-	-	22,500
Total Parks and Streets	535,135	535,135	548,713	(13,578)	549,246
Total Expenditures	\$ 1,286,205	\$ 1,234,877	\$ 1,263,704	\$ (28,827)	\$ 1,259,823

VILLAGE OF SISTER BAY, WISCONSIN
Debt Service Fund

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Statement of Revenues, Expenditures and Changes in Fund Balance - Budget and Actual
For the Year Ended December 31, 2014
(With Summarized Financial Information for the Year Ended December 31, 2013)

	Budget		Actual	Variance with Final Budget Positive (Negative)	Actual 2013
	Original	Final			
Revenues					
Taxes					
General property	\$ 808,859	\$ 808,859	\$ 808,859	\$ -	\$ 770,000
Room taxes	127,600	127,600	136,598	8,998	129,547
Total Taxes	<u>936,459</u>	<u>936,459</u>	<u>945,457</u>	<u>8,998</u>	<u>899,547</u>
Expenditures					
Debt Service					
Principal	460,150	460,150	460,150	-	374,350
Interest and fiscal charges	494,337	494,337	494,337	-	508,152
Total Expenditures	<u>954,487</u>	<u>954,487</u>	<u>954,487</u>	<u>-</u>	<u>882,502</u>
Excess of Revenues Over (Under) Expenditures	<u>(18,028)</u>	<u>(18,028)</u>	<u>(9,030)</u>	<u>8,998</u>	<u>17,045</u>
Other Financing Sources					
Transfers in	35,236	35,236	35,236	-	138,579
Net Change in Fund Balance	17,208	17,208	26,206	8,998	155,624
Fund Balance (Deficit) - January 1	-	-	(12,661)	(12,661)	(168,285)
Fund Balance (Deficit) - December 31	<u>\$ 17,208</u>	<u>\$ 17,208</u>	<u>\$ 13,545</u>	<u>\$ (3,663)</u>	<u>\$ (12,661)</u>

VILLAGE OF SISTER BAY, WISCONSIN
Schedule of Findings and Responses
For the Year Ended December 31, 2014

Section I - Internal Control Over Financial Reporting

Finding No.	Control Deficiencies
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2014-001 Preparation of Annual Financial Report

Condition: Current Village staff maintains the accounting records which reflect the Village's financial transactions; however, preparing the Village's annual financial report, including note disclosures, involves the selection and application of specific accounting principles which would require additional experience and knowledge. The Village contracts with us and our knowledge of applicable accounting principles, financial statement formats, and note disclosures to assist in the preparation of the annual financial report in an efficient manner. For the same reasons, the Village contracts with us to compile the Wisconsin Municipal Financial Report Form C and the Public Service Commission Report.

Criteria: The preparation and review of the annual financial report, municipal financial report, and public service commission report by staff with expertise in financial reporting is an internal control intended to prevent, detect and correct a potential omission or misstatement in the financial statements or notes or other required State Financial reports.

Cause: Village management has determined that the additional costs associated with training staff to become experienced in applicable accounting principles and note disclosures outweigh the derived benefits.

Effect: Without our involvement, the Village may not be able to completely prepare an annual financial report in accordance with accounting principles generally accepted in the United States of America.

Recommendation: We recommend the Village continue reviewing the annual financial report. While it may not be cost beneficial to train additional staff to completely prepare the report, a thorough review of this information by appropriate staff of the Village is necessary to obtain a complete and adequate understanding of the Village's annual financial report, municipal financial report, and public service commission report.

Management Response: Management believes the cost for additional staff time and training to prepare year end closing entries and reports outweigh the benefits to be received, but agrees with the recommendation regarding review of the entries and reports. Currently, the Finance Director reviews the entries and approves the reports.

Section II - Compliance and Other Matters

There are no findings related to compliance and other matters that are required to be reported under governmental auditing standards generally accepted in the United States of America for the year ended December 31, 2014.

Zeke Jackson

From: Sister Bay Advancement Association <coordinator@cometosisterbay.com>
Sent: Wednesday, April 29, 2015 10:58 AM
To: Zeke Jackson
Subject: FW: JEM grant

From: Hill, Abbie J - TOURISM [<mailto:AHill@travelwisconsin.com>]
Sent: Tuesday, April 28, 2015 1:42 PM
To: 'coordinator@cometosisterbay.com'
Subject: JEM grant

Dear Paige:

The Sister Bay Sunsplash has been approved for Joint Effort Marketing (JEM) grant funding. The award is for up to \$25,555 paid advertising expenses.

I'm emailing since time is essential. We'll soon send out a contract agreement for you to sign, along with other important materials regarding your grant project. If you have any questions please give me a call.

Congratulations!

Abbie Hill | Grant Programs Coordinator | Wisconsin Department of Tourism | 608.261.6272

201 West Washington Avenue PO Box 8690 Madison, WI 53708-8690 TravelWisconsin.com

Harnessing the power of tourism to build a better Wisconsin

Joint Effort Marketing Grant Application Form

Type of Event: New Event – Year 1

Event Name: Midwest Sunsplash Music Festival

Event Date: August, 7-8, 2015

Name of Applicant: **Midwest Sunsplash & Sister Bay Advancement Association**

Employer ID#: **39-0888403**

Address of Organization: 10668 N. Bay Shore Dr./Hwy. 42, POB 351
Sister Bay, WI 54234

Physical Address: Waterfront Park, Downtown Sister Bay, WI
Hwy 42

County: Door County

Name / Title of person filling out application: Kay Halbrook, Event organizer; Paige Funkhouser, Director, Sister Bay Advancement Association; Michelle Rasmussen, Marketing Director, Door County Visitor Bureau

Phone: 608-725-5855 **Fax:** 608-725-2192

Email Address: coordinator@cometosisterbay.com

Web Address: www.cometosisterbay.com/midwestsunsplash

Amount of JEM request: **\$25,555.00**

PROJECT DESCRIPTION

We are bringing a reggae music festival to Sister Bay, Door County. That's right, we said Reggae! There is nothing else like what we have planned with "Midwest SunSplash Music Festival" in Northeast Wisconsin. If we can pull off what we're dreaming up, the waterfront venue in Sister Bay could draw people from around the U.S., even the world. Our goal for this first year is to create the foundation to build this culturally-inclusive event into an annual "destination event" for the Midwest.

Midwest Sunsplash Music Festival (MWSS) will be held Friday, August 7, 4-9 p.m. at the Sister Bay Waterfront Performance Pavilion, then move to the Campfire Stage for an "after hours" acoustic jam and drum circle at the nearby Sister Bay Sports Complex-turned-Campground for this event. Music will again kick off at 2 p.m., Saturday, August 8, and will entertain audiences until midnight.

For year one, we'll focus on the music, because we know that if the music is awesome, people will return for year two. Sister Bay's freshly reconstructed Waterfront Park and Beach (2,000 consecutive feet of public waterfront), and 900 square foot performance pavilion provide a "we couldn't ask for better" venue. Both the Door County Visitor Bureau and Sister Bay Advancement Association target young, active families and people who identify as LGBTQ as primary markets for the next generation of tourists for Door County. MWSS is an event we are tailoring directly to those two demographics.

We are already lining up and signing unique music acts and vendors, featuring original music from Midwest bands who play Reggae, Funk, Rock, Jam and Alternative. With original music, and music of those genres, we will target young and active people who like to dance and enjoy quality music. Bands will be playing off the beach feel with music traditional to warmer climates in the style of Hangout Fest in Gulf Shores, Alabama.

We're appealing to vendors of original crafts, food and beverage, and entertainment to add to the scene by offering unique, natural and peace-building goods. Vendors may include a Fijian Kava Ceremony, Polynesian Dance lessons, Fiber Artists, Henna Tattoo Artists and groups such as Maya First, a non-profit organization raising funds for schools in Belize. With this variety of not-so-typical arts and crafts, as well as multi-culturally inclusive entertainment and causes, we're working to appeal to the LGBTQ demographic, which in turn also appeals to millennials.

The Village of Sister Bay is undergoing a major downtown revitalization, including the previously mentioned reconstructed waterfront park. The new sand beach will be completed for summer events in 2015, complementing the performance pavilion constructed in 2014. To build awareness, and use of these new improvements, the Village will host MWSS in tandem with the existing Door County Festival of Fine Arts (2015 marks the 12th annual DCFA) in the Waterfront Park. DCFA is hosted by the Sister Bay Advancement Association, and showcases artists based in Door County. Each artist is required to demonstrate their craft and techniques at various points during the day. Our goal in pairing these two events is to give the flagging DCFA a boost. The pairing of these two arts-focused events will attract diverse crowds that will also complement, and spillover into, the successful art scene that exists in Door County. The event is the brain child of "Unity the Band" leader Pita Katobalavu and event marketing strategist Kay Halbbrook-Wenger. Katobalavu and Halbbrook-Wenger have signed a multi-year agreement with the Village of Sister Bay and the Sister Bay Advancement Association, as a means to keep MWSS exclusive to Sister Bay, Door County.

Goals

- ❑ Invite younger, more diverse people (targeting millennials and LGBTQ) to Sister Bay and Door County, to complement the growing retirement community of Baby Boomers;
- ❑ Build on the initiatives underway, and build up the reputation of Sister Bay and Door County as a welcoming and vibrant community open to LGBTQ and multi-racial visitors;
- ❑ To build on the momentum gained through the recent development projects in the Village downtown area:
 - Fulfill the vision set forth in the community development plan to increase multi-cultural, and active events, in Waterfront Park now that revitalization is complete;
 - Celebrate the re-opening of Highway 42 after the Wisconsin Department of Transportation reconstruction is completed.
- ❑ Sister Bay's lodging averages an occupancy rate of 70% in August, with neighboring Town of Liberty Grove at less than 60%. Our goal with MWSS is to increase lodging numbers to 100% at area lodging for the weekend. This would mean an additional 396 lodging room nights in the 660 rooms in Sister Bay, in addition to filling room nights in surrounding communities of Door County.
- ❑ Reach attendance of 2,500 people at the concert (250 campers/750 lodging overnights, 1500 from neighboring communities in Door County).

Target Markets

Door County has traditionally attracted Baby Boomers and active visitors looking for entertainment and outdoor activities. MWSS will engage water sport enthusiasts including seasonal marina slip holders, daily boaters and paddle sport enthusiasts. MWSS will engage millennials and the LGBTQ demographic with unique music and multicultural vendors.

Our primary geographic target markets will be Chicago, Rockford, Milwaukee, Madison and Central Wisconsin to optimize the chance of overnight stays, with secondary focus on the day trippers from the Fox Cities and Green Bay markets. We are encouraging overnight camping and lodging with a midnight finale.

The festival is targeting fans of Reggae and World Beat music in the primary markets, as well as the fans of the bands performing. These fans cross all demographic and economic segments, and are loyal and active attendees of live music events featuring this type of music as these events are infrequent in the Midwest.

Estimated Economic Impact

Our goal is to bring 2,500 festival attendees to the Sister Bay area for the weekend.

	Direct Revenue per party	# of transactions	Total Direct Revenue
Campsites	\$10.00	250	\$2,500.00
Beer Vendor	\$10.00	2500	\$25,000.00
Vendor Fees	\$300/food; \$100/non-food	15; 65	\$11,000.00
Festival Tickets	\$20.00 per day	2500	\$50,000.00
TOTAL			\$90,000.00

	Community-Wide Revenue	# of transactions	Total Community Revenue
Lodging	\$75 Average	660	\$49,500.00
Food & Beverage	\$32 Average	12500	\$400,000.00
Retail & Art Show	\$25 Average	600	\$15,000.00
TOTAL			\$464,500.00

Marketing Plan

A mix of Alternative Print, Outdoor, Social, Media Relations and Guerilla Marketing will be implemented to reach the desired diverse audience. The participating bands have been strategically chosen to represent the geographic areas we are targeting and for the strength and size of their loyal fan base. The viral effect of social marketing to the fans of each band and using “street teams” of loyal fans to help promote the event will draw attendance from these locations. Facebook, Instagram, Twitter, Reverbnation, Bandsintown and YouTube used creatively and consistently will be a highly effective way to reach fans of the participating bands, and will be tools used to invite them to come to MWSS.

The Sister Bay tourism promotion and marketing website maintained by Sister Bay Advancement Association, www.cometosisterbay.com, will be used as the hub of all advertising and media relations for the event. It will host the content promoted in the social media posts and provide digital content for media relations. Pages will include links to Sister Bay and Door County lodging and campgrounds, ticket sales, festival schedule and music samples/videos from the bands. Tickets will be available online for sale as well as through an 800 phone number. SBAA-maintained social media sites will be used for promotion as well.

Bands and their social networks are a valuable tool for event marketing. The acts chosen for the festival have strong social media followings and active networks of fans, and are strategically located throughout our target geographic markets. We will distribute handouts and posters for the event to these markets through the bands and their street teams. We will also actively promote the event through Facebook postings shared and cross-promoted on the bands pages. Boosted paid posts on Facebook will be done with geographic and demographic targeting.

Promotional press kits will be developed to include press releases and music samplers will be sent to TV and radio stations in the target areas seeking guest appearances by the artists on live shows such as WSME’s Thursday night Reggae show and Milwaukee’s TV Fox 6. College radio stations and local DJ’s will be contacted directly to seek interviews, as well as WI and Northern IL TV stations with live lifestyle or music programming.

Tracking the Marketing Plan

Tracking will be done through the online ticket sales to the event, and we will monitor the location of those purchases electronically. Ticket purchasers at the gate will be asked to provide their zip code. Post event, we will analyze zip codes to target marketing for subsequent years.

Social media will be measured by activity level: number of shares, number of new likes and online ticket sales in relation to timing of posts. Google analytics will be used to track web site activity for both MWSS and Sister Bay.

Success will be determined by final count of tickets sold and room night increase over the

same period the previous year, as reported by the Door County Tourism Zone Commission's monthly and annual occupancy reports.

JEM Request: \$25,555.00

Media Venue	JEM request	Recipient/ In Kind	Total
Print:			
Scene Newspapers: Full pg. ads (July, August in Central WI, Green Bay, Fox Cities, Oshkosh, Fond du Lac)	\$2,000.00	\$0.00	\$2,000.00
Maximum Ink: Full pg. ads (July, August in S.E. WI/Madison)	\$2,680.00	\$0.00	\$2,680.00
Isthmus: 1/4 page (4 weeks, Madison)	\$5,660.00	\$0.00	\$5,660.00
Shepherd Express: Milwaukee Summerfest Guide, (4, ½ pg ads, 10 online placements, July-Aug.7)	\$5,525.00	\$0.00	\$5,525.00
Chicago Reader	\$3,710.00	\$0.00	\$3,710.00
Door County Visitor Bureau Co-op (WI Gazette print and online ads July, August)	\$230.00	\$0.00	\$230.00
Total Print Media:	\$19,805.00		\$19,805.00
Outdoor:			
Billboard: July, Milwaukee/ Green Bay Corridor – Hwy 41N & Hwy 43N – 4 boards for 1 month	\$2,250.00	\$0.00	\$2,250.00
Total Outdoor:	\$2,250.00		\$2,250.00
Internet:			
Web Site Management	\$0.00	\$800.00	\$800.00
Social Media Boosted Posts, \$500/week for 5 weeks	\$2,500.00	\$0.00	\$2,500.00
Online ads: Green Bay, Press Gazette, Appleton Post Crescent, Yahoo targeted through Gannett	\$1,000.00	\$0.00	\$1,000.00
Total Internet:	\$3,500.00	\$800.00	\$4,300.00
Publicity:			
Media Kits – tickets, CD's	\$0.00	\$300.00	\$300.00
Street Team Kits: Posters, Handouts	\$0.00	\$1,500.00	\$1,500.00
Drink Coasters Announcements	\$0.00	\$1,700.00	\$1,700.00
Total Publicity:	\$0.00	\$3,500.00	\$3,500.00
Research/Tracking:	\$0.00	\$500.00	\$500.00
Ad/Poster/Handout Art Development	\$0.00	\$1,000.00	\$1,000.00
Total Promotional Budget:	\$25,555.00	\$5,800.00	\$31,355.00

Operational Budget

Entertainment		\$10,750.00
Stage Set-up / Sound		\$1,650.00
Security and staffing		\$1,650.00
Wrist Bands/Drink Coupons		\$200.00
Porta-potties		\$800.00
Ticketing		\$150.00
Internet Maintenance		\$100.00
Total Operational Budget:		\$15,300.00

	JEM Grant	Recipient/In-kind	Total
Promotional	\$25,555	\$5,800	\$31,355
Operational	\$0.00	\$15,300	\$15,300
Totals	\$25,555	\$21,100	\$46,655

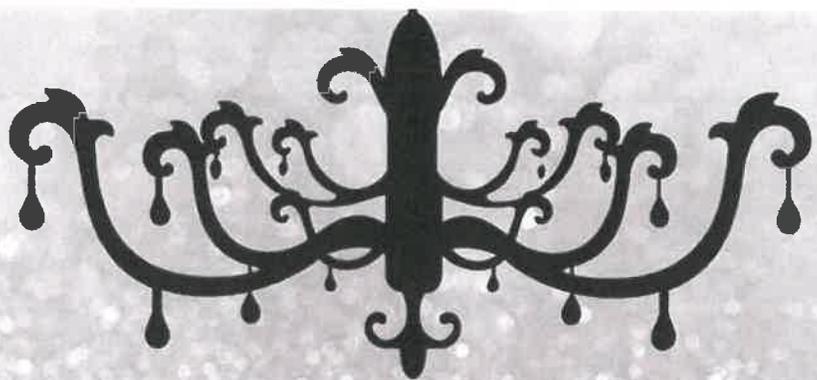
Income/ Revenue	Contribution Listing	Amount
	Wisconsin Dept. of Tourism	\$25,555
	Village of Sister Bay	\$15,000
	Ticket Sales and In-Kind	\$10,900
TOTAL		\$51,455

We sincerely thank you for your consideration of our grant application. This event has the potential to bring thousands of people and thousands of dollars into Sister Bay, Door County and Wisconsin.

Sincerely,
 Kay Halbrook
 &
 Paige Funkhouser

BBIA

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LEADERSHIP



INVESTMENT



WOMEN



Who is BLLA?

The Boutique & Lifestyle Lodging Association (BLLA) is the first and only association dedicated to uniting the world's boutique and lifestyle properties and the suppliers that sustain them.

BLLA champions the needs of boutique and lifestyle properties worldwide. Through collaboration, communication, advocacy, and education, our association programs guide property owners, managers, suppliers and travelers as they build a beneficial community that exchanges ideas, shares information and works toward common goals.

“My passion for independent boutique & lifestyle hotels are what drove me to create a place where leaders in this hotel sector can meet on common ground to institute programs for enhanced awareness to global travelers and offer vendors the opportunity to focus their marketing efforts through sponsorship of BLLA programs, events & conferences.”

Frances Kiradjian
BLLA Founder & CEO

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www.bllaevents.com



The conference is a very micro-targeted version of other hotel investment conferences and participants are attending for a very specific reason.

It is small enough that you can easily meet face-to-face with the industry's top icons and trendsetters.

BLLA's Boutique Investment Conference brought together some of the most active and best-known owners, developers and service providers in the business. The singular focus on the boutique and lifestyle segment, and the in-depth content of the sessions provided a unique perspective not found at any of the broader hotel investment conferences. This was a truly worthwhile experience.

Lou Plasencia, CEO
The Plasencia Group /
Independent Hotel Partner

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New York truly sets the tone for investment in boutique hotels. As the big brands enter this marketplace, they and others in the industry are watching, learning and listening to boutique & lifestyle hotels and this conference brings it all together in one place with a succinct focus on independent, upscale hotels and small brands globally.



I am new to the BLLA and a hospitality newby. I did not know quite what to expect and I was literally blown away by this event. World-class hoteliers, and not just industry leaders, but numerous industry legends, trend setters and innovators. In a short time period I heard from thought leaders in all aspects of the industry – designers, developers, financiers, researchers and data junkies, operators and food & beverage, to name a few. A who's who line-up of speakers and panelists, and intimate networking. I'll be back and bring my friends!

**Steve Gilbert, Vice President
The HWH Group**

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Symposium sponsors reap the benefits of connecting their brand with the most creative minds in the world who are attending the BLLA Symposium to innovate through design, service, and other emotional factors. Attendees experience provocative discussions, renowned speakers, and exceptional networking dedicated to the boutique and lifestyle hotel industry.

BLLA has been instrumental in bringing together major players in the lifestyle space as the approach to hospitality differs in the boutique/lifestyle/luxury space from the big umbrella brands and BLLA has become an incredible forum to share ideas and work together as a group to continue to influence market dynamics and make sure we don't get marginalized and displaced by the majors entering the market. Bespoke design, out of box thinking, unstandardized project specific brand 'standards' is what really makes our universe unique and exciting.

Irina Zavina, Senior V.P. Development
Gansevoort Hotel Group

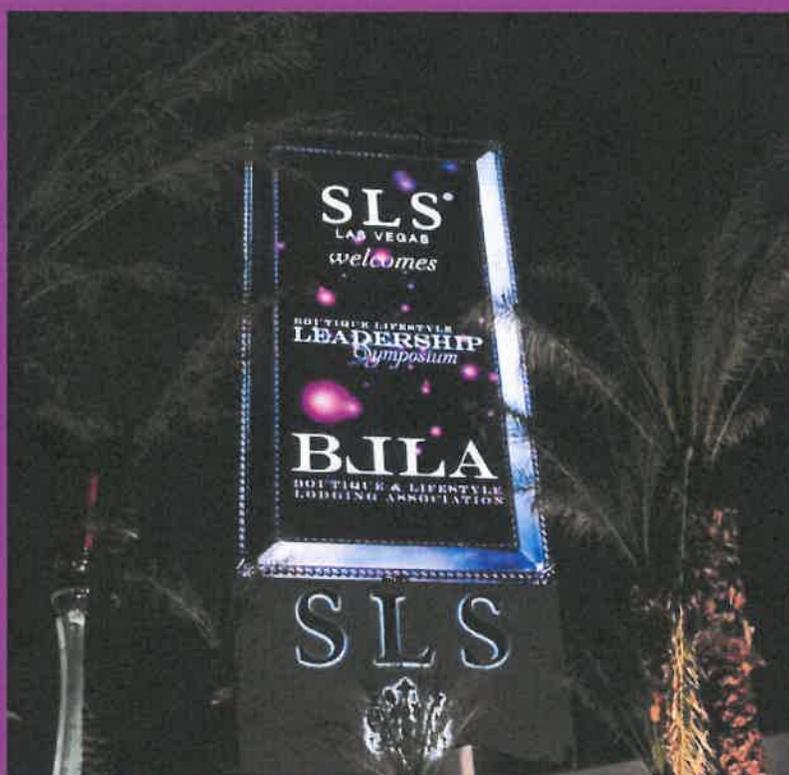
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BE AMONG THE
BOUTIQUE
& LIFESTYLE
Savvy

Through our many channels, your company will be seen by our database of more than 100k as well as conference attendees over and over again. What a great place to be in order to maximize your exposure.

The Symposium gives you access to independent hotel owners, hotel executives, designers, buyers and hotel-related vendors who attend for the education and the opportunity to connect with the industry's top executives in the boutique lifestyle space!



“It’s about education & advancing the dynamics of the hospitality industry. BLLA brings this to life for both the industry and professionals who have both lacked a true voice from a business and lifestyle perspective. The industry has been very fragmented and no one has differentiated their voice in our sector. I think BLLA has stepped into those shoes and really taken the leadership role for our industry as the flag carrier and we’re honored to be a part of it.”

Sam Bakhshandehpour
President, sbe

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A place to connect and celebrate the great women who work in our industry.

Founded in 2008 by Frances Kiradjian, Founder & Chair of the Boutique & Lifestyle Lodging Association (BLLA), the almost 9,000 global members are executive women from the following industry disciplines: hotel & lodging (includes hospitality supplier vendors), airlines, cruise lines, car rental, tourism, travel agency, corporate travel manager, tour operator, rail, travel technology.

An amazing tribute to so many talented professionals who are leaders in our industry! Hats off to the BLLA for creating this very special event.

Lynn Curry
Principal, Curry Spa Consulting

This conference is one of the best organized conferences I have attended in a long time. All the sessions were kept on-time and on-task. A lot of fantastic information, established speakers and excellent topics.

Samantha Moske
Manager Business Travel,
American Express

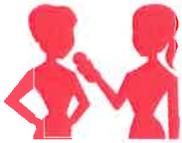
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Almost 9,000
Executive Group
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52K+ through
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Brief



Over 500k
through our
media partners

This conference reaches potential clients for travel & tourism companies including the world's corporate travel managers, Travel Management Companies and top travel agencies. For hospitality, potential clients are hotel owners, managers, designers, buyers and the like.



While this was a great opportunity to re-connect with old friends and make new ones, the conference also provided a great selection of speakers and topics that are relevant to developing a successful career while trying to balance your personal life. Well done to the BLLA team for having the vision to drive this!

Flo Lugli
Principal, Navesink Consultancy



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 Adam Shindler, Managing Director, Wiltshire Hospitality
 Afshin Kateb, CFO, SBE Entertainment/SLS Hotels
 Alexandra Redhore, GM Americas, One Fine Stay
 Allie Hope, Head of Development, Virgin Hotels
 Amanda Altroc, Sr. Director, Marriott Autograph Collection
 Amy Jablonski, Partner, BBG-BBGIM
 Andrew Zahler, CEO, Spydell Group
 Ankush Jindal, CEO, Oliphant Films

Annie Adler Larcade, President & CEO, Sequel Hotels
 Anthony Cohen, President & CEO, Global Edge Investments
 Antoni Yelnus, CEO, FOODCULTURE
 Arash Azarbarzin, President, SBE Hotel Group
 Ashley Mohan, Sr Account Executive, Google Travel Practice
 Barbara Pahl, VP, National Trust for Historic Preservation
 Becca Chester, Principal, Hospitality Design Specialist
 Ben Goral, Managing Director, NGRF Partners
 Ben Rowe, CFO, Kimpton
 Benjamin "Patrick" Denihan, CEO, Denihan Investments
 Bill Walsh, CEO, Viceroy Hotel Group
 Bob Lafleur, Managing Director, JMP Securities
 Bob Puccini, President & CEO, Puccini Group
 Bob Sonnenblick, Chairman, Sonnenblick Development
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 Bruce Blum, EVP, GB Lodging
 Bruce Ford, Sr. Vice President, Lodging Econometrics
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 Caroline Coyle, VP of Brand Strategy, IVCVB
 Cheryl Rosner, Ex-Principal, Hotels.com & Expedia
 Chip Conley, CEO, AirB&B
 Christian Glantzner, VP, JLL
 Christian Strobel, Co-Founder, Baseball Camp
 Christina Trauthwein, Editor, Hotel News
 Cindy Murphy, Sr. Director, Autograph Collection
 Claus Seidlinger, Founder & CEO, Design Hotels
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 David Freiburger, VP, Morgans Hotel Group
 David Gustaf, MD, Hospitality Related/Equinox
 David Kupferberg, VP, Hampshire Hotels & Resorts
 David Winter, Chairman, Luxury Marketing Council
 Dimitri Antonopoulos, VP, Groupe Antonopoulos, Montreal
 Douglas Howe, CEO, Touchstone
 Doyle Graham Jr., CEO, Valencia Group
 Dr. Donald W Wise, Co-Founder, Turnhill Capital Group
 Dr. Robert Koenig, Associate Dean, NYIT
 Dr. Stowe Shoemaker, Ph.D., Cornell University
 Drew Patterson, CEO, Room 77
 Ed Scheer, CEO, King & Grove
 Edie Rodriguez, President & COO, Crystal Cruises
 Ellen Moore, Regional President & GM, The Cromwell
 Elizabeth Carey, Vice President, Attract China
 Eric Danziger, President & CEO, Hampshire Hotels & Resorts
 Ernie Wooden, CEO, L.A. Tourism
 Eyan Hund, Director, Robert Douglas
 Eyan Summers, CEO, Attract China
 Flavia Martins, Principal, Customer Service Management
 Flora Tang, Video Specialist, You Tube
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 Frank Stork, Partner, Luxury Frontiers
 Freddie Floyd, Brand Strategist, The Consummate Concierge
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 Gary Levy, Partner, Cohn/Reznick
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 Jamie Walters, EVP, Sales, Club Corp.
 Jan Freitag, Sr. Vice President, Smith Travel Research
 Jared Sinton, Co-Founder & CEO, Hotel Tonight

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 Sam Balkshandepour, President, SBE Entertainment/SLS Hotels
 Samira Ali, Director of Consumer Product, Truck Archive
 Sandra Costa, Principal, Sandra Costa Design
 Scott A. Lee, Principal & President, SB Architects
 Shah Shamir, Managing Director, Brick Capital Real Estate USA
 Shawn O'Donohue, Associate Principal, VOX
 Sheenah Rogers, Founder & Principal, Anstice Communications
 Shirley Tafava, President, TravelZoo
 Sims Foster, VP Restaurants & Bars, Denihan Hospitality Group
 Sophie Lymsberger, CEO, Blue Digital Agency
 Stephen Braudman, CEO, 60 Hotel's
 Steve Hoyer, Chairman & CEO, POD Hotels
 Steven Kamali, President, Steven Kamali Hospitality
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 Tim Buech, CEO, The Heritage Collection/The Buech Group
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INNER CIRCLE MEMBERS also get the following top-line association benefits:

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- Brand awareness and product/service education
- Leads delivered - new hotel project openings in targeted cities
- BLLA advisory board position option
- Opportunity to acquire intelligence for your company via the annual hotel rfp
- Option - award in your particular category - your company shown as sponsor of the award
- Expanded target marketplace to the hospitality and travel/tourism industry
- Brand & company familiarity, relationship building at other industry events and conferences where BLLA has exhibit space

“My participation in BLLA has provided excellent networking opportunities and the ability to meet clients and potential clients. During each of the last two international conferences I have made important contacts that matured into new clients.”

Nelson Migdal,
Co-chair Hospitality
Group, Shareholder,
Greenberg Traurig,
LLP



BLLA
Events

www.bllaevents.com

Order Form

CATEGORY	PRICE	QTY	TOTAL
INNER CIRCLE CLUB	\$25,000		
DIAMOND SPONSORSHIP	\$10,000		
GOLD SPONSORSHIP	\$ 7,500		
SILVER SPONSORSHIP	\$ 3,500		
EXHIBIT SPACE			
Boutique (tabletop)	\$ 3,500		
Lifestyle (10 x 10)	\$ 5,000		
Luxury (10 x 20)	\$ 8,000		
EVENT PROGRAM GUIDE			
Full Page Ad	\$ 1,000		
Half Page Ad	\$ 700		
Quarter Page Ad	\$ 500		
Inside Front Cover	\$ 2,000		
Inside Back Cover	\$ 1,500		
Editorial Full Page Spread	\$ 2,500		
Belly Band	\$ 2,000		
Gala Awards Dinner	\$15,000		
Cocktail Reception	\$ 3,500		
Lunch Sponsor	\$ 3,500		
Attendee Bag Sponsor	\$ 3,000		
Breakfast Sponsor	\$ 2,500		
Lanyard Sponsor	\$ 2,500		
Logo on Step & Repeat (2)	\$ 2,500		
Wine Sponsor	\$ 2,500		
Dinner Centerpiece Sponsor	\$ 1,500		
Morning/Afternoon Breaks	\$ 1,500		
Logo on Event Website	\$ 500		
Door Prize Sponsor	cash or merchandise		
TOTAL ORDER			

Authorized Signature: _____

Print Name: _____

Company Name: _____

Full Address: _____

Phone Number: _____

Email: _____

Checks - make payable to The Boutique & Lifestyle Lodging Association.
Payable in USD only.

Send to: 6520 Platt Avenue, #842, West Hills, CA 91307, +1-818-883-4363.

Credit Cards: Visa MasterCard American Express Discover
 BLLA charges an additional 3% for any credit card orders over \$1,500. Order cannot be processed without 3% added to the total.

Name as it appears on the credit card: _____

Billing Address: _____

City: _____ State: _____ Zip Code: _____

Country: _____

Credit Card Number: _____

Expiration Date: _____

CVV Code: _____

Wire transfers - send in USD only to: Bank of America, The Boutique Lodging Association, Account: #002172866415, California, Routing Electronic #121000358. Wire #026009593. For international wires: Swift code BOFAUS3N. Please add \$50.00 Bank Fee. **NOTE: Invoice will not be considered PAID IN FULL without collection of the \$50.00 Bank Fee.**

www.bllaevents.com

BLLA
Events

— CAN ONE —
ASSOCIATION
— MAKE A —
DIFFERENCE?

BLLA

**BOUQUINE & LIFESTYLE
LODGING ASSOCIATION**

BLLA

BOUTIQUE & LIFESTYLE
LODGING ASSOCIATION

ABOUT BLLA

Our role as a leader in the boutique lifestyle sector is clear. BLLA is an association created to be the unifying voice of this distinctive, yet extremely fragmented sector, within the hospitality industry. Its goal is to unite the world's collection of boutique and lifestyle properties (and the suppliers that sustain them), offering them the opportunity to successfully compete on a level playing field with major hotel companies, as well as market themselves to meet the ever-increasing demand from discerning boutique-seeking clients.

Why Hotels Join BLLA?

Boutique and lifestyle hotels are overpowered by the bigger brands so sticking to traditional distribution channels will not deliver the desired results they want. These hotels need to participate in programs that are tailor-made for them, like BLLA who offers unique options. GM's and Owners play a vital role in sharing their voice to move this industry sector to a prominent position within the hospitality industry.

Why Suppliers Join BLLA?

Suppliers and vendors who desire to have their brands and products/services front and center to this industry sector, participate as an official member of BLLA and beyond that, advertise through various options as well as sponsor and exhibit at the BLLA events and conferences held around the world.

BLLA's reach extends to more than 110,000 professionals in travel, tourism and hospitality globally. Additionally, we reach on a more frequent basis, the 600+ hotel and suppliers who are official members of the association.

Your future is richer when involved and contributing. Boutique & lifestyle hotels report they experience a feeling of exhilaration when finding BLLA in the first place, becoming an official member in the second place, and lastly, contributing in some way – even if it is just attending conferences, referring another hotelier or telling their story through an interview or blog post.

We're here for the long-haul. Our passion for independent boutique & lifestyle hotels are what drove us to create a place where leaders in this hotel sector can meet on common ground to institute programs for enhanced awareness to global travelers and offer vendors the opportunity to focus their marketing efforts through sponsorship of BLLA programs, events & conferences.



BLLA

BOUTIQUE & LIFESTYLE
LODGING ASSOCIATION

BLLA MEMBERSHIP

To be accepted as members of BLLA, hotel brands and independent boutique & lifestyle properties must meet our uncompromising standards of luxury and service. Other members of the association reflect various aspects of the industry - suppliers/vendors, designers, travel agents, corporate travel offices, students and individuals. **Basically, your six degrees of separation just turned into one!**



HOTELS - YOU WANT A RETURN ON YOUR INVESTMENT

We respect and understand the importance of raising your bottom line. You want your property, small brand or company to be memorable, as well as educate clients and prospects on the exceptional attributes that make you unique. Partner with BLLA to ensure you get what you're after - MORE BUSINESS.

UPGRADE YOUR MEMBERSHIP LEVEL to Gold or Platinum to include marketing & promotion. Compliments your own marketing efforts.

MEMBERSHIP FEES:

Lodging Properties: \$198-\$598
dependent on room count.

Industry Suppliers: \$1,298
Interior Designers: \$649
Hotel Corporate Offices: \$1,298
Agents/Travel Managers: \$298
Students: \$99

"At the SUITELIFE insurance program, we place a huge value on the hospitality industry intelligence BLLA offers and the connections we make with their members. The insurance industry has historically underserved the boutique and luxury hospitality sector, but BLLA affords us an opportunity to truly understand the needs of hotels. BLLA is a valuable resource for any business seeking to reach hoteliers."
James Shaffer, Executive Vice President, SUITELIFE insurance program

"BLLA has been instrumental in bringing together major players in the lifestyle space as the approach to hospitality differs in the boutique/lifestyle/luxury space from the big umbrella brands and BLLA has become an incredible forum to share ideas and work together as a group to continue to influence market dynamics and make sure we don't get marginalized and displaced by the majors entering the market. Bespoke design, out of box thinking, unstandardized project specific brand 'standards' is what really makes our universe unique and exciting."

Irina Zavina, Senior V.P. Development, Gansvoort Hotel Group

SUPPLIER MEMBER BENEFITS

- Gain Influence:** Supporting the industry with your sponsorship gives you the power of influence.
- Up-level Your Exposure:** Expose your brand and be recognized with BLLA digital and print marketing through collateral at trade events and conferences.
- Show Your Expertise:** Participate in online and offline panel discussions at events and shows.
- Have Control:** You have the freedom and ability to define your sponsorship message.
- Create Connections:** Network with top decision makers.



BLLA Board of Directors

Marketing & Promotion

BLLA offers a highly visible opportunity to promote your company to a receptive audience of key decision-makers at worldwide boutique & lifestyle properties, as well as small brands. These key people are constantly looking for innovative ways to improve the guest experience and their bottom line. With BLLA, your brand will have raised awareness and a prominent position on a global basis with one of the fastest growing hotel segments.

BLLA presents the perfect platform to reach a creative, affluent trend-setting demographic through its

many promotional opportunities. By sponsoring and exhibiting at the BLLA events, you will be partnering with an organization that is making a significant impact on the boutique & lifestyle sector.

Partnering with BLLA is a great way to increase brand recognition within a targeted sector and associate your company with a unique demographic. BLLA is where advertising and marketing pros turn to identify targeted opportunities. Please select one or several advertising opportunities that match your needs and budget.

Advertising Opportunities

eBlasts

- Dedicated emails to either the BLLA membership or the full database
- Database = travel / tourism/ hospitality professionals

Awards

- BLLA holds annual competitions in 7 categories
Brand recognition via logo/banner/link

Print Ads

- Conference Program Guides.
(stand-alone ads) Half page / Full page
- BLLA marketing brochures; Sponsored by section
- Logo and website recognition

Webinars

- On-line participatory educational topics, products & services. Per Session; includes recording for future viewing plus distribution to members via weblink

Digital Newsletter

- Distributed Weekly
- Promotion, Press Release/story; per issue; intro, logo, and link

Research

- White papers and surveys on various topics including definitions, research, guest satisfaction, brands
- Sponsorship including logo promotion & inclusion in P.R.

Website

- BLLA.org | Homepage right side box; hotels/suppliers/videos
- BLLA.org | Homepage Banner - top spot
- BLLADirectory.com | Banner ad promo - directory homepage
- RealBoutiqueHotels.com | Top Banner image/link
- BLLAevents.com | Homepage Banner promo or logo
- BLLAevents.com | Event-specific page banner . promo or logo

Online

- LinkedIn Group pages
- BLLA Group page
- LinkedIn Group pages
- Travel Industry Executive Women's Network Group page

Video

- BoutiqueTV – BLLA videos

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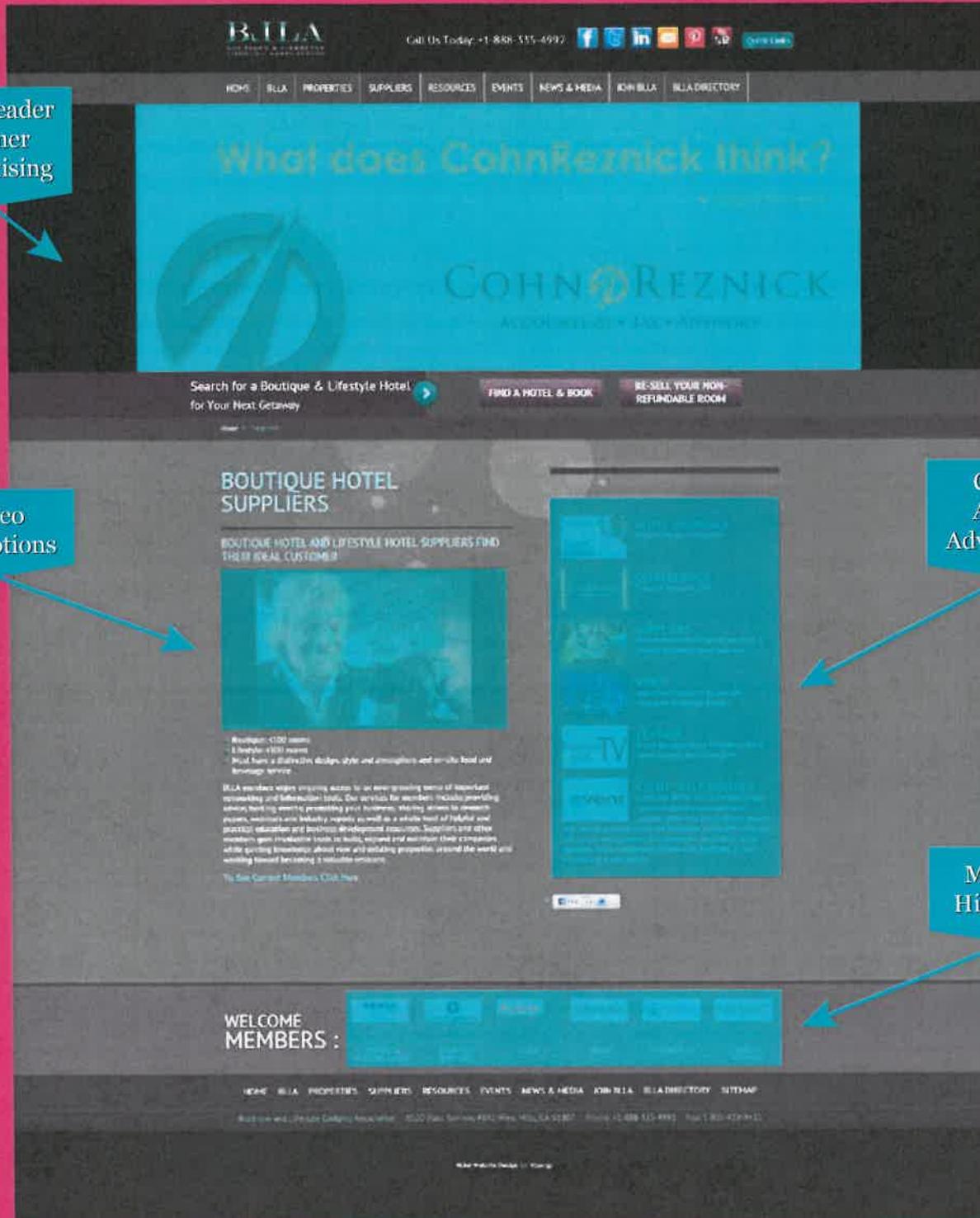
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blla.org | bllaevents.com



Top Header Banner Advertising

Video Promotions

Call to Action Advertising

Member Highlights

Testimonials

Hotels

“Being a member of BLLA has proven to be a successful decision. The booking platform that BLLA provides for the Leisure market has impacted the Ambrose Hotel successfully. We validated the point, when there was a delay in renewing our membership this year, which obviously made our hotel un-bookable on the BLLA platform. This resulted in a loss of Leisure room nights. However, once the membership was renewed we have seen these room nights come to fruition fulfilling our needs.”

Todd Cabill, General Manager, Ambrose Hotel

“I’m excited to participate with the BLLA Advisory Board Committee, as the boutique and lifestyle segment of our industry is chock full of pioneers and innovators. Guests prefer this segment of the industry; investors are hot for these types of projects; and the uptight hospitality corporate types wish they were part of our tribe. What’s not to love about BLLA?”

Larry Broughton, Founder/CEO broughtonHOTELS

“The BLLA conferences are the only ones I go to for the content and the recent BLLA Investment Conference did not disappoint. I look forward to the BLLA Leadership Conference this Fall.”

**John Keeling, Executive Vice President
The Valencia Group**

“BLLA’s Boutique Investment Conference brought together some of the most active and best-known owners, developers and service providers in the business. The singular focus on the boutique and lifestyle segment, and the in-depth content of the sessions provided a unique perspective not found at any of the broader hotel investment conferences. This was a truly worthwhile experience.”

Lou Plasencia, CEO, The Plasencia Group / Independent Hotel Partners

Suppliers

“BLLA has become the perfect place where some of the best and brightest trendsetters in the Boutique Lodging Industry gather. Its format is more intimate and conducive to meeting top players and fostering great discussion. The diversity of the panels creates a rich ecosystem for brainstorming and a holistic view of this Industry, from Economics to Operations and from Design to Guest experiences. With this industry growing at such fast pace, BLLA will be a strong “catalyst” for trends and the best place to learn and discover what the future for Boutique Hotels will be like.”

**Christian Glauser Benz, Vice President
JLL Hotels & Hospitality Group**

“BLLA has consistently delivered tangible sales results for Frontgate Contract and we continue to support the symposium as a ‘must attend’ event for us.”

Shannon Monti, General Manager, Frontgate Contract

“The BLLA continues to be the clearinghouse for fresh, innovative and relevant dialogue for boutique hotel owners, operators, developers and service providers. The Symposium is another excellent example of the incredible networking, fascinating content and inspirational programming, speakers and attendees. If you are involved in the boutique and lifestyle hospitality world, you should be a member of BLLA and should be at each of its events.”

Jonathan Falik, CEO, JF Capital Advisors

“After doing the NYU conference, it was refreshing to do the BLLA conference. BLLA was much more approachable and manageable. I got to speak with everyone I wanted to engage and everyone was very nice. I learned a good bit and really enjoyed the day.”

Jim Donnelly, President, Griffin Management Group

Contact Us

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BLLAEVENTS.COM

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+1-818-883-4363

Email: info@blla.org

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Resolution No. 311-051915

Resolution Designating Public Depositories and Signers

WHEREAS, the Village of Sister Bay is a municipal corporation whose principle place of business is located at 2383 Maple Dr., Sister Bay, Wisconsin, and

WHEREAS , the Village of Sister Bay is required by Chapter 34 of the Wisconsin Statutes to designate the public depositories into which all public monies shall be deposited, and

WHEREAS, all financial institutions require a resolution naming the authorized signers on accounts,

NOW, THEREFORE, BE IT RESOLVED that the Village Board of the Village of Sister Bay, Wisconsin, hereby designate the following Wisconsin financial institutions as the public depositories for all public monies received by the Village Clerk/Treasurer and/or the Village Utility Clerk:

- American Deposit Management of Delafield, WI
- Associated Bay, NA, of Green Bay, WI
- Baylake Bank of Sturgeon Bay, WI
- First Business Bank of Madison and Milwaukee, WI
- North Shore Bank, FSB, of Brookfield, WI

FURTHER, that the following individuals are the authorized signers at those public depositories:

For Village and Marina accounts

- Village Clerk/Treasurer
- Village President
- Village Finance Director

For Sewer and Water Utility accounts

- Village Finance Director
- Utilities Manager
- The Village Administrator

Introduced at a regular meeting of the Board of Trustees of the Village of Sister Bay held this 19th day of May 2015

Passed and adopted this ___ day of _____, 2015.

David W. Lienau, President

ATTEST:

Christy Sully, Village Clerk WCPC

VOTE: Ayes ____ Noes ____

I hereby certify that the foregoing Resolution is a true, correct and complete copy of Resolution 264, duly and regularly adopted by the Village Board for the Village of Sister Bay on the 19th day of May 2015. I also certify that said Resolution has not been repealed or amended and is now in full force and effect.

Christy Sully, Village Clerk WCPC