



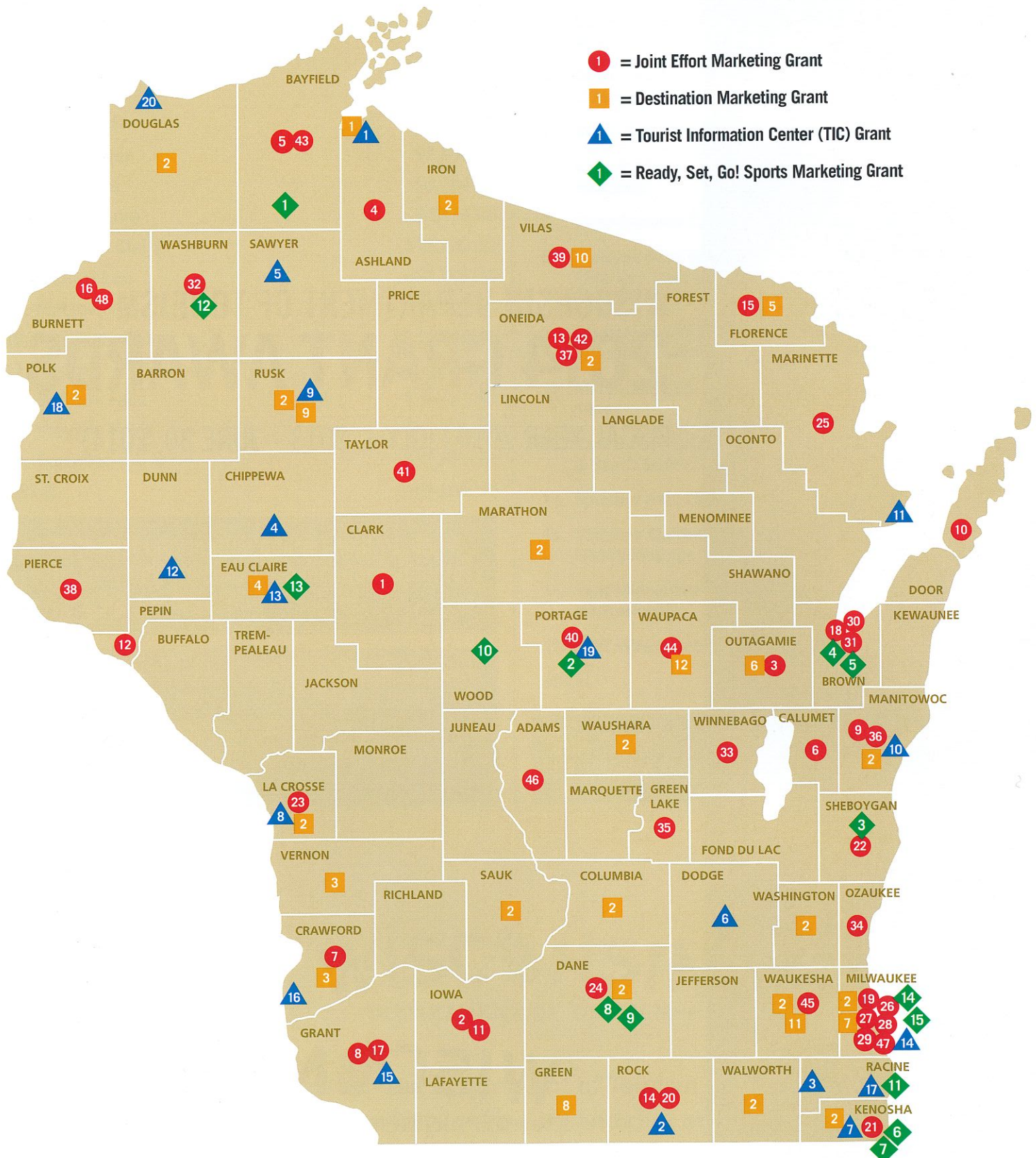
WISCONSIN DEPARTMENT OF TOURISM
2014 GRANT AWARDS

FISCAL YEAR 2014 (JULY 1, 2013 – JUNE 30, 2014)

2014 GRANT AWARDS

FISCAL YEAR 2014 (JULY 1, 2013 – JUNE 30, 2014)

- 1 = Joint Effort Marketing Grant
- 1 = Destination Marketing Grant
- 1 = Tourist Information Center (TIC) Grant
- 1 = Ready, Set, Go! Sports Marketing Grant



JOINT EFFORT MARKETING GRANTS

1. Abby Colby Llama Craft Fair - Year 3	\$3,250.00
<i>Clark County (Project date: Oct 11 & 12, 2014)</i>	
2. American Players Theatre Immersion Weekends	\$39,550.00
<i>Iowa County (Project date: Aug 1-Sept 1, 2014)</i>	
3. Appleton's Mile of Music	\$37,000.00
<i>Outagamie County (Project date: Aug 7-10, 2014)</i>	
4. Ashland Chick-uamegon	\$5,950.00
<i>Ashland County (Project date: Nov 8, 2014)</i>	
5. Cable - The Opener	\$7,150.00
<i>Bayfield County (Project date: May 2-4, 2014)</i>	
6. Calumet County's Rural Arts Roadtrip	\$16,689.00
<i>Calumet County (Project date: Oct 10-12, 2014)</i>	
7. Canoetananny	\$1,500.00
<i>Crawford County (Project date: May 17 & 18, 2014)</i>	
8. Cassville Steampunk Festival	\$6,000.00
<i>Grant County (Project date: May 23-25, 2014)</i>	
9. Dear in the Headlights	\$3,280.00
<i>Manitowoc County (Project date: Nov 23, 2013)</i>	
10. Door County North Food & Wine Festival	\$10,000.00
<i>Door County (Project date: June 28 & 29, 2014)</i>	
11. Driftless Film Festival - Year 3	\$2,500.00
<i>Iowa County (Project date: Nov 7-10, 2013)</i>	
12. Durand Fresh Paint - Year 2	\$3,000.00
<i>Pepin County (Project date: May 14-18, 2014)</i>	
13. EAA Logging & Heavy Equipment Expo	\$21,000.00
<i>Oneida County (Project date: Sept 5 & 6, 2014)</i>	
14. Edgerton Chilimania	\$14,700.00
<i>Rock County (Project date: Sept 6, 2014)</i>	
15. Florence Fishing Festival - Year 2	\$5,452.00
<i>Florence County (Project date: July 12, 2014)</i>	
16. Grantsburg Adventure Triathlon	\$10,081.00
<i>Burnett County (Project date: May 10, 2014)</i>	
17. Great River Road Festival - Year 2	\$1,317.00
<i>Grant County (Project date: Sept 20, 2014)</i>	
18. Green Bay Restaurant Week-Year 2	\$21,135.00
<i>Brown County (Project date: July 10-17, 2014)</i>	
19. Harley-Davidson Museum Special Exhibit - Year 3	\$39,550.00
<i>Milwaukee County (Project date: June 14-Sept 1, 2014)</i>	
20. Janesville Irish Fest - Year 2	\$39,450.00
<i>Rock County (Project date: Oct 2-5, 2014)</i>	
21. Kenosha Get Behind the Arts	\$10,000.00
<i>Kenosha County (Project date: April 11 & 12, 2014)</i>	
22. Kohler Arts Center's Industry Collaboration	\$28,250.00
<i>Sheboygan County (Project date: Feb 1-Sept, 2014)</i>	
23. La Crosse Hmong New Year Festival - Year 2	\$12,000.00
<i>La Crosse County (Project date: Oct 12 & 13, 2013)</i>	
24. Madison Hotel Week	\$14,050.00
<i>Dane County (Project date: Jan 30-Feb 9, 2014)</i>	
25. Marinette Logging Festival	\$19,000.00
<i>Marinette County (Project date: July 12-13, 2014)</i>	
26. Milwaukee Art Museum's Kandinsky	\$28,250.00
<i>Milwaukee County (Project date: June 6-Sept 1, 2014)</i>	
27. Milwaukee Holiday Folk Fair International	\$8,500.00
<i>Milwaukee County (Project date: Nov 22-24, 2013)</i>	
28. Milwaukee Indyfest - Year 2	\$39,550.00
<i>Milwaukee County (Project date: Aug 16 & 17, 2014)</i>	
29. Milwaukee Public Art Tents Project	\$38,000.00
<i>Milwaukee County (Project date: June 14 & 15, 2014)</i>	
30. National Railroad Museum's Eisenhower Locomotive	\$27,880.00
<i>Brown County (Project date: Aug 2-Oct 31, 2014)</i>	
31. Neville Museum's Exhibits	\$20,000.00
<i>Brown County (Project date: July-Oct, 2014)</i>	
32. Northwoods Blues Festival - Year 2	\$10,000.00
<i>Washburn County (Project date: June 20 & 21, 2014)</i>	
33. Oshkosh Angels Exhibit	\$28,250.00
<i>Winnebago County (Project date: Feb-May, 2014)</i>	

34. Port Washington Fish Days	\$7,115.00
<i>Ozaukee County (Project date: July 19, 2014)</i>	
35. Princeton Cranefest	\$33,000.00
<i>Green Lake County (Project date: Sept 11 & 12, 2014)</i>	
36. Rahr West Colorama Exhibit	\$20,440.00
<i>Manitowoc County (Project date: June 8-Aug 3, 2014)</i>	
37. Rhinelander Lumberjack Event	\$10,000.00
<i>Oneida County (Project date: June 20-22, 2014)</i>	
38. River Falls Bacon Bash	\$32,500.00
<i>Pierce County (Project date: Sept 13 & 14, 2014)</i>	
39. Sayner/Star Lake Street Fair	\$4,750.00
<i>Vilas County (Project date: Aug 3, 2014)</i>	
40. Stevens Point Spring Sales Promotion - Year 2	\$33,800.00
<i>Portage County (Project date: April 1-May 31, 2014)</i>	
41. Taylor County Maplefest	\$9,988.00
<i>Taylor County (Project date: April 26, 2014)</i>	
42. Three Lakes Northwoods Heritage Fest - Year 3	\$7,000.00
<i>Oneida County (Project date: July 11 & 12, 2014)</i>	
43. Washburn Board Across the Bay - Year 2	\$11,500.00
<i>Bayfield County (Project date: July 25 & 26, 2014)</i>	
44. Waupaca Blues Festival - Year 3	\$1,560.00
<i>Waupaca County (Project date: Oct 3 & 4, 2014)</i>	
45. Wilson Center Guitar Competition - Year 2	\$22,300.00
<i>Waukesha County (Project date: Aug 14-16, 2014)</i>	
46. Wisconsin State Trapshoot - Year 2	\$27,500.00
<i>Adams County (Project date: July 15-20, 2014)</i>	
47. Yellow Phone Music Conference - Year 2	\$39,000.00
<i>Milwaukee County (Project date: Sept 4-7, 2014)</i>	
48. Yellow River Music Festival - Year 2	\$14,000.00
<i>Burnett County (Project date: June 28, 2014)</i>	
TOTAL	\$846,737.00

DESTINATION MARKETING GRANTS

1. Ashland's Fall Mural Tour - Year 2	\$19,450.00
<i>Ashland County (Project date: Sept 1-Nov 30, 2014)</i>	
2. Discover Wisconsin Skiing	\$16,640.00
<i>Columbia, Dane, Iron, Douglas, Kenosha, La Crosse, Manitowoc, Marathon, Milwaukee, Oneida, Polk, Rusk, Sauk, Walworth, Washington, Waukesha, and Waushara Counties. (Project date: Nov 29, 2014-Feb 1, 2015)</i>	
3. Driftless Wisconsin - Year 3	\$8,215.00
<i>Crawford & Vernon Counties (Project date: July 1-Dec 31, 2014)</i>	
4. Eau Claire's Think Local	\$30,300.00
<i>Eau Claire County (Project date: May 28-Dec, 2014)</i>	
5. Florence County Wild Rivers Tour	\$18,935.00
<i>Florence County (Project date: Apr-Oct, 2014)</i>	
6. Fox Cities Wisconsin's Shopping Place - Year 3	\$18,069.00
<i>Outagamie County (Project date: Dec 13-May 1, 2014)</i>	
7. Gateway to Milwaukee Market Research and Analysis	\$39,550.00
<i>Milwaukee County (Project date: Jan-July, 2014)</i>	
8. Green County Destination Marketing - Year 3	\$17,000.00
<i>Green County (Project date: June-Oct, 2014)</i>	
9. Rusk County Destination Marketing	\$39,500.00
<i>Rusk County (Project date: Aug 15-Nov 30, 2014)</i>	
10. Vilas County Silent Sports Promotion	\$39,550.00
<i>Vilas County (Project date: Jan-June, 2014)</i>	
11. Waukesha-Pewaukee Destination Marketing - Year 2	\$29,362.00
<i>Waukesha County (Project date: April-Sept, 2014)</i>	
12. Waupaca County Destination Marketing - Year 3	\$12,500.00
<i>Waupaca County (Project date: Jan-June, 2014)</i>	
TOTAL	\$289,071.00

Visitor expenditures driven by the marketing from these JEM grant projects will exceed \$28 million dollars.

TOURIST INFORMATION CENTER GRANTS

1. Ashland	\$4,950.00
2. Beloit	\$15,000.00
3. Burlington	\$3,000.00
4. Chippewa Falls	\$221.00
5. Hayward	\$2,500.00
6. Horicon	\$1,000.00
7. Kenosha	\$15,000.00
8. La Crosse	\$12,500.00
9. Ladysmith	\$1,000.00
10. Manitowoc	\$7,500.00
11. Marinette	\$8,204.00
12. Menomonie	\$1,176.00
13. Visit Eau Claire	\$15,000.00
14. Milwaukee	\$4,000.00
15. Platteville	\$9,500.00
16. Prairie du Chien	\$15,000.00
17. Racine	\$5,500.00
18. St Croix Falls	\$14,763.00
19. Stevens Point	\$13,111.00
20. Superior	\$12,881.00
TOTAL	\$161,806.00

The 20 tourist information centers that received grants, provided Wisconsin travel information to over 786,000 customers.

The Department of Tourism awarded 9 Meetings Mean Business (MMB) Grants totaling \$58,344, to bring meetings and conventions to Wisconsin. The estimated future expenditures resulting from these MMB projects is \$8.7 million dollars.

READY, SET, GO! SPORTS MARKETING GRANTS

1. Cable Area Chamber-Paralympic Nordic Skiing World Cup	\$20,000.00
2. Central Wisconsin/Stevens Point Area Sports Commission-ASA Slow Pitch Tournament	\$1,000.00
3. Elkhart Lake Visitor's Bureau-Tough Mudder Wisconsin 2014	\$8,000.00
4. Green Bay Area VCB-Cabela's National Team Championships	\$10,000.00
5. Green Bay Area VCB-US Bowling Congress	\$10,000.00
6. Kenosha Area CVB-ISI Synchronized Ice Skating Nationals	\$5,140.00
7. Kenosha Area CVB-Mid America World Series	\$5,000.00
8. Madison Area Sports Commission-USA Climbing American Bouldering Series National Championships	\$14,000.00
9. Madison Area Sports Commission-USA World Wrestling Team Trials	\$6,000.00
10. Marshfield CVB-Small Town Baseball World Series	\$4,318.00
11. Racine County CVB-AGA Nation's Bikes, Boards & Beach Series	\$7,500.00
12. Spooner Area Chamber-Wilderness Hockey	\$1,000.00
13. Visit Eau Claire-US Snowshoe Association Championships	\$2,150.00
14. Visit Milwaukee-Association of Volleyball Professionals	\$5,000.00
15. Visit Milwaukee-JCC Maccabi Games	\$15,000.00
TOTAL	\$114,108.00

These 15 RSG grants will bring their destinations over \$12.4 million dollars in direct spending.

WISCONSIN
— DEPARTMENT OF TOURISM —

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