

**WISCONSIN DEPARTMENT OF TOURISM**  
**2012 GRANT AWARDS**

FISCAL YEAR 2012 (JULY 1, 2011 – JUNE 30, 2012)



## JOINT EFFORT MARKETING GRANTS

1. <b>Abby/Colby Rural Fest</b>	\$6,754.00
<i>Clark County (Project date: Oct '12)</i>	
2. <b>African American Baseball in Dunn County</b>	\$23,000.00
<i>Dunn County (Project dates: May-Aug '12)</i>	
3. <b>Appleton Leonardo da Vinci Exhibit</b>	\$28,000.00
<i>Outagamie County (Project dates: Sept '12-Jan '13)</i>	
4. <b>Big Tap Chautauqua Fest</b>	\$8,770.00
<i>Bayfield County (Project date: Sept '12)</i>	
5. <b>Black River Falls Green Expo-YR 2</b>	\$2,500.00
<i>Jackson County (Project date: Aug '12)</i>	
6. <b>Cambridge Civil War Days</b>	\$9,000.00
<i>Dane County (Project date: June '12)</i>	
7. <b>Columbus Horse &amp; Carriage Festival</b>	\$29,837.00
<i>Columbia County (Project date: June '12)</i>	
8. <b>Coon Creek Trout Festival-YR 2</b>	\$6,430.00
<i>Vernon County (Project date: June '12)</i>	
9. <b>Driftless Film Festival</b>	\$24,416.00
<i>Iowa County (Project date: Oct '11)</i>	
10. <b>Green Bay Film Festival-YR 2</b>	\$15,903.00
<i>Brown County (Project date: March '12)</i>	
11. <b>Harley Davidson Museum special exhibit-YR 2</b>	\$35,000.00
<i>Milwaukee County (Project dates: June-Sept '12)</i>	
12. <b>Hayward-Spooner Golf Tournament</b>	\$10,000.00
<i>Sawyer County (Project date: Aug '12)</i>	
13. <b>Janesville Holiday Light Show</b>	\$15,000.00
<i>Rock County (Project date: Dec '11)</i>	
14. <b>Kenosha Grill Games</b>	\$31,000.00
<i>Kenosha County (Project date: Aug '12)</i>	
15. <b>Laona Lumberjack Show</b>	\$25,000.00
<i>Forest County (Project date: July '12)</i>	
16. <b>Madison Curling Sales Promotion</b>	\$39,500.00
<i>Dane County (Project dates: Jan-Feb '12)</i>	
17. <b>Madison Museum of Contemporary Art Houdini Exhibit</b>	\$28,250.00
<i>Dane County (Project dates: Feb-May '12)</i>	
18. <b>Mazomanie Gandy Dancer/Circus Festival</b>	\$18,800.00
<i>Dane County (Project date: Aug '12)</i>	
19. <b>Milwaukee Hair Expo-YR 2</b>	\$8,500.00
<i>Milwaukee County (Project date: June '12)</i>	
20. <b>Milwaukee Winterfest</b>	\$39,500.00
<i>Milwaukee County (Project date: Dec '11)</i>	
21. <b>Paine Ansel Adams Exhibit</b>	\$28,250.00
<i>Winnebago County (Project dates: June-Oct '12)</i>	
22. <b>Pepin Film Festival-YR 2</b>	\$17,550.00
<i>Pepin County (Project date: Oct '12)</i>	
23. <b>Reedsburg Fermentation Fest-YR 3</b>	\$6,800.00
<i>Sauk County (Project date Oct '12)</i>	
24. <b>River Falls Bluegrass Festival</b>	\$15,000.00
<i>Pierce County (Project date: March '12)</i>	
25. <b>Rock the Green</b>	\$25,000.00
<i>Milwaukee County (Project Date: Sept '12)</i>	
26. <b>Schooner Coast Sales Promotion-YR 2</b>	\$38,000.00
<i>Manitowoc, Kewaunee &amp; Door Counties (Project dates: May-July '12)</i>	
27. <b>Shakesperience</b>	\$28,000.00
<i>Iowa/Sauk Counties (Project date: Aug '12)</i>	
28. <b>Shawano Country Fall Art Fest-YR 2</b>	\$14,858.00
<i>Shawano County (Project date: Oct '12)</i>	

29. <b>Spooner Canoe Fest-YR 2</b>	\$6,500.00
<i>Washburn County (Project date: May '12)</i>	
30. <b>Taking the Reins</b>	\$20,000.00
<i>Dane County (Project date: Aug '12)</i>	
31. <b>Three Lakes Heritage Fest</b>	\$30,000.00
<i>Oneida County (Project date: July '12)</i>	
32. <b>Washburn Board Across the Bay Race &amp; Fest</b>	\$25,000.00
<i>Bayfield County (Project date: July '12)</i>	
33. <b>Waterford Balloon Festival</b>	\$10,000.00
<i>Racine County (Project date: July '12)</i>	
34. <b>Watertown Rockman Challenge</b>	\$11,990.00
<i>Jefferson County (Project date: Sept '12)</i>	
35. <b>Waupaca Blues Fest</b>	\$6,600.00
<i>Waupaca County (Project date: Sept '12)</i>	
36. <b>Wausau Hockey-YR 3</b>	\$16,100.00
<i>Marathon County (Project dates: Dec '11-Jan '12)</i>	
37. <b>Wisconsin Science Festival</b>	\$35,075.00
<i>Statewide (Project date: Aug '12)</i>	
<b>TOTAL</b>	<b>\$739,883.00</b>

## DESTINATION MARKETING GRANTS

1. <b>Eau Claire Area Marketing Campaign-YR 2</b>	\$38,700.00
<i>Eau Claire County (Project dates: May-Oct '12)</i>	
2. <b>Fox Cities Brand Tweak-YR 2</b>	\$33,545.00
<i>Outagamie County (Project dates: Aug '12-March '13)</i>	
3. <b>Fox Cities Religious Meetings-YR 3</b>	\$4,300.00
<i>Outagamie County (Project dates: July '12-Feb '13)</i>	
4. <b>Grow North Marketing Campaign-YR 2</b>	\$39,550.00
<i>Forest, Lincoln, Langlade, Oneida &amp; Vilas Counties (Project dates: Aug-Oct '12)</i>	
5. <b>Ice Age Trail Marketing Development</b>	\$38,650.00
<i>Barron, Burnett, Chippewa, Columbia, Dane, Door, Langlade, Lincoln, Marathon, Marquette, Milwaukee, Ozaukee, Polk, Portage, Rock, Rusk, Sauk, Sheboygan, Taylor, Walworth, Washburn, Washington, Waukesha, Waushara, &amp; Waupaca Counties (Project dates: May-Dec '12)</i>	
6. <b>Jefferson County Marketing Development</b>	\$39,550.00
<i>Jefferson County (Project dates: Oct '11-Oct '12)</i>	
7. <b>Kenosha Area Campaign-YR 3</b>	\$32,567.00
<i>Kenosha County (Project dates: April-Sept '12)</i>	
8. <b>Madison Area Sports Marketing-YR 2</b>	\$33,455.00
<i>Dane County (Project dates: Dec '11-Nov '12)</i>	
9. <b>Racine County Marketing-YR 3</b>	\$39,550.00
<i>Racine County July-Dec '12</i>	
10. <b>Rusk &amp; Chippewa County Rivers-YR 3</b>	\$7,700.00
<i>Chippewa &amp; Rusk Counties (Project dates: Aug-Oct '12)</i>	
11. <b>Walworth County Marketing-YR 2</b>	\$39,550.00
<i>Walworth County (Project dates: Jan-Mar '12)</i>	
12. <b>Waupaca County Marketing Development</b>	\$34,000.00
<i>Waupaca County (Project dates: Oct '11-March '12)</i>	
13. <b>Winnebago County Marketing-YR 3</b>	\$9,000.00
<i>Winnebago County (Project dates: Aug-Dec '12)</i>	
<b>TOTAL</b>	<b>\$390,117.00</b>

Visitor expenditures driven by the marketing from Joint Effort Marketing and Destination Marketing projects will exceed \$33 million.

## TOURIST INFORMATION CENTER GRANTS

1. Appleton Center	\$1,078
2. Ashland/Northern Great Lakes Center	\$13,609
3. Beloit Center	\$15,000
4. Chippewa Falls Center	\$269
5. Green Lake Center	\$3,200
6. Hurley Center	\$2,792
7. Kenosha Center	\$14,937
8. La Crosse Center	\$8,900
9. Manitowoc Center	\$8,000
10. Marinette Center	\$3,828
11. Monroe Center	\$1,000
12. Platteville Center	\$14,977
13. Prairie du Chien Center	\$14,930
14. Racine Center	\$11,751
15. Rusk Center	\$4,458
16. Sparta Center	\$3,697
17. Spooner Center	\$1,125
18. St. Croix Falls Center	\$14,897
19. Stevens Point Center	\$6,775
20. Superior Center	\$14,867
<b>TOTAL</b>	<b>\$160,090</b>

The 20 tourist information centers that received grants provided Wisconsin travel information to over 900,000 customers. 99% of the grant dollars go towards jobs.

## READY, SET, GO! SPORTS MARKETING GRANTS

1. Cable Area Chamber of Commerce – IPC World Cup Biathlon & Cross Country Ski Championships	\$20,000
2. La Crosse Area CVB – BASS Elite Fishing Series	\$20,000
3. Beloit CVB – Midwest Martial Arts Expo	\$4,400
4. Visit Milwaukee – US Open Junior Beach Volleyball	\$6,250
5. Manitowish Waters Chamber – Northwoods Bad-Dash	\$8,000
6. Wausau CVB – 2012 Intl Canoe Federation U23	\$10,000
7. Janesville CVB – Inaugural World Water Ski Tournament	\$16,250
8. Green Bay Area CVB – USA Curling National Championships	\$7,000
9. Green Bay Area CVB – 2012 Bassmaster Elite Mystery Lake	\$10,000
10. Fox Cities – US Youth Soccer Midwest Region	\$10,000
11. Oshkosh CVB – National Volleyball League – NVL Championships	\$10,000
<b>TOTAL</b>	<b>\$121,900</b>

These 11 Ready, Set, Go! sports marketing grants total \$121,900 and added an estimated \$19.8 million in visitor spending in FY12.

## MEETINGS MEAN BUSINESS

The Department of Tourism awarded 7 Meetings Mean Business Grants totaling \$53,056 to bring meetings and conventions to Wisconsin. The estimated future economic impact of these grants is \$10.2 million.



For more information on the Department of Tourism grant programs visit [Industry.TravelWisconsin.com](http://Industry.TravelWisconsin.com) and click on Grants.