

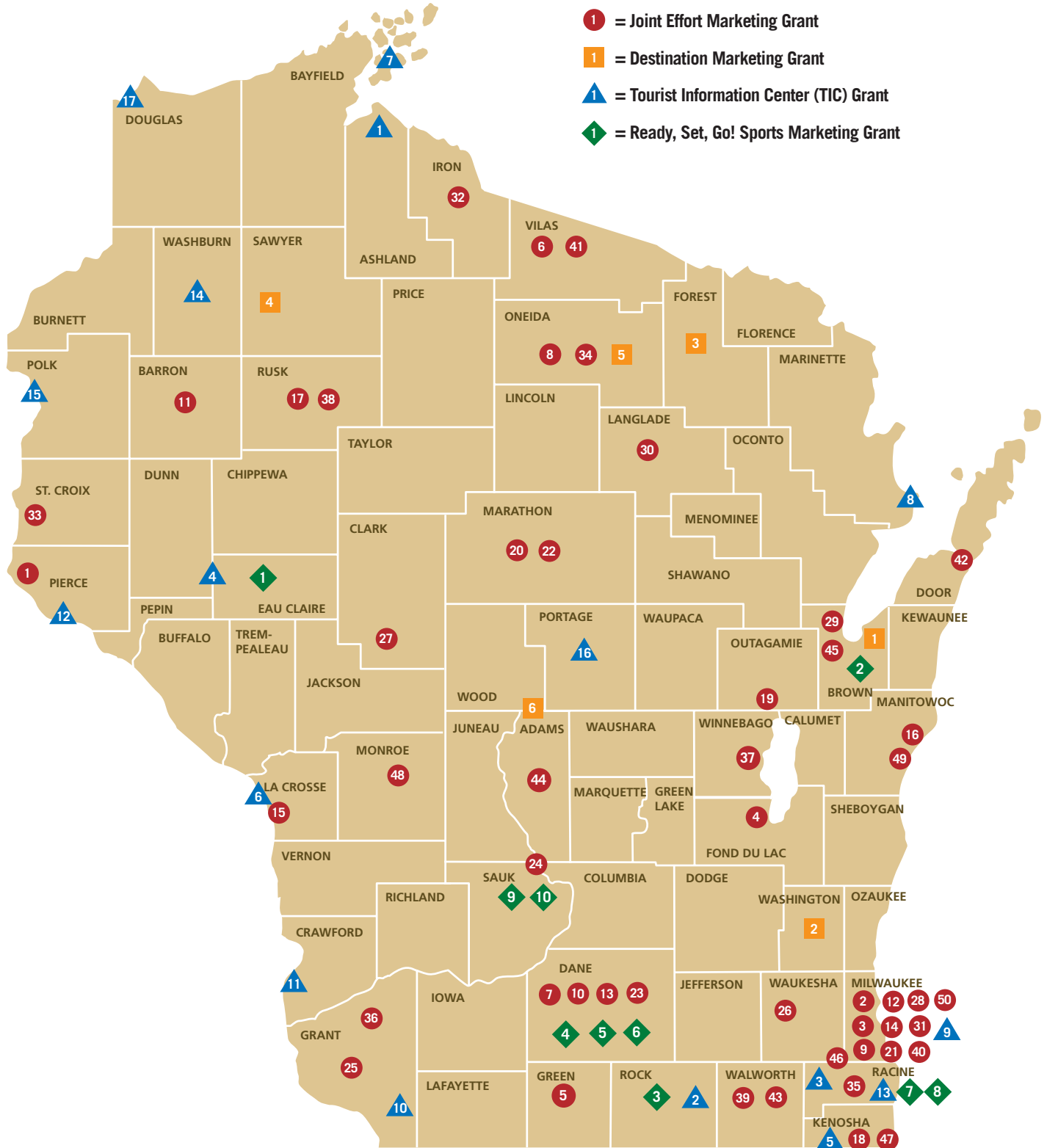
WISCONSIN
— DEPARTMENT OF TOURISM —

2018 GRANT AWARDS



Fiscal Year 2018 (July 1, 2017 - June 30, 2018)

2018 GRANT AWARDS



JOINT EFFORT MARKETING GRANTS

1. 2018 Cheese Curd Festival - YR 2 <i>Pierce County (Project date: June 22-23, 2018)</i>	\$13,900
2. 2018 Traveling Beer Garden Tours <i>Milwaukee County (Project date: May 16-Sept 11, 2018)</i>	\$39,500
3. 2018 U.S. Olympic Long Track Speedskating Trials <i>Milwaukee County (Project date: Jan 2-7, 2018)</i>	\$33,460
4. 3rd Annual Sturgeon Spectacular <i>Fond du Lac County (Project date: Feb 8-11, 2018)</i>	\$25,000
5. A Gathering of Rogues and Ruffians - Renaissance Faire <i>Green County (Project date: Oct 14-15, 2017)</i>	\$34,687
6. Arctic Warrior Races - YR 3 <i>Vilas County (Project date: Jan 12, 2019)</i>	\$2,365
7. Art Walk Stoughton 2018 <i>Dane County (Project date: July 21, 2018)</i>	\$5,000
8. ArtStart Rhinelander Music, Art & Environmental Fest <i>Oneida County (Project date: Fall 2019)</i>	\$14,690
9. Black Arts Milwaukee Spring 2018 Production <i>Milwaukee County (Project date: Mar 1-May 31, 2018)</i>	\$10,441
10. Bucky on Parade <i>Dane County (Project date: May 1-Sept 12, 2018)</i>	\$10,000
11. Cameron Bluegrass Festival & Indianhead Country Arts <i>Barron County (Project date: Sept 7-9, 2018)</i>	\$7,615
12. China Lights - YR 3 <i>Milwaukee County (Project date: Sept 21-Oct 21, 2018)</i>	\$19,250
13. CrossFit Games <i>Dane County (Project date: Aug 1-5, 2018)</i>	\$30,640
14. Dr. Seuss' How the Grinch Stole Christmas: The Musical! <i>Milwaukee County (Project date: Nov 20-25, 2018)</i>	\$31,640
15. Driftless Sports Convergence <i>La Crosse County (Project date: May 19, 2018)</i>	\$21,264
16. EVP Volleyball Coolest Coast Classic <i>Manitowoc County (Project date: July 20-22, 2018)</i>	\$5,965
17. Flambeau River Gravel Grinder <i>Rusk County (Project date: Sept 8, 2018)</i>	\$4,040
18. Food, Folks & Spokes - YR 2 <i>Kenosha County (Project date: June 21, 2018)</i>	\$11,000
19. Gridiron Glory: The Best of the Pro Football Hall of Fame <i>Outagamie County (Project date: June 1, 2018-Jan 6, 2019)</i>	\$28,250
20. Hmong Wausau Festival <i>Marathon County (Project date: July 28-29, 2018)</i>	\$16,000
21. IndiaFest Milwaukee 2018 <i>Milwaukee County (Project date: Aug 18-19, 2018)</i>	\$17,250
22. International Wisconsin Ginseng Festival - YR 2 <i>Marathon County (Project date: Sept 14-16, 2018)</i>	\$35,303
23. Joel Shapiro: The Bronzes <i>Dane County (Project date: Sept 22, 2018-Jan 13, 2019)</i>	\$21,950
24. Kilbourn City Live Music & Arts Fest - YR 3 <i>Sauk County (Project date: Sept 28-29, 2018)</i>	\$10,000
25. Lancaster Brews and Blues - YR 3 <i>Grant County (Project date: June 16, 2018)</i>	\$1,250
26. Midwest Magic Fest <i>Waukesha County (Project date: Sept 22-23, 2018)</i>	\$30,840
27. Military Working Dog Tribute Dedication <i>Clark County (Project date: June 2, 2018)</i>	\$10,000
28. Milwaukee Irish Fest - Michigan Campaign <i>Milwaukee County (Project date: Aug 17-19, 2018)</i>	\$19,660
29. Nature Connects: Art with Lego Bricks Exhibit <i>Brown County (Project date: May 25-Aug 19, 2018)</i>	\$28,250
30. Northwoods Triple Crown Festival - YR 2 <i>Langlade County (Project date: August 10-12, 2018)</i>	\$20,564
31. The Nutcracker <i>Milwaukee County (Project date: Dec 9-26, 2017)</i>	\$25,010
32. Paavo Nurmi Marathon <i>Iron County (Project date: Aug 11, 2018)</i>	\$2,250
33. Park Art Fair 2018 <i>St Croix County (Project date: June 1-2, 2018)</i>	\$22,347
34. Promoting Grouse Hunting to WI Co Forests - YR 2 <i>Northern WI Counties (Project date: July 1-Oct 31, 2018)</i>	\$2,025

35. Racine County Open House - YR 3 <i>Racine County (Project date: May 5, 2018)</i>	\$8,365
36. Reliving Our Heritage - A Living History Timeline <i>Grant County (Project date: August 5, 2018)</i>	\$8,438
37. Replay <i>Winnebago County (Project date: Feb 18- May 13, 2018)</i>	\$28,250
38. Rusk County Rodeo <i>Rusk County (Project date: Aug 10-11, 2018)</i>	\$12,200
39. The Santa Cruise - YR 2 <i>Walworth County (Project date: Nov 23-Dec 31, 2018)</i>	\$29,770
40. Sculpture Milwaukee - YR 2 <i>Milwaukee County (Project date: July 1-Oct 21, 2018)</i>	\$24,000
41. SepTimber Ride - YR 2 <i>Vilas County (Project date: September 8, 2018)</i>	\$5,000
42. Shipwrecks of Door County Interactive Exhibit Unveiling <i>Door County (Project date: May 15-Sept 15, 2018)</i>	\$39,550
43. Starlight Festival 2018 <i>Walworth County (Project date: May 25-27, 2018)</i>	\$39,519
44. Summer Wine Up <i>Adams County (Project date: June 23, 2018)</i>	\$9,838
45. Thornberry Creek LPGA Classic - YR 2 <i>Brown County (Project date: July 3-8, 2018)</i>	\$39,550
46. Tour of America's Dairyland 2018 <i>Multiple Counties (Project date: June 21-July 1, 2018)</i>	\$23,538
47. Tribute Island - YR 2 <i>Kenosha County (Project date: July 20-22, 2018)</i>	\$23,910
48. Vino Fest <i>Monroe County (Project date: Aug 31-Sept 2, 2018)</i>	\$28,650
49. Windigo Festival - YR 2 <i>Manitowoc County (Project date: Oct 5-7, 2018)</i>	\$13,650
50. Wisconsin Senior Olympics - 2018 Games <i>Milwaukee County (Project date: Aug 7-Sept 15, 2018)</i>	\$3,000
TOTAL	\$948,634

DESTINATION MARKETING GRANTS

1. Destination Green Bay Experiences <i>Brown County (Project date: Sept 1, 2018-Feb 28, 2019)</i>	\$36,310
2. Discover Wisconsin Skiing - YR 3 <i>Multiple Counties (Project date: Oct 15, 2017-Feb 15, 2018)</i>	\$7,000
3. FALL in Love with the Byway <i>Multiple NE Counties (Project date: Aug 1-Oct 31, 2018)</i>	\$38,633
4. Namekagon River: Wisconsin's Moving National Park <i>Multiple NW Counties (Project date: Jan 1-Dec 31, 2018)</i>	\$39,500
5. Oneida County Tourism Council Brand Research Project <i>Oneida County (Project date: Dec 1, 2017-Mar 30, 2018)</i>	\$39,550
6. Promoting Wisconsin "America's #1 Golf Destination" <i>Multiple Counties (Project date: July 1, 2018-June 30, 2019)</i>	\$39,500
TOTAL	\$200,493

Visitor expenditures driven by the marketing from these JEM grant projects are anticipated to exceed \$74 million dollars.

TOURIST INFORMATION CENTER GRANTS

1. Ashland	\$13,720
2. Beloit	\$7,500
3. Burlington	\$5,000
4. Eau Claire/Menomonie	\$15,000
5. Kenosha	\$7,500
6. La Crosse	\$8,237
7. Madeline Island	\$2,000
8. Marinette	\$9,900
9. Milwaukee	\$2,000
10. Platteville	\$15,000
11. Prairie du Chien	\$15,000
12. Prescott	\$6,056
13. Racine	\$5,000
14. Spooner	\$1,000
15. St. Croix Falls	\$14,851
16. Stevens Point	\$13,793
17. Superior	\$15,000
TOTAL	\$156,557

The 17 tourist information centers that received grants provided Wisconsin travel information to approximately one million customers.

READY, SET GO!

SPORTS MARKETING GRANTS

1. Eau Claire 2019 U.S. Snowshoe Association National Championships	\$1,500
2. Green Bay U.S. Open Bowling	\$5,000
3. Janesville Arbor Ridge Trail Race	\$3,000
4. Madison NJCAA 2019 Division III Men's Soccer National Championships	\$2,500
5. Madison U.S. Department of Veterans Affairs National Golden Age Games	\$10,000
6. Madison USA Judo Senior National Championships	\$7,500
7. Racine 2018 USAFL Nationals (US Australian Rules Football League)	\$6,000
8. Real Racine International Triathlon	\$10,000
9. Wisconsin Dells 2018 U.S. National Jump Rope Championship	\$12,000
10. Wisconsin Dells 2019 YMCA National Gymnastics Championships	\$8,000

TOTAL	\$65,500
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These 10 Ready, Set, Go! (RSG) grants are anticipated to bring their destinations over \$6.88 million dollars in estimated visitor expenditures.

The Department of Tourism awarded 9 Meetings Mean Business (MMB) grants totaling \$78,260 to bring meetings and conventions to Wisconsin. The estimated visitor expenditures resulting from these MMB projects is \$4.26 million.



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