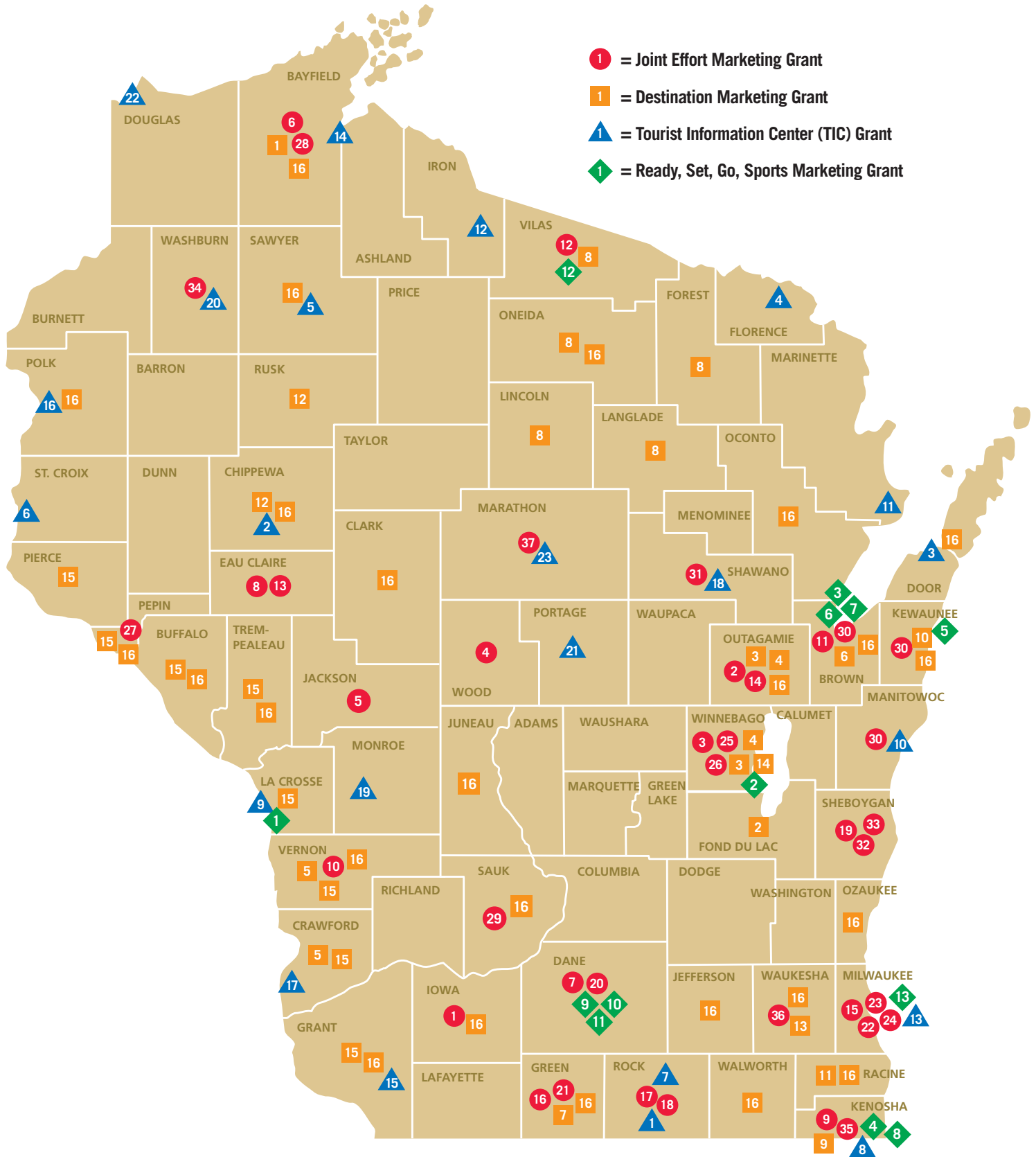


# WISCONSIN DEPARTMENT OF TOURISM

# 2011 GRANT AWARDS

FISCAL YEAR 2010 (JULY 1, 2010 – JUNE 30, 2011)



## JOINT EFFORT MARKETING GRANTS

1.	<b>American Players Theatre Open House-YR 3</b> <i>Iowa County (Project dates: July-Sept '11)</i>	\$11,265.00
2.	<b>Appleton Downtown Holiday</b> <i>Outagamie County (Project date: Nov '10)</i>	\$10,577.00
3.	<b>Bergstrom Mahler Arts of Fire-YR 2</b> <i>Winnebago County (Project date: Oct '11)</i>	\$13,731.00
4.	<b>Betty Boop Festival-YR 2</b> <i>Wood County (Project date: July '11)</i>	\$39,550.00
5.	<b>Black River Falls GreenLifeXpo</b> <i>Jackson County (Project date: Sept '11)</i>	\$5,000.00
6.	<b>CAMBA Festival of Trails-YR 3</b> <i>Bayfield County (Project date: June '11)</i>	\$1,625.00
7.	<b>Chazen Museum Opening</b> <i>Dane County (Project date: Oct '11)</i>	\$20,000.00
8.	<b>Chippewa Valley Book Festival-YR 2</b> <i>Eau Claire County (Project date: Oct '11)</i>	\$2,000.00
9.	<b>Civil War Museum's Salute to Freedom-YR 3</b> <i>Kenosha County (Project date: June '11)</i>	\$19,500.00
10.	<b>Coon Creek Trout Festival</b> <i>Vernon County (Project date: Sept '11)</i>	\$8,525.00
11.	<b>De Pere Fall Fest-YR 2</b> <i>Brown County (Project date: Sept '11)</i>	\$18,328.00
12.	<b>Eagle River Flavor Festival-YR 3</b> <i>Vilas County (Project date: Aug '11)</i>	\$25,760.00
13.	<b>Eau Claire Jazz Festival-YR 2</b> <i>Eau Claire County (Project date: April '11)</i>	\$34,199.00
14.	<b>Fox Cities Jersey Boys Promotion</b> <i>Outagamie County (Project date: June '11)</i>	\$20,000.00
15.	<b>Frank Lloyd Wright: Organic Architecture for the 21st Century</b> <i>Milwaukee County (Project date: Feb-May '11)</i>	\$28,250.00
16.	<b>Green County "Key Ingredients"</b> <i>Green County (Project date: May-June '11)</i>	\$9,039.00
17.	<b>Janesville Art Infusion</b> <i>Rock County (Project date: Sept '11)</i>	
18.	<b>Janesville Summer AirFair Series</b> <i>Rock County (Project date: Aug-Sept '11)</i>	\$36,519.00
19.	<b>Kohler Art Center's Hiding Places</b> <i>Sheboygan County (Project date: June-Dec '11)</i>	\$28,250.00
20.	<b>Middleton Centurion</b> <i>Dane County (Project date: Aug '11)</i>	\$32,605.00
21.	<b>Midwest Folklife Festival</b> <i>Iowa County (Project date: Aug '11)</i>	\$11,503.00
22.	<b>Milwaukee Air &amp; Water Show-YR 2</b> <i>Milwaukee County (Project date: Aug '11)</i>	\$20,000.00
23.	<b>Milwaukee Doors Open</b> <i>Milwaukee County (Project date: Sept '11)</i>	\$35,000.00
24.	<b>Milwaukee Hair Expo</b> <i>Milwaukee County (Project date: June '11)</i>	\$12,960.00
25.	<b>Neenah Streetball-YR 2</b> <i>Winnebago County (Project date: June '11)</i>	\$39,410.00
26.	<b>Oshkosh Grass Volleyball-YR 2</b> <i>Winnebago County (Project date: July '11)</i>	\$32,900.00
27.	<b>Pepin Film Festival</b> <i>Pepin County (Project date: Oct '11)</i>	\$17,769.00
28.	<b>Port Wing Plein Air Painting-YR 2</b> <i>Bayfield County (Project date: Aug '11)</i>	\$406.00
29.	<b>Reedsburg Fermentation Fest-YR 2</b> <i>Sauk County (Project date: Oct '11)</i>	\$20,665.00
30.	<b>Schooner Coast Sales Promotion</b> <i>Manitowoc, Kewaunee and Door Counties (Project date: May-July '11)</i>	\$39,550.00

31.	<b>Shawano Country Fall Art Fest</b> <i>Shawano County (Project date: Oct '11)</i>	\$10,000.00
32.	<b>Sheboygan International Sailing Tournament</b> <i>Sheboygan County (Project date: Sept '11)</i>	\$28,250.00
33.	<b>Sheboygan Shindig-YR 2</b> <i>Sheboygan County (Project date: Oct '11)</i>	\$12,000.00
34.	<b>Spooner Canoe Fest</b> <i>Washburn County (Project date: May '11)</i>	\$7,500.00
35.	<b>Taste of Wisconsin-YR 2</b> <i>Kenosha County (Project date: July '11)</i>	\$20,700.00
36.	<b>Waukesha Bluesfest</b> <i>Waukesha County (Project date: Aug '11)</i>	\$21,000.00
37.	<b>Wausau Invitational Hockey Tournament-YR 2</b> <i>Marathon County (Project date: Dec'10-Jan'11)</i>	\$33,150.00
<b>TOTAL</b>		<b>\$737,486.00</b>

## DESTINATION MARKETING GRANTS

1.	<b>Bayfield Area Destination Marketing-YR 2</b> <i>Bayfield County (Project date: Sept-Oct'11)</i>	\$29,670.00
2.	<b>Fond du Lac Area Brand Development</b> <i>Fond du Lac County (Project date: May-Oct'11)</i>	\$35,000.00
3.	<b>Fox Cities Faith-based Meetings-YR 2</b> <i>Outagamie and Winnebago Counties (Project date: July-Nov'11)</i>	\$14,896.00
4.	<b>Fox Cities Wisconsin's Shopping Place Brand Development</b> <i>Outagamie and Winnebago Counties (Project date: June-Aug'11)</i>	\$15,500.00
5.	<b>Gays Mills/River to Valley Brand Development</b> <i>Crawford and Vernon Counties (Project date: May-Aug'11)</i>	\$35,000.00
6.	<b>Green Bay Area Destination Marketing</b> <i>Brown County (Project date: March-May'11)</i>	\$39,550.00
7.	<b>Green County Tourism Brand Development</b> <i>Green County (Project date: June-Dec'11)</i>	\$39,550.00
8.	<b>Grow North Destination Marketing Development</b> <i>Forest, Langlade, Lincoln, Oneida and Vilas Counties (Project date: Jan-June'11)</i>	\$39,550.00
9.	<b>Kenosha Area Destination Marketing-YR 2</b> <i>Kenosha County (Project date: May-Sept'11)</i>	\$39,417.00
10.	<b>Kewaunee County Destination Marketing-YR 2</b> <i>Kewaunee County (Project date: May-June'11)</i>	\$35,735.00
11.	<b>Racine County Destination Marketing-YR 2</b> <i>Racine County (Project date: July-Dec'11)</i>	\$28,200.00
12.	<b>Rusk &amp; Chippewa Counties Rivers &amp; Lakes-YR 2</b> <i>Rusk and Chippewa Counties (Project date: Aug-Oct'11)</i>	\$17,850.00
13.	<b>Waukesha &amp; Pewaukee Brand Development</b> <i>Waukesha County (Project date: May-Nov'11)</i>	\$30,000.00
14.	<b>Winnebago County Destination Marketing-YR 2</b> <i>Winnebago County (Project date: June-Dec'11)</i>	\$37,150.00
15.	<b>Wisconsin Great River Rd-YR 3</b> <i>Pierce, Pepin, Buffalo, Trempealeau, La Crosse, Vernon, Crawford &amp; Grant Counties (Project date: April-June'11)</i>	\$7,750.00
16.	<b>Wisconsin Winery Tour-YR 3</b> <i>Bayfield, Brown, Buffalo, Chippewa, Clark, Door, Grant, Green, Iowa, Jefferson, Juneau, Kewaunee, Oconto, Oneida, Outagamie, Ozaukee, Pepin, Polk, Racine, Sauk, Sawyer, Trempealeau, Vernon, Walworth, Waukesha Counties (Project date: Aug-Oct'11)</i>	\$12,865.00
<b>TOTAL</b>		<b>\$457,683.00</b>

Visitor expenditures driven by the marketing from Joint Effort Marketing and Destination Marketing projects will exceed \$20 million.

## TOURIST INFORMATION CENTER GRANTS

1. Beloit Center	\$9,322
2. Chippewa Falls Center	\$1,140
3. Door County Center	\$12,708
4. Florence Center	\$4,392
5. Hayward Center	\$2,534
6. Hudson Center	\$3,750
7. Janesville Center	\$755
8. Kenosha Center	\$15,000
9. La Crosse Center	\$7,945
10. Manitowoc Center	\$14,974
11. Marinette Center	\$4,328
12. Mercer Center	\$1,500
13. Milwaukee Center	\$4,945
14. Northern Great Lakes Visitor Center	\$15,000
15. Platteville Center	\$7,311
16. Polk County Center/St Croix Falls	\$15,000
17. Prairie du Chien Area Center	\$7,476
18. Shawano Center	\$638
19. Sparta Center	\$3,510
20. Spooner/Washburn County Center	\$5,244
21. Stevens Point Area Center	\$4,937
22. Superior Center	\$7,744
23. Wausau Center	\$9,847
<b>TOTAL</b>	<b>\$160,000</b>

The 23 tourist information centers that received grants provided Wisconsin travel information to over 900,000 customers.

## READY, SET, GO SPORTS MARKETING GRANTS

1. La Crosse CVB - La Crosse Area Labor Day Weekend Bike Festival	\$6,000
2. Oshkosh CVB - Oshkosh Fitness Festival	\$5,000
3. Green Bay CVB – Hero’s Challenge	\$5,000
4. Kenosha Area CVB – Speedo Sectional Championships	\$5,500
5. Algoma Chamber of Commerce – King of the Lake Salmon Trail Fishing Tournament	\$2,500
6. Fox Cities & Greater Green Bay – US Bowling Congress Youth Bowling Championships	\$20,000
7. Greater Green Bay – USA Hockey National Championships	\$7,500
8. Kenosha Area CVB – 2012 Central Zone Swimming Championships	\$5,000
9. Madison Area Sports Commission – US Lacrosse LAX Fest & U15 Regional Qualifier	\$10,000
10. Madison Area Sports Commission – 2012 National Association of Intercollegiate Gymnastics Clubs	\$2,500
11. Madison Area Sports Commission – Major League Gaming 2012 Pro Circuit	\$7,500
12. St. Germain Chamber of Commerce – Summer’s End Half-Marathon/5K & Paddle Battle	\$10,114
13. Visit Milwaukee – Summer Sizzle Girls Basketball Tournament	\$10,000
<b>TOTAL</b>	<b>\$96,114</b>

These 13 Ready, Set, Go sports marketing grants total \$96,114 and added an estimated \$10 million in visitor spending in FY11.



For more information on the  
Department of Tourism grant programs visit  
[Industry.TravelWisconsin.com](http://Industry.TravelWisconsin.com)  
and click on Grants.