



ARTS, CULTURE, HERITAGE

Art Escape
BAYSHORE
Christiansen Creative
Forts Folle Avoine Historical Park
Geronimo Hospitality Group
Kaukauna Public Library
Milwaukee Art Museum
Native American Tourism of Wisconsin
Door County Plein Air Festival
Peninsula State Park Residency
Platteville Historic Reenactment
Puerto Rican Festival of Wisconsin
Sculpture Milwaukee
The Pfister Hotel
Thrasher Opera House
Wisconsin Maritime Museum
Wisconsin Museum of Quilts and Fiber Arts
Woodland Indian Art, Inc.
Yerkes Observatory

BRIGHT IDEA

Access For All Initiative, Friends of the
Apostle Islands National Lakeshore
Advancing Accessibility and Collaboration
in Wisconsin's Northwoods
American Players Theatre IDEA Initiative
Belonging and Mattering Institute
Cloth as Land: HMong Indigeneity
Collaborating for Increased Tourism and
Outdoor Recreation
Door County Amplify
Food + Farm Exploration Center
Flavors of Africa & the Diaspora
Land O' Lakes Zombie Crawl
National Hmong Memorial Day and Labor
Day Festivals
SouthEastern Wisconsin
Adaptive Ski Program
Telling Our Stories: LGBTQ+ Voices of
Northeast Wisconsin
Travel Through Green Lake
Tricia's Treasures Live Initiative
Visit Beloit Tribal Tourism Initiative
Weaving a Legacy: Ho-Chunk Black
Ash Basketry
Woodland Indian Art, Inc.

INNOVATION

Burnett County Tourism Coalition
GeroniApp
Eckelberg Productions and Shift Visuals
The Glide Ice Skating Ribbon
Midwest Challenge
Skelly's Farm Market
Baird Center

RISING STAR

Adrian Lockington, Monroe County
Angie Evans, Green Lake Area
Chamber of Commerce
Aron Houdini, Land O' Lakes
Chamber of Commerce
Becca Petrillo, Discover the
North Shore MKE
Cory Bennett, Mineral Point
Chamber of Commerce
Courtney Hansen, Visit Manitowoc
Hailey Eickhorst, Fox Hill RV Resort
Iris Dishno, Explore La Crosse
Afton and Mitch Krysiak, Busy Barn Farm
Adventures
Bryan Kubel, Visit Milwaukee
Tate Phillip, Cave of the Mounds

SERVICE EXCELLENCE

Lumberjack Memorial Trails Snowmobile Club
Dannelle Gay, The Traveling Cheesehead
James Netz Photography
Franksville Craft Beer Garden
Green Bay Packers 2025 NFL Draft Team
Will Jeffery, American Pond Hockey
Jaime Peterson, Saz's Hospitality Group

LEGACY

Ann & Lindor "Skip" Maletzke,
Spur of the Moment Ranch
Mary McPhetridge, Ashland Area
Chamber of Commerce
Thomas M Diehl, Tommy Bartlett, Inc.
Kathleen O'Leary, KO'Leary, LLC.