LAKE GENEVA BID
HOLIDAY TREE
DECORATING CHALLENGE



Bring a little holiday magic to Downtown Lake Geneva!

The Lake Geneva BID is inviting local businesses, organizations, clubs, teams, groups, and individuals to decorate a holiday tree and help transform Downtown Lake Geneva into a festive holiday destination!

YOU BRING THE CREATIVITY.
WE PROVIDE THE TREE, LOCATION, SIGNAGE, PROMOTION & PRIZES.

WHO CAN PARTICIPATE?

Almost anyone!

Businesses • Churches • Nonprofits • Civic groups • Government groups • Scouts • School & sports teams • Dance studios • Student groups • Book clubs • Mahjong clubs • Elected officials • Families • Individuals • and more!

YOU DON'T HAVE TO BE A BUSINESS TO PARTICIPATE!

HOW IT WORKS

1. 1. Register
2. 2. Pay $25
3. 3. Get your tree/location
4. 4. Decorate your way
5. 5. Visitors vote.

GRAB YOUR GROUP. GET CREATIVE. MAKE IT FESTIVE.

downtownlakegeneva.org/downtownholidays

Lake Geneva BID / Downtown Lake Geneva
DowntownLakeGeneva.org

Ready to Decorate?

REGISTRATION OPENS	REGISTRATION DEADLINE	TREE LOCATIONS ASSIGNED	DECORATED TREES DUE	VOTING CLOSES	DECORATIONS REMOVED
NOVEMBER 2	NOVEMBER 20	WEEK OF NOVEMBER 23	DECEMBER 5	DECEMBER 12	JANUARY 2



YOUR TREE

Downtown Lake Geneva BID provides one approximately 4–5 ft. cut pine tree in a planter, approximately 6–7 ft. total height. Trees are unique. Locations are assigned by the BID's Promotions Committee; every effort will be made to place trees near participating businesses/organizations, but locations may be elsewhere downtown to maximize the overall holiday display.

VOTE + PRIZES

Each tree gets a sign with participant name and QR code to the Downtown Lake Geneva voting page. Voting closes December 6.

1st Place — $500

2nd Place — $250

Prize money may be donated to a nonprofit of the winner's choice.

AND, OF COURSE...
BRAGGING RIGHTS FOR THE ENTIRE HOLIDAY SEASON!

DECORATING GUIDELINES

- No required theme — creativity encouraged.
- Lights are required. Solar-powered lights are highly recommended; battery-operated lights are allowed.
- No electrical cords or connections to/from the trees.
- Trees are outdoors; plan for Wisconsin weather.
- Trees are not secured or monitored; BID cannot be responsible for damaged, moved, or missing decorations.
- Trees may not be cut, damaged, or otherwise manipulated for decorative purposes.
- Use caution when decorating the top of the 6–7 ft. tree.
- Decorations must be removed by January 2.

WHAT YOUR $25 COVERS

tree signage | marketing | prize money | future downtown beautification

Participants are responsible for purchasing, transporting, assembling, and removing their own decorations.

PARTICIPATION FEE: $25

Due by November 13th, 2026

Checks payable to: Downtown Lake Geneva BID
Mail or drop off at: Lake Geneva City Hall,
626 Geneva Street, Lake Geneva, WI
Please include your organization/group name with payment.

REGISTER: HTTPS://FORMS.GLE/AEDJRDXCKP9PCDXI6

Questions? Lake Geneva BID / Downtown Lake Geneva
DowntownLakeGeneva.org