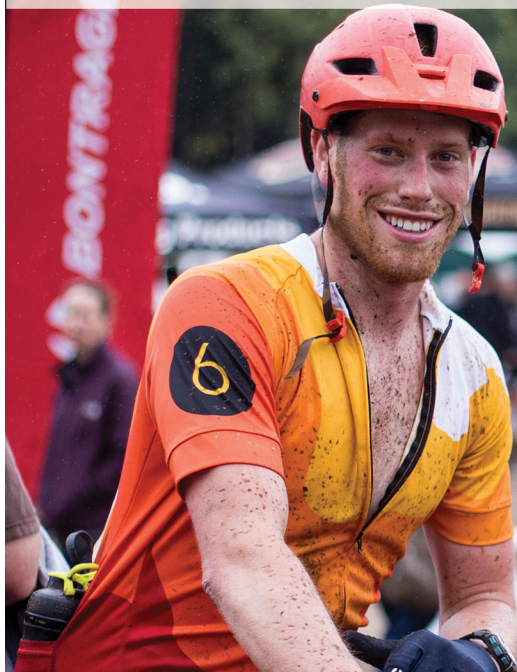


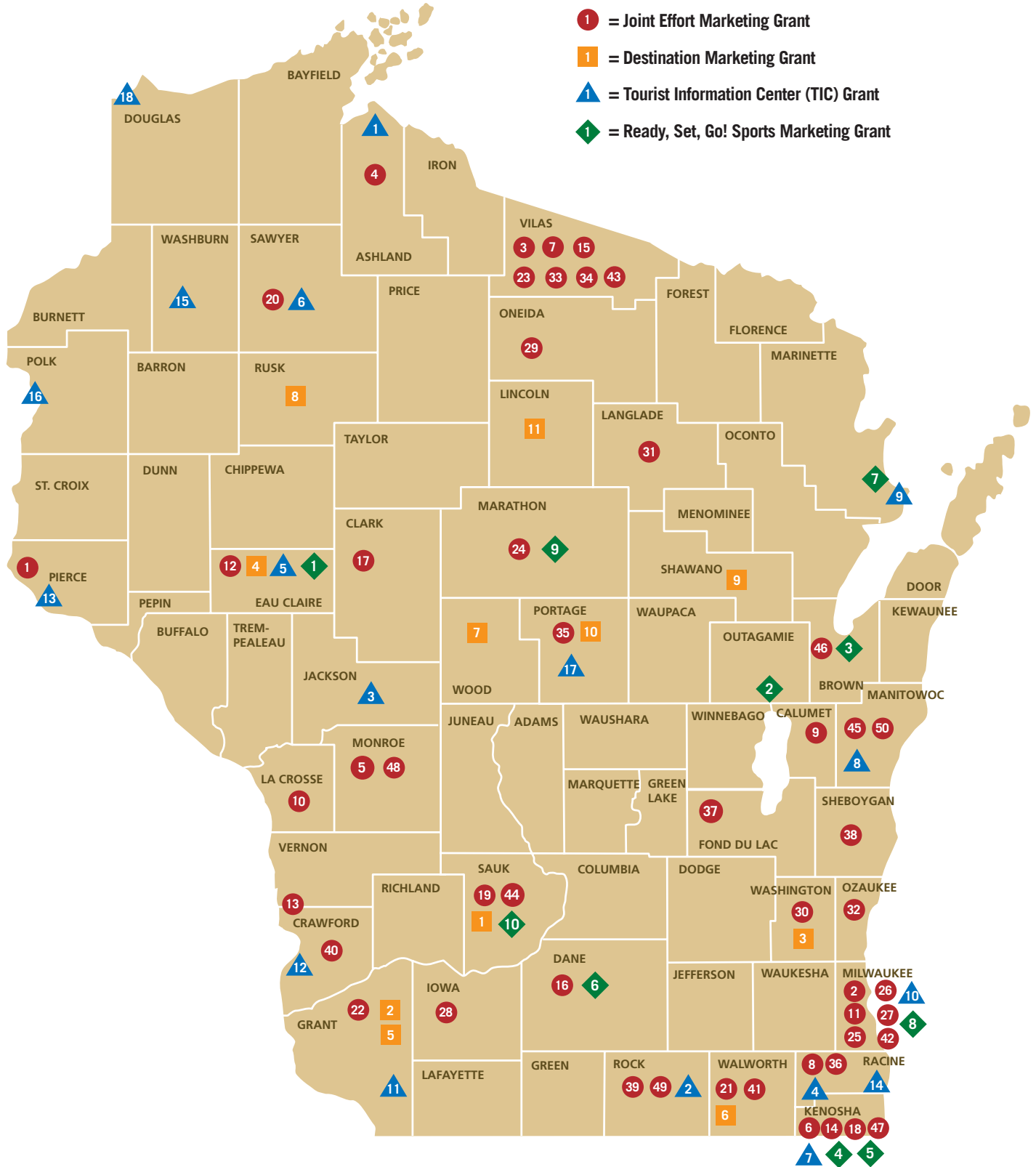
WISCONSIN
— DEPARTMENT OF TOURISM —

2017 GRANT AWARDS



Fiscal Year 2017 (July 1, 2016 - June 30, 2017)

2017 GRANT AWARDS



JOINT EFFORT MARKETING GRANTS

1.	2017 Cheese Curd Festival <i>Pierce County (Project date: June 23-24, 2017)</i>	\$25,900
2.	A Christmas Carol - YR 2 <i>Milwaukee County (Project date: Nov 29-Dec 24, 2017)</i>	\$30,000
3.	Arctic Warrior Races - YR 2 <i>Vilas County (Project date: Jan 13, 2018)</i>	\$5,000
4.	Ashland & Bayfield County Winter Wellness Event <i>Ashland & Bayfield County (Project date: Jan 1-Mar 31, 2018)</i>	\$10,000
5.	Bike Me Fun Ride <i>Monroe County (Project date: June 2-3, 2017)</i>	\$10,000
6.	Border War Beer Fest - YR 2 <i>Kenosha County (Project date: Aug 5, 2017)</i>	\$13,000
7.	Boulder Junction Triathlon - YR 3 <i>Vilas County (Project date: May 19-21, 2017)</i>	\$14,000
8.	Burlington Chocolate Fest - YR 2 <i>Racine County (Project date: May 26-29, 2017)</i>	\$37,300
9.	Calumet County Fiber Frolic - YR 2 <i>Calumet County (Project date: May 5-7, 2017)</i>	\$9,780
10.	Catgut Paddle <i>La Crosse County (Project date: July 22, 2017)</i>	\$5,000
11.	China Lights - YR 2 <i>Milwaukee County (Project date: Sept 22-Nov 4, 2017)</i>	\$30,000
12.	Eau Claire Eaux Claires Music Fest - YR 2 <i>Eau Claire (Project date: June 16-17, 2017)</i>	\$18,200
13.	Exploring Driftless Wisconsin - YR 2 <i>Vernon/Crawford County (Project date: May 25-July 7, 2017)</i>	\$5,000
14.	Food, Folks & Spokes <i>Kenosha County (Project date: June 15, 2017)</i>	\$10,000
15.	Forest Frenzy Winter Triathlon <i>Vilas County (Project date: Feb 16-17, 2018)</i>	\$5,000
16.	Frozen Assets Festival <i>Dane County (Project date: Feb 3-5, 2017)</i>	\$39,525
17.	Harvest Moon Fall Tour <i>Clark County (Project date: Sept 15-Oct 8, 2017)</i>	\$7,000
18.	Kenosha Restaurant Week - YR 3 <i>Kenosha County (Project date: Feb 18-26, 2017)</i>	\$8,250
19.	Kilbourn City Live Music & Arts Fest - YR 2 <i>Sauk County (Project date: Sept 30, 2017)</i>	\$30,000
20.	Kortelopet XC Ski Race <i>Sawyer County (Project date: Feb 23, 2018)</i>	\$12,450
21.	Lake Geneva Restaurant Week - YR 3 <i>Walworth County (Project date: June 2-11, 2017)</i>	\$26,115
22.	Lancaster Brews and Blues - YR 2 <i>Grant County (Project date: June 17, 2017)</i>	\$2,514
23.	LOLA Zombie Crawl Weekend <i>Vilas County (Project date: Oct 27-29, 2017)</i>	\$10,000
24.	M.C. Escher: Reality and Illusion <i>Marathon County (Project date: March 4-May 28, 2017)</i>	\$20,000
25.	Milwaukee Fringe Fest - YR 2 <i>Milwaukee County (Project date: Aug 26-27, 2017)</i>	\$7,500
26.	Milwaukee Museum Mile Plein Air - YR 2 <i>Milwaukee County (Project date: May 11-21, 2017)</i>	\$21,000
27.	Milwaukee Winter Shopping Campaign - YR 2 <i>Milwaukee County (Project date: Nov 1-Dec 31, 2016)</i>	\$39,500
28.	Mineral Point Chamber Music Festival <i>Iowa County (Project date: June 9-11, 2017)</i>	\$5,000
29.	Minocqua No Frills Marathon - YR 2 <i>Oneida County (Project date: Sept 8-9, 2017)</i>	\$3,250
30.	MOWA's Summer of Fashion <i>Washington County (Project date: June 11-Sept 10, 2017)</i>	\$25,500
31.	Northwoods Triple Crown Festival <i>Langlade County (Project date: Aug 11-13, 2017)</i>	\$26,677
32.	Paramount Music Festival <i>Ozaukee County (Project date: Sept 1-3, 2017)</i>	\$30,000
33.	Phelps Maple Syrup Fest <i>Vilas County (Project date: April 1, 2017)</i>	\$7,226
34.	Presque Isle Days <i>Vilas County (Project date: June 24-25, 2017)</i>	\$9,380

35.	Promoting Grouse Hunting Excursions to WI Co Forests <i>Northern WI Counties (Project date: July 15, 2017-Oct 15, 2018)</i>	\$7,355
36.	Racine County Open House - YR 2 <i>Racine County (Project date: May 6, 2017)</i>	\$8,950
37.	Ripon Dickens of a Christmas - YR 2 <i>Fond du Lac County (Project date: Nov 2-Dec 4 2016)</i>	\$7,322
38.	The Road Less Traveled: A Yearlong Exhibition Series <i>Sheboygan County (Project date: Feb 1- Dec 31, 2017)</i>	\$20,000
39.	Rock River Thresheree <i>Rock County (Project date: Sept 1-4, 2017)</i>	\$21,333
40.	Rummage Along the River 70 Mile Garage Sale - YR 2 <i>Crawford County (Project date: May 19-20, 2017)</i>	\$1,500
41.	The Santa Cruise <i>Walworth County (Project date: Nov 24-Dec 30, 2017)</i>	\$30,000
42.	Sculpture Milwaukee <i>Milwaukee County (Project date: July 1-Oct 22, 2017)</i>	\$30,000
43.	SepTimber Ride <i>Vilas County (Project date: Sept 9, 2017)</i>	\$5,000
44.	Spring Green's Country Christmas - YR 2 <i>Sauk County (Project date: Nov 25-Dec 11, 2016)</i>	\$6,252
45.	Sub Fest - YR 3 <i>Manitowoc County (Project date: July 7-9, 2017)</i>	\$27,443
46.	Thornberry Creek LPGA Classic <i>Brown County (Project date: July 3-9, 2017)</i>	\$39,550
47.	Tribute Island <i>Kenosha County (Project date: July 22-23, 2017)</i>	\$39,500
48.	Vino Fest <i>Monroe County (Project date: Sept 1-3, 2017)</i>	\$28,650
49.	Wally's Music Fest <i>Rock County (Project date: June 2-3, 2017)</i>	\$24,286
50.	Windigo Festival <i>Manitowoc County (Project date: Oct 6-7, 2017)</i>	\$5,000

TOTAL \$861,208

DESTINATION MARKETING GRANTS

1.	Baraboo River Corridor Plan <i>Sauk County (Project date: June 1-Sept 30, 2017)</i>	\$19,500
2.	Boscobel, Muscoda, Blue River & Wauzeka - YR 2 <i>Grant County (Project date: Apr 1-Sept 30, 2017)</i>	\$16,970
3.	Discover Wisconsin Skiing - YR 2 <i>Multiple Counties (Project date: Nov 23, 2016-Feb 15, 2017)</i>	\$10,750
4.	Eau Claire Vacation Like a Local - YR 3 <i>Eau Claire County (Project date: Dec 1, 2016-May 31, 2017)</i>	\$29,700
5.	Grant County Research Destination Marketing <i>Grant County (Project date: July 1, 2017-June 30, 2018)</i>	\$4,975
6.	Lake Geneva Area Golf Trail - YR 2 <i>Walworth County (Project date: Feb 1-Nov 30, 2017)</i>	\$35,000
7.	Marshfield Area Roger Brooks Assessment <i>Wood County (Project date: Mar 1-May 31, 2018)</i>	\$18,000
8.	Rusk County Tourism Development & Branding - YR 2 <i>Rusk County (Project date: July 1-Dec 31, 2017)</i>	\$35,000
9.	Shawano Country Destination Brand Development <i>Shawano County (Project date: July 1-Aug 31, 2017)</i>	\$35,000
10.	Stevens Point Area Destination Brand Research <i>Portage County (Project date: July 1, 2017-June 30, 2018)</i>	\$30,000
11.	Tomahawk Tourism Development & Branding - YR 2 <i>Lincoln County (Project date: July 1, 2017-June 30, 2018)</i>	\$35,000

TOTAL \$269,895

Visitor expenditures driven by the marketing from these JEM grant projects will exceed \$34 million dollars.

TOURIST INFORMATION CENTER GRANTS

1. Ashland	\$13,708
2. Beloit	\$15,000
3. Black River Falls	\$861
4. Burlington	\$5,000
5. Eau Claire	\$15,000
6. Hayward	\$2,000
7. Kenosha	\$15,000
8. Manitowoc	\$5,066
9. Marinette	\$10,572
10. Milwaukee	\$2,000
11. Platteville	\$15,000
12. Prairie du Chien	\$15,000
13. Prescott	\$3,000
14. Racine	\$5,000
15. Spooner	\$1,000
16. St. Croix Falls	\$8,000
17. Stevens Point	\$13,793
18. Superior	\$15,000
TOTAL	\$160,000

The 18 tourist information centers that received grants provided Wisconsin travel information to approximately one million customers.

READY, SET GO!

SPORTS MARKETING GRANTS

1. Eau Claire EVP Tour: 2018 Winter Holiday Championships	\$4,000
2. Fox Cities USA Powerlifting High School National Championships	\$10,000
3. Green Bay International Softball Congress	\$12,000
4. Kenosha 2017 Ice Skating Institute Synchronized Championships	\$2,570
5. Kenosha 2017 USA Paratriathlon National Championships	\$2,500
6. Madison CrossFit Games	\$20,000
7. Marinette Cabala's National Walleye Tour	\$5,930
8. Milwaukee 2017 USA Gymnastics Championship	\$17,000
9. Wausau Gran Prix of Wisconsin	\$15,000
10. Wisconsin Dells 2017 USA Gymnastics Xcel Region 4	\$20,000
TOTAL	\$109,000

These 10 Ready, Set, Go! (RSG) grants will bring their destinations over \$33 million dollars in estimated visitor expenditures.

The Department of Tourism awarded 3 Meetings Mean Business (MMB) grants totaling \$35,000 to bring meetings and conventions to Wisconsin. The estimated future expenditures resulting from these MMB projects is \$2.36 million.



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