

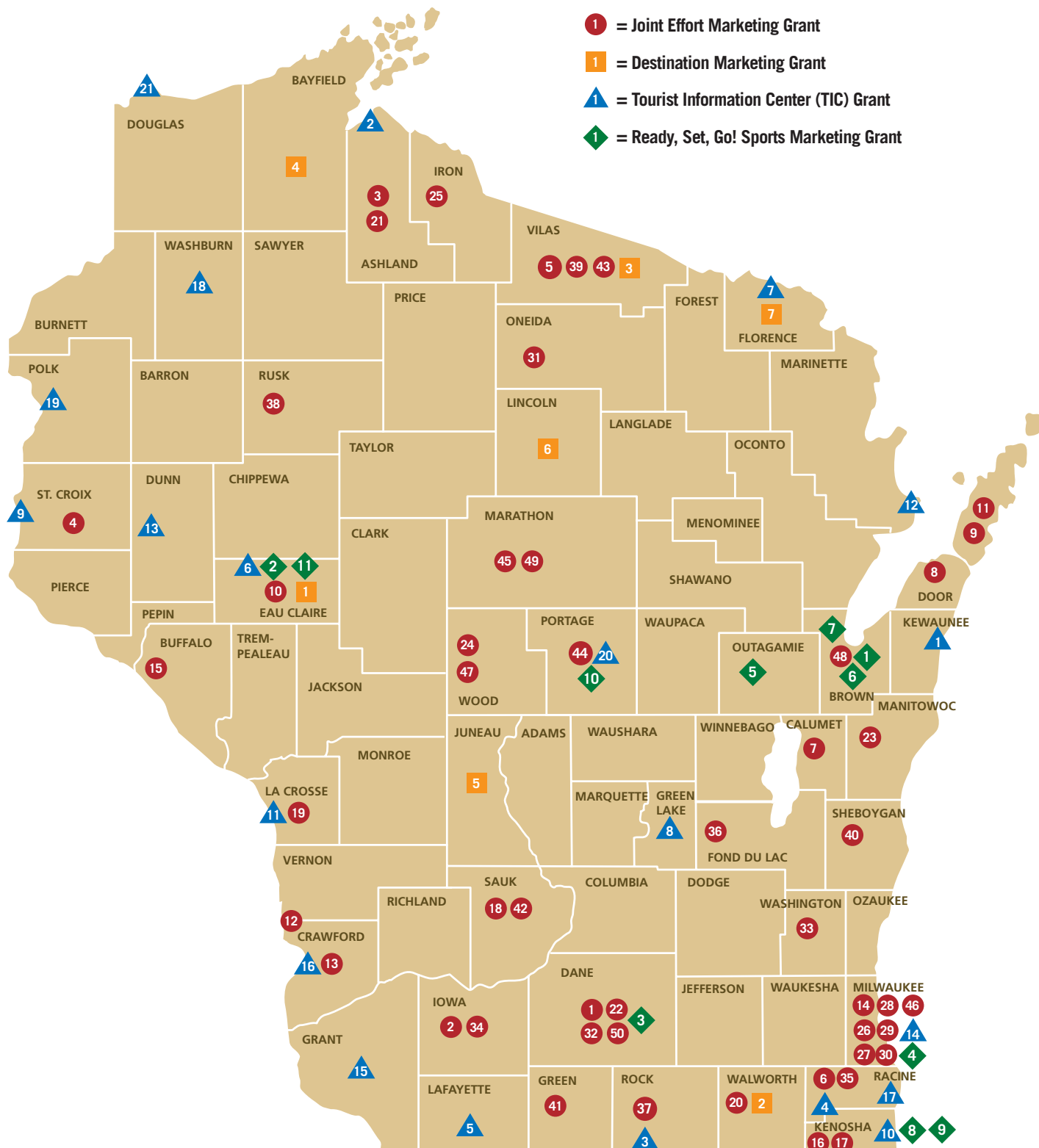
WISCONSIN
— DEPARTMENT OF TOURISM —

2016 GRANT AWARDS



Fiscal Year 2016 (July 1, 2015 - June 30, 2016)

2016 GRANT AWARDS



JOINT EFFORT MARKETING GRANTS

1. American Family Insurance Championship Golf Dane County (Project date: June 20-26, 2016)	\$30,000
2. American Players Theatre's Beyond - YR 3 Iowa County (Project date: Aug 6-Sept 5, 2016)	\$35,000
3. Ashland Dynamic Duo Duathlon Ashland County (Project date: June 26, 2016)	\$8,500
4. Baldwin Woodville Chili Fest - YR 2 St. Croix County (Project date: Sept 24, 2016)	\$7,000
5. Boulder Junction Triathlon - YR 2 Vilas County (Project date: May 20-22, 2016)	\$29,000
6. Burlington Chocolate Fest Racine County (Project date: May 27-30, 2016)	\$20,000
7. Calumet County Fiber Frolic Calumet County (Project date: April 29-May 1, 2016)	\$14,500
8. Door County North Food & Wine Fest - YR 3 Door County (Project date: June 25, 2016)	\$8,000
9. Door County Sea Dogs - YR 2 Door County (Project date: May 15-Sept 15, 2016)	\$4,000
10. Eau Claire Eaux Claires Music Fest Eau Claire (Project date: Aug 12-13, 2016)	\$30,000
11. Egg Harbor Wine Fest Door County (Project date: June 25, 2016)	\$20,000
12. Exploring Driftless Wisconsin Vernon/Crawford County (Project date: April 29-June 15, 2016)	\$15,000
13. Ferryville 70-mile Garage Sale Crawford County (Project date: May 20-21, 2016)	\$3,500
14. Florentine Opera Sister Carrie Recording Milwaukee County (Project date: Oct 7&9, 2016)	\$28,250
15. Fountain City Rhubarb Fest Buffalo County (Project date: June 4, 2016)	\$987
16. Kenosha Border War Beer Fest Kenosha County (Project date: June 25, 2016)	\$30,000
17. Kenosha Restaurant Week - YR 2 Kenosha County (Project date: Feb 20-28, 2016)	\$14,850
18. Kilbourn City Live Sauk (Project date: Oct 1, 2016)	\$18,750
19. LaCrosse Area Bike Fest - YR 2 La Crosse County (Project date: Sept 2-5, 2016)	\$5,250
20. Lake Geneva Restaurant Week - YR 2 Walworth County (Project date: June 3-12, 2016)	\$35,000
21. Madeline Island Chef's Expo Ashland County (Project date: June 2-16, 2016)	\$650
22. Madison Hotel Week - YR 3 Dane County (Project date: Feb 12-21, 2016)	\$3,625
23. Manitowoc's Sub Fest - YR 2 Manitowoc County (Project date: July 8-10, 2016)	\$35,000
24. Marshfield's Kodiak Bear Sales Promotion Wood County (Project date: Dec 1, 2015 - Jan 30, 2016)	\$34,500
25. Mercer Can-Yak - YR 2 Iron County (Project date: Sept 2-4, 2016)	\$6,000
26. Midwest Food Service Expo - YR 2 Milwaukee County (Project date: March 7-9, 2016)	\$29,000
27. Milwaukee Fringe Fest Milwaukee County (Project date: Aug 27-28, 2016)	\$20,000
28. Milwaukee Museum Mile Milwaukee County (Project date: May 11-14, 2016)	\$30,000
29. Milwaukee Rep: A Christmas Carol Milwaukee County (Project date: Nov 29-Dec 24, 2016)	\$15,000
30. Milwaukee Winter Shopping Campaign Milwaukee County (Project date: Nov-Dec, 2015)	\$39,550
31. Minocqua No Frills Marathon Oneida County (Project date: Sept 9-10, 2016)	\$8,000
32. MMoCA's Frank Stella Exhibit Dane County (Project date: Feb 6-May 15, 2016)	\$28,000
33. MOWA Art On Tap Print Show Washington County (Project date: July 9-Sept 24, 2016)	\$7,500
34. Paint the Point - YR 2 Iowa County (Project date: Aug 10-13, 2016)	\$5,750

35. Racine County Open House Racine County (Project date: May 21, 2016)	\$7,500
36. Ripon Dickens of a Christmas Fond du Lac County (Project date: Dec 4-6, 2015)	\$10,000
37. Rotary Gardens Sales Promotion Rock County (Project date: Feb 1-March 31, 2015)	\$35,250
38. Rusk Co Art Along the Flambeau - YR 2 Rusk County (Project date: June 24-25, 2016)	\$12,500
39. Sayner/Star Lake Street Fair - YR 3 Vilas County (Project date: Aug 7, 2016)	\$8,250
40. Sheyboygan Concert Series - YR 2 Sheboygan County (Project date: June 1-Aug 18, 2016)	\$25,908
41. Soil Sisters - YR 2 Green County (Project date: Aug 5-7, 2016)	\$12,725
42. Spring Green's Country Christmas Sauk County (Project date: Nov 28-Dec 13, 2015)	\$4,000
43. St. Germain Arctic Warrior Vilas County (Project date: Jan 28, 2017)	\$11,030
44. Stevens Point - Point Back to the Land Portage County (Project date: May 13-July 3, 2016)	\$25,000
45. Wausau International Ginseng Festival Marathon County (Project date: Sept 15-17, 2017)	\$39,499
46. Wisconsin Chinese Lantern Festival Milwaukee County (Project date: Oct 1-30, 2016)	\$39,550
47. Wisconsin Rapids ArtiGras Wood County (Project date: March 10-19, 2016)	\$10,000
48. Woodland Indian Art Show & Market Brown County (Project date: July 1-3, 2016)	\$20,000
49. Woodson Walter Wick Exhibit Marathon County (Project date: Feb 27-May 29, 2016)	\$20,000
50. Zoo Lights at Henry Vilas Zoo Dane County (Project date: Nov 23, 2016-Jan 1, 2017)	\$30,000
TOTAL	\$931,374

DESTINATION MARKETING GRANTS

1. Eau Claire's Vacation Like A Local - YR 2 Eau Claire County (Project date: Oct 2015-March 2016)	\$39,550
2. Lake Geneva Area Golf Trail Walworth County (Project date: Feb 1-Nov 30, 2016)	\$39,550
3. Vilas County Silent Sports - YR 3 Vilas County (Project date: Jan 1- June 30, 2016)	\$30,900
4. CAMBA Bike Trails Video Marketing Initiative Bayfield County (Project date: Oct 1-June 1, 2016)	\$20,041
5. Mauston Where's Aldo Destination Marketing Juneau County (Project date: May 1-Nov 1, 2016)	\$33,000
6. Tomahawk Tourism Development & Branding Lincoln County (Project date: Aug 1-Dec 31, 2016)	\$30,000
7. Wild Rivers Waterfall Tour - YR 2 Florence County (Project date: July 1-Oct 28, 2016)	\$5,600
TOTAL	\$198,641

Visitor expenditures driven by the marketing from these JEM grant projects will exceed \$35 million dollars.

TOURIST INFORMATION CENTER GRANTS

1. Algoma	\$3,000
2. Ashland	\$12,970
3. Beloit	\$15,000
4. Burlington	\$3,500
5. Darlington	\$250
6. Eau Claire	\$15,000
7. Florence	\$1,000
8. Green Lake	\$3,500
9. Hudson	\$3,000
10. Kenosha	\$15,000
11. La Crosse	\$4,450
12. Marinette	\$11,561
13. Menomonie	\$1,300
14. Milwaukee	\$2,000
15. Platteville	\$14,057
16. Prairie du Chien	\$15,000
17. Racine	\$2,800
18. Spooner	\$1,000
19. St. Croix Falls	\$12,382
20. Stevens Point	\$9,030
21. Superior	\$15,000
TOTAL	\$160,800

The 21 tourist information centers that received grants provided Wisconsin travel information to over one million customers.

READY, SET GO!

SPORTS MARKETING GRANTS

1. Green Bay Women's Basketball	\$4,500
2. Eau Claire Int'l Ski Jump Championship	\$7,500
3. Madison USA Volleyball	\$20,000
4. Milwaukee Running Festival	\$10,000
5. Fox Cities 2016 Men's ASA Fast Pitch	\$1,600
6. Green Bay Midwest Women's Bowling Tournament	\$5,000
7. Green Bay Pro Women's Bowling Association Players Championship	\$6,000
8. Kenosha 2016 Team Exposure National Baseball Championship	\$3,500
9. Kenosha's 2016 Speedo Elite	\$10,000
10. Stevens Point Malinois Club Show	\$3,500
11. 2018 National Beep Baseball Association World Series	\$9,000
TOTAL	\$80,600

These 11 RSG grants will bring their destinations over \$7.9 million dollars in estimated visitor expenditures.

The Department of Tourism awarded 6 Meetings Mean Business (MMB) grants totaling \$65,550 to bring meetings and conventions to Wisconsin. The estimated future expenditures resulting from these MMB projects is \$5.1 million.



For more information on the Department of Tourism grant programs, visit Industry.TravelWisconsin.com and click on Grants.