



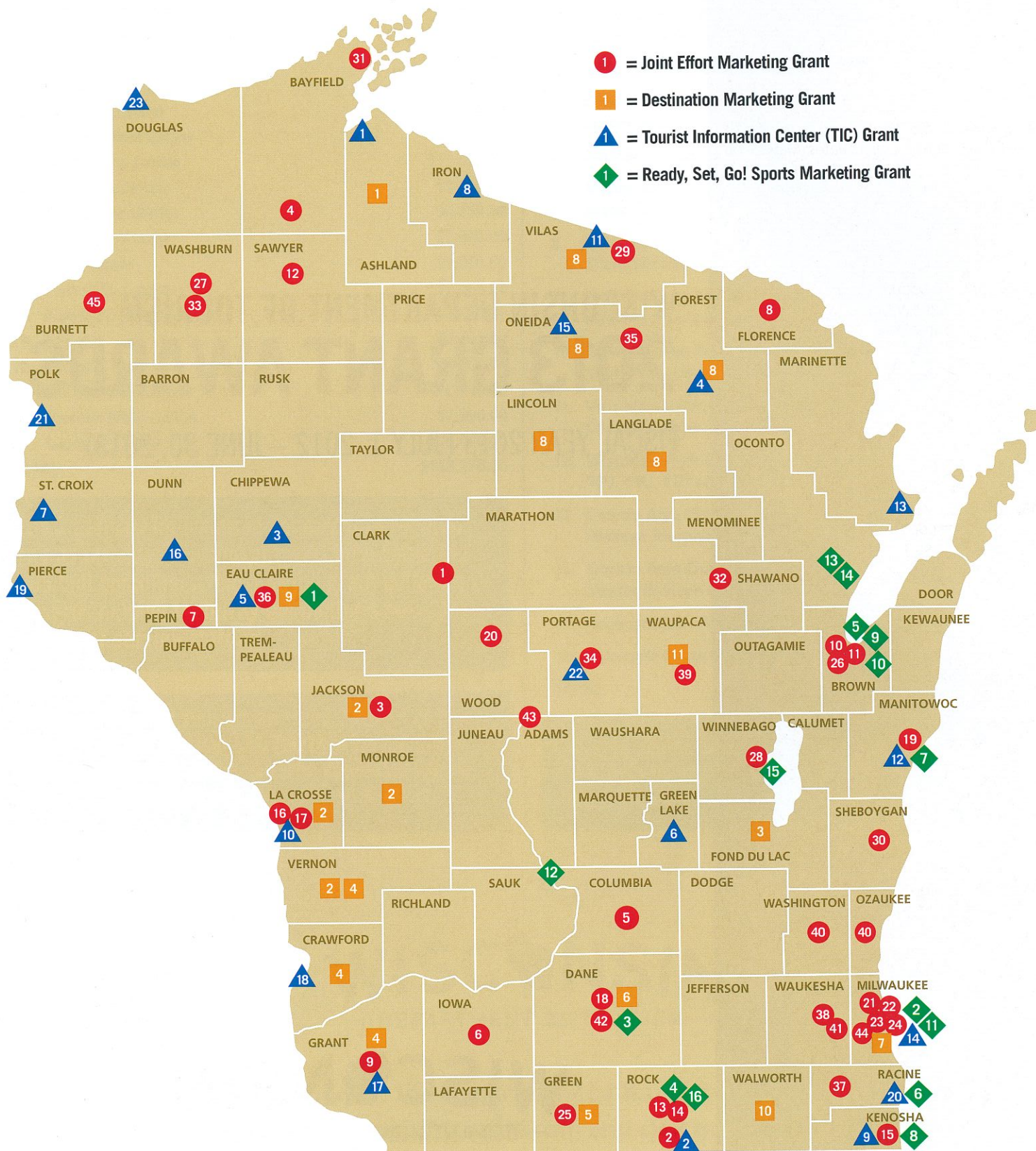
WISCONSIN DEPARTMENT OF TOURISM
2013 GRANT AWARDS

FISCAL YEAR 2013 (JULY 1, 2012 – JUNE 30, 2013)

WISCONSIN
—DEPARTMENT OF TOURISM—

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JOINT EFFORT MARKETING GRANTS

1. Abbotsford Colby Llama & Craft Fair - Year 2 <i>Clark County (Project dates: Oct 12-13, 2013)</i>	\$4,000.00
2. Beloit's Got Art <i>Rock County (Project dates: June 6-15, 2013)</i>	\$30,967.00
3. Black River Falls Green Expo - Year 3 <i>Jackson County (Project date: Aug 24, 2013)</i>	\$5,000.00
4. Cable Paralympics Nordic Skiing World Cup <i>Bayfield County (Project dates: Jan 11-21, 2013)</i>	\$6,000.00
5. Columbus Horse & Carriage Festival - Year 2 <i>Columbia County (Project dates: June 15-16, 2013)</i>	\$8,322.00
6. Driftless Film Festival - Year 2 <i>Iowa County (Project dates: Nov 1-4, 2012)</i>	\$5,000.00
7. Durand's Go Paint <i>Pepin County (Project dates: May 15-19, 2013)</i>	\$6,000.00
8. Florence Fishing Festival <i>Florence County (Project date: July 13, 2013)</i>	\$6,881.00
9. Great River Road Festival <i>Grant County (Project date: June 15, 2013)</i>	\$7,069.00
10. Green Bay Film Festival - Year 3 <i>Brown County (Project dates: Mar 1-3, 2013)</i>	\$16,950.00
11. Green Bay Restaurant Week <i>Brown County (Project dates: July 11-18, 2013)</i>	\$30,000.00
12. Hayward Holiday Lights <i>Sawyer County (Project dates: Nov 16-Jan 1, 2013)</i>	\$22,350.00
13. Janesville Holiday Lights - Year 2 <i>Rock County (Project dates: Dec 13-Jan 30, 2013)</i>	\$20,000.00
14. Janesville Irish Fest <i>Rock County (Project dates: Oct 3-6, 2013)</i>	\$39,450.00
15. Kenosha Grill Games - Year 2 <i>Kenosha County (Project dates: Aug 23-24, 2013)</i>	\$26,650.00
16. La Crosse Bassmaster tournament <i>La Crosse County (Project dates: June 20-23, 2013)</i>	\$15,000.00
17. La Crosse Hmong New Year <i>La Crosse County (Project dates: Oct 13-14, 2012)</i>	\$25,000.00
18. Madison Marathon <i>Dane County (Project date: Nov 10, 2013)</i>	\$30,696.00
19. Manitowoc Tractor Show & Threshere <i>Manitowoc County (Project dates: Sept 7-8, 2013)</i>	\$4,000.00
20. Marshfield Fur Trappers Show - Year 2 <i>Wood County (Project dates: June 27-29, 2013)</i>	\$9,749.00
21. Milwaukee Disabled Sailing Championships <i>Milwaukee County (Project dates: Sept 5-8, 2013)</i>	\$20,530.00
22. Milwaukee Hair Expo - Year 3 <i>Milwaukee County (Project date: June 23, 2013)</i>	\$6,357.00
23. Milwaukee IndyFest <i>Milwaukee County (Project dates: June 14-15, 2013)</i>	\$39,550.00
24. Milwaukee Winterfest - Year 2 <i>Milwaukee County (Project dates: Dec 26-31, 2013)</i>	\$39,496.00
25. Monroe Music Arts Festival <i>Green County (Project dates: June 20-22, 2013)</i>	\$33,361.00
26. Neville Video Arcade Games Exhibit <i>Brown County (Project dates: May 25-Sept 2, 2013)</i>	\$19,800.00
27. Northwoods/Trego Blues Festival <i>Washburn County (Project dates: May 25-26, 2013)</i>	\$20,000.00
28. Paine Chihuly Exhibit <i>Winnebago County (Project dates: May 11-Oct 13, 2013)</i>	\$28,250.00
29. Phelps Music Festival <i>Vilas County (Project dates: July 20, 2013)</i>	\$2,350.00
30. Plymouth Mural & Arts Festival <i>Sheboygan County (Project dates: June 28-30, 2013)</i>	\$29,083.00
31. Red Cliff Gizhay Gaming & Indian Art Show <i>Bayfield County (Project dates: June 10-13, 2013)</i>	\$39,500.00

32. Shawano Country Fall Art Tour-YR 3 <i>Shawano County (Project dates: Oct 5-6, 2013)</i>	\$8,000.00
33. Spooner Canoe Festival - Year 3 <i>Washburn County (Project date: May 25, 2013)</i>	\$3,000.00
34. Stevens Point Spring Sales Promotion <i>Portage County (Project dates: Mar 29-May 24, 2013)</i>	\$39,550.00
35. Three Lakes Heritage Festival - Year 2 <i>Oneida County (Project dates: June 29-30, 2013)</i>	\$27,500.00
36. US Open Chainsaw Sculpture Championship <i>Eau Claire County (Project dates: Aug 8-11, 2013)</i>	\$18,000.00
37. Waterford Balloon Festival - Year 2 <i>Racine County (Project dates: July 19-20, 2013)</i>	\$13,500.00
38. Waukesha County Museum Les Paul Exhibit <i>Waukesha County (Project dates: June 9-Sept 2, 2013)</i>	\$28,250.00
39. Waupaca Blues Festival - Year 2 <i>Waupaca County (Project dates: Oct 4-5, 2013)</i>	\$5,282.00
40. Wellspring Agri-Culture Fest <i>Washington/Ozaukee Counties (Project dates: Oct 13-14, 2013)</i>	\$10,331.00
41. Wilson Center Guitar Competition & Festival <i>Waukesha County (Project dates: Aug 15-17, 2013)</i>	\$24,000.00
42. Wisconsin Science Festival - Year 2 <i>Dane County, statewide (Project dates: Sept 26-29, 2013)</i>	\$39,500.00
43. Wisconsin Trapshooting Grand Opening & State Shoot <i>Adams County (Project dates: July 16-21, 2013)</i>	\$30,000.00
44. Yellow Phone Music Conference <i>Milwaukee County (Project dates: Sept 5-8, 2013)</i>	\$30,000.00
45. Yellow River Folk Music Festival <i>Burnett County (Project date: July 6, 2013)</i>	\$12,366.00
TOTAL	\$886,640.00

DESTINATION MARKETING GRANTS

1. Ashland Area Fall Destination Marketing <i>Ashland County (Project dates: Sept-Nov 2013)</i>	\$25,000.00
2. Driftless Area Motorcycling Campaign <i>Jackson, La Crosse, Monroe & Vernon Counties (Project dates: thru Dec 2014)</i>	\$34,000.00
3. Fond du Lac Area Destination Marketing - Year 2 <i>Fond du Lac County (Project dates: thru Aug 2013)</i>	\$39,500.00
4. Gays Mills/Driftless Wisconsin Destination Marketing - Year 2 <i>Crawford, Grant, Vernon Counties (Project dates: thru Dec 2013)</i>	\$34,300.00
5. Green County Destination Marketing - Year 2 <i>Green County (Project dates: June thru Oct 2013)</i>	\$34,640.00
6. Madison Area Sports Marketing - Year 3 <i>Dane County (Project dates: July 2013 thru June 2014)</i>	\$23,000.00
7. Milwaukee Area Image Project <i>Milwaukee 7 Region (Project dates: thru Nov 2013)</i>	\$39,550.00
8. Northwoods Destination Marketing - Year 3 <i>Oneida, Forest, Langlade, Lincoln & Vilas Counties (Project dates: Aug - Oct 2013)</i>	\$15,000.00
9. Visit Eau Claire Mobile Campaign - Year 3 <i>Eau Claire County (Project dates: July thru Dec 2013)</i>	\$20,000.00
10. Walworth County Destination Marketing - Year 3 <i>Walworth County (Project dates: Jan-March 2013)</i>	\$24,404.00
11. Waupaca County Destination Marketing - Year 2 <i>Waupaca County (Project dates: thru June 2013)</i>	\$20,000.00
TOTAL	\$309,394.00

Visitor expenditures driven by the marketing from Joint Effort Marketing and Destination Marketing projects will exceed \$36 million dollars.

TOURIST INFORMATION CENTER GRANTS

1. Ashland/Northern Great Lakes Center	\$12,500.00
2. Beloit Center	\$15,000.00
3. Chippewa Falls Center	\$1,250.00
4. Crandon Center	\$3,950.00
5. Eau Claire (for Menomonie Welcome Center)	\$13,500.00
6. Green Lake Center	\$1,930.00
7. Hudson Center	\$1,000.00
8. Hurley Center	\$1,500.00
9. Kenosha Center	\$15,000.00
10. La Crosse Center	\$3,500.00
11. Land O Lakes Center	\$1,000.00
12. Manitowoc Center	\$13,500.00
13. Marinette Center	\$4,500.00
14. Milwaukee Center	\$6,250.00
15. Minocqua Center	\$7,000.00
16. Menomonie	\$1,000.00
17. Platteville Center	\$7,500.00
18. Prairie du Chien Center	\$15,000.00
19. Prescott	\$1,000.00
20. Racine	\$8,500.00
21. St Croix Falls Center	\$10,900.00
22. Stevens Point Center	\$7,990.00
23. Superior Center	\$15,000.00
TOTAL	\$168,270.00

The 23 tourist information centers that received grants provided Wisconsin travel information to 805,000 customers. Most of the grant dollars go towards helping to defray the center's costs for customer service staffing.

The Department of Tourism awarded 7 Meetings Mean Business Grants totaling \$81,750 to bring meetings and conventions to Wisconsin. The estimated future economic impact of these grants is \$6.4 million.

READY, SET, GO! SPORTS MARKETING GRANTS

1. Eau Claire Sports Commission - North American Ski Jumping & Nordic Combined Championship	\$20,000
2. Visit Milwaukee - Santa Hustle Milwaukee 5K	\$4,650
3. Madison Area Sports Commission - USA Cycling Junior, U23, Elite and Paralympic Road National Championship	\$10,000
4. Janesville - Rock Soccer Clash	\$5,500
5. Greater Green Bay and Fox Cities CVB - US Youth Soccer Midwest Region Championships	\$15,000
6. Racine CVB - Biggest Loser	\$4,245
7. Manitowoc CVB - 2013 Silver Cup at Manitowalk in the Park	\$13,154
8. Kenosha Area CVB - 2013 C.A.B.A. State OPEN Championship Tournament	\$1,621
9. Greater Green Bay CVB - USA Triathlon Duathlon National Championships	\$10,000
10. Greater Green Bay CVB - USA Triathlon Junior & Youth National Championships	\$5,000
11. Visit Milwaukee - USA Triathlon Age Group National Championships	\$15,000
12. Wisconsin Dells CVB - USSSA Global World Series 10U, 11U, 12U and 13U	\$9,264
13. Oconto Area Chamber of Commerce - AIM Pro Walleye Tournament Series	\$5,000
14. Oconto Area Chamber of Commerce - Cabela's Master Walleye Circuit Tournament	\$1,380
15. Oshkosh CVB - Tough Mudder Wisconsin 2013	\$20,000
16. Janesville Youth Baseball & Softball	\$5,250
TOTAL	\$145,064

These 16 Ready, Set, Go! sports marketing grants total \$145,064 and add an estimated \$19.2 million in future visitor spending.

WISCONSIN
— DEPARTMENT OF TOURISM —

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