

**WISCONSIN**  
— DEPARTMENT OF TOURISM —

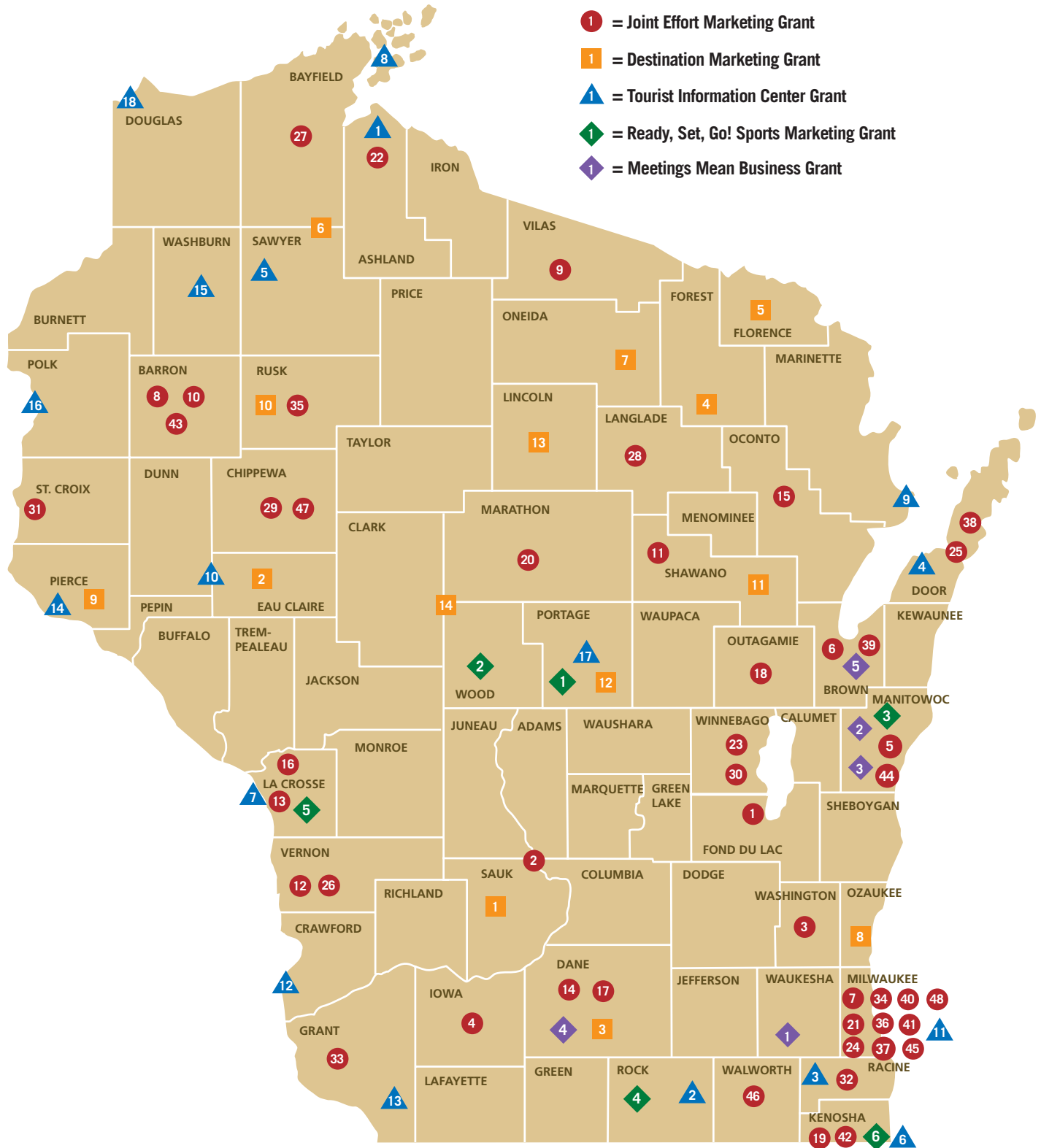
# 2019 GRANT AWARDS



Fiscal Year 2019 (July 1, 2018 - June 30, 2019)



# 2019 GRANT AWARDS



## JOINT EFFORT MARKETING GRANTS

1.	<b>4th Annual Sturgeon Spectacular - YR 2</b> <i>Fond du Lac County (Project date: Feb 5-10, 2019)</i>	\$39,500
2.	<b>A Gathering of Rogues &amp; Ruffians - Ren. Faire - YR 2</b> <i>Sauk County (Project date: Oct 13-14, 2018)</i>	\$39,550
3.	<b>Among the Wonders of the Dells: Photo Place Tourism</b> <i>Washington County (Project date: June 1-Sept 8, 2019)</i>	\$22,600
4.	<b>APT Presents Art in the Woods</b> <i>Iowa County (Project date: July 21-Sept 9, 2019)</i>	\$39,550
5.	<b>Art Slam Manitowoc</b> <i>Manitowoc County (Project date: Sept 21-22, 2019)</i>	\$8,907
6.	<b>The Automobile Gallery's Cars &amp; Guitars Car Show</b> <i>Brown County (Project date: June 15, 2019)</i>	\$3,600
7.	<b>Bastille Days</b> <i>Milwaukee County (Project date: July 11-14, 2019)</i>	\$19,350
8.	<b>Blue Hills Bar-B-Q Fest</b> <i>Barron County (Project date: May 31-June 1, 2019)</i>	\$37,337
9.	<b>Forest Frenzy Triathlon - YR 2</b> <i>Vilas County (Project date: Feb 15-17, 2019)</i>	\$15,000
10.	<b>Cameron Bluegrass Festival &amp; Indianhead Arts - YR 2</b> <i>Barron County (Project date: Sept 6-8, 2019)</i>	\$9,143
11.	<b>Central Wisconsin Military Show</b> <i>Shawano County (Project date: Aug 9-11, 2019)</i>	\$39,275
12.	<b>Coon Creek Canoe Race</b> <i>Vernon County (Project date: Aug 24, 2019)</i>	\$24,887
13.	<b>Country Boom</b> <i>La Crosse County (Project date: July 11-13, 2019)</i>	\$15,000
14.	<b>CrossFit Games - YR 2</b> <i>Dane County (Project date: July 31-Aug 4, 2019)</i>	\$13,200
15.	<b>Dirt City Duel</b> <i>Oconto County (Project date: July 27-28, 2019)</i>	\$27,000
16.	<b>Driftless Outdoors Show - YR 2</b> <i>La Crosse County (Project date: May 17-18, 2019)</i>	\$13,322
17.	<b>GLEAM, Art in a New Light</b> <i>Dane County (Project date: Aug 24-Oct 26, 2019)</i>	\$39,129
18.	<b>Guitar: The Instrument that Rocked the World</b> <i>Outagamie County (Project date: June 1, 2019-Jan 5, 2020)</i>	\$28,250
19.	<b>HarborPark Jazz, Rhythm &amp; Blues Festival</b> <i>Kenosha County (Project date: Aug 17, 2019)</i>	\$13,300
20.	<b>Hmong Wausau Festival - YR 2</b> <i>Marathon County (Project date: July 27-28, 2019)</i>	\$16,800
21.	<b>IndiaFest Milwaukee - YR 2</b> <i>Milwaukee County (Project date: Aug 17, 2019)</i>	\$15,000
22.	<b>Madeline Island Family Fall Festival</b> <i>Ashland County (Project date: Oct 19, 2019)</i>	\$4,000
23.	<b>Maker &amp; Muse: Women &amp; Early 20th Century Art Jewelry</b> <i>Winnebago County (Project date: June 22-Sept 22, 2019)</i>	\$28,250
24.	<b>Milwaukee Irish Fest - Michigan Campaign - YR 2</b> <i>Milwaukee County (Project date: Aug 15-18, 2019)</i>	\$20,000
25.	<b>New Year's Eve Cherry Drop</b> <i>Door County (Project date: Dec 31, 2018-Jan 1, 2019)</i>	\$12,536
26.	<b>The Night Market</b> <i>Vernon County (Project date: May 3-Sept 21, 2019)</i>	\$5,000
27.	<b>Northern Pines Sled Dog Race</b> <i>Bayfield County (Project date: Feb 16, 2019)</i>	\$3,900
28.	<b>Northwoods Triple Crown Festival - YR 3</b> <i>Lanlgade County (Project date: July 12-13, 2019)</i>	\$5,876
29.	<b>OneFest 2019</b> <i>Chippewa County (Project date: July 26-28, 2019)</i>	\$24,800
30.	<b>Oshkosh Restaurant Week</b> <i>Winnebago County (Project date: Jan 24-30, 2019)</i>	\$15,000
31.	<b>Park Art Fair - YR 2</b> <i>St Croix County (Project date: June 7-8, 2019)</i>	\$2,000
32.	<b>Racine Zoo Lantern Festival</b> <i>Racine County (Project date: Sept 7-Nov 30, 2019)</i>	\$30,280
33.	<b>Reliving Our Heritage - A Living History Timeline - YR 2</b> <i>Grant County (Project date: Aug 2-4, 2019)</i>	\$4,268
34.	<b>Root Beer Bash</b> <i>Milwaukee County (Project date: Aug 24, 2019)</i>	\$5,000

35.	<b>Rusk County Rodeo - YR 2</b> <i>Rusk County (Project date: Aug 8-10, 2019)</i>	\$13,633
36.	<b>Sculpture Milwaukee - YR 3</b> <i>Milwaukee County (Project date: July 1-Oct 25, 2019)</i>	\$24,000
37.	<b>Shakespeare in the State Parks - Romeo &amp; Juliet</b> <i>Multiple County (Project date: June 15-Aug 4, 2019)</i>	\$5,913
38.	<b>Shipwrecks of Door County - YR 2</b> <i>Door County (Project date: May 15-Nov 15, 2019)</i>	\$31,382
39.	<b>Thornberry Creek LPGA Classic - YR 3</b> <i>Brown County (Project date: July 2-7, 2019)</i>	\$19,170
40.	<b>Tour of America's Dairyland - YR 2</b> <i>Multiple Counties (Project date: June 20-30, 2019)</i>	\$18,830
41.	<b>Traveling Beer Garden Tours - YR 2</b> <i>Milwaukee County (Project date: May 6-Sept 30, 2019)</i>	\$21,600
42.	<b>Tribute Island - YR 3</b> <i>Kenosha County (Project date: July 19-21, 2019)</i>	\$12,565
43.	<b>Western Extreme Skijoring Event</b> <i>Barron County (Project date: March 1-2, 2019)</i>	\$30,625
44.	<b>Windigo Festival - YR 3</b> <i>Manitowoc County (Project date: Oct 4-6, 2019)</i>	\$7,977
45.	<b>Winter Wonders: International Holiday Light Show</b> <i>Milwaukee County (Project date: Nov 29, 2019-Jan 1, 2020)</i>	\$35,000
46.	<b>Winterfest &amp; US National Snow Sculpting Competition</b> <i>Walworth County (Project date: Jan 26-Feb 3, 2019)</i>	\$39,225
47.	<b>Wisconsin Game Fest</b> <i>Chippewa County (Project date: Sept 7-8, 2019)</i>	\$31,640
48.	<b>Wisconsin Senior Olympics - YR 2</b> <i>Milwaukee County (Project date: Aug 1-Sept 30, 2019)</i>	\$2,000

**TOTAL \$934,170**

## DESTINATION MARKETING GRANTS

1.	<b>Baraboo River Area Digital Engagement - YR 2</b> <i>Sauk County (Project date: July 1-Nov 1, 2019)</i>	\$10,000
2.	<b>Celebrating &amp; Growing Eau Claire's Kubb Culture</b> <i>Eau Claire County (Project date: Dec 1, 2018-May 31, 2019)</i>	\$39,500
3.	<b>Essential Madison Experiences</b> <i>Dane County (Project date: April 1-June 28, 2019)</i>	\$6,300
4.	<b>FALL in Love with the Byway - YR 2</b> <i>Multiple NE Counties (Project date: Sept 3-Nov 3, 2019)</i>	\$35,147
5.	<b>Fun on the Wild Rivers - YR 3</b> <i>Florence County (Project date: July 1-Oct 31, 2019)</i>	\$3,800
6.	<b>Market Research &amp; Study of Mt Biking in Chequamegon</b> <i>Bayfield &amp; Sawyer Counties (Project date: Jul 1, 2019-Mar 8, 2020)</i>	\$14,000
7.	<b>Oneida County Tourism Council Brand Project - YR 2</b> <i>Oneida County (Project date: July 1-Dec 31, 2019)</i>	\$39,550
8.	<b>Ozaukee Interurban Trail Promotion Project</b> <i>Ozaukee County (Project date: Sept 1, 2019-Mar 31, 2020)</i>	\$35,000
9.	<b>Pierce County Tourism Brand Study</b> <i>Pierce County (Project date: Dec 1, 2018-Dec 31, 2019)</i>	\$13,144
10.	<b>Rusk County Tourism Development Branding - YR 3</b> <i>Rusk County (Project date: July 1-Dec 31, 2018)</i>	\$7,150
11.	<b>Shawano Country Wild &amp; Scenic Brand Marketing - YR 2</b> <i>Shawano County (Project date: Jan 1-June 30, 2019)</i>	\$27,750
12.	<b>Stevens Point Destination Marketing Brand - YR 2</b> <i>Portage County (Project date: March 1-June 30, 2019)</i>	\$39,550
13.	<b>Tomahawk Regional Chamber of Commerce Brand - YR 3</b> <i>Lincoln County (Project date: Jan 1-June 30, 2019)</i>	\$8,500
14.	<b>Visit Marshfield Branding Campaign - YR 2</b> <i>Wood County (Project date: July 1, 2019-March 15, 2020)</i>	\$35,000

**TOTAL \$314,391**

**Visitor expenditures driven by the marketing from these JEM grant projects are expected to exceed \$61 million dollars.**

## TOURIST INFORMATION CENTER GRANTS

1. Ashland	\$14,370
2. Beloit	\$15,000
3. Burlington	\$4,000
4. Door County	\$5,000
5. Hayward	\$1,000
6. Kenosha	\$15,000
7. La Crosse	\$6,369
8. Madeline Island	\$610
9. Marinette	\$10,041
10. Menomonie	\$15,000
11. Milwaukee	\$1,110
12. Platteville	\$15,000
13. Prairie du Chien	\$15,000
14. Prescott	\$1,000
15. Spooner	\$1,000
16. St. Croix Falls	\$14,000
17. Stevens Point	\$11,500
18. Superior	\$15,000
<b>TOTAL</b>	<b>\$160,000</b>

The 18 Tourist Information Centers that received grants provided Wisconsin travel information to approximately 610,000 customers.

## READY, SET GO!

### SPORTS MARKETING GRANTS

1. 71st USGA Girls Junior Championships	\$15,000
2. Badger State Nationals	\$5,000
3. Beach Soccer Qualifier Presented by Pro-Am Beach Soccer	\$7,592
4. Janesville Golf Classic LPGA Symetra & Legends Tour	\$12,000
5. Major League Fishing Bass Pro Tour	\$15,000
6. UANA Pan American Junior Open Water Swimming Championships	\$6,000

**TOTAL** **\$60,592**

The 6 Ready, Set, Go! (RSG) grants are expected to generate more than \$2.3 million dollars in visitor expenditures.

### MEETINGS MEAN BUSINESS MARKETING GRANTS

1. 2020 AE/AOE Sailors Assoc. Reunion	\$4,000
2. Council of American Maritime Museums Annual Conference	\$6,270
3. Historic Naval Ships Association Annual Conference	\$6,423
4. Junior National Hereford Expo	\$20,000
5. Small Market Meeting - 2019 Convention and Marketplace	\$20,000

**TOTAL** **\$56,693**

The 5 Meetings Mean Business (MMB) grants are expected to generate more than \$6.4 million dollars in visitor expenditures.



For more information on the Department of Tourism grant programs, visit [Industry.TravelWisconsin.com/grants](https://Industry.TravelWisconsin.com/grants).