



1993

**WISCONSIN
COMMUNITY
SLOGANS:
THEIR USE AND
IMPACTS**

Wisconsin Community Slogans: Their Use and Local Impacts

By

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WISCONSIN COMMUNITY SLOGANS: THEIR USE AND LOCAL IMPACTS

Whether it's the Cucumber Capital of Wisconsin, Chocolate City USA, the Home of the Hamburger, or the Birthplace of the Ice Cream Sundae, communities with slogans may have more than just a catchy phrase after their name.

This report presents the results of over five years examining over 225 Wisconsin communities with slogans to learn which benefits, if any, can result from the use of community slogans. The study looks at four main pieces of information:

- A. The history of the slogan - it's meaning, how it got started, and when.
- B. The community activities related to the slogan, such as festivals and attractions, its appearance on promotional literature, and logos/letterhead.
- C. The perceived impact of the slogan on the local economy, identity, and attitude.
- D. The type of group which coordinates or sponsors the activity.

The results of this study are intended to be used by communities which have slogans as an assessment tool or by those which are planning the development of a slogan for promotional and other purposes.

INTRODUCTION

Slogan Highlights

The first "Wisconsin Community Slogans" was written in 1989 and included approximately 175 recorded slogans. As with this one, it looked at the slogan history, related activities, and perceived impact and determined that slogans benefitted the community in several areas, including identity, increasing pride, promoting community, and improving the economy.

Since the first slogan study was published in 1989, this author has continued his interest in the subject, teaching communities and organizations about the values of slogans and how to select one, as well as having enjoyable conversations about some of the interesting aspects of them. One thing seems to have changed and that is the effort which goes into selecting one. Communities, whether the business organization or some part of the municipal government, make a very conscientious decision regarding the selection of the slogan. The purpose the slogan is to serve may be their biggest consideration. Of course, deriving some economic gain through tourism or other economic development is still very important, but how it will improve the community spirit seems to be almost as important.

The total slogan count in this latest edition is approximately 225, plus a few communities with multiple slogans. It would be too presumptuous to suggest the additions are all new slogans, as a result of first study. Some existing slogans were missed in the first edition, or were resurrected from inactivity. Some communities have changed slogans or added still another to serve a different purpose. Tomah, for example, uses "Gateway to Cranberry Country" for promoting in its visitor industry, while using "Where the 'I' Divides" for industrial development.

Method of Study

Unlike the original study, the primary means for soliciting new slogans for the second edition of "Community Slogans" was the popularity of the first edition. Articles in the Wisconsin Tourism Division's newsletter and in "The Municipality," the newsletter of the League of Wisconsin Municipalities announced the coming of the reprint and an invitation to submit new slogans. Some of the slogans came through research or were stumbled upon by accident. Some contacted this author and wanted to be listed in future editions after seeing the first report.

Follow-up phone contacts were necessary for additional information, especially on specific activities and attendance at festivals and events.

History and Organizational Make-Up

Before detailing the specific results of a year of study and examining information on over 225 community slogans, it may be useful to briefly review the historical and organizational backgrounds of community slogan use.

Most of the communities with slogans which responded to the survey were small, less than 10,000 population, with the majority less than 2,000. Only four communities over 50,000 population responded to the survey.

The location of communities with slogans in Wisconsin was surprising, at least to this author. The vast majority of slogan communities were located in the southern half of Wisconsin, with a large concentration in the southeastern quarter including Dane County on the west to Columbia and Sauk Counties on the north and east to the coast (see Appendix B).

Northern Wisconsin, even with its heavy tourism industries, does not have a large number of slogan communities. Vilas County has a high concentration of slogan communities. There are other scattered concentrations, one being in the Marathon/Portage/Wood County area and another in Western Wisconsin.

While this location analysis may be of some interest, it is not scientific. A variety of reasons may explain this rationale, including the fact of more incorporated communities in the southern half and that maybe more communities responded from this area.

Historically, their slogans were developed because of a significant event ("Birthplace of the Ice Cream Sundae," "Snowshoe Baseball Capital") or because of major activity or natural resource in the area ("Butter Capital," "Chocolate City USA," "Where History, Bald Eagles, and the Mississippi Meet," etc.) Some of these slogans have been used for decades, but many have only recently been developed.

Communities have used a variety of methods to select a slogan. Some have held contests among their residents, but most have been developed specifically by committee of the chamber. There also seems to be more communities developing serious sounding slogans, such as "Saukville Will Work For You," or "A Great Place to Live and Work." This may be due to communities marketing themselves specifically for non-tourism industries such as manufacturing, service, and retail and even residential development.

Overall, Wisconsin community slogans are used in a tourism related manner. As the reader will learn in this paper, the activities done in conjunction with the slogan are tourism related, geared both to local residents and to attracting outsiders to visit the community. With tourism projected to play a vital part in the continued development of the rural economy, the community slogan may prove to be an important asset.

Organizationally, chambers of commerce usually are the coordinating group for festivals and other slogan related activities. Many times they are also involved in the development of the slogan. Service organizations sometimes coordinate activities, especially in the absence of a business organization. The municipality rarely coordinates anything more than brochure development and distribution.

For a program which is well established, is large in scale, and/or has a variety of activities throughout the year, there usually is an independent organization or committee to coordinate the program. If it is an organization, it is incorporated and has nonprofit status.

Duplication

Another issue which has surfaced several times lately is slogan duplication, similar claims by different communities. While not a new phenomenon, the practice nevertheless can have benefits. Sun Prairie, Wisconsin and Punxsutawney, Pennsylvania have long claimed to be the "Groundhog Capital." Burlington, Wisconsin and Hershey, Pennsylvania have a running feud as to the "Chocolate Capital." Seymour, Wisconsin was challenged by Hamburg, New York for the claim as being the birthplace of the hamburger. That dispute was settled by a nation-wide survey which gave the title to Seymour. Most recently Ripon's claim as the "Birthplace of the Republican Party" is being challenged by Exeter, New Hampshire.

Being challenged is positive for a community for a couple of reasons. First, it gives both communities a lot of free publicity, as the news media get involved. Second, the challenge helps unify the community because everyone gets behind the effort to defend their community's good name. As a result, the challenge helps strengthen the chamber of commerce and the local government, who are working with and within each other, and improves the attitude of the residents.

Slogan Related Results

With over five years of study and the examination of over 225 community slogans, this author is able to identify some specific advantages to having and using a slogan. The results can be put into four categories - identity, pride, community, and economics.

Identity

When someone mentions The Big Apple, The Windy City, Gateway to the West, or The Mile High City, people generally know what community they are talking about. This is called marketing. Granted, these are large communities and have large promotion budgets, but the idea is still the same. If a slogan gets used enough and is properly marketed, it gets known outside the community. That identity can not only benefit community recognition, but may attract people to the community. Chocolate lovers will be attracted to Burlington - Chocolate City USA; Loon fanciers will want to go to Mercer - The Loon Capital; and snowmobilers will want to play in Eagle River, the "Snowmobile Capital of the World." Or if you want quiet, try Plum City - "A Small Village in a Peaceful Valley."

The association of a product or event will help remember the community. Some communities in the study shared experiences when traveling outside the state and talking with people who know of their Wisconsin community because of the slogan.

Pride

One of those intangibles often mentioned on the surveys and in conversations with communities was the pride exhibited by the residents over their community's recognition. Being the Spelling or Jump Rope Capital of Wisconsin, having the World's Purest Water, being considered Hometown USA or, from an ethnic standpoint, being the Kolache, Kringle, Swiss Cheese or Czech Capital really makes residents feel good about their community.

Pride, however, is not restricted only to residents. The business community often shares the same feelings about their community and may be in a better position to openly exhibit it. The existence of business community pride and support for a slogan becomes evident when it is adopted in the business name, such as Circus City Cleaners (Baraboo) or Ranger City Restaurant (Wausaukee) or when charter fishing captains in Algoma put "The Trout and Salmon Capital" on their promotional literature.

Community

The key to community is unity. That is what Seymour, Home of the Hamburger, uses in its pitch to solicit support for its program. Slogan related festivals, especially those in small communities, really unify the residents to work together and to support the effort.

But community goes beyond the residents. Special events, especially those sponsored by the chamber, get the businesses working together also. A well-accepted slogan encourages all businesses to think in the same direction in advertising and marketing promotions. If the program is a continuous, year-round effort, businesses work as a group rather than as individuals to attract sales.

Working together to run a large event or festival does more than just pulling people together. It gives a positive image to outsiders that the community is organized and capable and that this community may be a good place to establish a business or maybe to live.

Economics

For some communities, the bottom line in any program development is economics - how many dollars will be generated by this program? This section may be the only one in this study where one can quantify the impact of a slogan.

In determining the economic impact of slogans, communities were asked on the survey form to give their perceived dollar impact (estimate). For example, how much money was brought in as a result of a festival held by the community. Few communities could actually give the amount of income generated by the event unless it was specifically studied. Monroe, the Swiss Cheese Capital of the U.S., estimates its Cheese Days celebration brings in \$1 million during the three day festival. Hunters in Park Falls - the Ruffed Grouse Capital of the World, bring in \$12,300 per day during peak grouse hunting, according to chamber estimates (1989 estimates).

With other communities one can only estimate the income. In these cases, the author requested attendance estimates at festivals, events, and attractions. By using these estimates and applying an expenditure factor, one can get a ballpark figure on income generated. For example, in Brodhead - The Bicycle Gateway to Wisconsin, bicyclists on the Sugar River Trail number 55,000 per year. A recent study indicates the average expenditure ranges from \$3.06 to \$33.25. Taking the average day tripper expenditure at around \$10, visitors to the Brodhead area (to bicycle) spend \$550,000.

The economic impacts of festivals and other events have not been thoroughly studied and therefore it is difficult to make an accurate estimate of income. A study entitled "The Economic Impact of Arts and Crafts Festivals in Selected Northeast Minnesota Communities" by the Department of Economics at the College of St. Thomas does show expenditures for that specific event and also estimates leakage out of the county. The per capita spending at these events ranges from \$4.38 to \$9.84, according to the study. In another art festival study in Pennsylvania by Wang and Godbey (1987) looked at expenditures by out-of-town attenders. Those expenditures amounted to \$119.27 per person per day.

A study entitled "The Economic Impact of Rural Festivals and Special Events: Assessing the Spatial Distribution of Expenditures," breaks down the type of expenditure made by visitor parties by expenditure category. In the study, spending by category was:

<u>Expenditure Category</u>	<u>Mean</u>	<u>Median</u>	<u>Range</u>
1) Arts and Crafts	\$58.92	\$20.00	\$0 - 990
2) Food at Booths	18.20	15.00	0 - 150
3) Food from Restaurants	13.26	0.00	0 - 350
4) Lodging	4.81	0.00	0 - 150
5) Vehicle (gas, oil, etc)	9.81	0.00	0 - 450
6) Other purchases	9.57	0.00	0 - 500

Source: Article by Patrick Long and Richard Perdue in Journal of Travel Research, Spring 1990.

A in a similar study conducted by the University of Missouri-Columbia in 1989 looked at expenditures at small local festivals. Their preliminary findings indicate a range from \$0 per party to over \$100 per party, the majority around \$10. Using this figure for a festival which draws 3000 people (1000 parties), approximately \$10,000 would be generated. With minimal outside commercial vendors and the multiplier affect of money, more income could be generated for the community.

Getting People to Your Community

To have the greatest economic impact, people need to come to your community. This study looked for methods communities with slogans used to attract people. Three primary methods were used - festivals, special events, and attractions.

Slogan related festivals were a very popular method communities used for locals to celebrate. This was the basis for many early slogan related festivals. Later, festivals were determined to be a very good means of raising money for local service clubs and chambers of commerce. In recent years, festivals are organized primarily to raise money.

This study did not look specifically at community festivals. It looked at slogan related activities, and only those festivals which directly related to the community slogan were recorded. Examples of these festivals include the Strawberry Festival in Alma Center - The Strawberry Capital of Wisconsin; Fur and Leather Days for Berlin - The Fur and Leather Capital; Cheese Days at the Swiss Cheese Capital - Monroe; and the Hamburger Festival in Seymour - The Home of the Hamburger.

Festivals usually are more than one day in length and many times 2-3 days. They usually involve music and/or dancing, games, and, of course, food. Parades have also become quite popular for many communities. Other activities at festivals include queen contests, carnivals, flea markets, craft shows, tours, runs, and some types of contests and demonstrations.

Slogan related special events also attract people into the community and were identified in this study. Special events differ from festivals in that events are mainly one day in length and many are geared to a contest or sales promotion. Some examples of special events include Bloomer's Rope Jump Contest, UFO Days in Belleville, and Sundae Thursday in the Birthplace of the Ice Cream Sundae - Two Rivers.

While festivals and special events are important and bring large amounts of people in for a few days a year, an attraction is effective in bringing people to town the rest of the time. Attractions can be anything; a natural feature, a man-made feature, a museum, historical monument, statue, or even the whole community. It can be the Hamburger Hall of Fame and Museum in Seymour - The Home of the Hamburger; the leaded glass dome on the Courthouse in the City of the Dome - Lancaster; a 16-foot fiberglass loon in Mercer - the Loon Capital; the duck feeding in Lodi - Home of Susie the Duck; the official USGS marker at Poniowski - The Center of the Northwestern World; or the 247-foot high log stacker at Cornell - The Stacker City. Many Wisconsin communities identified an attraction, open either part of the year or year-round, as an important part of their slogan related activities.

Keeping the People in Town

One of the five acknowledged ways a community can encourage economic development is to improve the ability to capture dollars (Pulver). Increasing local spending by stopping the money leaking out of the community is one method of achieving this end. Often overlooked is the way festivals and special events meet this economic development strategy. Besides encouraging residents to spend money locally, it is an opportunity to keep them in the community, and, consequently, they are not able to spend money elsewhere.

Tourism \$\$

The bottom line on the economics of a community slogan program is tourism. The pure definition of a tourist is a person traveling for business or pleasure. The key is to get those travelers to come to your community, either as a destination or as an unplanned stop. They may be attracted there to buy fresh bakery in the Kringle Capital of the World; take the kids fishing at the Sunfish Capital of the World; have their picture taken next to a 16 foot high loon at the Loon Capital of the World; eat ice cream at the Birthplace of the Ice Cream Sundae; or stand on the exact Center of the Northwestern World.

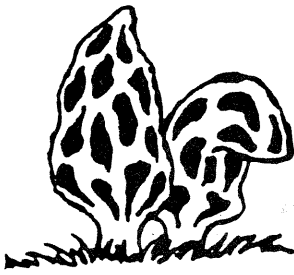
In studying communities with slogans, some rather impressive numbers were revealed. For example, over 20,000 people visit the Snowmobile Museum at its birthplace in Sayner (unincorporated); over 25,000 polka enthusiasts are drawn to Pulaski (population 2,100) for the Polka Fest; over 100,000 are drawn to the Bratwurst Capital - Sheboygan (population 48,000) for their annual 3-day festival; and over 25,000 tour the First Kindergarten Building in Watertown (population 18,500). The Sauerkraut Festival at the Home of the World's Largest Sauerkraut Plant in Bear Creek (population 454) draws 3,000 and over \$1800 is raised selling corn (at a nickel a handful) for visitors to feed the ducks in Lodi - Home of Susie the Duck.

Spreading the Word

Communities in Wisconsin use a variety of techniques to increase recognition and improve their identity in relation to their slogan. Entrance signs, promotional brochures, business and municipal letterhead, and ads are common places for a slogan to appear. Some community slogans appear on well designed patches and colorful banners. Souvenirs, including bumper stickers, balloons, buttons, T-shirts, and caps are also used to promote slogans.

Designing a logo to compliment the slogan creates a visual impact people may remember. Many Wisconsin communities have logos, developed either by professionals or by residents in a local contest. Some communities have a traveling logo/slogan, as they appear on municipal vehicles and even on over-the-road trucks, where they can be seen outside the community. This author has proposed to Seymour - Home of the Hamburger - that their logo/slogan be stamped on the boxes and crates of all manufactured items leaving the community. Cuba City, "City of Presidents," painted their water tower with a presidential seal.

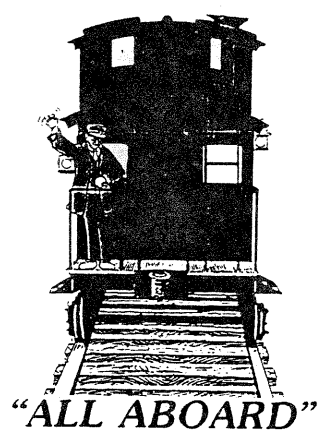
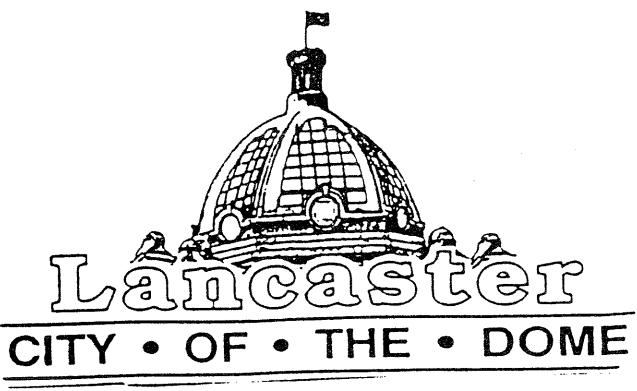
Methods for community promotion are numerous, but using a slogan organizes the effort and gets people thinking along the same lines. The slogan can impact the community's recognition and image, and can aid in tourism development. But some intangible benefits can also be gained from a community slogan such as local pride and that all-important factor everyone needs in this fast-paced society with diminishing local loyalty - community.



The
Morel Mushroom
Capital
Muscodia, Wisconsin



FENNIMORE
WISCONSIN
"The city on the move!"



ALGOMA (Kewaunee County)

Population 3,348

WISCONSIN'S TROUT AND SALMON CAPITAL

History

Since the beginning of sport fishing in Lake Michigan, Algoma has been one of the top areas. It is the home of the state record salmon - 43 pounds.

Slogan-Related Activities

The community hosts an annual trout festival and parade. The slogan appears on the bottom of all Chamber stationery.

Impact

Local charter fishing captains use the slogan in their advertising.

ALGOMA (Kewaunee County)

Population 3,348

WARM WELCOMES, COOL BREEZES AND HOT FISHING

History

This general slogan was adopted in the early 80's to capture several qualities of this lakeshore community.

Slogan-Related Activities

Slogan appears on all checks and in all ads.

Impact

Visitors are learning to identify with the slogan. In "hot weather" times, people come to Algoma to cool off and have a good time because Algoma is also "The Air Conditioned City."

ALLENTON (Washington County)

Population (unincorporated)

YOU HAVE FRIENDS IN ALLENTON

History

It was developed about six years ago by a local economic development group, members of the "Allenton Area Advancement Association," as they worked to promote the town and attract business.

Slogan-Related Activities

Lighted water tower sign and one on each end of the town. Main events: AAAA annual Buffalo Feed, Lion's Car Show, Firemen's & Legion annual picnic, World Concertina Fest, annual rummage sale & church chili supper.

Impact

The lighted water tower sign is near the intersection of Interstate Hwy 41 and State 33 in full view of both roads, and is a nighttime landmark. Word comes back that travelers see it. "It is a slogan that we try to live up to in our contacts outside our community," according to an AAAA statement.

ALMA CENTER (Jackson County)

Population 455

STRAWBERRY CAPITAL OF WISCONSIN

History

Alma Center was an important strawberry producing area of the state. For over 50 years the community has used the title - Strawberry Capital of Wisconsin.

Slogan-Related Activities

Each year the community holds a 3-day Strawberry Festival the third weekend in June. The event includes a carnival, parade, flea market, craft show, ball games, Strawberry Queen contest, and strawberry bake-offs. Each year pins are made and sold commemorating the Alma Center Strawberry Festival.

A sign proclaiming the strawberry distinction appears on Highway 95.

Impact

The annual Strawberry Festival attracts 10,000 people over the three day period, plus generates much community support and pride.

AMERY (Polk County)

Population 2,804

CITY OF LAKES

History

For almost 50 years, Amery has been known as the "City of Lakes." The community has three lakes within its municipal boundaries.

Slogan-Related Activities

Signs at the entrances to the community welcome travelers to the "City of Lakes." The slogan and a logo are used on all city stationery as well as on its promotional brochure. Local service clubs sponsor an ice fishing contest in winter and a kids fishing contest in summer. One resort is located in the community on the water.

Impact

While the fishing contests only draw about 800 people, they serve to unify and entertain the residents. People are proud that their community has the water and feel the slogan shows their pride.

ARBOR VITAE/WOODRUFF (Vilas County)

Population (unincorporated)

CROSSROADS OF THE NORTH

No other information available at this time.

ASHLAND (Ashland County)

Population 9,115

ASHLAND TOPS WISCONSIN

History

Originally called "Tops in Wisconsin" the slogan was changed because another group already had the rights. The slogan gets its name from its location, at the northern tip of Wisconsin.

Slogan-Related Activities

The Chamber's stationery and some billboards feature the slogan.

Impact

The slogan is new, therefore little is being done.

BABCOCK (Wood County)

Population 350

THE CRANBERRY PIE CAPITAL

History

For the past 20 years the Country Cafe in Babcock has been baking "Mrs. Peterson's Cranberry Pies."

Slogan-Related Activities

The restaurant bakes cranberry pies, sometimes up to 300 pies per day during the cranberry season (September 1 to Christmas) and ships baked and unbaked pies all over they country. Many pies are used in the restaurant or sold to area restaurants, including the Eagle River Area, known as "Wisconsin's Cranberry Country."

Impact

The restaurant does well from the sale of pies and its fame brings visitors from all around to eat cranberry pie. The community and the Country Cafe are proud of the pies.

BALDWIN (St. Croix County)

Population 2,070

THE BIGGEST LITTLE TOWN IN WISCONSIN

History

It developed around 1920 because it was thought the post office served a much larger area than other communities that size.

Slogan-Related Activities

The slogan appears on the entrance sign to the community and did appear on the phone book and Chamber and village stationary.

Impact

Some impact on community spirit, but not as much as earlier years.

BARABOO (Sauk County)

Population 9,625

CIRCUS CITY OF THE WORLD

History

Baraboo is known throughout the world as the home of the Ringling Brothers Circus, founded in 1884. The Ringling's wintered their circus enterprise in Baraboo through 1918. Several other circuses also wintered in Baraboo.

Al Ringling left the community the Al Ringling Theatre, known as "America's prettiest playhouse," a historic palatial theatre in continuous operation since 1915 - featuring films and live performances.

Slogan-Related Activities

At the center of Circus City slogan is the Circus World Museum, the world's foremost circus history facility. Circus World Museum is located in the historic Ringlingville area of Baraboo where the Ringling Bros. Circus wintered its operations from 1884-1918. Over 200,000 people visit the Circus World Museum annually, experiencing over 50 acres of live shows, attractions, exhibits and demonstrations. Highlights of the Circus World Museum include the stellar Circus in America Big Top Show, showcasing performers from around the globe, and the world's largest collection of beautiful, antique circus wagons, dating back to the 1860's. The Circus World Museum, which opened in 1959, is owned by the State Historical Society of Wisconsin and operated by a non-profit, educational foundation.

Impact

According to the local Chamber of Commerce, approximately \$1 million per week is generated via the tourism industry during peak season. Though Circus World Museum is the number one attraction in the area, other attractions, such as Devil's Lake State Park, Mid-Continent Railway Museum, and the International Crane Foundation, contribute to their success. Because of the diverse winter activities in the area, Circus World Museum sees visitors year round, though without the live performances after Labor Day. The city has incorporated the circus theme into its logo with circus elephants and the five Ringling brothers depicted on the shield. The Chamber of Commerce also uses the theme in its logo of the four main tourist attractions. Driving into the city, one can see the community pride of the circus heritage when viewing the "welcome" banners depicting Circus World Museum's famous "Happy the Clown."

BARRON (Barron County)

Population 3,070

TURKEY CAPITAL OF WISCONSIN

No other information available at this time.

BAYFIELD (Bayfield County)

Population 684

BEST KEPT SECRET IN WISCONSIN

History

Slogan began appearing in several newspapers and travel magazines in 1993, so the Chamber unofficially adopted it.

Impact

Has increased the identity of Bayfield to visitors.

BEAR CREEK (Outagamie County)

Population 454

HOME OF THE WORLD'S LARGEST SAUERKRAUT PLANT

History

Flanagan Brothers, Inc. is the world's largest sauerkraut factory. The plant has been in Bear Creek for decades.

Slogan-Related Activities

St. Mary's church in Bear Creek sponsors a community-wide Kraut Festival, held annually in August. There are billboards on the highways which identify Bear Creek as the Kraut Capital.

Impact

The festival draws over 3000 to the one-day event, generating dollars primarily for the church. Sauerkraut is a large employer in the area. The factory itself employs almost 50 year-round and up to 200 in season. Many others are employed indirectly in growing, harvesting and trucking.

BEAVER DAM (Dodge County)

Population 14,590

BEAVER DAM - MAKE YOURSELF AT HOME

History

Was chosen by the Visitor and Hospitality Committee of the Chamber of Commerce in 1992, with the intention of presenting the city as a friendly place to stop and enjoy oneself.

Slogan-Related Activities

Slogan is used with the logo on billboards at entrances to the city, on the Chamber of Commerce letterhead, t-shirts, revised city maps, and has been sent to Chamber of Commerce members with the suggestion that it be used wherever appropriate.

Impact

Residents take pride in the new billboards. Economic impact not available as yet, since slogan has only been in use one year.

BELLEVILLE (Dane County)

Population 1,329

UFO CAPITAL OF THE WORLD

History

Belleville began using the UFO slogan early in 1987 after reports of several sightings in the area.

Slogan-Related Activities

The Community Club sponsors UFO Days, a one-day event held on a Saturday. The event includes a parade (with UFO floats and costumes), car rally, craft fair, pumpkin carving, and dance. The slogan appears on Kiwanis letterhead and on the village president's memo pads.

Impact

The event attracts 2000-3000 people plus TV coverage of the parade. The residents have a good time with the slogan and were proud of their little community when the Disney Channel came to Belleville to film the landing sites for a documentary.

BELMONT (Lafayette County)

Population 826

HOME OF THE FIRST TERRITORIAL CAPITAL

History

Wisconsin's first territorial capital, built in 1836, was in Belmont. When Wisconsin became a state in 1848, the capital was moved to Madison.

Slogan-Related Activities

The original building is the site of a state park two miles outside of Belmont. A sign erected at the site explains the story.

Impact

Several hundred tourists visit the site annually.

BERLIN (Green Lake County)

Population 5,300

FUR AND LEATHER CAPITAL

History

Berlin has been in the fur and leather business for over 100 years. Traders stopped at Berlin during their travels (Berlin is on the Fox River, an important water travel route in the early days). The slogan has been used since 1948.

Slogan-Related Activities

Over 1,000 people are employed in Berlin's fur industry, which includes makers of coats, gloves, shoes, moccasins, hats and other accessories made both from fur and leather.

The community hosts Fur and Leather Days in late August. The festival includes business booths, tours of local industries, arts and crafts, and food.

The city and Chamber, including some businesses, use the slogan and logo on all stationery and promotional literature. Four entrances to town feature the slogan on entrance signs. A historic marker in the park marks the spot where Marquette and Joliet landed in their travels.

Impact

Millions of dollars in sales and wages are credited to the fur and leather industry in Berlin, and the community has gained world-wide recognition. Tens of thousands of visitors are drawn to the community to purchase their goods.

BIRCHWOOD (Washburn County)

Population 424

BLUEGILL CAPITAL OF WISCONSIN

History

Bluegill are the prominent fish species in the area. The slogan has been used since the mid 60's by local tourism promotion group.

Slogan-Related Activities

The Lions Club sponsors Bluegill Fest, a 3-day festival in July. The festival includes a parade, fireman's water fight, games, bluegill feed, street dance, and Bluegill Queen Contest.

The bluegill slogan appears on promotional brochures and signs (with fish) at the community entrance.

Impact

Bluegill Days attracts 2800 people. The slogan attracts families wishing to vacation in the area and looking for some easy fishing for the kids.

BLACK CREEK (Outagamie County)

Population 1,229

BIRTHPLACE OF THE FIRST ORGANIZED NATIONAL BASEBALL TEAM

History

In 1869 L.J. Cook organized a team and began playing against other small communities in the area.

Slogan-Related Activities

An annual north vs. south village softball game is played.

BLACK EARTH (Dane County)

Population 1,269

THE ONLY BLACK EARTH IN THE WORLD

History

Research has shown there are no other Black Earths other than this Dane County community.

Slogan-Related Activities

Slogan appears on a sign in the municipal building and on the village stationery.

Impact

Some local pride.

BLACK RIVER FALLS (Jackson County)

Population 3,434

DEER CAPITAL OF WISCONSIN

History

During the deer hunting season Black River Falls usually registers the highest number of deer harvested in the state.

Slogan-Related Activities

Blaze Orange Days - merchants wear blaze orange during deer season and have special promotions, especially during the first weekend. The slogan appears on some promotional literature.

Impact

Deer hunting brings in an estimated \$2 million in added sales.

BLANCHARDVILLE (Lafayette/Iowa Counties)

Population 822

THE VILLAGE IN THE VALLEY

History

Chamber selected slogan in 1990 to suggest Blanchardville as a nice, quiet place to visit and to attract bicyclists.

Community-Related Activities

Slogan used on all promotional literature.

Impact

Has helped greatly with Blanchardville's identity for tourism.

BLOOMER (Chippewa County)

Population 3,400

ROPE JUMP CAPITAL OF THE WORLD

History

Bloomer's rope jumping began in the school's physical education classes. A challenge went out to area schools. The competition has been going on for 30 years. A record rope jump was established by a local person. The Chamber of Commerce has been using the slogan for about 20 years.

Slogan-Related Activities

The community has a rope jump contest between area schools the last Saturday in January. The activity begins to build in early November as the youth begin to prepare for the contest. The Chamber uses the slogan on its letterhead and entrance signs also list the slogan. Local merchants have special sales during jump rope week.

Impact

Approximately 2000-2500 people watch the contest. More are drawn to the community at that time for the day's activities. National exposure has been given the event several times. Two Bloomer participants in the jump contest were on Real People and the Tonight Show.

The people of Bloomer are very proud of this title.

BLUE RIVER (Grant County)

Population 437

HEART OF THE LOWER WISCONSIN RIVER

History

Blue River is half-way between Spring Green and Prairie du Chein in the lower Wisconsin River region.

Slogan-Related Activities

Entrance signs were erected coming into Blue River in 3 directions.

BONDUEL (Shawano County)

Population 1,297

SPELLING CAPITAL OF WISCONSIN

History

Bonduel has produced state champions for grade school spelling bees six times during the 1980's and continues to have a strong spelling program.

Slogan-Related Activities

Signs at school and at the entrance to the community.

Impact

Little impact on economy, but has potential because of the image and attitude conveyed by the slogan. Has a strong positive impact on the school district.

BOSCOBEL (Grant County)

Population 2,741

BIRTHPLACE OF THE GIDEON BIBLE

History

In September, 1898, two salesmen, John H. Nickolson and Samuel E. Hill, roomed together at the overbooked Boscobel Hotel. While other guests were entertaining themselves in the bar, the men discussed how other guests could pass the time in a Christian manner such as having something proper to read. They agreed that bibles in hotel rooms could serve this purpose. Hence was the beginning of what we know as the Society of Gideons and the Gideon Bible.

Slogan-Related Activities

A marker is located at the Boscobel Hotel (and Room 19 where the first meeting took place) and at the edge of town. The slogan is also on entrance signs. As requested by the Gideon Society, the slogan is used sparingly.

Impact

Little impact from economic or marketing standpoints. Some local good feeling exists.

BOSCOBEL (Grant County)

Population 2,741

TURKEY HUNTING CAPITAL OF WISCONSIN

History

Since wild turkeys have been planted in southwest Wisconsin in the early 1980's, the bird population has grown dramatically, especially in Grant County. The birds have been hunted the last eight years, with a high concentration along the Wisconsin River. The Boscobel Chamber of Commerce adopted the turkey hunting slogan as well as the hundreds of turkey hunters who come to the area.

Slogan-Related Activities

Signs on the edge of town welcome the traveler to the "Turkey Hunting Capital of Wisconsin." The Chamber sponsors a breakfast at the opening of the season for the hunters and encourages businesses to hold special promotions.

Impact

Hundreds of hunters are drawn to the Boscobel Area to bag a bird. In 1993, 471 spring birds were registered. In addition, numerous sightseers are also attracted to catch a glimpse of the many flocks of birds in the area. Area motels do well at this time. Turkey hunting has extended the visitor season for many businesses.

BOULDER JUNCTION (Vilas County)

Population 938

MUSKY CAPITAL OF THE WORLD

History

The Musky, a large game fish, is plentiful in the 195 lakes around Boulder Junction. The community began using the slogan in 1942 and was registered with the State of Wisconsin in 1950 and renewed in 1970.

Boulder Junction was challenged by another northern Wisconsin community for the right to use the slogan. The issue went to federal courts and the judgement went in favor of Boulder Junction. It received U.S. Department of Commerce Trade Mark in 1970.

Slogan-Related Activities

The Chamber of Commerce holds an annual Musky Jamboree in early August. The one-day event is also an Arts and Craft Fair and includes a sidewalk fair, flea market, food, entertainment, fishing seminars, casting contests, raffle prizes, musky feed (for people), carnival games, the crowning of the Musky Queen, the Musky (5K and 10K) Runs, and softball games.

The slogan appears on all tourist promotional literature and highway signs.

Impact

Between 6000 and 10,000 people attend the one-day event. The event raises \$2,500 for the Chamber and is a great financial weekend for local retailers. In addition, thousands of fishing enthusiasts come to the Boulder Junction area to fish this elusive large game fish.

BOYCEVILLE (Dunn County)

Population 921

CUCUMBER CAPITAL OF WISCONSIN

History

Boyceville had a large pickle factory (M.A. Gedney Company). Local residents for generations have picked and sold their pickles as a means of earning money for college, cars, and many other dreams. Slogan has been used since 1960.

Slogan-Related Activities

Boyceville hosts a Cucumber Festival, a 3-day event held in August. The event features a parade, tractor pull, cucumber float race down a creek, golden cucumber hunt, cucumber dress-up, and airplane fly-in.

There are also signs on the edge of town which have the slogan on them.

Impact

Approximately 5000 attend the Cucumber Festival, many are from the local area. The attendance shows support for the slogan and that people want to have fun.

BOYD (Chippewa County)

Population 688

The Friendly Town - Why Go By

No other information available at this time.

BRODHEAD (Green County)

Population 3,300

THE BICYCLE GATEWAY TO WISCONSIN

History

The 23-mile Sugar River Bike Trail begins in Brodhead. It is here that thousands of bicyclists (mainly from Illinois) get their first opportunity to ride a Wisconsin bike trail.

Slogan-Related Activities

The community hosts two main festivals each year - Sugar River Days and Covered Bridge Days. While neither is strictly related to bicycling, the activity is offered at both.

Bicycle rental is available in the community and businesses cater to the cyclist, anything from food to gifts.

Impact

A recent study done on the trail shows over 55,000 cyclists use the trail annually. The range in the amount of money they spend is from \$5.44 for in-state travelers to \$12.36 for out-of-state travelers. The average is \$10.21. Based on this, close to a half-million dollars is spent in the area.

BURLINGTON (Racine and Walworth Counties)

Population 8,975

CHOCOLATE CITY, USA

History

The slogan was formally declared in 1987 when the first Chocolate City USA Festival was held in conjunction with the local Nestle Chocolate & Confection factory's anniversary, celebrating 20 years in its Burlington location.

Slogan-Related Activities

While the Chocolate City theme is evident year-round, a Chocolate City Festival is held annually during the third weekend in May, with activities beginning on a Friday evening and continuing through the weekend. This is the highlight of the year. The event includes music, a parade (The Chocolate Sunday Parade), juried entry fine arts & crafts show, a fish boil, chocolate taste tent, youth talent contest, the Miss Burlington Area Chocolate Fest scholarship pageant, a carnival, specialty chocolate, a foot race, and a bicycle tour. In honor of the festival and slogan, each year a different chocolate creation is presented at the festival. One year it was the world's largest candy bar (1631 pounds) and another, it was the largest chocolate morsel (2756 pounds).

In addition to the festival, the slogan (and logo) appear on entrance signs, the Chamber's publications, city trucks, and covers of studies. There are also souvenir T-shirts, mugs, hats, and the city mascot -- Morsel the Chocolate Moose, who frequently makes an appearance at various events throughout the city.

Impact

Over 100,000 attend the festival. (80,000 for the parade)
The slogan has created a positive self-image and greater confidence and cooperation among residents and businesses. It has also generated national publicity through a dispute with Hershey's Chocolate over the use of the Chocolate City, USA slogan.

CABLE (Bayfield County)

Population (unincorporated)

HOME OF THE AMERICAN BIRKEBEINER

History

Begun as a local resort-sponsored race, it is now the largest cross country ski marathon in the U.S. and the fourth largest in the world.

Slogan-Related Activities

The "Birke," as it is known, consists of three days of events; a children's race and ski "demos" on Thursday; a spaghetti feed for 3000 and olympic style opening ceremony on Friday; and the race and awards banquet on Saturday.

Impact

The Birkebeiner means about \$3 million to the immediate area. It means employment for 3-4 from March to December and up to 20 race chiefs in January. The race attracts 6000-7000 racers from 14 nations and every state. Up to 25,000 people are in the area on race weekend, filling motels for a 100 mile radius.

CAMBRIDGE (Dane/Jefferson Counties)

Population 1,008

THE UMBRELLA CITY

History

The area developed as a resort community on Lake Ripley. Many colored umbrellas were present on the beaches and at the resorts during the late 1800's, giving the community its nickname.

Slogan-Related Activities

The community holds a 3-day event called Umbrella Days, which includes music, horse pull, runs, volleyball, and food stands. The village's water tower has an umbrella painted on it.

CASSVILLE (Grant County)

Population 1,137

WHERE HISTORY, BALD EAGLES AND THE MISSISSIPPI MEET

History

Adopted in 1992, the slogan is aimed at describing some of the highlights of the Cassville area, located on the Mississippi River.

Slogan-Related Activities

The community is planning it's first annual "Bald Eagle Days" the fourth weekend in January, featuring candle-light cross country skiing, specials around town and of course, eagle watching. The slogan also appears on their letterhead, on three entrance signs and in their tourism ads.

Impact

Little too early to tell, but feeling is good and the potential for nature-based tourism is high.

CEDARBURG (Ozaukee County)

Population 9,599

HISTORIC CEDARBURG

History

The downtown of Cedarburg is a recognized historic district listed on the National Register of Historic Places.

Slogan-Related Activities

Historic building tour. Some related events.

Impact

Its promotion as a historic community draws thousands of people annually.

CHIPPEWA FALLS (Chippewa County)

Population 13,277

NATURALLY THE WORLD'S PUREST WATER

History

In 1969 Chippewa Falls challenged a claim by Demin, NM as to which has the purest water. After samples were sent to a private lab in Minnesota the Chippewa sample was judged the winner. The water is low in solids and hardness and the pH is nearly a neutral "7."

The news hit the UPI news wire and the slogan has been used since that date.

Slogan-Related Activities

Since 1977 the community hosts Pure Water Days the third weekend in August. The event includes a parade, circus, watermelon races, queen contest, concessions, and fireworks.

There is a public drinking fountain proclaiming the slogan and a 12-foot high water fountain built by the Jaycees to commemorate the distinction. The Kiwanians developed bumper stickers and decals and commissioned Ed Rada, noted wildlife painter and resident, to paint a suitable design.

CLAM LAKE (ASHLAND COUNTY)

Population (unincorporated)

HEART OF THE CHEQUAMEGON NATIONAL FOREST

No other information available at this time.

COLBY (Clark and Marathon Counties)

Population 1,500

HOME OF COLBY CHEESE

History

Colby is the home of the original, world-famous Colby Cheese.

Slogan-Related Activities

A three-day festival called Colby Cheese Days is held the third weekend in July and is sponsored by Colby Cheese Days, Inc. The festival includes a carnival, food stands, ATV pull, truck pull, and tractor pull. There is also a street dance every night and free cheese on the festival grounds. The local museum holds much of the early history of cheesemaking in the community and area.

Impact

Both residents and business people are proud of their community and its Colby Cheese. It has really provided an identity for the community. As for the festival, 15,000 to 20,000 people attend the annual event.

COLUMBUS (Columbia County)

Population 4,150

RED BUD CITY

History

The Red Bud tree, a beautiful flowering tree not usually found this far north, grows well in Columbus and the city has a high population of them. The trees bloom in the middle of May. Columbus has been known as the Red Bud City for nearly a century.

Slogan-Related Activities

The "Red Bud City" slogan appears on all Chamber of Commerce stationery and on entrance signs to the city.

The business organization sponsors "Red Bud Days," a 2-day celebration in early May. The merchants have a special promotion both inside and outside the stores. Shoppers register for free 15-20 Red Bud trees.

Impact

Around 1500 shoppers register for Red Bud trees during the early May celebration. Residents of the city are very proud of this slogan and many visitors are attracted to the city during the blooming season. The community is organizing a tourism promotion group to help market the community for visitors.

Some businesses use "Red Bud City" in their name.

CONOVER (Vilas County)

Population (unincorporated)

HEADWATERS VACATIONLAND

No other information available at this time.

COMBINED LOCKS (Outagamie County)

Population 2,200

CONSERVATION, PROTECTION, PRESERVATION: COMBINED LOCKS

History

Recently adopted. Village-wide contest to come up with a slogan. This was judged the best. Slogan mirror's the village's interest in conservation of its natural beauty - as evidenced by the large acreage of parkland, that it is a safe place to live.

Slogan-Related Activities

None

Impact

Very positive.

CORNELL (Chippewa County)

Population 1,559

STACKER CITY

History

The City of Cornell is historically a paper mill town. Logs were brought in to convert to paper. These logs were cut and piled using a 247 foot long, 175 foot high log stacker. The stacker was used in Cornell from 1913 until 1972. The stacker, the only remaining one of its kind, now stands as a monument to the logging industry that laid the foundations for the entire Chippewa Valley.

Slogan-Related Activities

A summer-long festival, "Stacker Days," is held at the Mill Yard Park beneath the towering stacker. Associated events include a carnival, dances, softball tournaments, summer theatre, canoe races and fireworks. Signs with the logo/slogan have been erected and the slogan appears on business cards and other promotional literature.

Impact

Many people attend the events associated with Stacker Days. The Stacker, which is easily seen upon entering Cornell, attracts many people to its base in the Mill Yard Park along S.T.H. 64. A logging/paper mill museum is currently being established at the base of the structure to inform the frequent traveler that stops and inquires about it.

CROSS PLAINS (Dane County)

Population 2,372

FAMOUS FOR FRIENDLINESS

History

Recently developed by local Jaycees organization.

Slogan-Related Activities

Entrance signs.

Impact

Improved community attitude and pride.

CUBA CITY (Grant/Lafayette Counties)

Population 2,029

THE CITY OF PRESIDENTS

History

Started as a Bicentennial celebration in 1975 for only one year but interest and enthusiasm made it permanent. It recently was redeveloped for use as an official community slogan.

Slogan-Related Activities

The most noticeable thing over the years was the "Parade of Presidents," pictures of all presidents of the United States along Main Street. Recently the water tower took on a patriotic look with the slogan appearing in red, white and blue. The slogan appears on all Chamber literature and on signs on the edge of town and will be incorporated into all community festivities.

Impact

A "City of Presidents" Committee has been formed to encourage community spirit. Visitors still stop in town to view the "parade" and more are expected as promotion expands.

CUMBERLAND (Barron County)

Population 2,188

RUTABAGA CAPITAL

History

Cumberland has been a prime rutabaga growing area since pioneer days. There has been an annual festival since 1932, always the fourth weekend in August.

Slogan-Related Activities

An annual four-day Rutabaga Festival is held the fourth weekend in August. The event includes a Rutabaga Queen contest, children's games, horse pull, Rutabaga Run, bike race, parade, arts and craft show, and stage entertainment. There is also free sliced rutabaga for public consumption throughout the festival.

Impact

The residents of Cumberland are proud that their festival is the largest of its kind anywhere, if not the only one of its kind. The event attracts 15-20,000 people during the four days.

Also called the "Island City" because it is surrounded by water.

DEHAVAN (Walworth County)

Population 6,062

CLOWN TOWN, U.S.A. *

History

Delavan has a long history associated with the circus and clowning. Over 26 circuses, including P.T. Barnum, had winter quarters in Delavan from 1847 to 1894. The Clown Town slogan was adopted in 1987.

*Delavan is also known as the "19th Century Circus Capital of the Nation."

Slogan-Related Activities

Numerous pieces of literature feature clowns and/or the slogan. A newspaper published twice annually is called "Clown Town News." The city has trash cans around town with clown tops. Many stores carry various clown memorabilia.

The main attraction in Delavan for clowning is the Clown Hall of Fame and Research Center. It is a museum as well as an entertainment center for clowning.

Impact

Word of Clown Town has spread nationwide, and visitors have come from every U.S. state and some foreign countries. A new facility was built in 1990 and in 1993, attendance exceeded 25,000. Weekly live clown performances bring in 40-50 people. Clowning workshops bring in up to 150.

The business community is unified behind the slogan. It has also improved the attitude of the local residents.

DICKEYVILLE (Grant County)

Population 903

HOME OF THE FAMOUS DICKEYVILLE GROTTTO

History

Since the big attraction to Dickeyville is the "Grotto" and thus the slogan voted on by the village council.

Slogan-Related Activities

Still trying to some day get entrance signs.

Impact

Brings people to the Grotto and while here the tourists spend money on food, gas and cheese, etc.

DOUSMAN (Waukesha County)

Population 1,410

BULLFROG STATION

History

The Chicago & Northwestern Railroad came through the area in 1881 and the village and railroad stations of Dousman were established. The area was very low and swampy and inhabited by many frogs. Therefore, the name "Bullfrog Station" came to be.

Slogan-Related Activities

Every July, the Dousman American Legion Post 405 sponsors a celebration called "Dousman Derby Days." During the three day event, we have a frog jumping contest. This year we had 454 frogs entered. Our Police Department arm patch has a frog on it!

Impact

The festival is well known throughout southeastern Wisconsin and has a positive economic effect and it provides a strong community spirit. Many families have "teams" for the frog jump. We also have a great parade. Our local Land 'O' Lakes baseball team is called the "Dousman Frogs."

EAGLE RIVER (Vilas County)

Population 1,377

SNOWMOBILE CAPITAL OF THE WORLD

History

The largest snowmobile race in the world was started in Eagle River in 1963 by the local Lions Club. In 1985, Governor Earl officially proclaimed Eagle River the "Snowmobile Capital of the World."

Slogan-Related Activities

The community holds the World's Championship Snowmobile Derby in January. There are also miles of well-marked trails and designated parking areas around town. The slogan appears on entrance signs and promotional literature.

Impact

The Snowmobile Derby attracts 30,000 people for that weekend. At other times thousands of snowmobilers are attracted to the community to enjoy the trails and other attractions. Eagle River is known throughout the Midwest for snowmobiling.

According to some local estimates, snowmobilers spend as much as \$125/day on gas, food and drink, lodging, and gifts. With the turnover of the dollar, the economic impact estimates of the Snowmobile Derby weekend on the area range from \$35 million to \$50 million. It also means year-round business for resort owners and retailers when there is adequate snow.

Another official slogan is "Wisconsin's Cranberry Country."

EDEN (Fond du Lac County)

Population 610

HOMETOWN OF BASEBALL STAR JIM GANTNER

History

Jimmy Gantner was born and raised in Eden and began his professional baseball career less than 50 miles away with the Milwaukee Brewers.

Slogan-Related Activities

Entrance signs on north and east edges of Village.

EDGAR (Marathon County)

Population 1,354

PROGRESSIVE VILLAGE SERVING PEOPLE

No other information available at this time.

EDGERTON (Rock County)

Population 4,360

TOBACCO CITY*

History

At one time, Edgerton was known as the Tobacco Capital of the World. The first successful crop was raised in Edgerton in 1854. At one time there were over 50 tobacco warehouses in the community. Tobacco barons came to Edgerton to buy, sell, and negotiate prices.

Slogan-Related Activities

Edgerton honors its tobacco heritage each year with a four-day celebration called "Tobacco Heritage Days." The celebration includes a quilt show, flea market, parade, games, food, and tobacco spitting and ox throwing contests.

Impact

The festival draws 5000-10,000 people and is a major event in the city. Tobacco itself still remains an important cash crop and means some jobs for the community.

*Edgerton is also the "Home of Sterling North," an author who was born and raised in the town. There are highway signs commemorating this event and a local Sterling North Society has recently been formed.

ELKHORN (Walworth County)

Population 5,865

THE CHRISTMAS CARD CITY

History

Elkhorn was chosen on two separate occasions during the 1950's as the perfect small town Christmas setting. The second, in 1958 by the Ford Motor Company, resulted in the commissioning of 6 paintings of small communities to be reprinted into Christmas cards. Thus Elkhorn became known as the Christmas Card City.

Slogan-Related Activities

Elkhorn holds several activities throughout the Christmas season, highlighted by a large parade. Signs on the edge of town list the slogan.

Impact

The designation as one of six chosen small towns at Christmas was a source of pride for many years. The parade still draws thousands of people.

ELKHORN (Walworth County)

Population 5,865

LIVING IN HARMONY

History

Two of the world's largest manufacturers of brasswind musical instruments are long-established in Elkhorn, the Frank Horton Company and the Getzen Company. The new slogan, began in 1992, was established to represent this heritage.

Slogan-Related Activities

The community has a new logo which it will incorporate on stationery of the city and Chamber. The logo also appears on shirts and other articles of clothing. Signs around town will incorporate the symbol of a french horn in place of the "O" as is done in the logo. Banners around the square. An annual "Horn Fest" featured the Canadian Brass last year and will again in 1994.

Impact

The community feels the slogan brings a new image to Elkhorn.

* The Chamber of Commerce uses "Living in Harmony." The Economic Development Corporation uses "Working in Harmony."

ELLSWORTH (Pierce County)

Population 2,500

CHEESE CURD CAPITAL OF WISCONSIN

History

The community of Ellsworth has had several cheese companies which have produced curds for decades. Governor Dreyfus proclaimed Ellsworth "Cheese Curd Capital" around 1980. Since then the Dairy Day Festival has been Cheese Curd Day.

Slogan-Related Activities

As part of a June dairy festival, Ellsworth has "Cheese Curd Day." The event offers activities for kids, ice cream, and free cheese curds. The local merchants coordinate a retail promotion with the annual event.

Impact

The Cheese Curd Day draws 300-400 people, mainly from the local area.

ELMWOOD (Pierce County)

Population 789

UFO CAPITAL OF THE WORLD

History

The Elmwood Area Chamber of Commerce was looking for a celebration in the mid 1970's. It was around that time that there were several UFO sightings in the area including the "zapping" of a local policeman from a UFO. These sightings and talk of developing a UFO landing pad received national and international attention, and Elmwood was declared to be the "UFO Capital of the World."

Slogan-Related Activities

The community hosts an annual 3-day celebration called UFO Days. The festival features a parade with UFO floats and costumes, UFO burgers (out of space), music, contests, carnival.

There are souvenirs available including UFO T-shirts and frisbees. There are signs present at the UFO sighting locations.

Impact

The celebration is the biggest weekend for merchants, attracting 3,000-5,000 people (most of them human). The community's fame has been mentioned by Dan Rather and Geraldo.

EPHRAIM (Door County)

Population 319

THE PEARL OF THE PENINSULA

History

The slogan was coined by Lloyd Olson, a 72-year resident born and raised there. For many years Olson was on the Village Board and also served as president.

Slogan-Related Activities

Although not used recently, the slogan appeared on stationery and in ads and brochures.

Impact

Very little at present.

ETTRICK (Trempealeau County)

Population 524

FUN CITY, USA

History

Formerly called "Pickle Days" when Ettrick was big in the cucumber industry, this slogan was adopted about 10 years ago simply to encourage residents to have a good time.

Slogan-Related Activities

The Ettrick Business Association uses the slogan on its letterhead. The slogan also appears on entrance signs to the village. An annual festival called Fun Days is held in August and features a carnival, parade, queen contest, kiddie parade, and tractor pull.

Impact

The 3-day festival draws 1,500-2,000 people, many of whom patronize the bars and restaurants. The community feels good about their slogan and the event; the latter encouraging people to work together.

FENNIMORE (Grant County)

Population 2,432

FENNIMORE ... THE CITY ON THE MOVE!

History

At the turn of the century a narrow gauge railroad, affectionately known as the "Dinky," chugged through the winding Big Green River Valley from Fennimore to Woodman, on the Wisconsin River. Today, the Fennimore Railroad Museum displays historic artifacts of days gone by. Fennimore is proud of its railroad history ... the dinky engine still is helping Fennimore move ahead.

Slogan-Related Activities

Fennimore Railroad Museum - Logo/slogan is used city-wide in advertising, letterheads, brochures, print and radio advertising.

Impact

"Community pride, teamwork among citizens to keep our town growing and moving ahead," according to Chamber officials.

FLORENCE COUNTY (Florence County)

Population 4,600

HEART OF WILD RIVERS COUNTRY

History

Slogan was developed in the mid 1980's when the tourism segment of Florence's economy was looking for a theme which emphasized the uniqueness of Florence County.

Slogan-Related Activities

County map uses slogan on cover. Slogan is also stressed when exhibiting booth at sport shows.

Impact

Difficult to measure but tourism (and the wild rivers) is becoming more recognized as a part of Florence County.

FOND DU LAC (Fond du Lac County)

Population 38,589

WINNERS CHOICE

History

Fond du Lac is one of the luckiest spots in the world with over 150 million won in 3 major lottery winners. Also home to 2 national champion Windsurfers; home to current Miss Wisconsin; home of World Dairy Expo Dairyman of the year and to Lynn Roethke, silver medalist in Judo.

Slogan-Related Activities

Fond du Lac's south Main Street dubbed "The Miracle Mile," pending fountain or wishing well to mark the luckiest spot, fall harvest "interest on a million dollars" promotion. Also Miracle Mile T-shirts and bumper stickers.

Impact

Fond du Lac has had great fun with contacts from all over the nation. Hundreds of Miracle Mile t-shirts were sold within the first weeks of the lottery win, people from every state have visited Fond du lac to buy a lottery ticket on the Miracle Mile. The winning atmosphere in Fond du Lac has refreshed our image and has brought a lot of pride to the city.

* Also called World Capital of Aerobatics and Wildlife Art Capital of North America.

FOREST JUNCTION (Calumet County)

Population 250

YOU CAN GET THERE FROM HERE

History

Developed by the community's business/civic organization in 1992 to promote Forest Junction for residential and business development.

Slogan-Related Activities

Entrance signs on Highway 10 list the slogan.

Impact

Improved community spirit.

FOX CITIES (Calumet, Outagamie, Winnebago Counties)

Population 175,000

REFRESHING CHANGE OF PLACE

History

Developed in 1991 by the Marketing Committee through an advertising agency.

Slogan-Related Activities

Slogan appears on all promotional literature and on some billboards on Highway 41.

Impact

The slogan has helped with the identity of the Fox Cities.

FRANCIS CREEK (Manitowoc County)

Population 564

VILLAGE OF FRANCIS CREEK "A NICE PLACE TO LIVE"

Slogan-Related Activities

The slogan appears on signs on the entrances to the community.

FOX LAKE (Dodge County)

Population 1,406

HOME OF BUNNY BERRIGAN

History

Bunny Berrigan, a famous trumpet player in the big band era, was raised in Fox Lake. Bunny played with the Whiting, Dorsey, Goodman, and Louie Armstrong bands. Official recognition by Governor's proclamation came in 1979.

Slogan-Related Activities

Each year in May the Legion sponsors Bunny Berrigan Day, a one-day musical event which includes a jazz festival and jam session. Proceeds from the event go into a scholarship fund for local students majoring in music. The slogan appears on the Legion's letterhead.

There are also entrance signs to the community which have a trumpet cutout on them along the with the slogan. A state historical marker also proclaims the fact.

Impact

Two music students share a \$750 scholarship each year, one-half each semester. On average, 300 attend Bunny Berrigan Day.

FREMONT (Waupaca County)

Population 610

WHITE BASS CAPITAL OF THE WORLD

History

Fremont, on the Wolf River, is a popular place to fish for white bass during the spring and fall. In the early 1970's, the governor proclaimed Fremont the White Bass Capital.

Slogan-Related Activities

The slogan and logo appear on Chamber stationery and on an entrance sign on U.S. Hwy 10.

Impact

The Chamber of Commerce feels strongly about the identity it provides. In addition, hundreds come to fish for white bass in spring and fall, which greatly affects the local economy.

GALESVILLE (Trempealeau County)

Population 1,343

GARDEN OF EDEN

History

Reverend David O. Van Slyke (circa 1850's) believed that southern Trempealeau County was actually the Garden of Eden, and spent more than 20 years trying to prove it.

Slogan-Related Activities

"The Galesville Business Association sponsors a fall festival called "Apple Affair." The one-day event features apple ice cream, apple desserts, and other apple products. There is also live music, an art show, orchard tours, and a bike tour. Apple Normandy is also a feature. The community has a Garden of Eden Preservation Society and the business association publishes the Garden of Eden Visitor Guide.

Impact

The Apple Affair draws several thousand people to the community. The nursing home is named Eden House.

GERMANTOWN (Washington County)

Population 12,000

DEUTSCHSTADT

History

In 1987 the Chamber of Commerce, through the Deutschstadt Heritage Foundation, began a "Bringing the German Back to Germantown" campaign. It was identified as the number one priority by several groups and local officials through an issues identification process.

Slogan-Related Activities

As a result of this campaign the group developed a community logo, billboards, window box (flower) competition, tourist tabloid, Fasching (carnival), and a calendar of events. They also organized several festivals, including Volksmarch and Oktoberfest.

Impact

There has been a marked increase in community pride and in appearance. There is also an increase in tourist traffic from Milwaukee and the surrounding areas.

Germantown was the featured community at the 1988 German Fest in Milwaukee. The German Fest, Inc. group was so impressed they are moving their headquarters and warehousing to Germantown. In addition, four new German-related businesses have started in the community.

A downtown design plan suggests a style for new buildings to follow as well as older buildings when being remodeled. Banners have been designed for Main Street.

GLEASON (Lincoln County)

Population (unincorporated)

BROOK TROUT FISHING CAPITAL OF THE WORLD

No other information available at this time.

GLIDDEN (Ashland County)

Population (unincorporated)

BLACK BEAR CAPITAL OF THE WORLD

No other information available at this time.

GRANTSBURG (Burnett County)

Population 1,200

HOME OF BIG GUST

History

Anders Gustav Anderson (1872-1926), 7'6" tall, was the largest man in the area. He served as village marshal, road supervisor, assessor, and as president of the fire department.

Slogan-Related Activities

The Chamber of Commerce sponsors an annual event called "Big Gust Days" in June. The event includes golf and tennis tournaments, pool activities, a dance, games for kids, queen contest, raffle and sidewalk sale. There is a life-size wood carving of Big Gust in front of the village hall, with a tape recording telling the story of this legendary resident.

Impact

Great promotional item. Approximately 2000-3000 people attend Big Gust Days. Several hundred stop to see the carving and hear the story of this legend.

GREEN BAY (Brown County)

Population 97,801

TOILET PAPER CAPITAL OF THE WORLD

No other information available at this time.

GREEN LAKE (Green Lake County)

Population 1,082

WISCONSIN'S LAKE TROUT CAPITAL

History

Long before lake trout fishing became popular in nearby Great Lakes, Green Lake was one of a few inland lakes in Wisconsin to have a sizeable lake trout population. For decades Green Lake has been famous for this fact. The lake is the deepest lake in Wisconsin, which also is the reason for its other slogan, "Wisconsin's Oldest Resort Community on Wisconsin's Deepest Lake."

Slogan-Related Activities

The slogan appears on billboards and brochures. Chamber stationery simply states "Wisconsin's Deepest Lake." A two-week fishing contest called Winter Fest is held in winter.

Impact

Between 2000 and 5000 attend the Winter Fest, but there are other water-related activities held throughout the summer, like the Wooden Boat Show, which also draws thousands of people. Because of its national recognition for trout fishing, thousands of anglers are attracted to Green Lake to catch lake trout.

HAUGEN (Barron County)

Population 281

KOLACHE CAPITAL

History

Haugen's ethnic background is Czech. The Czech have a small round pie-like pastry called kolache. These small pastries are filled with (in order of popularity) poppy seed, apricot, and prune. People in Haugen have been baking kolaches for generations.

Slogan-Related Activities

Haugen Days, featuring the Kolache Festival, is held the second weekend in August. The festival includes a parade, a 9K run, booths, rides, and various vendors. There is also a kolache judging contest. The entries are judged on taste, appearance, and texture.

Impact

Over 2000 people attend the Haugen Days Kolache Festival annually. In addition, there is the local pride in being known for kolache making, as exhibited by the 40+ entries in the kolache contest.

HAYWARD (Sawyer County)

Population 2,058

HOME OF WORLD RECORD MUSKIES

History

The lakes around Hayward have yielded a number of record muskies. The slogan has been used since the early 60's.

Slogan-Related Activities

The Musky Festival is held each June, complete with parade, carnival, and coronation of the Musky Queen.

The Freshwater Fishing Hall of Fame is located in Hayward and is housed in another attraction - the 3-story, 140 foot long musky sculpture.

Impact

The musky festival draws 25,000 people for the 3-day event, but Hayward draws thousands of fishing enthusiasts all season to catch the elusive sport fish. The Hall of Fame draws, on average, about 125,000 annually.

HAZEL GREEN (Grant County)

Population 1,282

POINT OF BEGINNING

History

In 1831, when Wisconsin was still in the Michigan Territory, Lucius Lyon, U.S. Commissioner on the survey of the northern boundary of Illinois, erected a post at the intersection of the 4th principal meridian and the northern boundary of Illinois. The marker, now since replaced by a concrete surveyors monument, was the Point of Beginning for the surveying of every section corner monument in the state; the boundaries of each county, city, village, township, farm, and lot.

Slogan-Related Activities

The State Historical Society erected a sign near the spot just south of Hazel Green on Highway 80. Postcards also commemorate the event.

Impact

The community uses the slogan in its promotion. Local historians feel good about this distinction.

HILLSBORO (Vernon County)

Population 1,306

CZECH CAPITAL OF WISCONSIN

History

The origin of this slogan is unclear but the area has a large Czech population. The local people still hold on to much ethnic tradition, similar to their ancestors.

Slogan-Related Activities

Hillsboro holds an annual Czech festival called Cesky Den the second Saturday of June. The event includes Czech food and singing, polka music, Czech story telling and games. When possible, the Czech Ambassador to the U.S. attends the festival.

In addition to the slogan, there is a logo which appears on the community brochure and on entrance signs.

Impact

The Cesky Den festival is attended by 2,000-4,000 people. The local people take pride in their community and its heritage and look forward to the annual celebration.

HORICON (Dodge County)

Population 3,897

HOME OF THE HORICON MARSH

History

The Horicon Marsh consists of 30,000 acres, one of the largest in the midwest. The marsh is a sanctuary for hundreds of thousands of migrating waterfowl. It is also home to numerous species of other wildlife. The marsh includes the Horicon National Wildlife Refuge and the Horicon Marsh Wildlife area. The city of Horicon is on the southern end of the marsh.

Slogan-Related Activities

Horicon holds Horicon Marsh Days, a three-day celebration the end of July. The event includes a flea market, circus or carnival, parade, and street sale. Another event, Autumn Art on the Marsh, is held the last weekend in September.

The largest event takes place during September, October and early November when 200,000 Canada Geese return to the Marsh. At this time, thousands of travelers come to the horicon marsh area to view the geese and hike the trails.

Impact

Horicon Marsh Days attracts 40,000-50,000 people for the weekend while 5,000 attend Autumn Art. The largest impact is probably felt in Fall when 300,000-500,000 people are attracted to the Horicon Marsh area to view the migratory birds (200,000 Canada Geese and 100,000 ducks).

HURLEY (Iron County)

Population 1,778

WHERE 51 ENDS...FAMILY FUN BEGINS

History

Traveling U.S. Hwy. 51 the length of Wisconsin will bring the motorist to Hurley. This slogan was adopted in 1985, with some minor changes in 1992.

Slogan-Related Activities

Slogan appears on billboards, promotion literature, and advertising copy. One famous area event is the Red Light Snowmobile Rally, featuring "poker runs" and trail rides. Another event, the Paavo Nurmi marathon, just celebrated its 25th running in 1993. Scenic waterfalls and other popular outdoor attractions are some of the other family-oriented activities the area has to offer.

Impact

Thousands of people travel to Hurley to experience the fun for which the town is famous.

JANESVILLE (Rock County)

Population 53,358

WISCONSIN'S PARK PLACE

History

With over 1900 acres of park land, including CAMDEN, the first completely handicapped accessible playground in the U.S., the City of Janesville has developed and adopted the slogan/logo of "Wisconsin's Park Place."

Slogan-Related Activities

The slogan/logo is used on promotional pieces, including the new Visitor Guide, and new sign on I-90 which greets visitors with information on upcoming events, thanks to a large marquee. A new Tour Planner is also being developed, which is scheduled for availability on November 1. The slogan/logo has been incorporated into the cover design on a larger scale.

Impact

While difficult to specifically measure, Janesville is seeing a boon in all tourism related attractions and ordered materials. The new Visitor Guide, which was available this summer, has more than doubled the expected number of orders. The new Visitor Information Center, has a 200% increase in visitors from last year. Attendance at its many parks is up this year, and CAMDEN is seeing regular weekly attendance figures of 5,000.

JEFFERSON (Jefferson County)

Population 5,724

THE GEMUETLICHKEIT CITY

History

Gemueticlichkeit is a German word for hospitality. A festival by that name was begun in 1971 to honor Jefferson's German heritage. The name Gemuetlichkeit became associated with Jefferson, thus the slogan.

Slogan-Related Activities

Gemueticlichkeit Days, a three day long celebration is geared toward the German theme. Restaurants serve German food, merchants wear German dress. There's a raffle, music, a roller pin throw, a beer stein carrying contest, and euchre and sheepshead card tournaments, two biergartens for listening and dancing and a craft fair.

The slogan appears on entrance signs to Jefferson. All activities are coordinated by the Gemuetlichkeit Days, Inc.

Impact

On average 20,000 to 25,000 people come to Jefferson for Gemuetlichkeit Days. The merchants work together for this event. There is a lot of support and hospitality generated by the residents.

JIM FALLS (Chippewa County)

Population (unincorporated)

BIGGEST LITTLE TOWN ON THE RIVER

No other information available at this time.

JOHNSON CREEK (Jefferson County)

Population 1,276

CROSSROADS WITH A FUTURE

History

We are located at the intersection of Highway 26 and I94.

Slogan-Related Activities

Logo, entrance signs to be used on new water tower, letterheads, etc.

Impact

Spirit, identity.

JUDA (Green County)

Population (unincorporated)

BUFFALO ROAST CAPITAL OF WISCONSIN

No other information available at this time.

JUNEAU (Dodge County)

Population 2,132

BIRTHPLACE OF ADDIE JONES

History

Addie Joss was a local man who played major league baseball. After his career, was selected for induction into the Baseball Hall of Fame.

No activities or impacts are available.

KAUKAUNA (Outagamie County)

Population 12,132

THE ELECTRIC CITY*

History

Name given Kaukauna because of its hydroelectric generation facilities on the Fox River. The slogan has been used for decades.

Slogan-Related Activities

The slogan appears on municipal stationery and is used in several economic development promotional pieces.

Impact

The city feels the slogan draws attention to the community for business development, especially those high electric users seeking low rates.

* Also called "The Friendly City."

KENOSHA (Kenosha County)

Population 80,352

KENOSHA...FOR ALL SEASONS

No other information available at this time.

KEWASKUM (Washington County)

Population 2,500

GATEWAY TO THE KETTLE MORAINNE STATE FOREST

History

The Mauthe Lake area was one of Wisconsin's first state forestry projects. Because of its location, Kewaskum is near the closest entrance to the park for metropolitan Milwaukee and other travelers from the south.

Slogan-Related Activities

The slogan appears on entrance signs to the community. The sign with slogan is incorporated into the logo for the area Chamber of Commerce.

Impact

Little is documented at this time.

KEWAUNEE (Kewaunee County)

Population 2,800

KEWAUNEE - SPIRIT OF THE LAKESHORE

History

Kewaunee was known as the "Hot Spot of Fishing" and is the home base for many charter and sport fishing boats at their new harbor. Knowing that it takes more than fishing to attract visitors, the new slogan was adopted.

Slogan-Related Activities

As a holdover from the former slogan, "Trout Festival" is held the third weekend in July. The festival features a fishing contest, but also includes stage entertainment, food and beverage stands, an arts and crafts show, and a large parade.

Overall, the community is now oriented to the lake and its new harbor, allowing visitors to get close to both.

WEYAUWEGA (Waupaca County)

Population 1,665

HOME OF HORSE AND BUGGY DAYS

History

Weyauwega holds an annual festival called Horse and Buggy Days, for which it is well-known. The event, organized around 1960, was a result of a turn-of-the-century theme adopted to revitalize the community. The theme spurred facade and streetscape improvements in the downtown. The festival was a result of these other activities.

Slogan-Related Activities

The Chamber of Commerce, with a lot of community and government support, sponsors the annual "Horse and Buggy Days" the second weekend in September. A large parade of horse and buggies, of course, is a major feature of the festival. Merchants, employees, and residents are encouraged to dress in turn-of-the-century costumes. Antique cars are also on display.

Throughout the rest of the year, the community and Chamber use the slogan and/or logo on their stationery and brochures. There are also billboards on the edges of town identifying the community and slogan. Souvenirs, including mugs and plates, are sold in local gift shops.

Impact

People from all over the Midwest recognize Weyauwega for its Horse and Buggy Days festival. The festival itself attracts 8-10,000 people for the weekend. The local people are very proud of this recognition and many are horse and buggy enthusiasts.

Finally, the slogan has reached deeply into the business community as demonstrated by the naming of the Horse and Buggy Mall.

WILTON (Village) (Monroe County)

Population 485

THE HEART OF THE TRAIL

History

We are located almost dead center of the Elroy-Sparta bike trail. We also like to think of our community as pretty user friendly and so somehow Heart of the Trail emerged.

Slogan-Related Activities

We do have 20 banners that say Welcome to Wilton - Heart of the Trail - they have a large heart on them with a bicycle in the middle. We're designing greeting signs for each end of the town and hope to have them out in spring of 1994.

Impact

Bikers sure seem to comment on it - they like the sound of it.

WINCHESTER (Vilas County)

Population (unincorporated)

WISCONSIN'S UNCHANGED WILDERNESS

No other information available at this time.

WINNECONNE (Winnebago County)

Population 2,000

WINNECONNE ON THE LAKE

History

The slogan was developed for the centennial held in 1987 by a contest.

Slogan-Related Activities

Logo developed and used in conjunction with a local festival.

Impact

The slogan advertises for spring fishing enthusiasts the fact the Winneconne is on the Wolf River. A major summer festival, which uses the slogan as a promotional tool, attracts 10,000 people. The theme also has a positive effect on the local attitude.

WISCONSIN RAPIDS (Wood County)

Population 18,354

PAPER CITY

No other information available at this time.

WONEWOC (Juneau County)

Population 798

WELCOME TO WONEWOC "WE ARE USER FRIENDLY" MIDPOINT OF THE 400 TRAIL

History

The 400 State Bike Trail opened in 1993. Wonewoc is the mid-community among five communities on the trail. The 400 Trail is a state recreational trail which is 22 miles long.

Slogan-Related Activities

Entrance signs to the community, avenue banners, buttons which are given out as a promotion. A brochure is being developed which uses the slogan.

Impact

Our entrance sign with the slogan has appeared in numerous state newspapers and magazines. Tourists have told us that they really like the buttons which are given away as promotional items.

WOODMAN (Grant County)

Population 120

THE DINKY'S LAST STOP

History

The Dinky was a narrow gauge railroad which ran from Fennimore to Woodman. Local officials started the slogan in 1991 to promote the community.

Slogan-Related Activities

Entrance signs on the edge of town.

Impact

While the slogan has only recently been developed, there has been an increase in local spirit attributed to it.

WOODRUFF (Oneida County)

Population 1,672

HOME OF THE MILLION PENNY PARADE

History

In the 1950's grade school children in Woodruff, in a combination educational effort to learn about "a million" and to raise money for a hospital for Dr. Kate Newcomb, collected 1 million pennies. The story made national news and Dr. Kate appeared on "This is Your Life."

Slogan-Related Activities

The largest penny in the world stands on the school grounds in Woodruff. There is also a museum commemorating the event and Dr. Kate. There is also an annual parade and celebration.

Impact

The village is very proud of the recognition it received regarding the penny raising. It also promotes a "can do" attitude for the community.