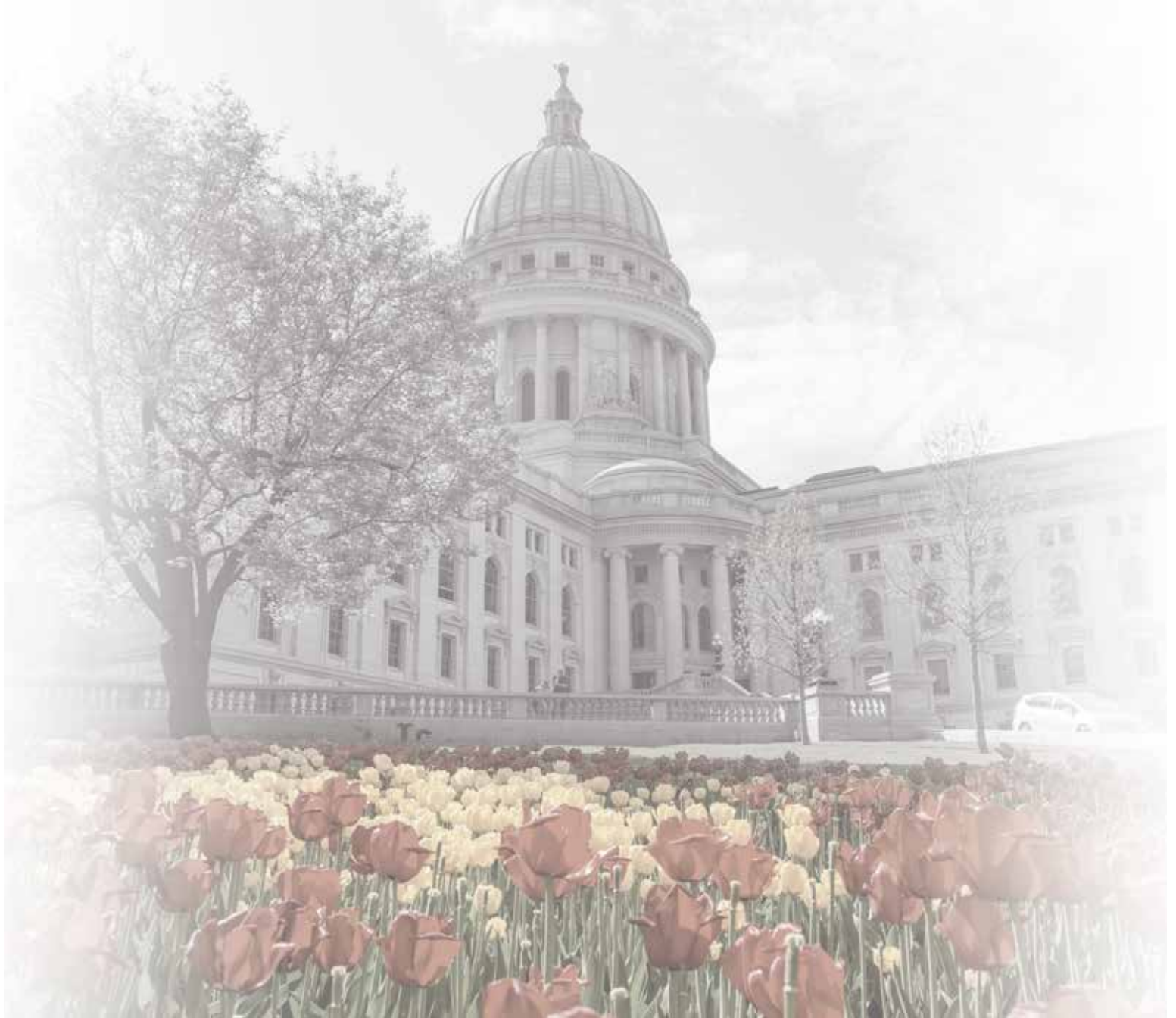


.....*Wisconsin Department of Tourism*.....

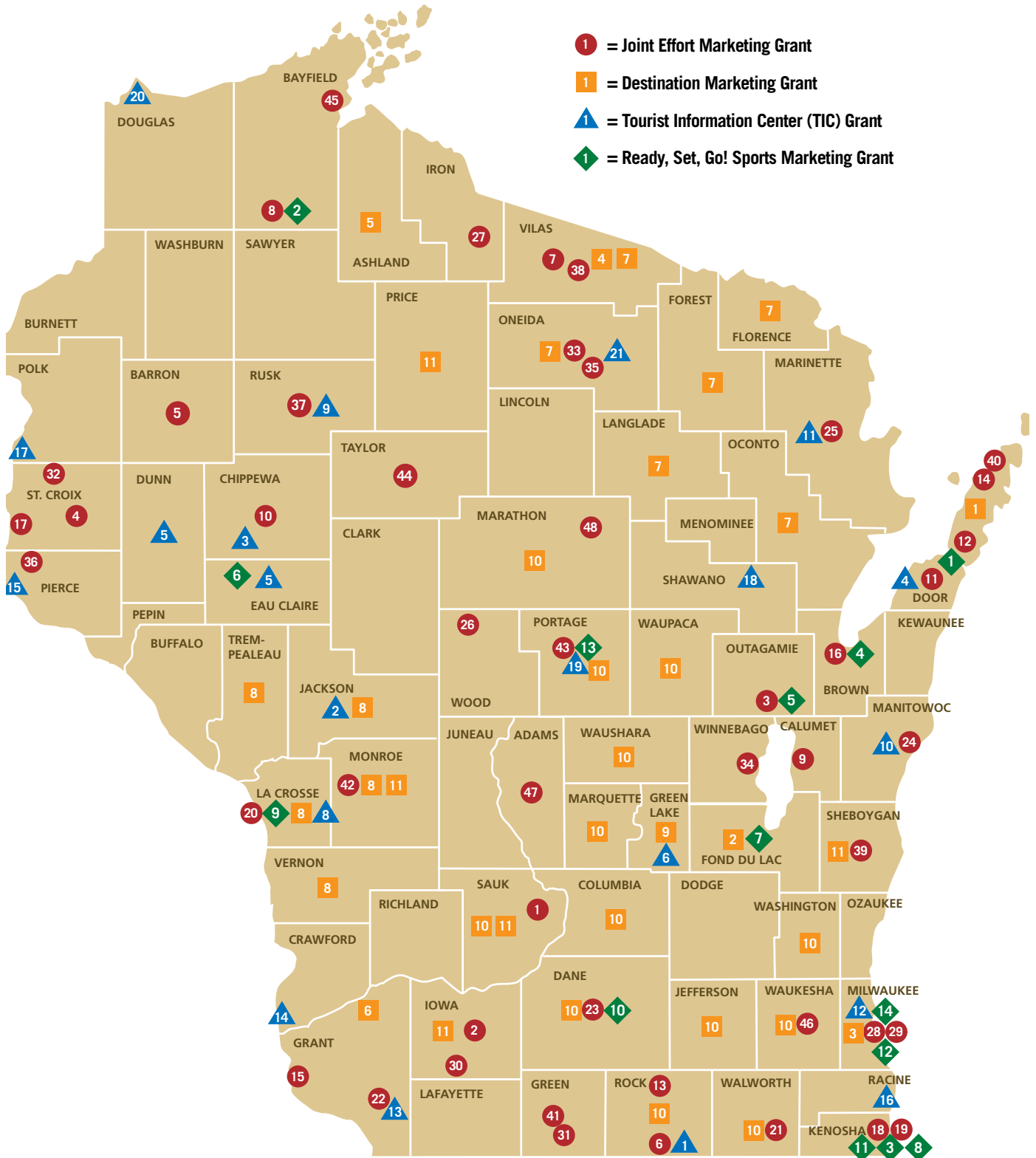
2015 GRANT AWARDS

Fiscal Year 2015 (July 1, 2014 – June 30, 2015)



WISCONSIN
— DEPARTMENT OF TOURISM —

2015 GRANT AWARDS



JOINT EFFORT MARKETING GRANTS

1. Al Ringling Grand Opening <i>Sauk County (Project date: Feb–May, 2016)</i>	\$28,250	35. Rhineland Log Boom-YR 2 <i>Oneida County (Project date: June 19-21, 2015)</i>	\$20,000
2. American Players Theatre Immersion Weekends - Yr 2 <i>Iowa County (Project date: Aug 1-Sept 7, 2015)</i>	\$39,550	36. River Falls Bacon Bash-Year 2 <i>Pierce County (Project date: Sept 19-20, 2015)</i>	\$27,780
3. Appleton's Mile of Music - Yr 2 <i>Outagamie County (Project date: Aug 6-9, 2015)</i>	\$39,550	37. Rusk Co Arts Experience <i>Rusk County (Project date: June 26-27, 2015)</i>	\$15,000
4. Baldwin Woodville Chili Fest <i>St. Croix County (Project date: Sept 26, 2015)</i>	\$8,000	38. Sayner/Star Lake Street Fair-Year 2 <i>Vilas County (Project date: Aug 2, 2015)</i>	\$6,606
5. Barron Co Arts Festival <i>Barron County (Project date: August 14-15, 2015)</i>	\$25,000	39. Sheboygan Music Series <i>Sheboygan County (Project date: June 25-Sept 23, 2015)</i>	\$20,000
6. Beloit's OV Shaffer Road Trip <i>Rock County (Project date: July 3-31, 2015)</i>	\$7,630	40. Sister Bay Sunsplash <i>Door County (Project date: August 7-8, 2015)</i>	\$25,555
7. Boulder Junction Triathlon <i>Vilas County (Project date: May 15-17, 2015)</i>	\$21,500	41. Soil Sisters Farm Tours <i>Green County (Project date: July 31-Aug 2, 2015)</i>	\$32,200
8. Cable Paralympic World Championships <i>Bayfield County (Project date: Jan 22-30, 2015)</i>	\$26,875	42. Sparta Bike Event <i>Monroe County (Project date: Oct 3-10, 2015)</i>	\$10,000
9. Calumet Co Rural Arts Roadtrip-YR 2 <i>Calumet County (Project date: Oct 9-11, 2015)</i>	\$11,000	43. Stevens Point Paddle Quest <i>Portage County (Project date: Aug 7-22, 2015)</i>	\$8,500
10. Chippewa Valley Logjam <i>Chippewa County (Project date: June 6-20, 2015)</i>	\$39,500	44. Taylor County Maple Festival-YR 2 <i>Taylor County (Project date: April 25, 2015)</i>	\$5,000
11. Door County North Food & Wine Festival-YR 2 <i>Door County (Project date: June 27, 2015)</i>	\$17,200	45. Washburn's Board Across the Bay <i>Bayfield County (Project date: July 25-26, 2015)</i>	\$3,550
12. Door County Sea Dogs exhibit <i>Door County (Project date: May 15-Sept 15, 2015)</i>	\$20,000	46. Wilson Center Guitar Competition-YR 3 <i>Waukesha County (Project date: Aug 13-15, 2015)</i>	\$15,000
13. Edgerton Chilimania-Year 2 <i>Rock County (Project date: Sept 12, 2015)</i>	\$13,365	47. Wisconsin State Trapshoot-YR 3 <i>Adams County (Project date: July 14-19, 2015)</i>	\$12,000
14. Ephraim Hill Climb <i>Door County (Project date: Sept 11-13, 2015)</i>	\$15,450	48. Woodson Art Museum's Medieval to Metal <i>Marathon County (Project date: Feb 28-May 31, 2015)</i>	\$28,250
15. Great River Road Festival-YR 3 <i>Grant County (Project date: Sept 19, 2015)</i>	\$450	TOTAL	\$887,826
16. Green Bay Restaurant Week-YR 3 <i>Brown County (Project date: July 9-16, 2015)</i>	\$12,300	DESTINATION MARKETING GRANTS	
17. Hudson Working Stockdog Trials <i>St. Croix County (Project date: Sept 4-7, 2015)</i>	\$1,250	1. Door County Digital Experience <i>Door County (Project date: Oct 2014-Dec, 2015)</i>	\$39,550
18. Kenosha Racine Art Studio Tours-YR 2 <i>Kenosha County (Project date: April 24-26, 2015)</i>	\$20,400	2. Fond du Lac Destination Marketing-Year 3 <i>Fond du Lac County (Project date: Sept 2014-Dec, 2015)</i>	\$39,550
19. Kenosha restaurant week <i>Kenosha County (Project date: Feb 24-26, 2015)</i>	\$19,000	3. Milwaukee Gateway Destination Marketing-Year 2 <i>Milwaukee County (Project date: Jan - Dec, 2015)</i>	\$39,550
20. La Crosse Bike Fest <i>La Crosse County (Project date: Sept 4-7, 2015)</i>	\$11,250	4. Vilas County Silent Sports Promotion-Year 2 <i>Vilas County (Project date: Jan-June, 2015)</i>	\$39,550
21. Lake Geneva Restaurant Week <i>Walworth County (Project date: May 29-June 7, 2015)</i>	\$39,100	5. Ashland Fall Mural Campaign-Year 3 <i>Ashland County (Project date: Apr-Oct, 2014)</i>	\$5,300
22. Lancaster Brews and Blues <i>Grant County (Project date: June, 2015)</i>	\$5,000	6. Boscobel, Muscoda, Blue River & Wauzeka Destination Marketing <i>Grant County (Project date: Dec 13-May 1, 2014)</i>	\$22,300
23. Madison Hotel Week-YR 2 <i>Dane County (Project date: Feb 13-23, 2015)</i>	\$7,025	7. Camp Five Family Fun passport <i>Forest, Florence, Langlade, Oneida, Vilas, Oconto Counties (Project date: July-Sept 2015)</i>	\$20,540
24. Manitowoc's Sub Fest <i>Manitowoc County (Project date: July 10-12, 2015)</i>	\$39,500	8. Driftless Motorcycle Destinations-Year 2 <i>Jackson, La Crosse, Monroe, Trempealeau & Vernon Counties (Project date: May-Oct, 2015)</i>	\$18,000
25. Marinette Logging & Heritage Fest-YR 2 <i>Marinette County (Project date: July 10-12, 2015)</i>	\$20,000	9. Green Lake Country Brand Development <i>Green Lake County (Project date: May-Dec, 2015)</i>	\$12,000
26. Marshfield Una Sessions Music Festival <i>Wood County (Project date: Nov 13-15, 2015)</i>	\$18,000	10. Ice Age Trail Destination Marketing-Year 2 <i>Marathon, Portage, Waupaca, Waushara, Marquette, Sauk, Columbia, Dane, Rock, Walworth, Jefferson, Waukesha & Washington Counties (Project date: June-December, 2015)</i>	\$37,000
27. Mercer Can-Yak Fishing Festival <i>Iron County (Project date: Sept 4-6, 2015)</i>	\$9,000	11. Wandering Wisconsin-Year 3 <i>Iowa, Grant, Monroe, Price, Sauk & Sheboygan Counties (Project date: Aug 2-Sept 26, 2015)</i>	\$1,725
28. Midwest Food Service Expo <i>Milwaukee County (Project date: March 9-11, 2015)</i>	\$39,550	TOTAL	\$275,065
29. Milwaukee Holiday Folk Fair Int'l-YR 2 <i>Milwaukee County (Project date: Nov 21-23, 2014)</i>	\$7,500	<div style="background-color: #c00000; color: white; padding: 10px; text-align: center;"> <p>Visitor expenditures driven by the marketing from these JEM grant projects will exceed \$31 million dollars.</p> </div>	
30. Mineral Point Painting Festival <i>Iowa County (Project date: Aug 5-8, 2015)</i>	\$7,200		
31. Monroe Music Arts Festival-YR 2 <i>Green County (Project date: May 14-16, 2015)</i>	\$28,100		
32. New Richmond's Moving Veterans Wall exhibit <i>St. Croix County (Project date: Sept 10-14, 2015)</i>	\$17,600		
33. Northwoods Medieval Faire <i>Oneida County (Project date: Sept 10-15, 2015)</i>	\$15,000		
34. Paine's Dressing Downton <i>Winnebago County (Project date: June 20-Sept 20, 2015)</i>	\$28,250		

TOURIST INFORMATION CENTER GRANTS

1. Beloit	\$15,000
2. Black River Falls	\$1,000
3. Chippewa Falls	\$1,400
4. Door County	\$500
5. Eau Claire for Menomonie	\$15,000
6. Green Lake	\$6,300
7. Kenosha	\$15,000
8. La Crosse	\$15,000
9. Ladysmith	\$1,000
10. Manitowoc	\$12,500
11. Marinette	\$11,100
12. Milwaukee	\$2,000
13. Platteville	\$15,000
14. Prairie du Chien	\$15,000
15. Prescott	\$1,000
16. Racine	\$2,000
17. St. Croix Falls	\$12,400
18. Shawano	\$2,000
19. Stevens Point	\$4,300
20. Superior	\$15,000
21. Three Lakes	\$2,500
TOTAL	\$165,000

The 21 tourist information centers that received grants, provided Wisconsin travel information to over 670,000 customers.

READY, SET GO!

SPORTS MARKETING GRANTS

1. Bassmaster Elite in Sturgeon Bay	\$20,000
2. Cable 2016 USSA Junior Nationals	\$20,000
3. Chicago Scouts Silver & Black Games	\$5,000
4. Dock Dogs Regional Championships	\$2,500
5. Dream Big Baseball	\$3,900
6. Eau Claire Table Tennis	\$6,000
7. Fond du Lac World Ice & Snow Sailing	\$7,500
8. Kenosha 2016 figure skating (US Regional)	\$10,000
9. La Crosse Major League Fishing	\$7,500
10. Madison Badminton	\$4,000
11. Pleasant Prairie Cup Triathlon	\$4,221
12. Stevens Point College Bassmaster	\$15,000
13. USA Triathlon Age Group Nationals	\$13,000
TOTAL	\$128,121

These 13 RSG grants will bring their destination over \$7.4 million dollars in direct marketing.

The Department of Tourism awarded 8 Meetings Mean Business (MMB) Grants totaling \$71,250, to bring meetings and conventions to Wisconsin. The estimated future expenditures resulting from these MMB projects is \$5.8 million dollars.



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