



GO LAKE HAVASU

QUARTERLY REPORT

Q1 Fiscal Year 25/26



TOURISM IMPACT

Lake Havasu City's Economic Powerhouse



With around **2 MILLION VISITORS** a year and just over 60,000 residents, Lake Havasu City thrives on tourism. It's not just a backdrop for adventure—it's the economic engine and cultural heartbeat of the community.

Tourism fuels local businesses, supports jobs, drives development, and shapes the quality of life for Lake Havasu City residents.

#10 BEST LAKE Lake Havasu

#6 BEST LAKE BEACH Windsor Beach

#6 BEST LAKE FOR WATERSPORTS

STRUCTURE

501 (c) (6): A tax-exempt non-profit organization that promotes common business interests, such as chambers of commerce or trade associations.

Category	501(c)(6)	501(c)(3)
Purpose	Promote business interests (e.g., trade associations)	Charitable, religious, educational purposes
Tax Treatment	Tax-exempt, but donations are not tax-deductible	Tax-exempt, donations are tax-deductible
Activities	Can lobby/advocate on behalf of members	Limited political and lobbying activities
Audience	Serves businesses and trade professionals	Serves the public at large

FUNDING

TPT (Transaction Privilege Tax) Collection Model

Tax Type	2025 FYE	% of Budget	GLH FY 25/26 Budget	% Residential Contribution	Residential Contribution
1% Restaurant & Bar	\$2,050,137	48.9%	\$782,400	3.8%-55%	\$30,375-\$430,320
3% Hotel/Motel	\$2,143,905	51.1%	\$817,600	0%	\$0
Total	\$4,194,042	100% (38% of gross)	\$1,600,000	1.9%-27%	\$30,375-\$430,320



GO LAKE HAVASU

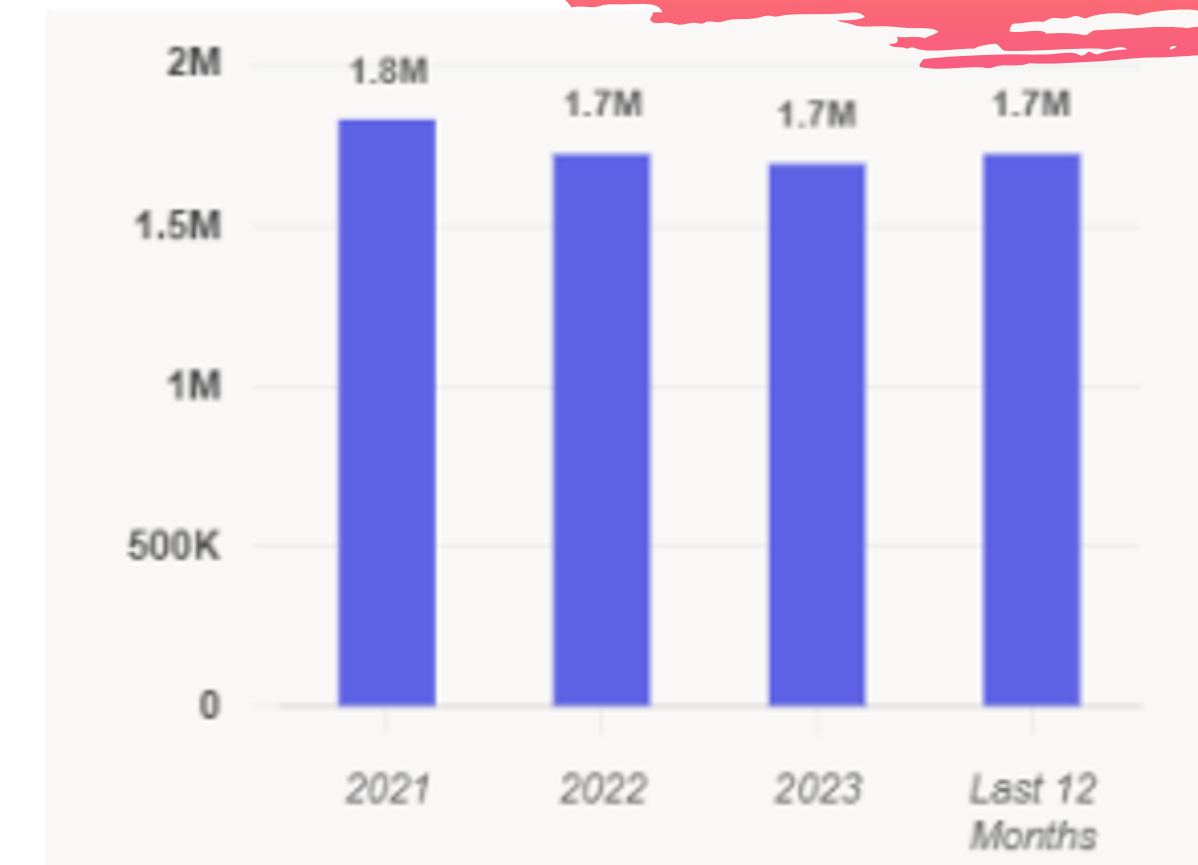
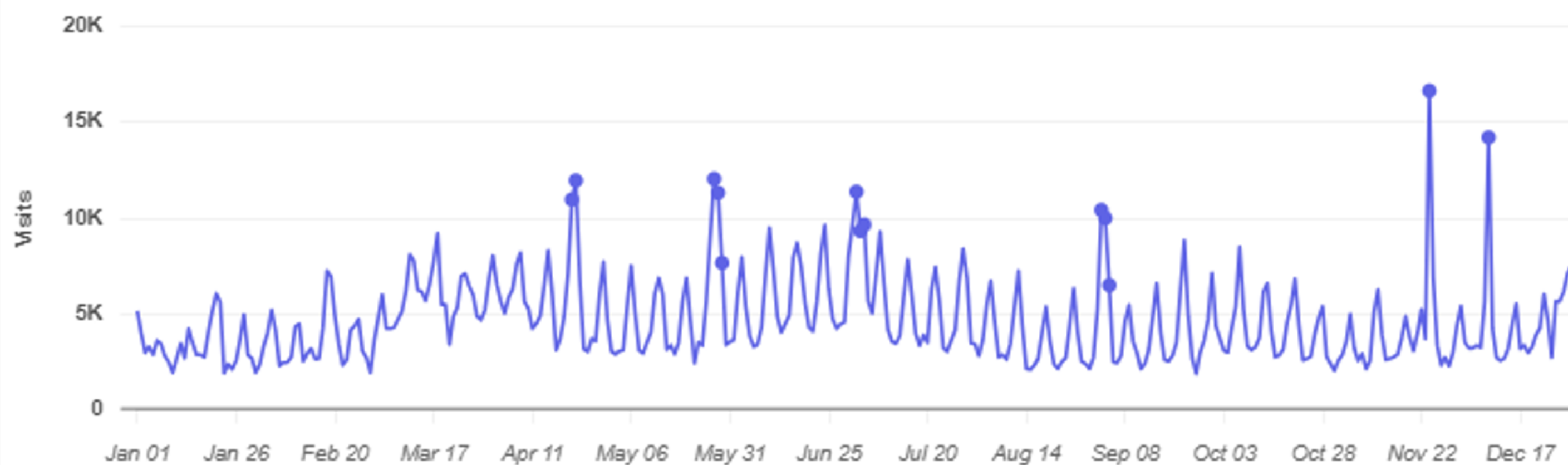
RESEARCH AND DATA

Foundational Visitor Insights

OUR VISITORS

Over 1.7 million visitors each year (According to Pacer.ai for 2023)

1/26 RESIDENT/
VISITOR RATIO



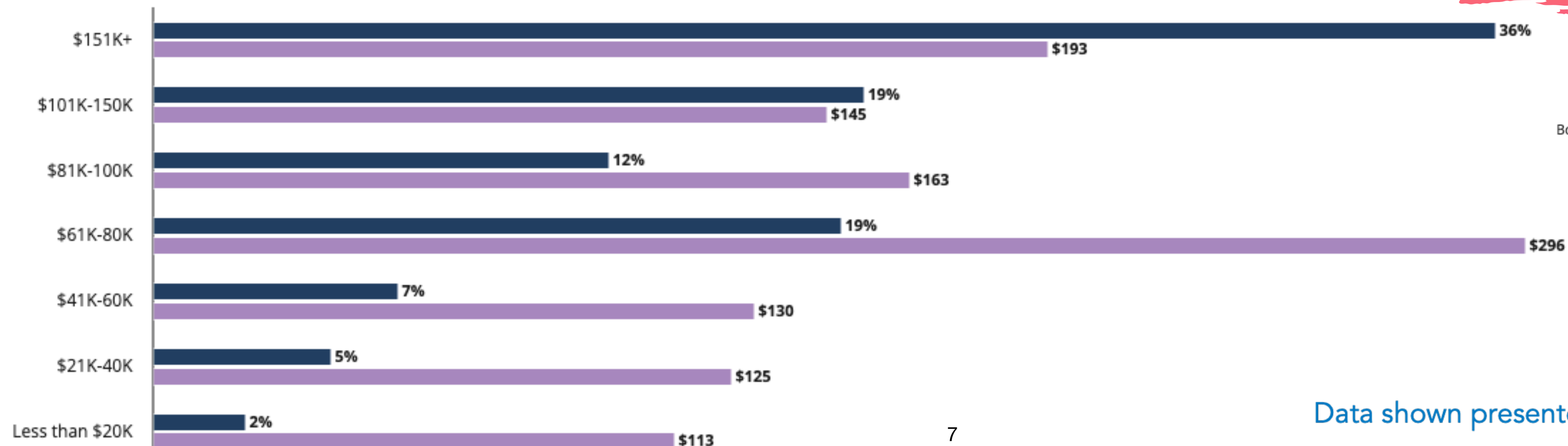
Approximately
60,000
Lake Havasu City
Residents

VISITOR INCOME

Overall % and Avg. Dollar Amount Spent

36%

WAS SPENT BY
THOSE
EARNING \$151K
OR MORE



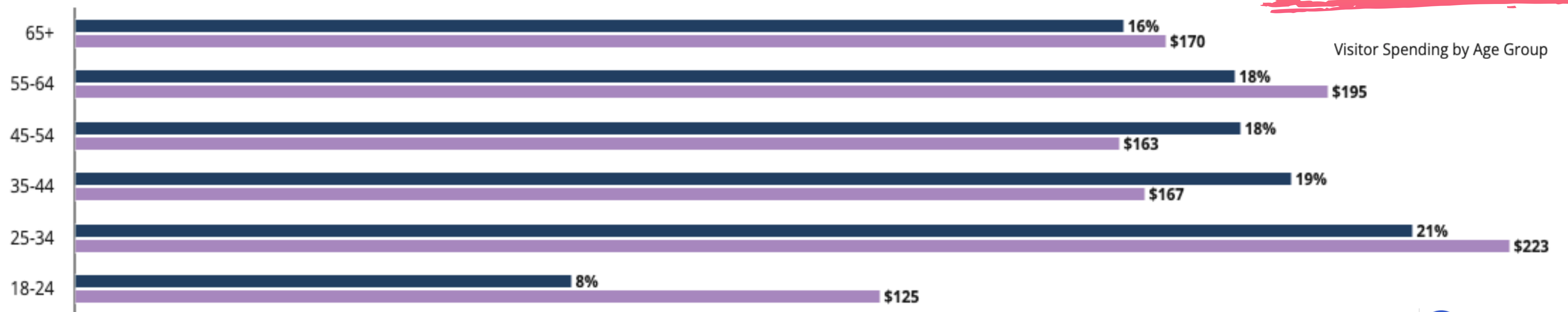
Visitor Spending by Household Income

Bottom: Avg. Visitor Spend Top: % of Visitor Spend

VISITOR SPENDING

By Age, % of Overall Spend and Avg. Amount Spent

\$223 AVG AMOUNT SPENT
BY 25-34 YR OLDS
PER VISIT



VISITOR SPENDING

Top Spending Categories

3.7% AMOUNT ALASKANS CONTRIBUTED TO ALL SPENDING

Visitor Spending by Market Areas vs Visitation ▾

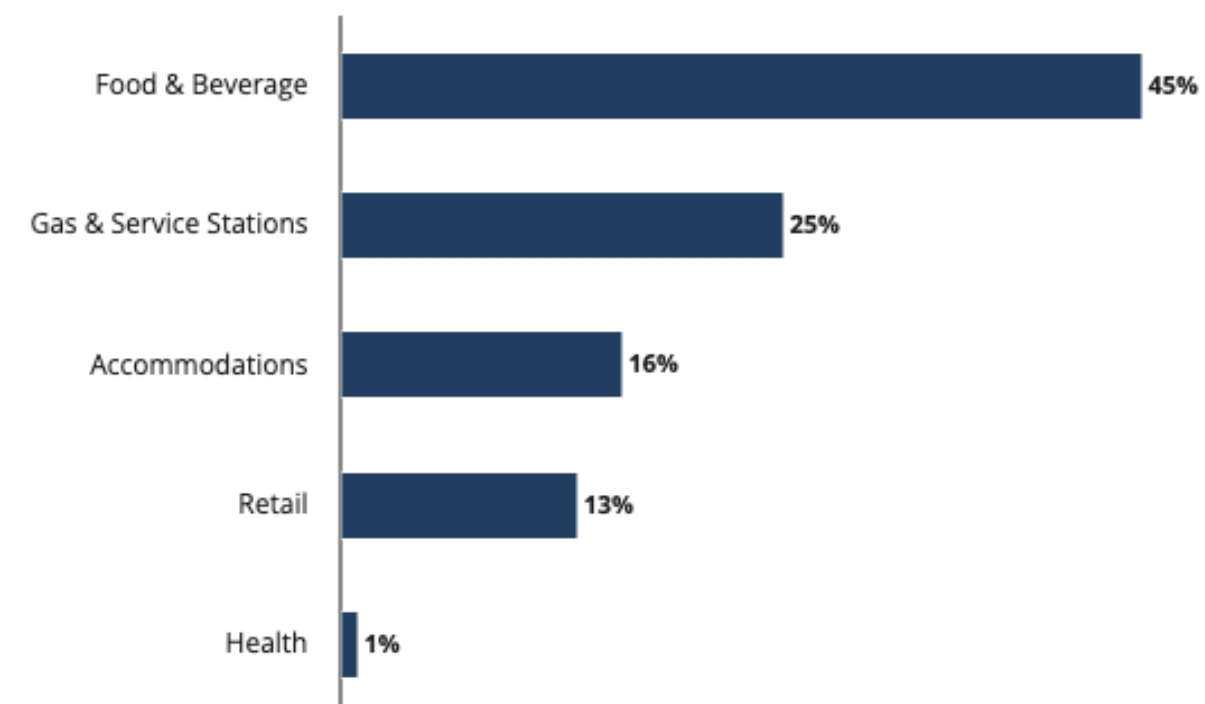
Visitor City	Visitor Spending % of Total	Avg. Visitor Spend ▾	Visitors % of Total
Anchorage	3.7%	\$1,413	0.1%
Lucerne Valley	0.5%	\$496	0.0%
Hacienda Heights	0.4%	\$417	0.0%
Temecula	0.8%	\$405	1%
Indio	0.6%	\$392	0.5%
Big Bear City	0.7%	\$388	0.1%

VISITOR SPENDING

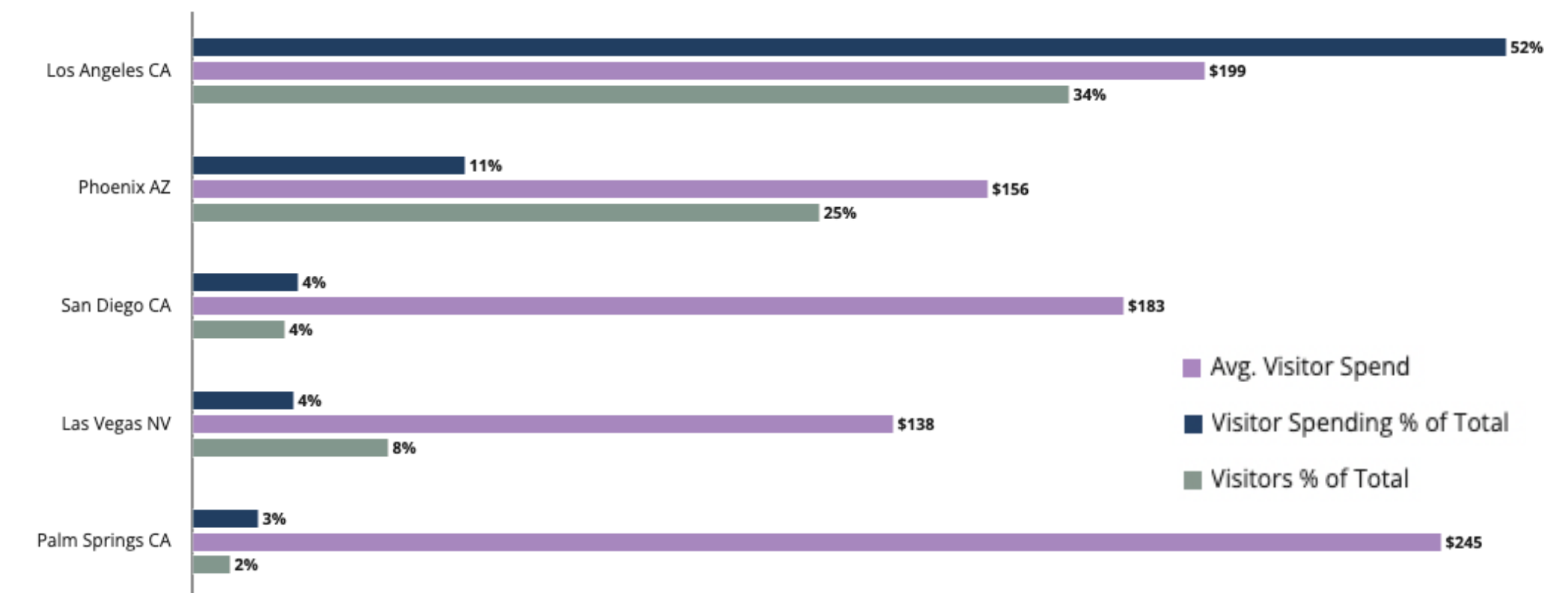
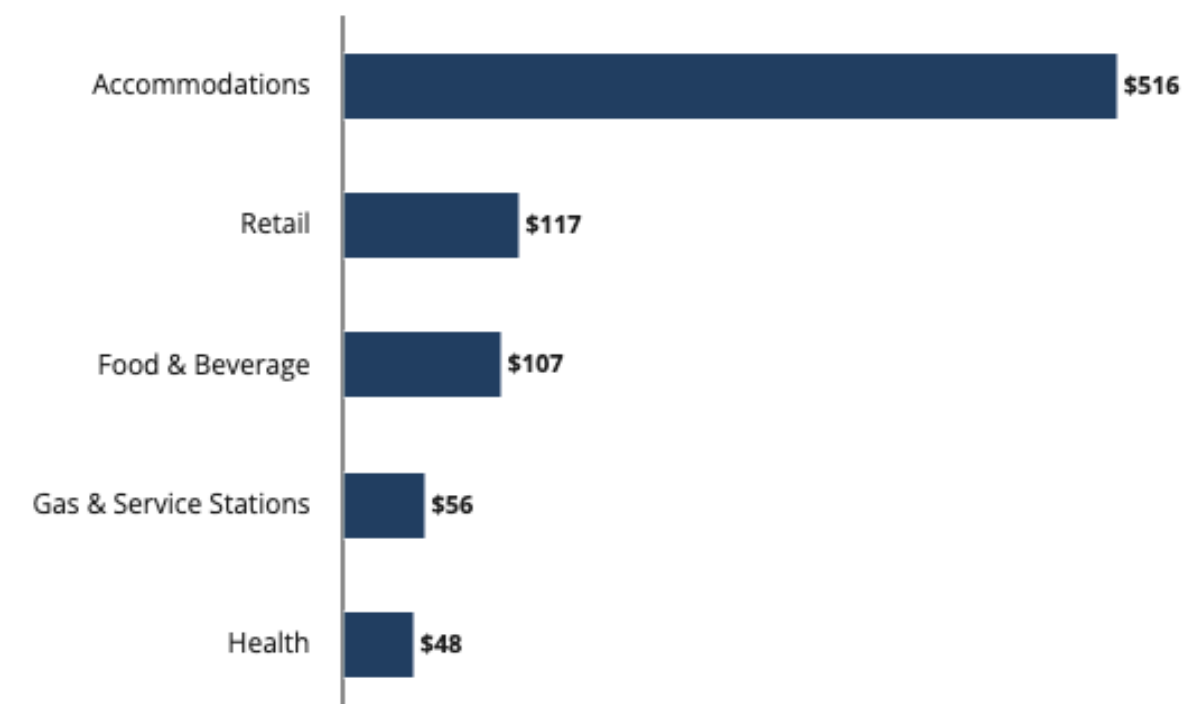
Spending Behaviors

H·M TOP SPENDING CATEGORY BY VISITORS

% of Visitor Spend by Category



Avg. Visitor Spend by Category



VISITOR TRENDS

Key Visitor Behavior Takeaways



Summer visitors are younger, and they spend more during their visits — with 25-34 yr olds accounting for 21% of visitor spending at over \$223 per visit.



Visitors with incomes in the \$151k/yr + category account for the largest percentage of spend per visit (36%), while those falling into the \$60k-\$80k/yr range are spending the most during their visit (\$296/avg).



Local businesses are seeing some of the most increases in visitor spending, showing 34% of all Visitor Spend toward Local Business vs. 33% this same period last year.

VISITOR ORIGINS

Top DMA's and visitation markets

1%

SEASONAL VARIANCE AMONG
TARGET WINTER MARKETS

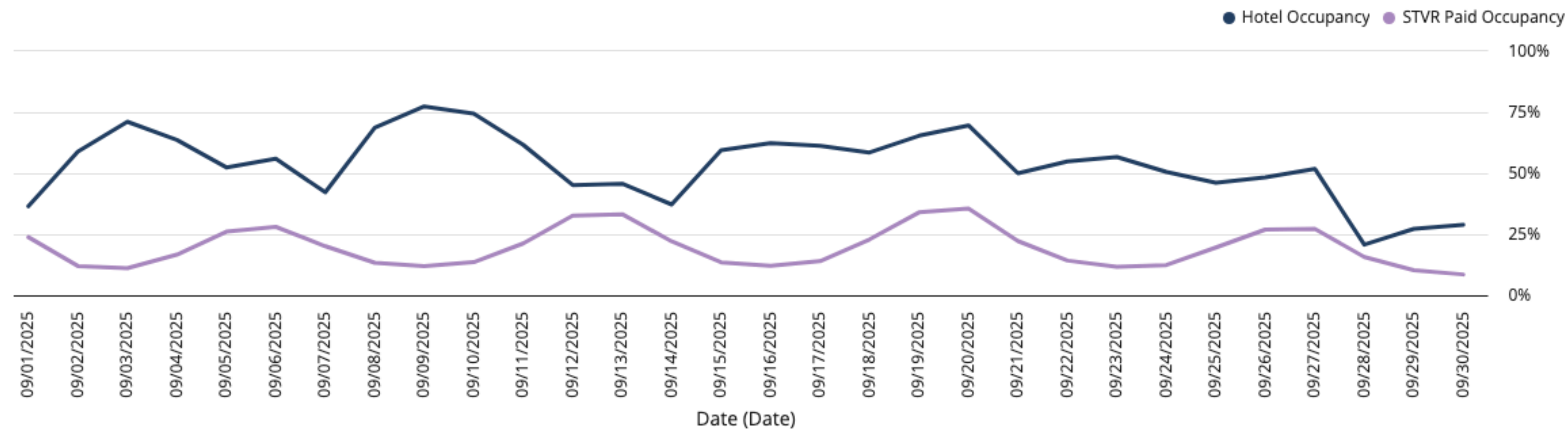
Visitor Market Area	Q4 2025 % of Visitor	Q4 2024 % of Visitor
Los Angeles, CA	36%	38%
Phoenix, AZ	24%	21%
Las Vegas, NV	8%	8%
San Diego, CA	5%	4%
Salt Lake City, UT	2%	2%
Denver, CO	1%	1%
Albuquerque, NM	1%	1%
Minneapolis, MN	1%	0.5%

VISITOR ORIGINS

Top DMA's and visitation markets

20

THE AVG NUMBER OF BOOKING WINDOW DAYS INCREASE IN PAST TWO MONTHS.



Avg. Booking Window by Month



VISITOR ORIGINS

Top DMA's and visitation markets

2.0 MORE DAYS WORTH OF STAY
INCREASE VS PRIOR QUARTER

Hotel Avg. Stay Value

\$316

5%
% Change

\$301
Previous Year

STVR Avg. Stay Value

\$1,190

20%
% Change

\$993
Previous Year

Hotel Avg. Length of Stay

2.0 days

1%
% Change

2.0 days
Previous Year

STVR Avg. Length of Stay

3.6 days

-1%
% Change

3.7 days
Previous Year

VISITOR ORIGINS

Key Behavioral Takeaways



Los Angeles led all markets, contributing 34% of total visitation, with San Diego ranking fourth—solidifying Southern California’s role as our most influential DMA.



Phoenix remains a critical drive market, generating just over 20% of visitation and maintaining consistent year-round engagement.



Salt Lake City, Denver, Albuquerque and Minneapolis are demonstrating increased visitation and are prime markets for targeting during the fall/winter months.



GO LAKE HAVASU

ECONOMIC IMPACT

Events and Sponsorships

EVENT ROSTER

Committed FY Events and Sponsorships

80% PERCENTAGE OF FY
EVENT BUDGET
COMMITTED IN Q1

LEGACY-CONTRACTED EVENTS	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Budget	Paid	Balance
First 4th of July												\$35,000	\$ 35,000.00	\$ -	\$ 35,000.00
IJSBA				\$35,000									\$ 35,000.00	\$ -	\$ 35,000.00
First Friday					\$42,500								\$ 42,500.00	\$ -	\$ 42,500.00
London Bridge Days Parade				\$10,000									\$ 10,000.00	\$ -	\$ 10,000.00
EVENTS BUDGET															
COMMUNITY-SPECIFIC															
Top Chef										\$1,000			\$ 1,000.00		\$ 1,000.00
19th Annual Parade of Lights						\$2,500							\$ 2,500.00	\$ -	\$ 2,500.00
GENERAL															
London Bridge Days + Parade				\$15,000									\$ 15,000.00	\$ -	\$ 15,000.00
Lizard Peak Scramble				\$2,900									\$ 2,900.00	\$ -	\$ 2,900.00

EVENT ROSTER

Committed FY Events and Sponsorships

3 TOTAL NUMBER OF SIGNATURE TITLE SPONSORSHIPS SECURED FOR THE CURRENT FY

Q's and Brews Big Horn BBQ Competition									\$5,000					\$ 5,000.00	\$ -	\$ 5,000.00
Lake Havasu Balloon Festival							\$5,000							\$ 5,000.00	\$ -	\$ 5,000.00
SuperCAT Fest West										\$15,000				\$ 15,000.00	\$ -	\$ 15,000.00
Desert Storm/Parade of Power										\$20,000				\$ 20,000.00	\$ -	\$ 20,000.00
Bands & Brews by the Beach					\$2,500									\$ 2,500.00	\$ -	\$ 2,500.00
Rockabilly Reunion								\$20,000						\$ 20,000.00	\$ -	\$ 20,000.00
SPORTS																
WON Bass Tournament												\$5,000		\$ 5,000.00	\$ -	\$ 5,000.00
WON Striper Derby												\$1,500		\$ 1,500.00	\$ -	\$ 1,500.00
Bassmasters Kayak Series	TBD													\$ 10,000.00	\$ -	\$ 10,000.00
Remaining Budget Amount														\$ (37,900.00)		\$ 217,900.00



GO LAKE HAVASU

EVENT ROSTER

Committed FY Events and Sponsorships

ANDERSON AUTO & POWERSPORTS PRESENTS

FIRE ON THE WATER

4TH OF JULY FESTIVAL

ROTARY PARK
LIVE MUSIC
FOOD & BEER

KID ZONE
11PM-10PM
FREE ADMISSION!

GO FOR IT.
GO LAKE HAVASU

LAKE HAVASU CITY • AZ • USA

COOLING ZONES BY MOHAVE MIST & SPA

FIREWORKS SPONSORED BY LAKE HAVASU CITY & GO LAKE HAVASU

ANDERSON POWERSPORTS GO LAKE HAVASU

IJSBA.com/Poker-Run

PWC FEST AND POKER RUN

OCTOBER 11, 2025
LAKE HAVASU CITY, ARIZONA

Kawasaki YAMAHA SEADOO

London Bridge RESORT Bomber EYEWEAR

Jellibe WPS HAVASU LANDING RESORT & CASINO

FLY iGT TIDEWATERS LIQUI MOLY

LONDON BRIDGE DAYS

PARADE

LAKE HAVASU CITY, AZ

OCT 25, 2025

FIRST FRIDAY

NOV 7
DEC 5
NYE
FEB 6
MAR 6
APR 3
MAY 1

GO LAKE HAVASU



GO LAKE HAVASU

MARKETING AND PR

Promotional Performance and Strategy

PUBLIC RELATIONS

Earned Media Opportunities & Value



JULY

Publication Date	Publication	Reach	Article Headline
July 1, 2025	Today's News- Herald	22,082	Lake Havasu Lights Up for the Fourth: What to Know Before You Go
July 11, 2025	Back Road Ramblers	10,986	Put these Incredible Hot Air Balloon Festivals in your USA Bucket List
July 16, 2025	The Arizona Republic	4,679,446	These Arizona cities were named top places to live in 2025
July 18, 2025	Arizona Midday (KPNX-TV)	1,618,100	Go Lake Havasu: A summer destination
July 22, 2025	Arizona Parenting	2,954	Get Outside for Family Fun in AZ
July 31, 2025	FinanceBuzz	15,902,532	9 Best Arizona Cities Where You Can Live



Over
200 MILLION
Potential
Earned Media
Impressions

SOCIAL MEDIA

Facebook · Instagram · X · @golakehavasus

JULY



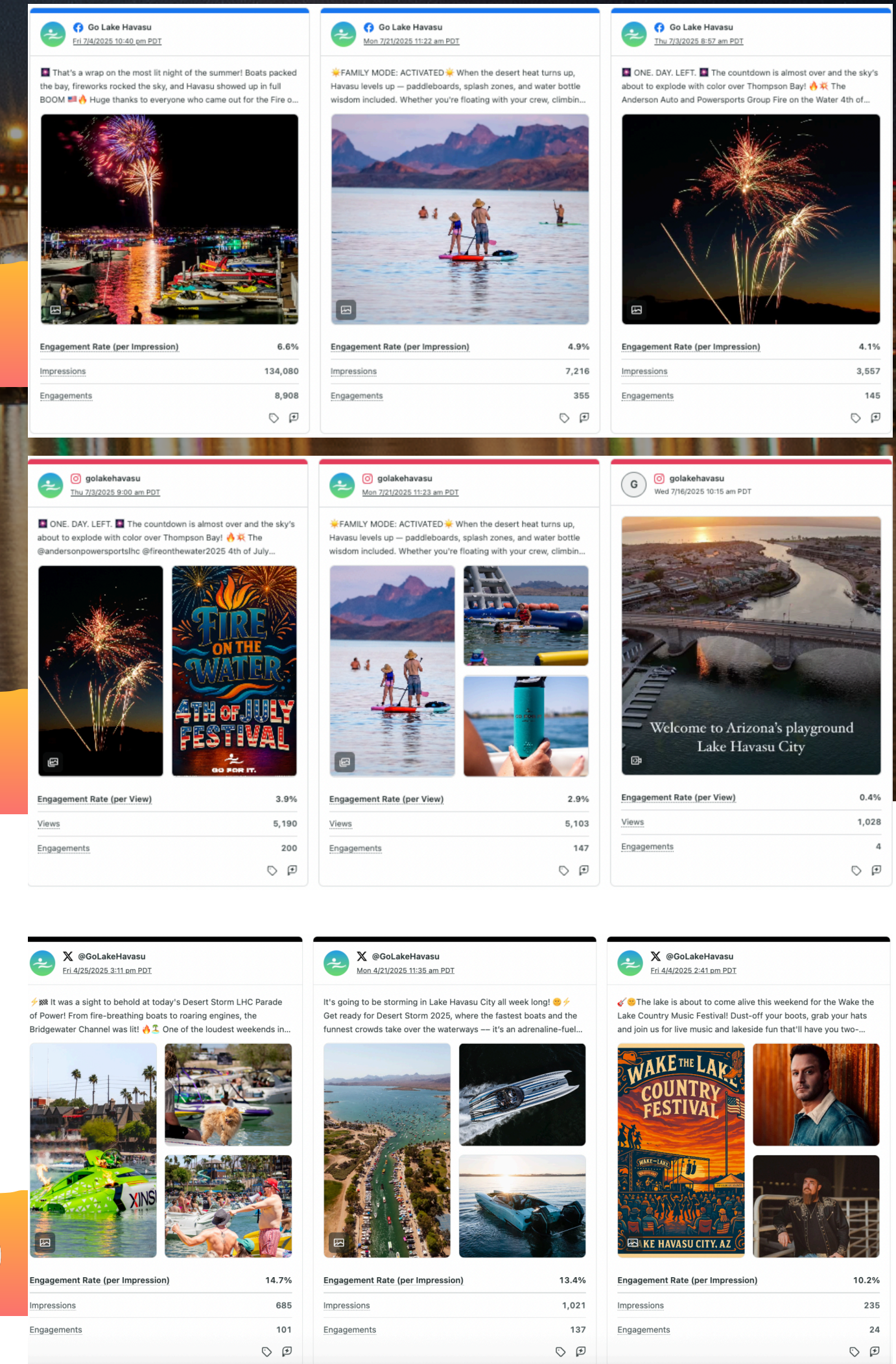
165 new followers,
+78.2% increase in
engagements, and
+373.1% increase in
engagement rate.



Net Follower Growth
dropped 43.3%,
Engagements fell 78.7%,
and Engagement Rate
declined by 1.7%.



X saw a dip in
metrics in July,
likely due to the
overall decrease in
published posts



PAID MEDIA

News 12 Phoenix AOT Co-Op Program

CTV

CTV PROGRAM

- 98.74% completion rate. This is 20% higher than the industry benchmark
- 98.2% of the 268,589 streaming impressions
- The campaign saw an average frequency of 2.45 meaning audiences were re-exposed to our message approximately 2-3 times

DISPLAY RETARGETING

- 438 site visitors
- Performed 50% above the standard CTR
- 290,670 overall impressions

Top Display Creative



300x600
CTR: 0.49%

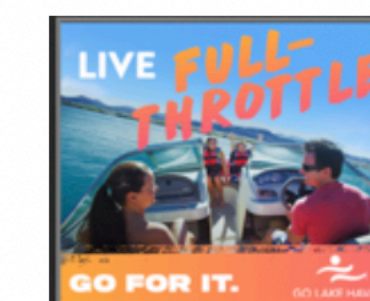


728x90
CTR: 0.26%

Weakest Display Creative



320x50
CTR: 0.09%



300x250
CTR: 0.16%



160x600
CTR: 0.15%

PUBLIC RELATIONS

Earned Media Opportunities & Value



AUG

Publication Date	Publication	Reach	Article Headline
Aug. 2, 2025	Islands	7,332,880	The Nation's Top Retirement Destinations
Aug. 6, 2025	Atlas Obscura	2,365,456	Who Moved London Bridge to Arizona?
Aug. 20, 2025	FinanceBuzz	15,902,532	7 Stunning Arizona Cities
Aug. 21, 2025	Today's News-Herald	28,214	Go Lake Havasu looking to revamp Lake Havasu City's visitor
Aug. 22, 2025	BBC Countryfile Magazine	413,761	7 mind-boggling and expensive locations around the world
Aug. 27, 2025	8 News Now (KLAS-TV)	1,465,700	5 daytrips from Las Vegas to tickle your tourist tendencies



Over
500 MILLION
Potential
Earned Media
Impressions

SOCIAL MEDIA

Facebook · Instagram · X · @golakehavasus

AUG



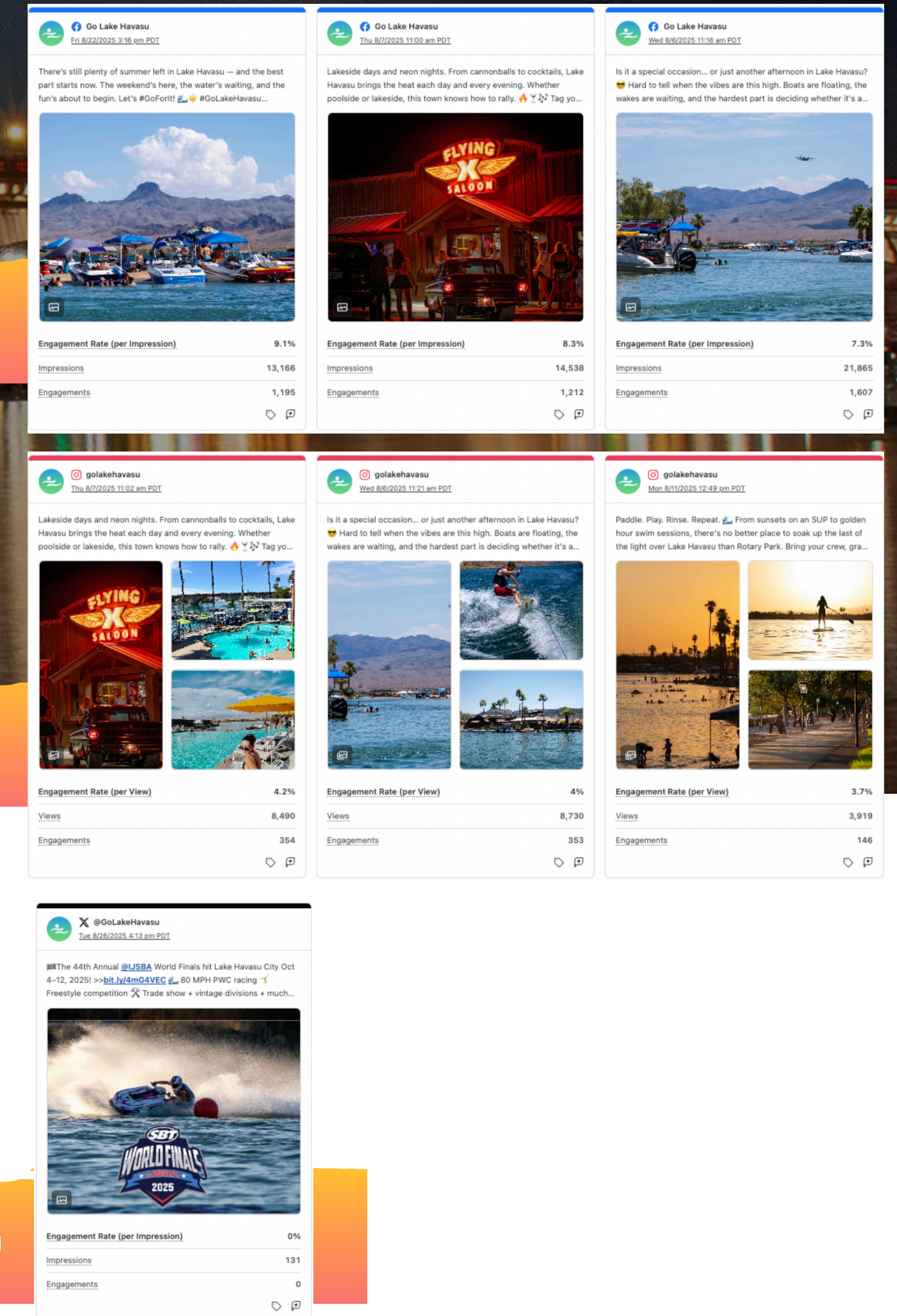
August was strong with 479,872 content impressions (+126.1%). Follower count also ticked upward (+143).



Followers grew by 170 (+0.7%), and engagements more than doubled (+114%) compared to July



Follower growth was minimal (+2), and the engage rate rose slightly to 2.9% (+9.4%)



PAID MEDIA

Meta Targeting Campaign · Facebook & Instagram

AUG

META METRICS

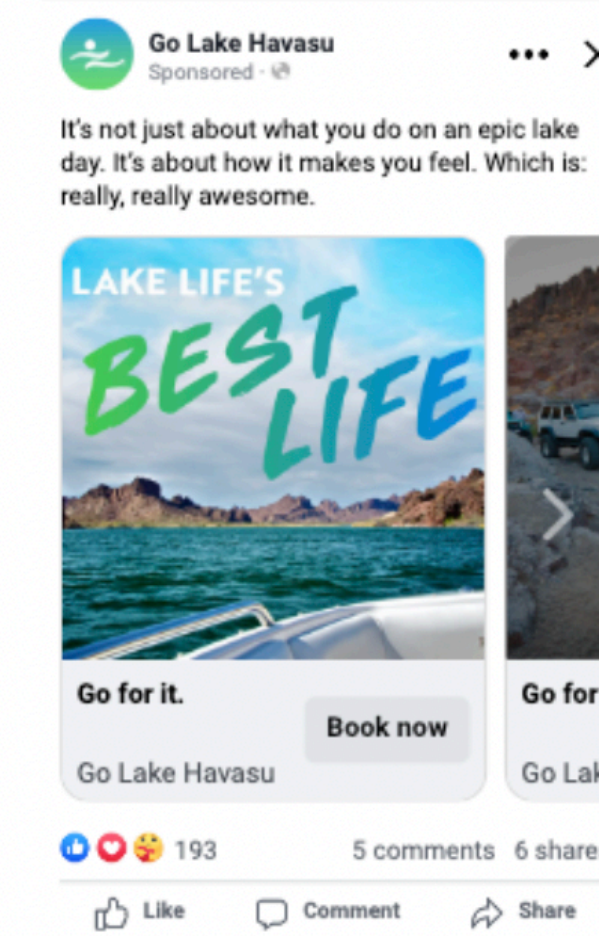
- Investment and Delivery: \$4,249.15
- Impressions: 375,932 Reach: 162,112
- Engagement and Efficiency
- Total Page Engagements: 38,534 CPC
- Prospecting: \$0.28 Retargeting: \$0.12

Aug 2025 Top Performing Creatives

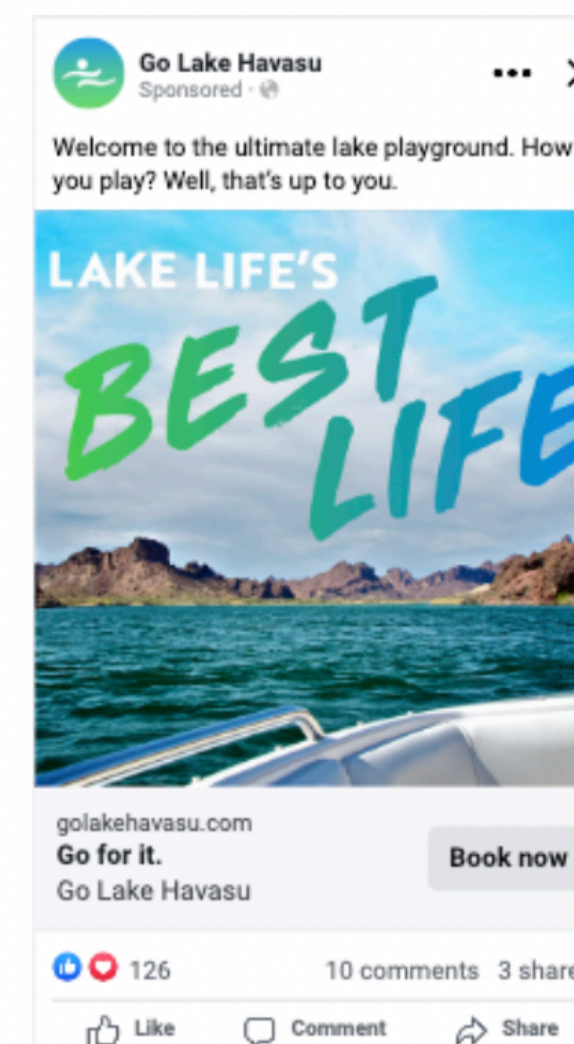


Embark
CTR: 2.75%

Best Life Carousel
CTR: 2.21%



Best Life Single Image
CTR: 2.05%



Meta



GO FOR IT.

PUBLIC RELATIONS

Earned Media Value & Opportunities



TOP 5

Publication Date	Publication	Reach	Article Headline
Sept. 8, 2025	Travel Off Path	927,433	These 4 Vibrant US Lake Towns Still Feel Like Summer
Sept. 10, 2025	Investopedia	12,948,376	Discover Why This Arizona Lake town Is a Top Retirement Spot
Sept. 11, 2025	WorldAtlas	7,515,130	7 Ideal Arizona Destinations for a 3-Day Weekend in 2025
Sept. 16, 2025	Today's News-Herald	35,357	Havasu Restaurant Week
Sept. 26, 2025	Far & Wide	508,576	20 American Lakes With Exceptionally Clear Water



Over
200 MILLION
Potential
Earned Media
Impressions



SOCIAL MEDIA

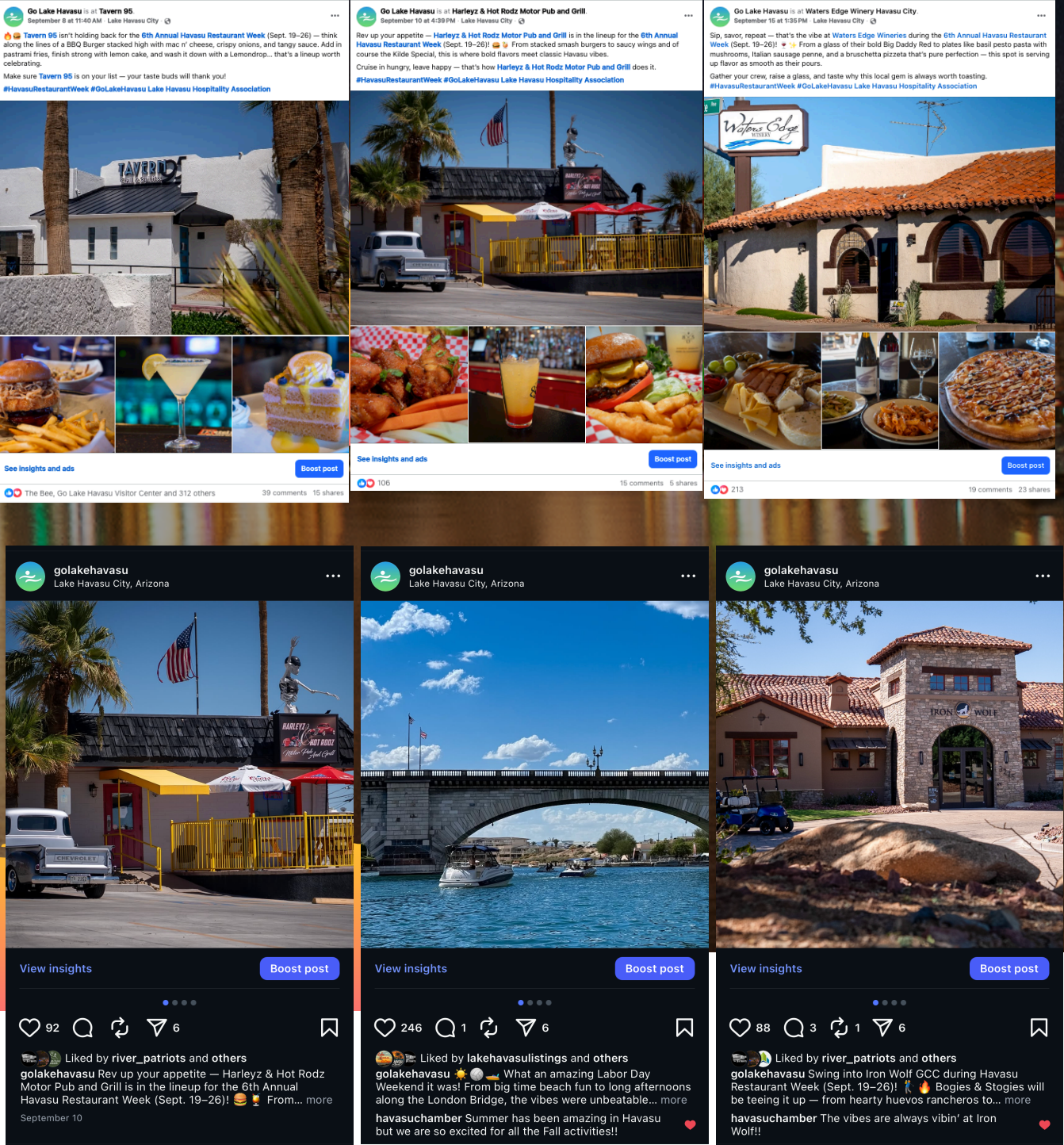
Facebook · Instagram · X · @golakehavasus

SEPTEMBER

September drove major visibility gains (+421%) compared to August. Followers grew by (+242, +69%)

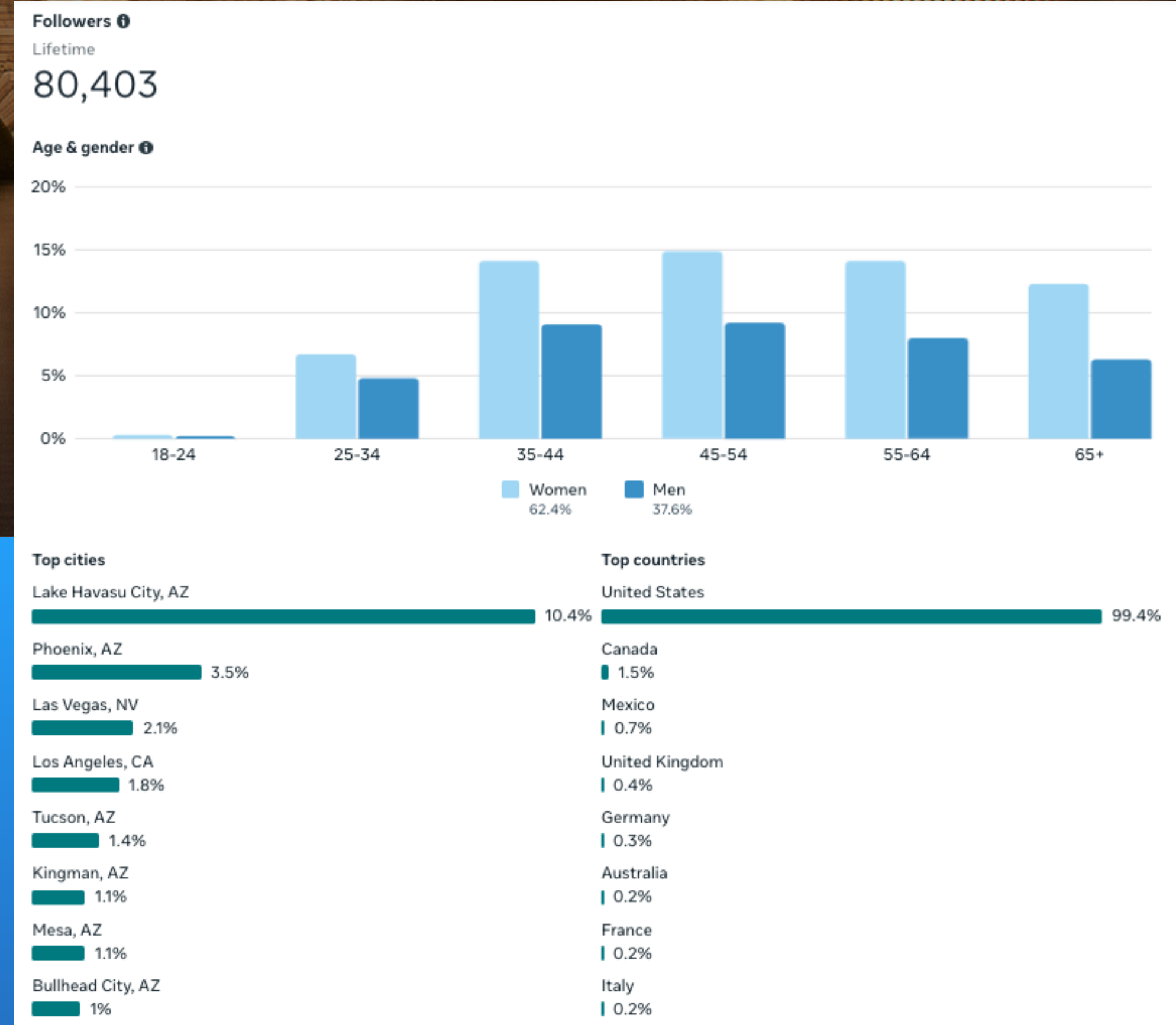
66,695 content impressions (+61%) compared to August. Engagements also jumped (+93% to 1,676)

N/a



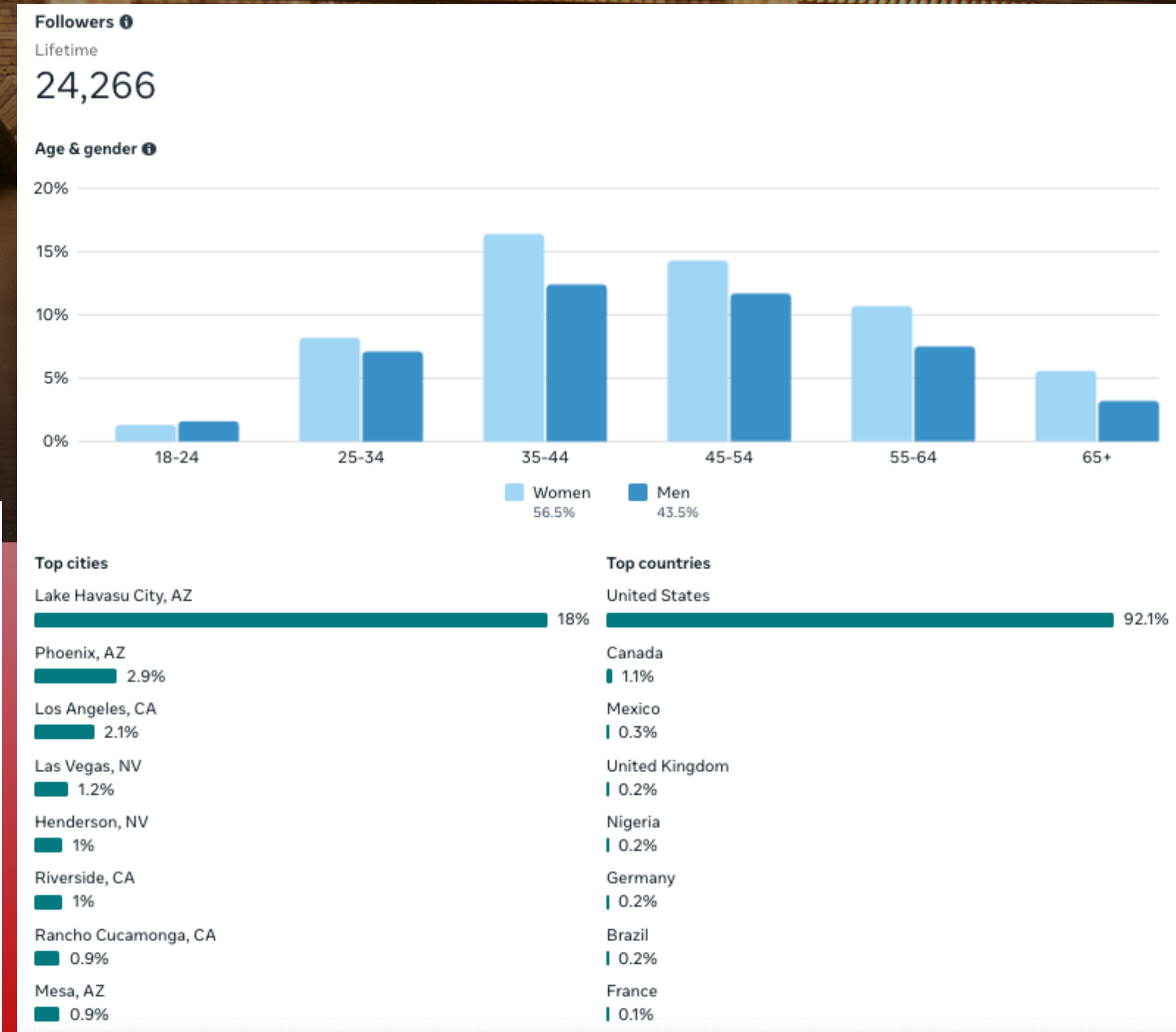
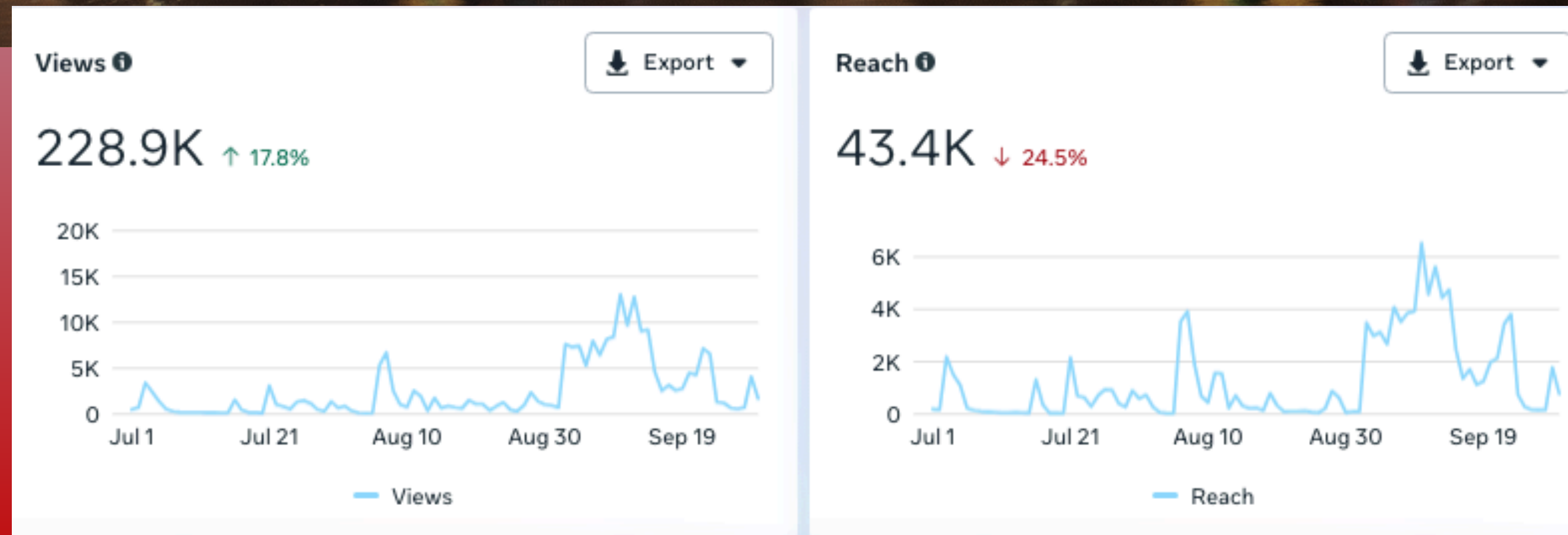
SOCIAL MEDIA

Q1 Performance Summary · Facebook @golakehavasus



SOCIAL MEDIA

Q1 Performance Summary · Instagram @golakehavasus



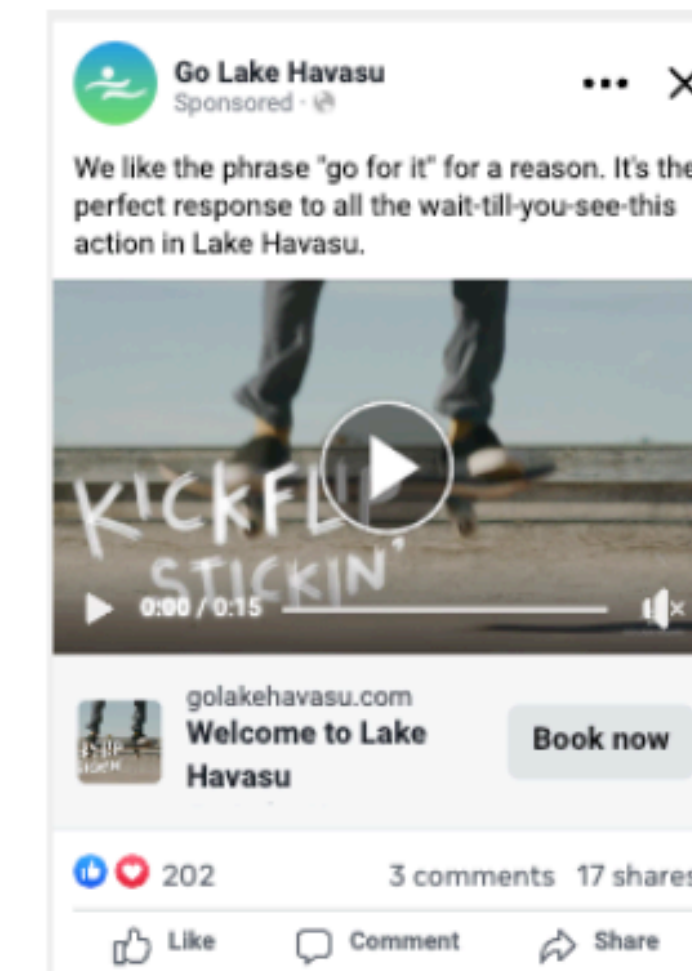
PAID MEDIA

News 12 Phoenix AOT Co-Op Program

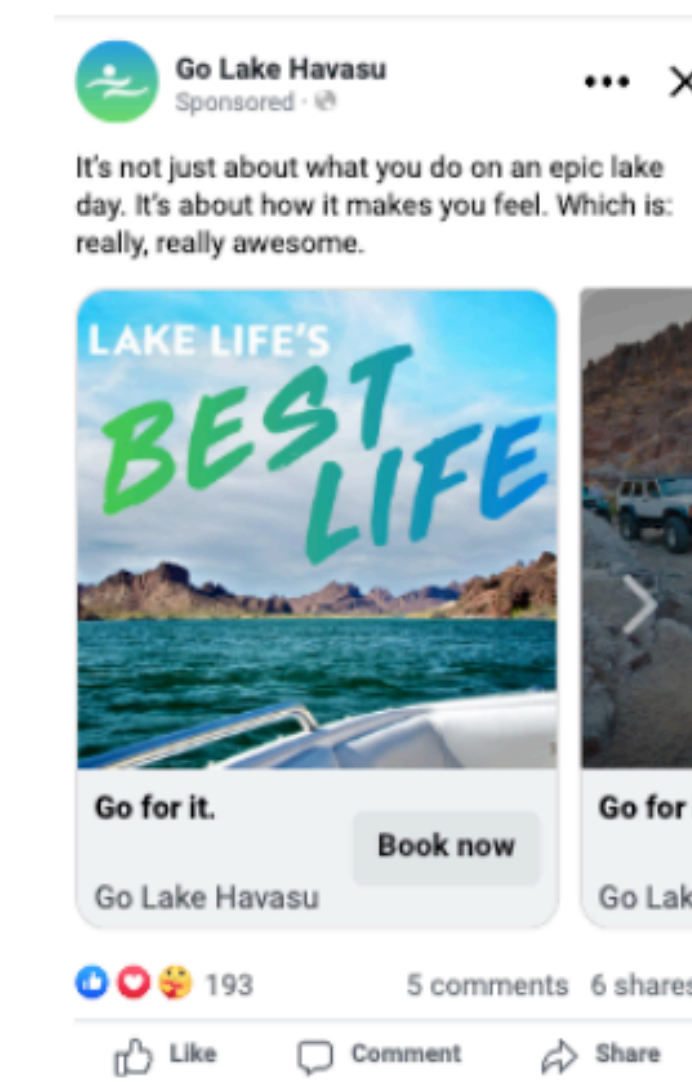
SEPT
META METRICS

- Impressions: 2,291,663
- Reach: 598,923
- Total Page Engagements: 38,534
- Reached nearly 600K unique users and delivered over 2.2M impressions, indicating strong visibility and frequency

Go For It :15
CTR: 10.74%



Best Life Carousel
CTR: 7.08%



Meta



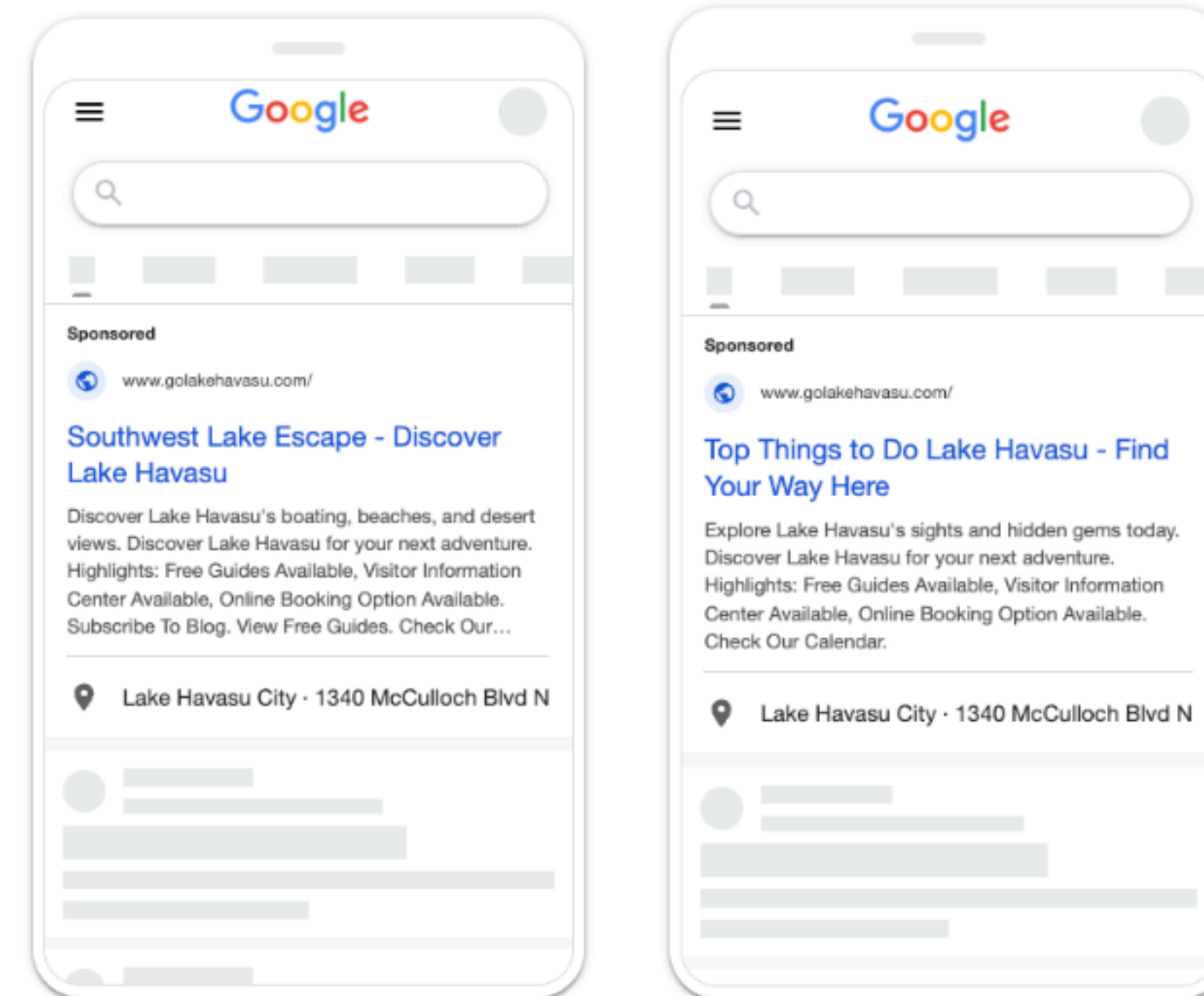
GO FOR IT.

PAID MEDIA

News 12 Phoenix AOT Co-Op Program

SEPT
GOOGLE METRICS

- Impressions: 11,174
- Clicks: 907
CPC: \$2.95
- Conversions: 241.49 CTR: 8.21%
- Delivered 11,174 impressions and 907 clicks
- Strong CTR of 8.1%



Top Keywords by Clicks

“places to visit arizona”
“things to do in arizona”
“arizona vacation spots”

Google

GO FOR IT.

PAID MEDIA

News 12 Phoenix AOT Co-Op Program

SEPT
VIA NT METRICS

CTV Delivery - Awareness

- Impressions: 293,849
- CPM: \$20.35

Display - Retargeting

- Impressions: 226,135
- CTR: 0.17%
- Conversions: 1,932 CPM: \$3.49



VIA NT.

GO FOR IT.

PR PLAN — OCT-DEC

October

Development

- Boat parade of lights event premise
- PR report for monthly board meeting (Oct. 8)

Pitches:

- Snowbird Travel: Escape the Cold With a Visit to Lake Havasu
- Boating, Biking & Biodiversity FAM invites

Influencer Relations:

- Influencer outreach and partnership coordination (general destination / outdoor activities focus)

Events:

- Oct. 4-12: International Jet Sports Boating Association (IJSBA) World Finals and Watercraft Trade Show
- Oct. 15-19: Annual Relics & Rods Run to the Sun
- Oct. 31: Halloween

Awards:

- Condé Nast Traveler Readers' Choice Awards announced Oct. 7
- Lonely Planet's "Best in Travel 2026" published Oct. 21, 2025
- Travel + Leisure's 2026 "World's Best" Awards, voting opens

November

Development

- Havasu Balloon Festival & Fair event premise
- PR report for monthly board meeting (Nov. 12)

Pitches:

- Holiday Traditions On and Off Lake Havasu
- Lake Havasu's Art Scene Is Making Waves

Influencer Relations:

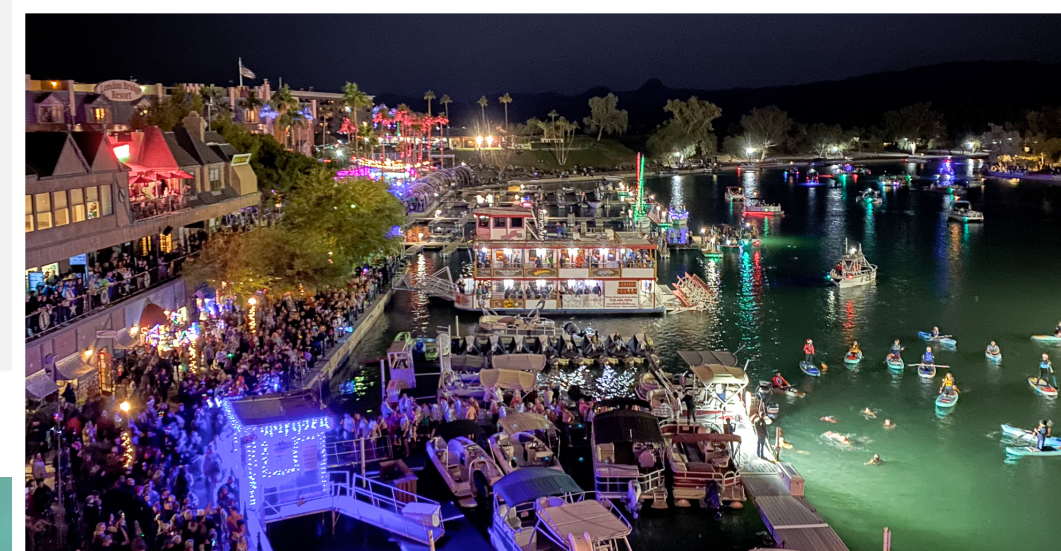
- Influencer outreach and partnership coordination (general destination / Holiday focus)
- Outreach for Balloon Fest partners in January

Events:

- Nov. 8-9: Gem & Mineral Show
- Nov. 27: Thanksgiving
- Nov. 29: Small Business Saturday

Awards:

- Good Housekeeping 2026 Family Travel Awards announced



December

Development:

- 2026 strategy + tactical calendar
- PR report for monthly board meeting (Dec. 10)

Pitches:

- A Locals Guide to the Lake Havasu Balloon Festival
- What's New & Happening in Lake Havasu City

Influencer Relations:

- Influencer outreach and partnership coordination (general destination / Holiday & Boat Parade of Lights focus)
- Outreach for Balloon Fest partners in January

Events:

- Dec. 5: Desert Bash Off-Road Poker Run
- Dec. 13: Holiday Boat Parade of Lights
- Dec. 14-22: Hanukkah
- Dec. 25: Christmas Day
- Dec. 31: New Year's Eve
- TBC: River Riders MC Toy Run

Awards:

- Matador Network's 2025 Travel Awards announced

PAID MEDIA PLAN — FY

PARTNER	MEDIA CHANNEL	July	August	September	October	November	December	January	February	March	April	May	June	TOTAL
Dreaming														
VIA62	CTV (Streaming TV)	\$0	\$0	\$12,000	\$10,000	\$8,000	\$6,000	\$0	\$0	\$0	\$0	\$0	\$8,000	\$44,000
	Ad Serving	\$0	\$0	\$102	\$85	\$68	\$51	\$0	\$0	\$0	\$0	\$0	\$68	\$451
	Dreaming Total	\$0	\$0	\$12,102	\$10,085	\$8,068	\$6,051	\$0	\$0	\$0	\$0	\$0	\$8,068	\$44,374
Planning														
Google Ads	Nonbrand Paid Search (GLH Spend)	\$0	\$0	\$3,176	\$1,588	\$1,588	\$1,588	\$1,588	\$1,588	\$1,588	\$1,588	\$1,588	\$1,588	\$17,471
	Nonbrand Paid Search (AOT Spend)	\$0	\$0	\$0	\$1,350	\$1,350	\$1,350	\$1,350	\$1,350	\$1,350	\$1,350	\$1,350	\$1,350	\$12,150
Madden	SEO (GLH Spend)	\$0	\$0	\$0	\$0	\$0	\$967	\$967	\$967	\$967	\$967	\$967	\$0	\$5,800
	SEO (AOT Spend)	\$0	\$0	\$0	\$0	\$0	\$967	\$967	\$967	\$967	\$967	\$967	\$0	\$5,800
Datafy	Display (GLH Spend)	\$0	\$0	\$0	\$0	\$3,471	\$3,471	\$3,471	\$3,471	\$3,471	\$3,471	\$3,471	\$3,471	\$27,765
	Display (AOT Spend)	\$0	\$0	\$0	\$0	\$2,950	\$2,950	\$2,950	\$2,950	\$2,950	\$2,950	\$2,950	\$2,950	\$23,600
	Ad Serving	\$0	\$0	\$0	\$0	\$30	\$30	\$30	\$30	\$30	\$30	\$30	\$30	\$236
Meta	Paid Social	\$0	\$0	\$13,260	\$6,457	\$6,152	\$4,572	\$6,193	\$3,728	\$11,123	\$10,186	\$5,256	\$6,516	\$73,443
	Planning Total	\$0	\$0	\$16,437	\$9,395	\$15,541	\$15,894	\$17,515	\$15,050	\$22,445	\$21,507	\$16,577	\$15,904	\$166,265
Booking														
Meta	Paid Social Retargeting	\$0	\$0	\$2,000	\$1,500	\$2,000	\$1,500	\$1,000	\$1,000	\$1,000	\$2,000	\$2,000	\$2,000	\$16,000
VIA62	Display Retargeting	\$0	\$0	\$1,500	\$1,200	\$1,500	\$1,200	\$1,200	\$1,200	\$1,200	\$0	\$0	\$0	\$9,000
	Ad Serving	\$0	\$0	\$6	\$5	\$6	\$5	\$5	\$5	\$5	\$0	\$0	\$0	\$38
Madden	Display Retargeting (GLH Spend)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,941	\$1,941	\$1,941	\$5,824
	Display Retargeting (AOT Spend)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,650	\$1,650	\$1,650	\$4,950
	Ad Serving	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$17	\$17	\$17	\$50
	Booking Total	\$0	\$0	\$3,506	\$2,705	\$3,506	\$2,705	\$2,205	\$2,205	\$2,205	\$5,608	\$5,608	\$5,608	\$35,861
	GLH Spend	\$0	\$0	\$32,045	\$20,835	\$22,815	\$19,383	\$14,453	\$11,988	\$19,383	\$20,198	\$15,268	\$23,630	\$200,000
	AOT Spend	\$0	\$0	\$0	\$1,350	\$4,300	\$5,267	\$5,267	\$5,267	\$5,267	\$6,917	\$6,917	\$5,950	\$46,500
	Total Media Spend	\$0	\$0	\$32,045	\$22,185	\$27,115	\$24,650	\$19,720	\$17,255	\$24,650	\$27,115	\$22,185	\$29,580	\$246,500

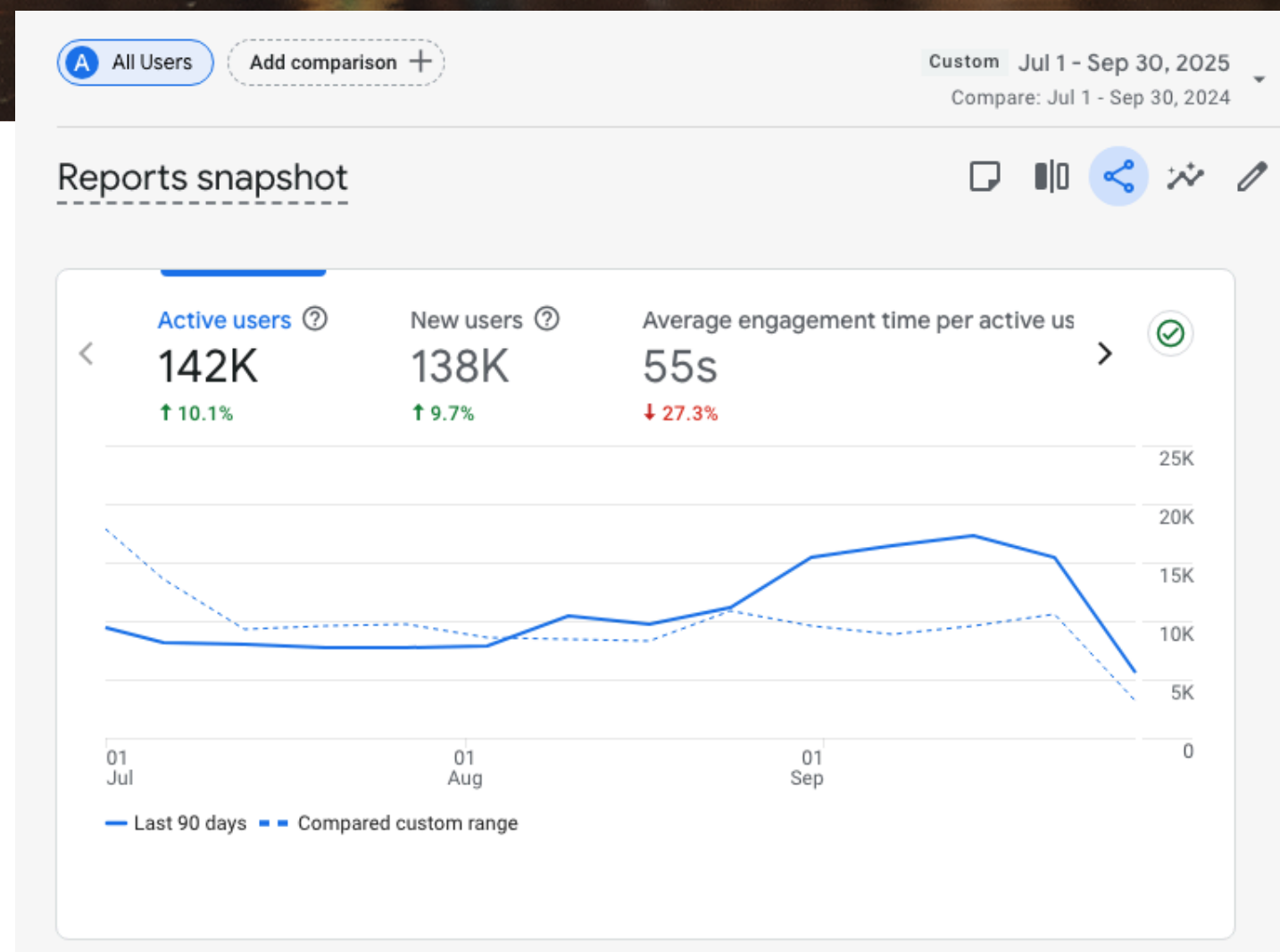
62 ABOVE

GOLAKEHAVASU.COM

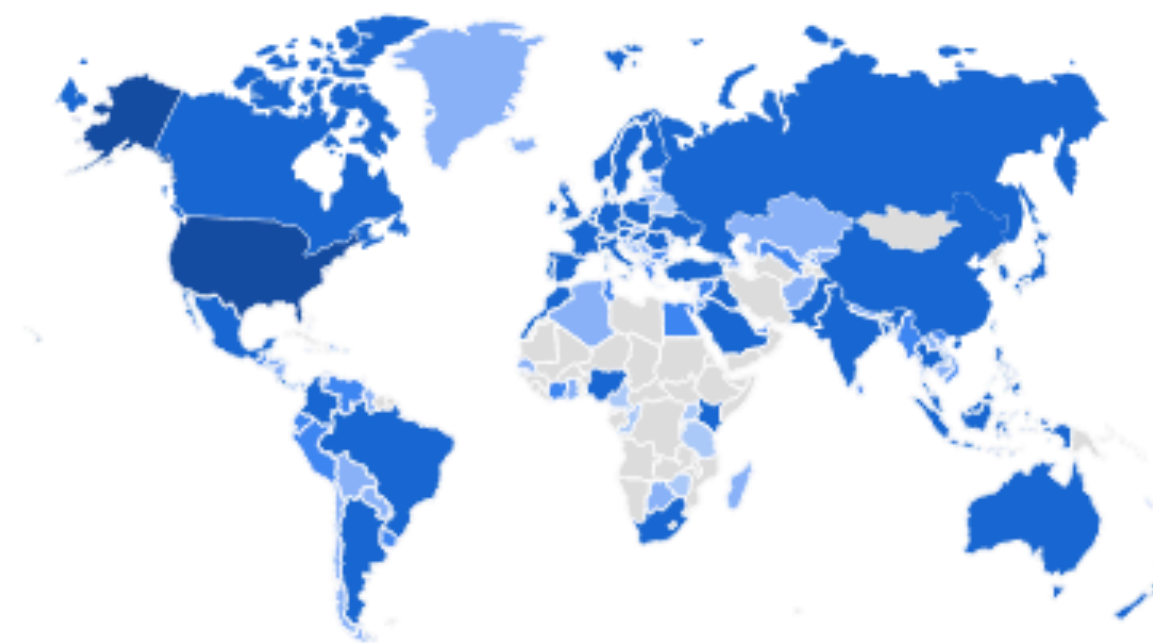
Quarterly Performance · July thru September 2025

10.1%

YOY INCREASE IN
ACTIVE WEB USERS



Active users by Country



COUNTRY	ACTIVE USERS
United States	130K ↑ 11.2%
China	4.8K ↑ 1,154.0%
Singapore	2K ↑ 622.7%
Canada	1.4K ↓ 50.3%
United Kingdom	1.1K ↓ 49.2%
Germany	539 ↓ 10.6%
India	302 ↓ 7.1%

Sessions by Session primary channel group (Default Ch...)

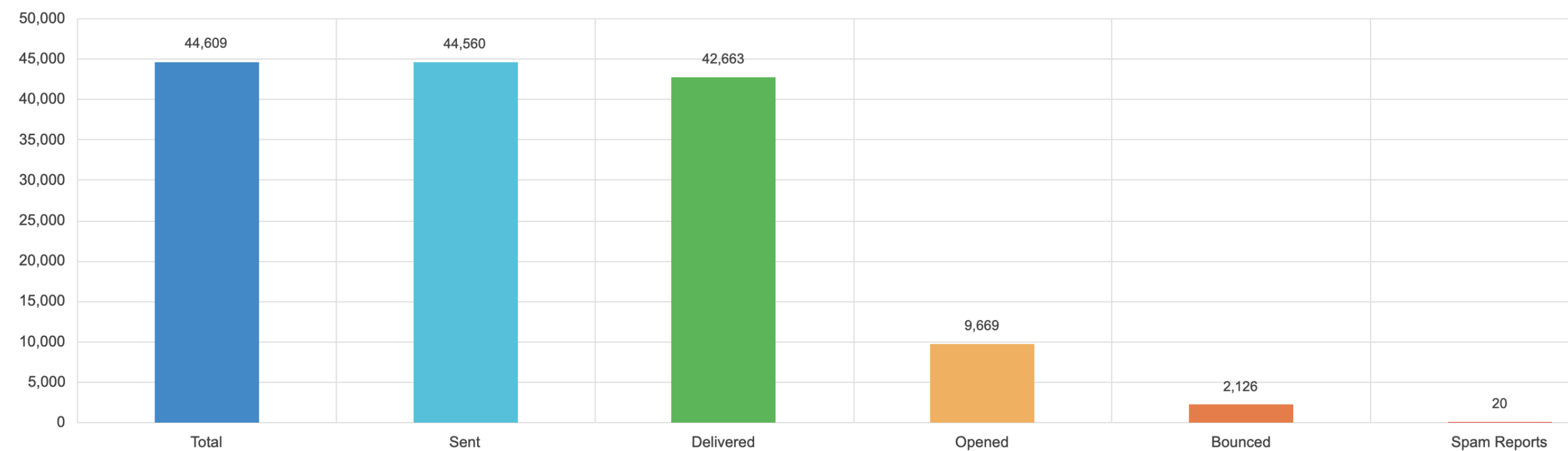
SESSION PRIMARY CHANNEL GR...	SESSIONS
Organic Search	106K ↓ 21.7%
Direct	34K ↓ 13.4%
Paid Social	34K ↑ 677,340.0%
Organic Social	12K ↑ 158.6%
Referral	2.6K ↓ 17.4%
Unassigned	968 ↑ 60.8%
Paid Search	806 ↑ 155.9%


[View traffic acquisition](#)

NEWSLETTER



Go For It! Monthly e-Newsletter

Campaign Delivery Stats





GO LAKE HAVASU




USBA WORLD FINALS
OCTOBER 4-12 • 2025


WHAT'S NEW WITH GO LAKE HAVASU?

The energy in Lake Havasu City is unmatched — and this fall is gearing-up to prove why we were named one of the "Best Lakes for Watersports" by USA Today's 10Best Readers' Choice Awards! Western Arizona comes alive when the [USBA World Finals](#) hit the water, showcasing the best in the world right here in Havasu.

We're also busy setting the stage for the [London Bridge Days Parade](#) — a local favorite that anchors an epic season of celebrations. From a downtown full of tradition to world-class competition, there's no better time to dive in and experience everything that makes Havasu unforgettable. This fall is the perfect season to [#GOFORIT!](#)



~ FREE REGISTRATION ~
54TH ANNUAL LONDON BRIDGE DAYS PARADE!



LONDON BRIDGE DAYS
PARADE
LAKE HAVASU CITY, AZ
OCT 25, 2025

[Go Lake Havasu](#) proudly presents Lake Havasu City's longest-running local celebration — The 54th Annual London Bridge Days Parade! The fun starts on McCulloch Boulevard at 10 a.m. on Saturday, October 25, 2025—you won't want to miss it.




This year's theme: "[Champions on Parade](#)"—celebrating the sports and active lifestyle of Lake Havasu City. From high school sports to pro sports, jet skiing, boating, off-roading and much more!

The [London Bridge Days Parade](#) is the heartbeat of this town—historic, heartwarming, and straight-up awesome. Whether you're rolling in a float or standing curbside cheering, you're part of the legacy. Let's make this celebration unforgettable.

Want in? The deadline is **October 10, 2025 by 5 p.m.**...so register today!


REGISTER NOW!

OCTOBER EVENT SPOTLIGHT




High-speed thrills hit the water Oct. 4-12 as the [USBA World Finals](#) return to Lake Havasu City! Watch top jet ski athletes from around the globe carve up the course in this adrenaline-packed spectacle. It's fast, loud, and pure Havasu energy. Don't miss it! **October 4-12th, 2025!**


COMING EVENTS




OCT 4
Lake Havasu Farmers Market
The K&W's
2144 McCulloch Blvd N
Lake Havasu City, AZ 86403
(928) 238-8165



OCT 4
Opening Weekend at the Bunker Bar
The Bunker Bar
4942 N. Thrift Lane Rd
Lake Havasu City, AZ 86404
(928) 230-3232



OCT 4
Desert Bar season kick-off!
Desert Bar
Middle of the desert
Parker, AZ
[see description](#)



OCT 4
U.S. Freestyle PWC Championship
London Bridge
420 English Village
Lake Havasu City, AZ 86403
(928) 412-2976

23% Of all recipients have opened so far

3% Clicked a link

20 Marked it as spam





GO LAKE HAVASU

VISITOR CENTER

Community Engagement & Local Tourism Support

VC PERFORMANCE

Gross Quarterly Revenue and Visitor Count by Month

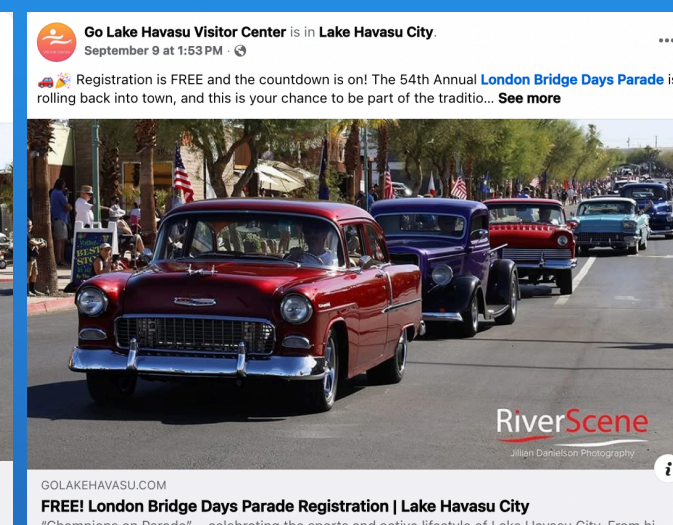
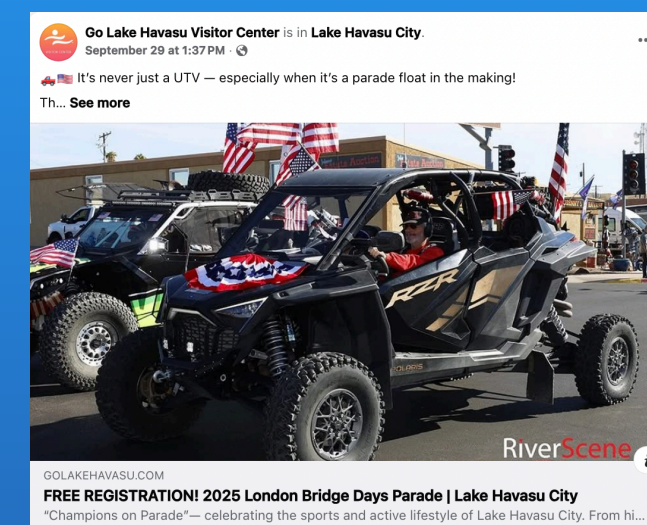
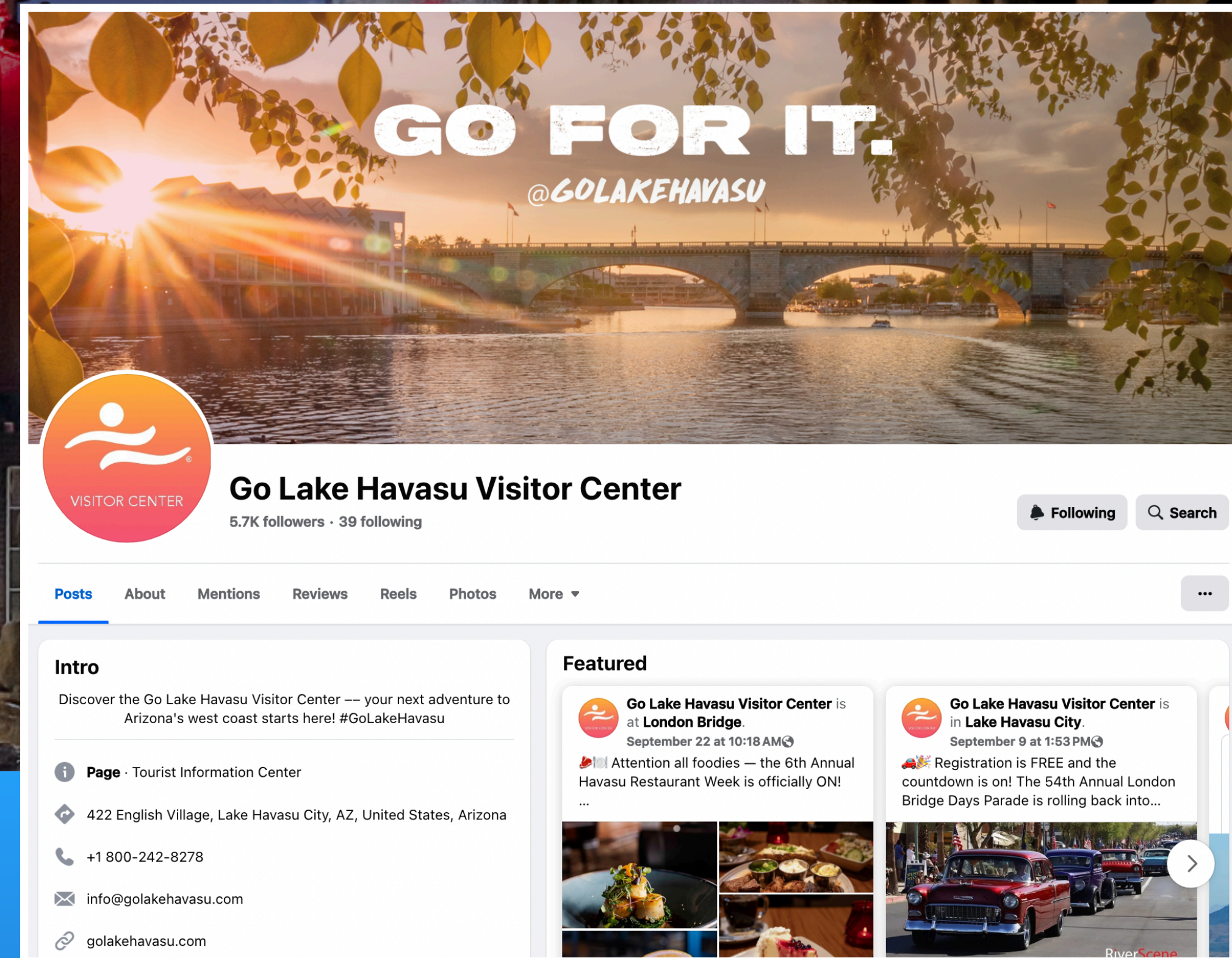
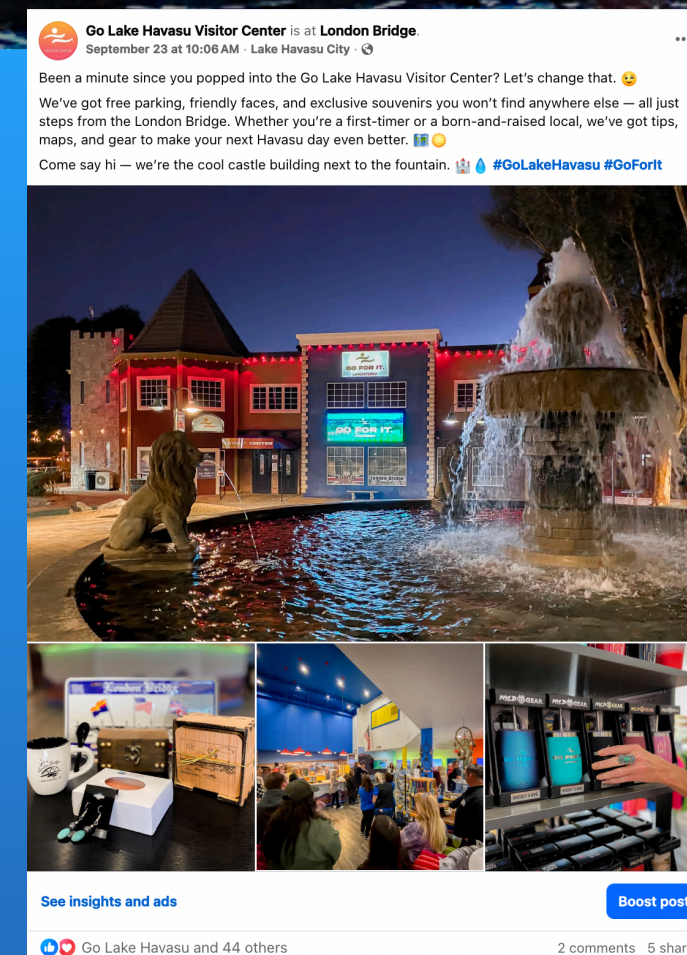
13.3% INCREASE IN YOY SALES

	24/25 Q1		25/26 Q1		Variation	
	Sales	Visitors	Sales	Visitors	Sales	Visitors
July	\$9,299	4,428	\$14,626	5,809	\$5,327 (57.29%)	1,381 (31.19%)
August	\$10,203	4,766	\$8,778	4,133	(\$1,425) (13.96%)	(633) (13.28%)
September	\$12,422	5,555	\$12,983	6,015	\$561 (4.52%)	460 (8.28%)
Total	\$31,924	14,799	\$36,388	15,957	\$4,464 (13.3%)	1,208 (8.2%)

SOCIAL MEDIA

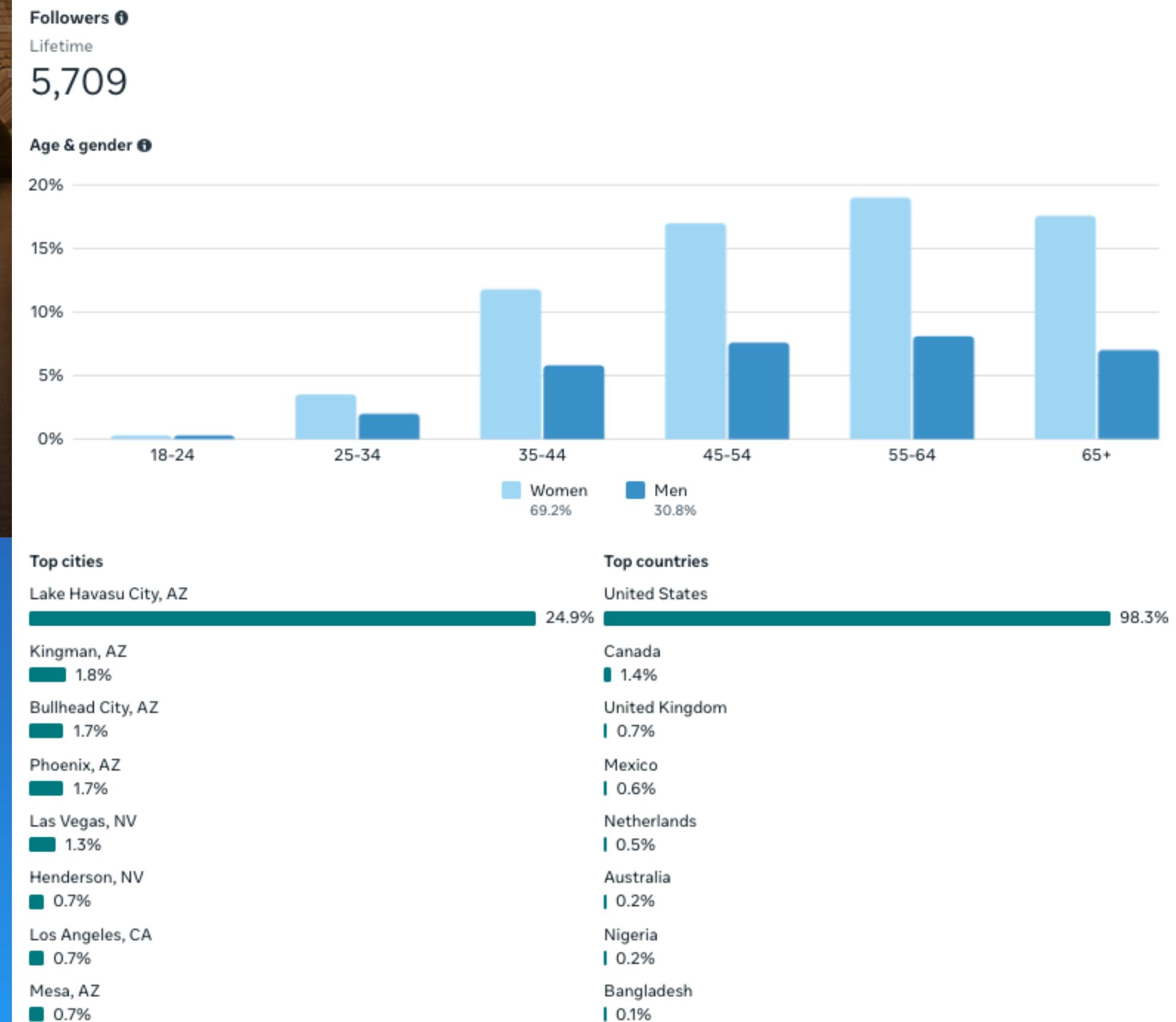
Facebook · Instagram · X · @golakehavasus

Nearly 6k followers reaching over 12k per month consistently, with content emphasis on events and merchandise.



SOCIAL MEDIA

Q1 Summary · Facebook @golakehavasuvistorcenter



Views

Views ⓘ
23.7K ↑ 1.6K%

From followers ⓘ **17.6%** ↓ 70.1%

From non-followers ⓘ **82.4%** ↑ 100%

Reach

Facebook reach ⓘ
13.8K ↑ 1.2K%

From followers ⓘ **1,115** ↑ 376.5%

From non-followers ⓘ **12,709** ↑ 1.5K%

Interactions

Content interactions ⓘ
474 ↑ 2.4K%

From followers ⓘ **167** ↑ 943.8%

From non-followers ⓘ **307** ↑ 10.1K%

Follows

Follows ⓘ
27 ↑ 200%

Unfollows ⓘ **9** ↑ 125%

Net follows ⓘ **18** ↑ 260%





GO LAKE HAVASU

DESTINATION DIRECTORY PORTAL

Listing and Account Management

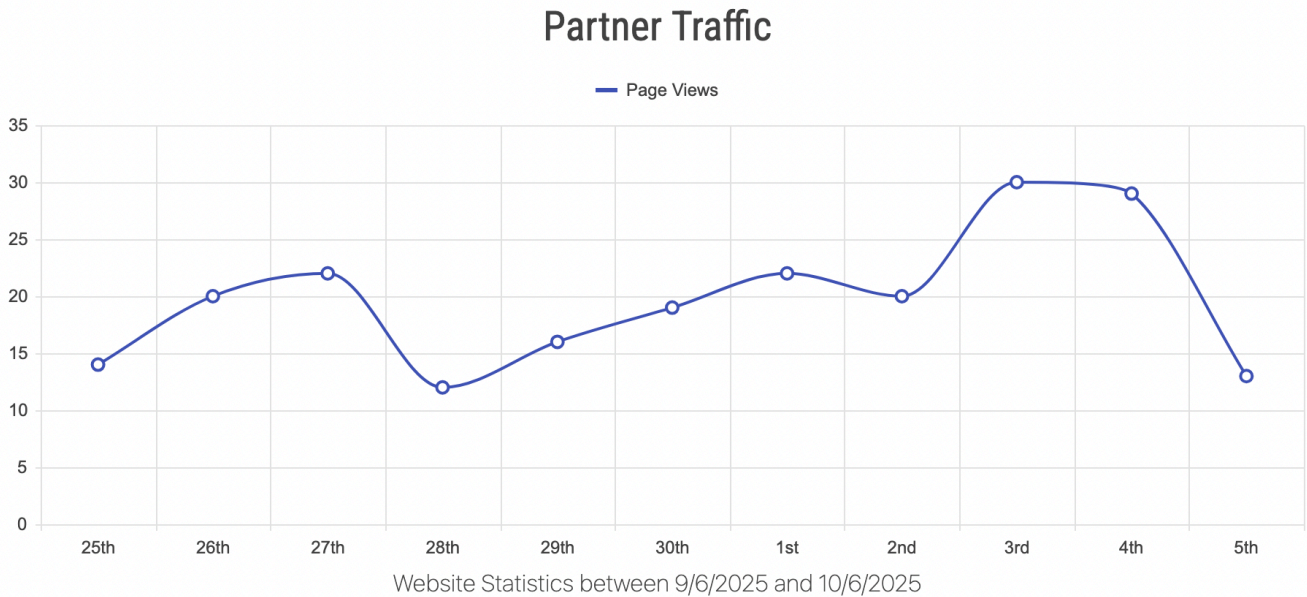


DESTINATION DIRECTORY PORTAL

MANAGE *YOUR* GOLAKEHAVASU.COM LISTING

GO FOR IT! This is where you keep your listing looking sharp -- manage your details all in one place and update your [golakehavasus.com](#) listing with just a few clicks. If you have any questions, run into any snags, or just want to explore ways to enhance your listing, please contact Sarah Martinsen at sarah@golakehavasus.com.

PAGEVIEWS ▾



MY ACCOUNT DETAILS >>

@GOLAKEHAVASU

Don't forget to tag us at [#golakehavasus](#) to be featured!

- Facebook

Follow
- Instagram

Follow
- X

Follow
- YouTube

Subscribe

NEWSLETTER

Keep up with the latest from Go Lake Havasu



GO FOR IT!
October 2025
Official Newsletter of
Go Lake Havasu

Account Information

☐ No Changes Needed

CANCEL

SUBMIT

Account Name	Beach Shack Island Floating Jungle Gym	Website Link	https://beachshackrentalslh.com/
Main Phone	928.846.7273	Secondary Phone	
Fax		Email	beachshackrentalslh@gmail.com
Twitter		Facebook	https://www.facebook.com/beachshackrentals
YouTube		Instagram	

Business Category

Business Description (from Partner Signup form)

Addresses

ADD

Type	Address	Edit
Main	1340 McCulloch Blvd Lake Havasu City, 86403	<div>DELETE</div> <div>EDIT</div>



GO LAKE HAVASU

FINANCIAL STATEMENTS

Fiscal Year 2025/2026

JULY

Financial Statements

Go Lake Havasu
Statement of Revenue and Expenses
For the Month Ended July 2025

Description	Month of July 2025		YTD		2025-26	
	Actual	Budget	Actual	Budget	Budget	Budget Remaining
REVENUE						
Public Sources						
City Contract	133,333	133,333	133,333	133,333	1,600,000	1,466,667
Board Approved Surplus Funds					200,000	200,000
Total Public Sources	133,333	133,333	133,333	133,333	1,800,000	1,666,667
Private Sources						
Visitor Center Revenue	15,294	15,000	15,294	15,000	202,000	186,706
Other	3,001	3,000	3,001	3,000	37,000	33,999
CTA Certifications	0	50	0	50	400	400
Total Private Sources	18,295	18,050	18,295	18,050	239,400	221,105
TOTAL REVENUE	151,628	151,383	151,628	151,383	2,039,400	1,887,772
EXPENSE						
Personnel						
Salaries	37,412	40,994	37,412	40,994	533,405	495,993
Payroll Tax	2,802	2,424	2,802	2,424	31,572	28,770
Retirement	1,058	1,147	1,058	1,147	13,754	12,696
Health Insurance	5,256	5,252	5,256	5,252	71,583	66,327
Workers Comp	0	0	0	0	1,800	1,800
Staff Training/Development	327	1,050	327	1,050	4,170	3,843
Total Personnel	46,855	50,867	46,855	50,867	656,284	609,425
Marketing						
Media	12,019	31,916	12,019	31,916	342,216	330,197
Public Relations (BPR)	4,403	7,665	4,403	7,665	91,980	0
Database Management (IDSS-CRM)	0	150	0	150	7,500	7,500
Website	939	1,559	939	1,559	27,340	26,401
FAM Tours / Site Visits	0	755	0	755	9,000	9,000
Fulfillment	0	0	0	0	59,300	59,300
Printed Marketing Collateral	13,986	625	13,986	625	57,900	43,914
Promotional Merchandise	0	835	0	835	10,000	10,000
Event Sponsorships	0	44,167	0	44,167	180,000	180,000
Research / Data	0	25,000	0	25,000	25,000	25,000
Tradeshows	0	250	0	250	7,870	7,870
Total Marketing/Promotion	31,346	112,922	31,346	112,922	818,106	786,760
Destination Development						
Main Street Commons	0	0	0	0	200,000	200,000
Total Destination Development	0	0	0	0	200,000	200,000
Administrative Operations						
Accounting & Legal	1,430	19,708	1,430	19,708	38,500	37,070
Bldg Rent, VC Rent & Operations	10,561	10,108	10,561	10,108	121,296	110,735
Board / Staff / Client Meetings	1,032	697	1,032	697	16,000	14,968
Business Insurance	0	0	0	0	3,100	3,100
City Tax Collection Fee	467	482	467	482	5,784	5,317
CTA Fees	40	55	40	55	5,510	5,470
Dues & Subscriptions	0	11,796	0	11,796	28,000	28,000
Office Supplies	28	320	28	320	3,750	3,722
Phone, Email, Internet	767	885	767	885	10,620	9,853
Software, IT, Equip under \$2,500	1,732	1,880	1,732	1,880	24,450	22,718
Cost of Goods Sold VC	7,759	5,000	7,759	5,000	108,000	100,241
Total Admin. Operations	23,815	50,931	23,815	50,931	365,010	341,195
TOTAL EXPENSE	102,017	214,720	102,017	214,720	2,039,400	
TOTAL REVENUE	151,628	151,383	151,628	151,383	2,039,400	
TOTAL EXCESS REVENUE (EXPENSE)	49,611	-63,337	49,611	-63,337	0	

Go Lake Havasu Statement of Financial Position
July 31, 2025
ASSETS

Current Assets		
Petty Cash	200.00	
Petty Cash-VC	50.00	
Foothills Bank - Checking Account	54,233.71	
Foothills Bank - Money Market Account	172,999.38	
Foothills Bank ICS (Insured Cash Sweep) - Money Market Account	631,148.94	
US Bank formerly State Farm Bank - Money Market Account	107,321.03	
Foothills Bank - Private Revenue Money Market Account	27,000.62	
Foothills Bank ICS - Private Revenue Money Market Acct	138,995.28	
Foothills Bank - Visitor Center Business Acct- Cash Register (Square)	100.00	
Foothills Bank - Visitor Center Fund Designated Money Market Acct	49,280.85	
Foothills Bank ICS - Visitor Center Fund Designated MM Account	465,905.23	
Foothills Bank - CTA	5,092.77	
Inventory Visitor Center	51,219.64	
Total Current Assets	1,703,547.45	
Property and Equipment		
Furniture & Equipment	40,246.32	
Leasehold Improvements	13,429.00	
Website Dev Costs old site	95,993.88	
Website Dev Costs 2024	104,050.00	
Visitor Center Expansion	186,576.38	
Depreciation Website Development	-122,654.00	
Depreciation Visitor Center Expansion	-48,535.00	
Depreciation Accumulated	-24,272.00	
Total Property and Equipment	244,834.58	
Other Assets		
Brand Design	89,115.78	
Depreciation Brand Design	-70,386.00	
Visitor Center Security Deposit	1,300.00	
Total Other Assets	20,029.78	
Total Assets	1,968,411.81	

LIABILITIES AND CAPITAL

Current Liabilities		
Fidelity Advisor	0.00	
PTO Compensation	21,588.69	
Wells Fargo Credit Card	-43.91	
Total Current Liabilities	21,544.78	
Capital		
Retained Surplus	1,897,255.91	
Net Income	49,611.12	
Total Capital	1,946,867.03	
Total Liabilities & Capital	1,968,411.81	



GO LAKE HAVASU

AUG
Financial Statements

Go Lake Havasu Statement of Revenue and Expenses For the Month Ended August 2025						
Description	Month of Aug 2025		YTD		2025-26	Budget
	Actual	Budget	Actual	Budget	Budget	Remaining
REVENUE						
Public Sources						
City Contract	133,333	133,333	266,667	266,666	1,600,000	1,333,333
Board Approved Surplus Funds					200,000	200,000
Total Public Sources	133,333	133,333	266,667	266,666	1,800,000	1,533,333
Private Sources						
Visitor Center Revenue	8,778	12,000	24,072	27,000	202,000	177,928
Other	3,606	3,000	6,607	6,000	37,000	30,393
CTA Certifications	0	50	0	100	400	400
Total Private Sources	12,385	15,050	30,680	33,100	239,400	208,721
TOTAL REVENUE	145,718	148,383	297,346	299,766	2,039,400	1,742,054
EXPENSE						
Personnel						
Salaries	38,050	40,994	75,461	81,988	533,405	457,944
Payroll Tax	2,734	2,424	5,535	4,848	31,572	26,037
Retirement	1,047	1,147	2,105	2,294	13,754	11,649
Health Insurance	5,256	5,252	10,513	10,504	71,583	61,070
Workers Comp	0	0	0	0	1,800	1,800
Staff Training/Development	3,121	750	3,448	1,800	4,170	722
Total Personnel	50,208	50,567	97,063	101,434	656,284	559,221
Marketing						
Media	4,038	27,116	16,057	59,032	342,216	326,159
Public Relations (BPR)	0	7,665	4,403	15,330	91,980	87,577
Database Management (IDSS-CRM)	0	150	0	300	7,500	7,500
Website	477	1,188	1,416	2,747	27,340	25,924
FAM Tours / Site Visits	0	755	0	1,510	9,000	9,000
Fulfillment	-144	0	-144	0	59,300	59,444
Printed Marketing Collateral	1,456	625	15,442	1,250	57,900	42,458
Promotional Merchandise	0	835	0	1,670	10,000	10,000
Event Sponsorships	17,500	9,167	17,500	53,334	180,000	162,500
Research / Data	48,420	0	48,420	25,000	25,000	-23,420
Tradeshows	0	250	0	500	7,870	7,870
Total Marketing/Promotion	71,746	47,751	103,093	160,673	818,106	715,013
Destination Development						
Main Street Commons	0	0	0	0	200,000	200,000
Total Destination Development	0	0	0	0	200,000	200,000
Administrative Operations						
Accounting & Legal	1,430	1,708	2,860	21,416	38,500	35,640
Bldg Rent, VC Rent & Operations	9,529	10,108	20,090	20,216	121,296	101,206
Board / Staff / Client Meetings	412	697	1,444	1,394	16,000	14,556
Business Insurance	727	1,500	727	1,500	3,100	2,373
City Tax Collection Fee	467	482	934	964	5,784	4,850
CTA Fees	40	55	80	110	5,510	5,430
Dues & Subscriptions	1,441	186	1,441	11,982	28,000	26,559
Office Supplies	487	320	515	640	3,750	3,235
Phone, Email, Internet	1,226	885	1,994	1,770	10,620	8,626
Software, IT, Equip under \$2,500	2,735	1,880	4,467	3,760	24,450	19,983
Cost of Goods Sold VC	4,712	5,000	12,471	10,000	108,000	95,529
Total Admin. Operations	23,207	22,821	47,022	73,752	365,010	317,988
TOTAL EXPENSE	145,161	121,139	247,178	335,859	2,039,400	
TOTAL REVENUE	145,718	148,383	297,346	299,766	2,039,400	
TOTAL EXCESS REVENUE (EXPENSE)	557	27,244	50,168	-36,093	0	

Go Lake Havasu Statement of Financial Position August 31, 2025	
ASSETS	
Current Assets	
Petty Cash	200.00
Petty Cash-VC	50.00
Foothills Bank - Checking Account	73,241.93
Foothills Bank - Money Market Account	148,075.94
Foothills Bank ICS (Insured Cash Sweep) - Money Market Account	638,938.71
US Bank formerly State Farm Bank - Money Market Account	107,343.81
Foothills Bank - Private Revenue Money Market Account	26,987.84
Foothills Bank ICS - Private Revenue Money Market Acct	141,336.44
Foothills Bank - Visitor Center Business Acct- Cash Register (Square)	100.00
Foothills Bank - Visitor Center Fund Designated Money Market Acct	45,652.22
Foothills Bank ICS - Visitor Center Fund Designated MM Account	467,034.25
Foothills Bank - CTA	5,052.78
Inventory Visitor Center	51,799.99
Total Current Assets	1,705,813.91
Property and Equipment	
Furniture & Equipment	40,246.32
Leasehold Improvements	13,429.00
Website Dev Costs old site	95,993.88
Website Dev Costs 2024	104,050.00
Visitor Center Expansion	186,576.38
Depreciation Website Development	-118,566.00
Depreciation Visitor Center Expansion	-68,351.00
Depreciation Accumulated	-40,724.00
Total Property and Equipment	212,654.58
Other Assets	
Brand Design	89,115.78
Depreciation Brand Design	-78,708.00
Visitor Center Security Deposit	1,300.00
Total Other Assets	11,707.78
Total Assets	1,930,176.27
LIABILITIES AND CAPITAL	
Current Liabilities	
Fidelity Advisor	0.00
PTO Compensation	23,254.21
Wells Fargo Credit Card	0.00
Total Current Liabilities	23,254.21
Capital	
Retained Surplus	1,856,753.91
Net Income	50,168.15
Total Capital	1,906,922.06
Total Liabilities & Capital	1,930,176.27



GO LAKE HAVASU

SEPT

Financial Statements

Go Lake Havasu
Statement of Revenue and Expenses
For the Month Ended September 2025

Description	Month of Sept 2025		YTD	YTD	2025-26	Budget
	Actual	Budget	Actual	Budget	Budget	Remaining
REVENUE						
Public Sources						
City Contract	133,333	133,333	400,000	399,999	1,600,000	1,200,000
Board Approved Surplus Funds					200,000	200,000
Total Public Sources	133,333	133,333	400,000	399,999	1,800,000	1,400,000
Private Sources						
Visitor Center Revenue	12,983	12,500	37,056	39,500	202,000	164,944
Other	3,359	3,000	9,966	9,000	37,000	27,034
CTA Certifications	0	50	0	150	400	400
Total Private Sources	16,342	15,550	47,022	48,650	239,400	192,378
TOTAL REVENUE	149,676	148,883	447,022	448,649	2,039,400	1,592,378
EXPENSE						
Personnel						
Salaries	37,117	40,994	112,578	122,982	533,405	420,827
Payroll Tax	2,746	2,424	8,281	7,272	31,572	23,291
Retirement	1,047	1,146	3,153	3,440	13,754	10,601
Health Insurance	629	5,252	11,142	15,756	71,583	60,441
Workers Comp	0	0	0	0	1,800	1,800
Staff Training/Development	295	50	3,743	1,850	4,170	427
Total Personnel	41,833	49,866	138,896	151,300	656,284	517,388
Marketing						
Media	62,024	27,116	78,081	86,148	342,216	264,135
Public Relations (BPR)	22,100	7,665	26,503	22,995	91,980	65,477
Database Management (IDSS-CRM)	1,000	150	1,000	450	7,500	6,500
Website	435	1,389	1,851	4,136	27,340	25,489
FAM Tours / Site Visits	0	755	0	2,265	9,000	9,000
Fulfillment	130	2,000	-14	2,000	59,300	59,314
Printed Marketing Collateral	11	625	15,452	1,875	57,900	42,448
Promotional Merchandise	0	835	0	2,505	10,000	10,000
Event Sponsorships	35,000	9,167	52,500	62,501	180,000	127,500
Research / Data	0	0	48,420	25,000	25,000	-23,420
Tradeshows	0	250	0	750	7,870	7,870
Total Marketing/Promotion	120,700	49,952	223,793	210,625	818,106	594,313
Destination Development						
Main Street Commons	0	0	0	0	200,000	200,000
Total Destination Development	0	0	0	0	200,000	200,000
Administrative Operations						
Accounting & Legal	1,430	1,708	4,290	23,124	38,500	34,210
Bldg Rent, VC Rent & Operations	10,530	10,108	30,620	30,324	121,296	90,676
Board / Staff / Client Meetings	175	747	1,619	2,141	16,000	14,381
Business Insurance	0	0	727	1,500	3,100	2,373
City Tax Collection Fee	467	482	1,401	1,446	5,784	4,383
CTA Fees	40	55	120	165	5,510	5,390
Dues & Subscriptions	232	536	1,673	12,518	28,000	26,327
Office Supplies	0	320	515	960	3,750	3,235
Phone, Email, Internet	166	885	2,160	2,655	10,620	8,460
Software, IT, Hard Goods under \$2,500	5,584	1,880	10,050	5,640	24,450	14,400
Cost of Goods Sold VC	6,609	6,500	19,079	16,500	108,000	88,921
Total Admin. Operations	25,232	23,221	72,253	96,973	365,010	292,757
TOTAL EXPENSE	187,765	123,039	434,943	458,898	2,039,400	
TOTAL REVENUE	149,676	148,883	447,022	448,649	2,039,400	
	-38,089	25,844	12,079	-10,249	0	

Go Lake Havasu Statement of Financial Position
September 30, 2025
ASSETS

Current Assets	
Petty Cash	200.00
Petty Cash-VC	50.00
Foothills Bank - Checking Account	1,860.07
Foothills Bank - Money Market Account	173,174.37
Foothills Bank ICS (Insured Cash Sweep) - Money Market Account	646,706.61
US Bank formerly State Farm Bank - Money Market Account	107,343.81
Foothills Bank - Private Revenue Money Market Account	26,825.63
Foothills Bank ICS - Private Revenue Money Market Acct	143,702.35
Foothills Bank - Visitor Center Business Acct- Cash Register (Square)	100.00
Foothills Bank - Visitor Center Fund Designated Money Market Acct	49,450.59
Foothills Bank ICS - Visitor Center Fund Designated MM Account	468,087.76
Foothills Bank - CTA	5,012.79
Inventory Visitor Center	45,784.19
Total Current Assets	1,668,298.17
Property and Equipment	
Furniture & Equipment	40,246.32
Leasehold Improvements	13,429.00
Website Dev Costs old site	95,993.88
Website Dev Costs 2024	104,050.00
Visitor Center Expansion	186,576.38
Depreciation Website Development	-118,566.00
Depreciation Visitor Center Expansion	-68,351.00
Depreciation Accumulated	-40,724.00
Total Property and Equipment	212,654.58
Other Assets	
Brand Design	89,115.78
Depreciation Brand Design	-78,708.00
Visitor Center Security Deposit	1,300.00
Total Other Assets	11,707.78
Total Assets	1,892,660.53
LIABILITIES AND CAPITAL	
Current Liabilities	
Fidelity Advisor	0.00
PTO Compensation	23,827.88
Wells Fargo Credit Card	0.00
Total Current Liabilities	23,827.88
Capital	
Retained Surplus	1,856,753.91
Net Income	12,078.74
Total Capital	1,868,832.65
Total Liabilities & Capital	1,892,660.53



GO LAKE HAVASU

INTERNATIONAL

Charter · FIT · Domestic Group Tours

INTERNATIONAL

Group Tour Leads & Potential

2.0 COMMITTED FOR BOTH THE GOWEST SUMMIT AND IMM MARKETPLACE IN 2026

OPERATOR	PRIMARY MARKET	CONTRACT POTENTIAL	NOTES
HORIZON TRAVEL	CANADA	LATE SUMMER '25	SENT PICS + SAMPLE ITINERARY
TOUR AMERICA	US (RECEPTIVE)	SUMMER '25	HOTEL/RESTAURANT FOCUS ≠ CASINO FERRY
ROCKY MTN HOLIDAY TOURS	90% FIT	IMMEDIATE	WORKING W/NAUTICAL -- GRAND CANYON FOCUS
UT LUXURY TOURS	65+ DOMESTIC	IMMEDIATE	SENT SAMPLE ITINERARY + IMAGES -- ROUTE 66 FOCUSED
AMERICA & BEYOND	DOMESTIC	SECURED	CONTRACTED WITH HAMPTON INN
AEROGLOBE	FIT IS 2/3 OF BUSINESS	IMMEDIATE	CURRENTLY WORKING WITH TREVAGO -- EXPLORING
INCREDIBLE ADVENTURES	GROUP + FIT (BASED IN SF)	SUMMER '26	LOST HAVASU BUSINESS IN PAST YEAR -- LOOKING TO
WORLD 2 MEET	SPAIN	IMMEDIATE	STRICTLY FIT -- EXPLORING PROGRAM WITH HOME 2 SUITES
SCENIC ROADS	BASED IN LV -- FRANCE FOCUS	POSSIBLE LATE '25	PRIMARILY FIT -- BASED IN LAS VEGAS AND LOOKING TO
CTOUR HOLIDAY	CHINA	SUMMER '26	PACKAGED AND PRIVATE FIT TOURS -- WORKING THRU
GATE 1 TRAVEL	CANADA + US	LATE SUMMER '25	MOTOR COACH OPERATOR -- 55 AND OVER WITH CONTRACTED
PLEASANT HOLIDAYS	DOMESTIC	SUMMER '26	OWNED BY AAA -- 95% AGENT-DRIVEN ITINERARIES
ONWARD TRAVEL	UK/AUS + NZ	SUMMER '26	SPORTS/YOUTH GROUP FOCUSED BUT ALSO OFFERING FIT



GO LAKE HAVASU

INDUSTRY CHALLENGES

Trends & Opportunities

INDUSTRY CHALLENGES

Trends & Opportunities

- **CHALLENGE:** With nearby markets like Las Vegas softening and drive-market performance fluctuating, we face increased pressure to capture attention, convert intent, and sustain visitation amid wider travel downturns in the Southwest.



- **OPPORTUNITY:** With rising digital visibility, recent media accolades, and growing international interest, we're positioned to amplify Lake Havasu's brand, attract new markets, and extend our reach far beyond the region.



GO LAKE HAVASU

CONCLUSION



SCOPE OF REPORT

Provide the City Manager a written quarterly report, within ten business days of the end of each quarter, to include at a minimum, during the previous quarter, all contacts made with individuals and entities who considered Lake Havasu City as a special event location; how the hotels and motels were positively impacted by GLH efforts', copies of promotional materials distributed, accounting of City funds expended; grant funds received from other entities; information regarding the operation of the visitor center; and highlights of GLH activities.



GO FOR IT.



GO LAKE HAVASU

THANK YOU.