

Impact

There is a much improved and positive attitude toward the community by its residents, partly because of the new harbor and lake front developments.

Regarding the festival, 11,000 attend the stage/tent area and 23,000 attend the parade on Sunday. The harbor attracts many travelers who stop to sightsee and view catches of fish.

LAC DU FLAMBEAU (Vilas County)

Population (unincorporated)

LAKE OF TORCHES

No other information available at this time.

LA CROSSE (La Crosse County)

Population 49,780

GOD'S COUNTRYHistory

Slogan began in a Heileman Beer ad.

Slogan-Related Activities

Used to be extensively in various promotional literature.

Impact

Because of extensive nation-wide beer promotion, LaCrosse is well known throughout the country. There is also a very positive attitude among residents.

LAKE GENEVA (Walworth County)

Population 6,120

ENJOYED FOR OVER 100 YEARS BY THE RICH & FAMOUSHistory

Since 1870 rich and famous people from around the world have visited and enjoyed Lake Geneva.

Slogan-Related Activities

Venetian Festival of Boats logo, significant advertising and promotion.

Impact

All positive. Any community that is visited by over 2 million people can't be all bad!

LAKE TOMAHAWK (Oneida County)

Population (unincorporated)

SNOWSHOE BASEBALL CAPITAL OF THE WORLD

History

In 1961, a local promoter thought playing baseball in snowshoes was a novel idea as well as an attraction.

Slogan-Related Activities

Logo consisting of crossed snowshoes and a baseball appears on stationery.

Impact

Several clubs make \$300/week in concessions. Local businesses receive patrons after games.

LANCASTER (Grant County)

Population 4,192

CITY OF THE DOME

History

The leaded glass dome on the Grant County Courthouse is modeled after St. Peter's Basilica in Rome. Since the courthouse is the community's focal point, it only seemed appropriate to highlight the feature.

Slogan-Related Activities

We are working on new welcome signs which would include the slogan. Some businesses have used on their letterheads - we have T-shirts, sweatshirts, etc. with "City of the Dome" on them. We also have a "Lighting at the Dome" at Christmas. Lights have been purchased by the Tourism Committee to decorate the dome during the holidays.

Impact

It gives the community an identity.

LAND O' LAKES (Vilas County)

Population 833

LAND OF FOUR SEASONS FUN

History

In the 1970's this slogan was used on a float in the Fourth of July parade. Since then it grew into a regular county-wide promotional slogan.

Slogan-Related Activities

Logo and slogan are used on all promotional material.

Impact

Thousands come to the county to enjoy the outdoors the year round.

LANGLADE COUNTY (Langlade County)

Population 19,761

WISCONSIN'S GET-AWAY COUNTY

No other information available at this time.

LODI (Columbia County)

Population 2147

HOME OF SUSIE THE DUCK

History

Ducks have made their home in downtown Lodi since the 1920's. In 1947, a masonry basket, built as a planter for geraniums, was used by one duck for a nest. The duck was named Susie after the granddaughter of the police chief. The next year, and each year after that, a duck has used the planter as a nest and all received the name Susie. A flock of ducks always congregates in a waterside park in the downtown.

Slogan-Related Activities

A small downtown park, built along the creek, is designed for duck viewing and feeding. Gumball machines filled with corn and a wrought iron banner with "Susie the Duck" are located at the park. Postcards, shirts and various other souvenirs are available to purchase. The slogan (sometimes just a duck) appears on signs and buildings around town and on Chamber letterhead.

Susie the Duck Days, held in August, includes a sidewalk sale, street concert, duck calling contest, duck drawing contest, and other special events.

Impact

The Susie the Duck slogan is known throughout the midwest. Thousands of people are attracted to the downtown park to feed and view the ducks. The Chamber collected \$1800 in corn fees last year (at 5 cents per handful, that's 36,000 nickels). When they are in the downtown, they might visit the shops and restaurants. The impact of this is not known, but is noticed by the business people.

There is a positive community image and good support by the business people.

LONE ROCK (Richland County)

Population 705

COLDEST SPOT IN THE NATION (WITH THE WARMEST HEART)

History

On January 30, 1951 the thermometer plunged to 53 degrees below zero.

Slogan-Related Activities

The slogan appears on billboards on the edge of town and on village stationery.

Impact

Little on the economy but the slogan has heightened community pride and recognition.

MANITOWISH WATERS (Vilas County)

Population (unincorporated)

WISCONSIN'S NORTHWOODS YEAR-ROUND VACATIONLAND

No other information available at this time.

MANITOWOC (Manitowoc County)

Population 35,000

WISCONSIN'S MARITIME CAPITAL

History

Our lakeshore area is rich in a history of shipbuilding and fishing. During WWII, Manitowoc manufactured 28 submarines of which 26 saw action. We are also proud to be the home of the largest maritime museum on the Great Lakes and a WWII submarine one can tour.

Slogan-Related Activities

Return of the Carferry Festival, Riverwalk Festival, Maritime Family Day, Kiwanis Fish Derby, Salmon Derby, Beach Blast. Lakeshore Weekend for Kids (fundraiser for children's hospital), VIP Fish Derby (media event for travel and sports writers).

MARINETTE (Marinette County)

Population 12,000

MARINETTE COUNTY WATERFALLS CAPITAL OF WISCONSIN

History

Unified effort during the past two years to promote the fact Marinette County has more waterfalls than any other Wisconsin County.

Slogan-Related Activities

Promoted through lapel pins, envelope stickers, placement on advertising, television features, newspaper features, etc.

Impact

The unified theme, along with a central 800 number, has produced substantially more visitors.

MARSHFIELD (Wood and Marathon Counties)

Population 19,443

THE CITY IN THE CENTER

History

The slogan reflects their location in the state. The logo used is copied from that of their largest employers - Marshfield Clinic and St. Joseph Hospital.

Slogan-Related Activities

Slogan and logo are used on all printed materials of Chamber, Visitors and Promotions Bureau, some local firms, and local media.

Impact

Through its wide distribution, more and more people are associating the slogan with the community. Its acceptance is indicated by the fact that several local businesses are using the slogan in their business literature.

MARSHFIELD (Wood and Marathon Counties)

Population 19,443

CHEESE CITY USA

No other information available at this time.

MAYVILLE (Dodge County)

Population 4,515

PROUD OF OUR PAST AND LOOKING TO THE FUTURE

History

This was a winning slogan in a 1986 Mayville Chamber of Commerce sponsored contest. The slogan has been used since in promoting the community.

Slogan-Related Activities

The slogan is used on business promotional literature.

Impact

Little known at time of writing.

MAZOMANIE (Dane County)

Population 1,320

TURN-OF-THE-CENTURY RAILROAD TOWN

History

In the early 1900's, Mazomanie was a thriving railroad community. Slogan recently adopted.

Slogan-Related Activities

In 1988 the community held the first annual Mazomanie Railroad Celebration. The event includes model railroad displays, train tours, food, plays, and train rides. The logo, an arrowhead with a train on it, appears on different village stationery and vehicles. Banners with trains appear around town.

Impact

Approximately 5000 people attend Mazomanie Railroad Celebration.

MENASHA (city) (Winnebago County)

Population 15,036

MENASHA ON THE MOVE

History

For many years identified as "The Industrial City." In 1986 major redevelopment and reconstruction began and in 1990 the horizon logo and "Menasha" slogan were adopted.

Slogan-Related Activities

Menasha Action Council, an organization involved in promoting city investment and business, displays banners proclaiming "Menasha...a New Horizon." They also coordinate Riverfest held in May at Marina area downtown and Otto Grunski Festival in August at Jefferson Park.

Impact

Since its adoption, Menasha and its horizon logo appear on the water tower and city-owned vehicles. In 1992 city police cars won a national award for their unique design, and includes the horizon logo and slogan.

MENASHA (town) (Winnebago County)

Population 14,494

BRIDGING THE FOX CITIES

History

The STH 441 bridge was constructed to connect vehicular traffic from the west to the east and vice versa. To date, this bridge is now a part of extensive construction involving Tri County Freeway and the USH 10 expansion project. In addition, the slogan and logo have assisted in visualizing the Town of Menasha as a separate entity from that of the City of Menasha.

Slogan-Related Activities

The Town's logo was created in conjunction with this slogan. A banner was created so that it can be hung at multiple events occurring at Tri County Ice Arena to identify our community and associate progressive economic growth.

Impact

The slogan and logo have been well received by the community. It associates our community with the rapid economic growth and the fact that we are a rapidly growing urban township (2nd largest in the State of Wisconsin) that offers a viable alternative to new homeowners seeking a lower tax base while still receiving the benefits of an incorporated municipality.

MENOMONIE (Dunn County)

Population 13,608

TRADITIONAL YET PROGRESSIVE

History

This theme was adopted in 1988 to be used with community promotional material.

Slogan-Related Activities

Community has designed a logo which appears on city letterhead.

Impact

Too early to determine.

MERCER (Iron County)

Population 1,425

LOON CAPITAL OF THE WORLD

History

Iron County, in particular the lake country of southern Iron County, has some of the state's highest populations of the Common Loon. The community has used the slogan for about 10 years.

Slogan-Related Activities

Foremost (visually) in the community is the presence of the world's largest loon (16 feet tall, 2000 pounds). The loon sits in front of the Chamber office in Mercer and is decorated with lights at Christmas.

Loon Days, held the first Wednesday of August, features a loon calling contest, sidewalk craft sale, and entertainment. In winter, the community sponsors the Blue Loon Stampede, a cross-country ski race. The gift shop in the Chamber office sells "loon" memorabilia. The loon slogan and logo are used on all community and Chamber stationery.

Impact

Over 6000 people per year visit the Chamber office in Mercer and over 4000 attend Loon Days. Approximately 215 skiers participated in the Blue Loon Stampede, but many more watch and visit during that time.

The locals feel very proud of their world-famous community theme. Many people are loon fanatics and come to Mercer just because it is the Loon Capital.

MERRILL (Lincoln County)

Population 10,148

ENJOY THE MERRILL ADVANTAGE

History

Slogan came from slogan campaign in the 80's. Chosen from over 700 entries.

Slogan-Related Activities

The Chamber newsletter is called "The Advantage."

* Also called "City of Parks" because of the 10 beautiful parks in this community.

MIDDLETON (Dane County)

Population 13,284

THE GOOD NEIGHBOR CITY

History

The source of the slogan was the name of a festival begun in 1964. Middleton is bordered on two sides by the much larger city of Madison.

Slogan-Related Activities

The Good Neighbor Festival is a 3-day event held annually. Each year the festival has a different theme, and has a large parade. Costumes, contests, and refreshments are all a part of the festival.

All Chamber publications, including its letterhead and newsletter. Entrance signs also feature the slogan.

Impact

Aside from the thousands of festival goers, the slogan portrays a positive image for surrounding communities and a good attitude for locals.

MILWAUKEE (Milwaukee County)

Population 1.4 million in greater Milwaukee

A GREAT PLACE ON A GREAT LAKE

History

Community has used the slogan for about a decade.

Slogan-Related Activities

Slogan appears in all promotional literature.

Impact

Recently won an award for the quality of their slogan. Great impact for identity and community spirit.

MILWAUKEE (Milwaukee County)

Population 1.4 million in greater Milwaukee

CITY OF FESTIVALS

History

Milwaukee is host to many ethnic and other festivals.

Slogan-Related Activities

The city is host to ethnic festivals such as Polish Fest, Bavarian Volks Fest, Annunciation Greek Festival, Festa Italiana, German Fest, Africa World Fest, Irish Fest, Mexican Fiesta and Serbian Days. Other festivals include Grape Lakes Festival, Lakefront Festival of Arts, Journal Rose Festival, Strawberry Festival, SummerFest, Maritime Festival and Oktoberfest.

Impact

Approximately 5 million visitors are drawn to Milwaukee during festival time. If each spends an average of \$25, the total spending by visitors would be \$125 million.

MINERAL POINT (Iowa County)

Population 2,286

THE CITY WHERE WISCONSIN BEGAN

History

Wisconsin became a state in a ceremony in Mineral Point.

Slogan-Related Activities

The slogan appears on some literature. A logo was developed depicting the event.

Impact

Little at this time.

MINOCQUA (Oneida County)

Population 3,593

THE ISLAND CITY

History

Until 20 years ago, Minocqua was completely surrounded by water and could only be reached by bridge. The slogan has been used for decades.

Slogan-Related Activities

Stationery and entrance sign on highways.

MONONA (Dane County)

Population 8,637

CITY OF PRIDE, AND IT SHOWS

History

Residential Contest

Slogan-Related Activities

4th of July Festival, Entrance Sign

Impact

Improved community spirit.

MONROE (Green County)

Population 10,000

SWISS CHEESE CAPITAL OF THE U.S.

History

Monroe, and much of Green County, was settled by the Swiss in the mid 1800's. The early settlers began farming and developed the cheese industry from talents brought from the old country. The area once had hundreds of cheese factories and has claimed the title "Swiss Cheese Capital" since the 1870's.

Slogan-Related Activities

On even numbered years the City of Monroe holds "Cheese Days," a three-day festival featuring parades, dancing, tours, food, yodeling, Swiss Music and Swiss-style entertainment.

Throughout the year visitors can tour cheese factories and gift shops. Signs on the edge of town, community brochures, and business and municipal stationery all use the slogan.

Impact

The thousands of visitors bring in a million dollars worth of business during the Cheese Days weekend. During the rest of the year, visitors who frequent the cheese shops and factories drive many miles to obtain the kind of foreign-type cheeses available in the Monroe area.

In addition, partly because there are several hundred people employed in cheese-related activities, the community is very proud of cheese recognition and the area has gained world-wide popularity.

MONTFORT (Grant County)

Population 569

HOME OF THE FORT

History

A fort was located here in presettlement days.

Slogan-Related Activities

First weekend of June is Heritage Days which involves a Civil War Enactment.

Impact

Definite spirit booster. The community is working toward building a replica of the Fort.

MT. HOREB (Dane County)

Population 4,339

THE TROLL CAPITAL

History

Mt. Horeb is a Norwegian community. For several years, a statue of a troll was exhibited on the lawn in front of a shop. The troll is based on Scandinavian legend and, since Mt. Horeb is Norwegian, it was a natural scene. The statue was an eyecatcher and was very popular. Therefore, when the Chamber was looking for a slogan to use in its marketing effort, the "troll town" image was selected.

Slogan-Related Activities

The main thorough-fare is now called the Trollway and is adorned with banners. A large tree stump has been carved into a troll image. The logo is used on Chamber stationery and in advertising and promotion and a friendly rivalry between a community in Norway and Mt. Horeb exists.

The community holds several festivals and other events throughout the year relating to Norway and/or the troll theme: Summer Frolic, Scandinavian Fiddle Fest, Song of Norway Festival, Kaffe Stue and Art Fair, Fall Festival and Christmas Arts and Craft Fair.

There are five wood-carved trolls (out of tree trunks) in Mt. Horeb, and four more on the way in spring of '94.

Impact

The slogan and image really gives the community identity and the local people strongly support it. Thousands of visitors attend the festivals and when it was once feared the bypass would break the business community, many travelers now exit the highway just to see Troll Town and visit its shops and restaurants.

MUSCODA (Grant County)

Population 1,284

MOREL MUSHROOM CAPITAL OF WISCONSIN

History

In 1982, the Chamber of Commerce was looking for a festival to hold in spring. Morel mushroom hunting had been a tradition in the area. It was therefore a natural that this tasty fringe be the theme of the festival.

Slogan-Related Activities

A 3-day festival is held the third weekend in May, which includes a street dance, carnival, an arts and crafts show, and, of course, lots of mushrooms. Contest is held for two weeks prior to that to find that "special" mushroom - the heaviest, tallest, largest diameter, biggest cluster, and the oddest. Souvenirs of all kinds are for sale. The mushroom slogan and logo are on Chamber stationery as well as on a promotional piece. A sign on the edge of Muscododa welcomes you to the "Morel Mushroom Capital of Wisconsin."

Impact

On average, 6000-8000 people attend the Morel Mushroom festival in May. Most attendees are from the midwest, but interest is more widespread. In 1988, a Japanese film crew shot footage for viewing on the west coast.

There is a great deal of local support from the Chamber and other organizations and much pride from the residents.

NEW AUBURN (CHIPPEWA)

Population 476

GATEWAY TO THE ICE AGE PARK

No other information available at this time.

NEW BERLIN (Waukesha County)

Population 34,342

CITY LIVING WITH A TOUCH OF COUNTRY

History

Contest that the council held with slogans from residents.

Slogan-Related Activities

City Hall stationery and brochures.

NEW GLARUS (Green County)

Population 1,700

AMERICA'S LITTLE SWITZERLAND

History

Over 150 years ago Swiss immigrants came from Glarus, Switzerland, establishing New Glarus. New Glarus has preserved Swiss customs and traditions through the years.

Slogan-Related Activities

In keeping their Swiss tradition alive, the people of New Glarus hold several festivals mainly in the summer months, including the Heidi and William Tell Festival, the Little Switzerland Festival, the Alpine Festival, and the Volksfest (Swiss Independence Day).

New Glarus restaurants serve authentic Swiss meals and pastries; shops sell locally hand-crafted items as well as Swiss gifts, souvenirs, and chocolates, cheese, and sausage. Swiss costumes are worn throughout town and the buildings resemble Swiss architecture.

The Swiss theme is everywhere in New Glarus, including in the William Tell logo/stationery, the museums, the language, the civic clubs and social organizations, and in the entrance floral arrangements.

Impact

The festivals attract thousands of people to the community from outside New Glarus (William Tell - 3500, Heidi Festival - 2000, Volkfest - 2000, Alpine Fest - 2000). In addition, hundreds of thousands of people visit New Glarus throughout the year to shop, eat, and sightsee. Hundreds of jobs rely on the tourism industry.

New Glarus is known far and wide as America's Little Switzerland. In addition, the Village of New Glarus maintains Old World stability and pride. Costumes are worn proudly and hospitality is evident everywhere.

NEW HOLSTEIN (Calumet County)

Population 3,305

COW TOWN, USA

No other information available at this time.

NEW LONDON (Outagamie/Waupaca Counties)

Population 6,747

HEART OF WOLF RIVER COUNTRY*

History

New London is located in the center of Wisconsin's Wolf River.

* It is also known for being the Origin of the Water Spaniel, The Wisconsin State Dog.

Slogan-Related Activities

New London holds a 3-day celebration the last weekend in June, which includes music, food, water-ski shows, boat races, baby bathing beauty contest, lip sync contest, volleyball tournaments, etc. In addition, billboards on the edge of town utilize the slogan. A historical marker gives the history of the Water Spaniel.

Impact

The Wolf River Festival attracts 5,000-10,000 people during the 3-day event. The Wolf River attracts thousands of users throughout the warm months for boating and fishing.

NORWALK (Monroe County)

Population 584

THE BLACK SQUIRREL CAPITAL OF THE WORLD

History

This village has quite a population of black squirrels and has had for a number of years. They will come within three feet of people. It is common to see three or four of them playing together or running across the street.

Slogan-Related Activities

Black Squirrel Family Festival on the fourth weekend in June: Run/walk contest, rolling pin toss, line dance contest, etc. Assorted size ceramic black squirrel figurines and black squirrel buttons are for sale.

Impact

Several thousand dollars have been raised to help cover costs of the village centennial celebration to be held July 15, 16, 17, 1994. The Black Squirrel Family Festival is to be continued as an annual community family fun day.

OCONOMOWOC (Waukesha County)

Population 11,192

OCONOMOWOC - A SPECIAL PLACE*

History

Developed in 1986 as a title to a promotional brochure. The slogan is expanded to different seasons, such as "Ononomowoc - A Christmas Place."

Slogan-Related Activities

Slogan appears on various promotional brochures.

Impact

Promotes a positive image of the community and helps develop a positive attitude by residents.

* Also called "City of Lakes."

OCONTO (Oconto County)

Population 4,436

OCONTO - HISTORY ON THE BAY*

History

The slogan and accompanying logo were developed through a community contest in 1988.

Slogan-Related Activities

The Copper Culture Festival, a 3-day celebration of early Oconto historic significance, is held in June. The festival includes the mountain men demonstration and musket shoot, arrowhead and arts and crafts displays, music, a parade, and some tours. The slogan appears on Chamber and city letterheads and literature and soon will be on city vehicles and entrance signs.

Impact

The slogan has united the business community and some use the logo on their stationery. Over 10,000 people attend the Copper Culture Celebration.

* Oconto is also known as the Perch Capital of the World.

OMRO (Winnebago County)

Population 2,836

BRIDGE TO THE FUTURE

History

The slogan was developed in 1987 through a contest for a new entrance sign and to enhance the city's revitalization projects. The slogan was chosen as Omro is located on the Fox River with a main car and foot bridge over the river. There are secondary car and foot bridges leading into the main city park which is on an island. The slogan has been used since in promotional activities.

Slogan-Related Activities

A logo with a bridge was developed in conjunction with the slogan. The logo appears on city and business organization stationery, the Omro Area Chamber of Commerce membership plaques, promotional items such as hats and T-shirts, city brochures and welcome guides, and on community vehicles.

Impact

The slogan activity has had a positive impact on residents and business people. These groups are now working together on a second and final phase of city revitalization. Those people driving through the City of Omro on Wisconsin State Highway 21 also identify the city by the bridge logo and slogan.

ONALASKA (La Crosse County)

Population 12,921

SUNFISH CAPITAL OF THE WORLD

History

Lake Onalaska is a superb sunfish habitat. The community has been holding special events relating to this slogan since the mid 70's.

Slogan-Related Activities

Over Memorial Day weekend, the community holds "Onalaska Sunfish Days," a 4-day event featuring a fun run, food, softball, a parade, bed races, and a kid's fishing contest.

The community stationery and promotional literature have a sunfish for a logo. There are fish stickers given out at the festival and the Lion's Club parade float is a large sunfish.

Impact

Approximately 15,000-20,000 people attend Sunfish Days, mostly locals (Onalaska and LaCrosse) but some outsiders as well. The slogan has helped to create a sense of community as well as promoting tourism.

OREGON (Dane County)

Population 4,919

HORSE CAPITAL OF WISCONSIN

History

A lot of horse farms in the Oregon area. The Chamber has used this theme since the mid 60's.

Slogan-Related Activities

The horse slogan appears on Chamber letterhead and on signs on the edge of town. There are still several horse shows within a few mile radius of Oregon.

Impact

Slogan has seen little promotional activity in recent years. Slogan has local appeal.

OSHKOSH (Winnebago County)

Population 55,006

OSHKOSH ON THE WATER

History

The logo (and related slogan) was created in 1982 by Michael Paul Patterson and given to the Oshkosh Convention and Visitors Bureau. It was accepted by the city as its official logo in 1983.

The logo (and slogan) represent two main attributes of the community - the Fox River and Lake Winnebago. A script "C" represents the community (city).

Slogan-Related Activities

Currently used on letterhead of City, Chamber of Commerce, various businesses, and some service clubs. A summer music festival (Waterfest), sponsored by the Chamber, celebrates the water theme.

Impact

Slogan well accepted locally and drew the community together. Several businesses have adopted the slogan.

PALMYRA (Jefferson County)

Population 1,660

THE TRAIL RIDE CITY

History

The Palmyra area is the gateway to the Kettle Moraine State Forest, which is popular among equestrian enthusiasts.

Slogan-Related Activities

The Chamber uses the slogan on its letterhead along with a logo using a horse and rider. An entrance sign also uses the slogan.

Impact

Hundreds of horseback riders feel welcome in Palmyra, before and after their ride.

PARDEEVILLE (Columbia County)

Population 2,500

HOME OF THE WORLD WATERMELON EATING AND SEED SPITTING CHAMPIONSHIPS

History

The Pardeeville area is a producer of watermelons. The community has hosted a watermelon eating and seed spitting competition since 1968.

Slogan-Related Activities

Pardeeville holds an annual Watermelon Festival, the second Sunday in September. The festival includes the United States Watermelon Eating and Seed Spitting Championships. The competition has various events and categories, with prizes awarded the winners. Of course, watermelon is served to all festival goers.

The slogan appears on highway signs on the north and south ends of Pardeeville. Banners attached to wooden "Melon Slices" adorn the street lights in the business section of the village.

Impact

Approximately 5000 attend the festival annually. Pardeeville's recognition spreads yearly because of the watermelon festival.

PARK FALLS (Price County)

Population 3,222

RUFFED GROUSE CAPITAL OF THE WORLD

History

Established in 1985, the area not only has a large population of this game bird but an abundance of public hunting lands as well.

Slogan-Related Activities

To promote the slogan, the community has a copyrighted logo specifically designed for their use. The logo and slogan appear on letterhead, signs, a patch, and promotional literature. Extensive advertising is done using this slogan.

Impact

A small sample survey done by the Chamber indicated grouse hunters during peak season spent \$12,300/day. Hunters primarily come from Wisconsin and Illinois, but records show many hunters come from Kentucky (4%), Minnesota (3%), Pennsylvania (3%), Tennessee (2%), Ohio (2%), and Indiana (2%).

PESHTIGO (Marinette County)

Population 3,235

HOME OF THE GREAT PESHTIGO FIRE

History

The slogan is based a big part on Peshtigo's history. The Peshtigo Fire was overshadowed by the Great Chicago Fire of the same day, October 8, 1871.

Slogan-Related Activities

While the slogan and reference to it appear on envelopes and other stationery, the main attraction is the Peshtigo Fire Museum and Cemetery. The history of the fire and various artifacts are on display. There are signs around town, including a banner across Main Street.

A memorial ceremony takes place on October 8, the date of the fire and the end of the season for the museum.

Impact

Over 17,000 people from 48 states and 27 foreign countries attended the museum in 1989.

PHELPS (Vilas County)

Population (unincorporated)

HEADWATERS COUNTY (START OF WISCONSIN RIVER)

No other information available at this time.

PHILLIPS (Price County)

Population 1,500

TROPHY WHITETAIL CAPITAL

History

1992 - Developed by the Chamber of Commerce to promote the area to deer hunters. Thousands of acres of public lands open to hunting, including the Chequamegon National Forest, Flambeau River State Forest and the Price County Forest Land.

Slogan-Related Activities

Logo with slogan appears on various Chamber literature. Local t-shirt printer makes shirts and hats with slogan.

Impact

Thousands of deer hunters are attracted to the Phillips area to hunt that "trophy" deer, filling the motels and resorts, restaurants and watering holes.

PITTSVILLE (Wood County)

Population 881

CENTER OF THE STATE

History

It is a geographic fact. The city has used it for decades.

Slogan-Related Activities

The slogan appears on entrance sign and city letterhead. A geographic marker is located on the exact spot.

Impact

This fact, and the slogan, is well known across the state. It has a positive effect on the residents.

PLATTEVILLE (Grant County)

Population 9,603

HOME OF THE CHICAGO BEARS SUMMER TRAINING CAMP

History

In the mid 1980's, the Chicago Bears football team, wanting to escape pressures and distractions of Chicago, moved their summer training camp to little Platteville and its University of Wisconsin campus. They continue to return to their second home, Platteville, whose hospitality is very welcoming.

Slogan-Related Activities

When the Chicago Bears return to Platteville, they are greeted by a large banner across Pine Street and signs all over town. Businesses either put posters in their windows or dress them for the "Adopt a Bear" promotion. Visitors to the community are given "Bear Bucks" (coupons), redeemable at local stores.

The "Home of the Chicago Bears Summer Training Camp" slogan appears on the Chamber of Commerce letterhead.

Impact

Approximately 80,000 people visit Platteville during the 3-4 week Bear training camp. Many come back later to view the surrounding area and re-visit the community. The UW-Platteville School of Business estimated the dollar impact of the training camp and visitors to be \$2.2 million.

The camp has really united the business people in the community. To show their appreciation, the Chamber of Commerce sponsors a bar-b-que for their football guests.

PLOVER (Portage County)

Population 2,289

GOLDEN SANDS AREA

History

The name derived because of our ability to grow potatoes on our sandy soil.

Slogan-Related Activities

Every year there is a Golden Sands Festival with a carnival and a parade. There is also an old car show.

Impact

We are known as potato country. Our festival and old car show bring in people from all over and that in itself gives our economy a boost and our community a boost.

PLUM CITY (Pierce County)

Population 545

A SMALL VILLAGE IN A PEACEFUL VALLEY

History

Plum City is a small village (well kept) in a beautiful valley (all entrances to and from town lead up large hills) to outstanding farming areas. Beautiful lush green foliage in summer, beautiful Autumn colors, lots of snow.

Slogan-Related Activities

American Legion Summer Festival (annual event). Large Highway sign on edge of town. Grade school student contest to select slogan suggestions - used by schools, churches, etc.

Impact

Pride in community - local support from local citizens. Identity within the region and county where the community is located - used on large highway sign at entrance to town.

PLYMOUTH (Sheboygan County)

Population 6,561

THE CREAM OF WISCONSIN

History

The slogan was developed through a local contest. There are several creameries and cheese factories in the area.

Slogan-Related Activities

None

Impact

Some local pride, but neither the Chamber of Commerce nor the municipality ever adopted the slogan for its use.

Plymouth is also known as the "Cheese Capital of the World." This slogan was established in the early 1900's when the National Cheese exchange was located in Plymouth and several cheese companies flourished here. Plymouth is listed in the book of nicknames and was featured in a question which was part of a promotional quiz sponsored by an airline in Denver, Colorado. The Chamber received phone calls from all over the country from people wanting to know if Plymouth was the Cheese Capital of the World.

PONIATOWSKI (Marathon County)

Population 111

THE CENTER OF THE NORTHWESTERN WORLD

History

Around 1970 local residents requested the United States Geological Survey to measure the exact location where the 45th parallel crosses the 90th meridian, or the center of the Northwestern Hemisphere. After determining the location an official marker was placed. Marathon County then built a park around the site.

Slogan-Related Activities

There is some promotion done for the site by Marathon County and the City of Wausau. Visitors at the site can go to the Gesicki Tavern next door to sign the register for the 45 x 90 club of Poniatoski, WI. Visitors can also buy T-shirts, bumper stickers, and postcards.

Impact

Since the Gesicki Tavern started recording visitors to the site, over 5000 have registered. Conservative estimates are 500-1000 visitors to the site annually.

PORTAGE (Columbia County)

Population 8,566

HISTORIC PORTAGE

History

Portage, named for the place where early Wisconsin explorers would transfer from the Fox River to the Wisconsin River, a distance less than one mile. In later years a canal was dug to connect the two waterways.

Slogan-Related Activities

The community is host to an annual festival, Portage Canal Days - A Historic Celebration. Canal Days include a Rendezvous, canoe race, parade Downtown, craft fair, live music & carnival rides. The community has a logo, consisting of two Indians portaging a canoe.

Impact

The festival attracts approximately 5000 people. The canal, deteriorated from years of neglect, has received attention from the Portage Canal Society and is being restored.

Much attention has been drawn to Portage for historic reasons and has attracted visitors to tour the Surgeon's Quarters, The Old Indian Agency House and to see the Portage Canal. Local support for these activities has increased through these efforts.

PORT WASHINGTON (Ozaukee County)

Population 9,610

PICTURESQUE PORT WASHINGTON

...a Touch of New England Charm in a Lakeside Village Setting

History

Port Washington is located on the shore of Lake Michigan 25 miles north of Milwaukee. It is the oldest settlement in its part of the state, founded in 1835, and has the first man-made harbor in the U.S. A large Marina now serves boats and boaters from all over the Midwest.

Slogan-Related Activities

Activities abound in the Summer Season highlighted by Fish Day, the third Saturday in July, which is billed as "The World's Largest Outdoor Fish-Fry" and attracts 40,000 visitors. Harborwalk and a resident art/fair are two other featured activities.

Impact

Tourist revenue in Ozaukee County topped 44 million dollars last year with resultant large impact on business of all kinds. Tourism in Port Washington is a growing industry complimented by the appeal this beautiful community offers visitors.

POTOSI-TENNYSON (Grant County)

Population 1,169

CATFISH CAPITAL OF WISCONSIN

History

Since 1933 the Potosi Firemen have held an annual catfish fry. In 1985 the Potosi-Tennyson Chamber of Commerce officially adopted the slogan "Catfish Capital of Wisconsin." The Mississippi River, source of the catfish, flows past Potosi, offering sport and livelihood.

Slogan-Related Activities

As mentioned above, the Potosi Firemen sponsor a Catfish Festival, which includes a Catfish Fry, Catfish Parade, Little Miss Catfish Queen Contest (ages 5 and 6), Canoe Races, Fish Pond, and Guess the Weight of the Catfish. The Chamber of Commerce, along with both villages erected a unique sign located on Hwy 61 between Potosi and Tennyson. The logo also appears on hats, shirts, and mugs.

Impact

Over 1,800 people attend the two-day festival, consuming 2,400 pounds of fried catfish. Even after the festival, visitors come to the Potosi-Tennyson area to eat catfish, at all times of the week, proving there is an identity impact with the slogan.

PRAIRIE DU CHIEN (Crawford County)

Population 5,722

WISCONSIN'S SECOND OLDEST SETTLEMENT (WHERE GREAT RIVERS MEET)

History

Because of its location, at the point where the Wisconsin River meets the Mississippi, Prairie du Chien was a natural place for early travelers and traders to sojourn, to do business or to use as a meeting place.

Slogan-Related Activities

The slogan receives little or no promotion, but the community has some frontier related events such as Black Powder Rendezvous Civil War Encampment, and special events at the historic Villa Louis home.

Impact

Thousands of people travel to Prairie du Chien for the activities and to see the historic setting.

PRESCOTT (Pierce County)

Population 3,023

WHERE THE MIGHTY MISSISSIPPI MEETS THE BEAUTIFUL ST. CROIX RIVER

History

Very simply, the community's slogan identifies its location in western Wisconsin. The slogan has been used for the last decade.

Slogan-Related Activities

Since the mid 1980's, the community has held the Riverside Social, held along the Riverwalk Way of the St. Croix River. This one-day event held in May has a turn-of-the-century theme and features old fashioned food, music, local handcrafters and artists, jugglers, story tellers, and other entertainment.

Impact

The immediate impact of this slogan is its ability to identify the community's location. This is important from a geographic standpoint. It also promotes the community's unique setting, namely where these two major rivers meet. While one may not be able to put a dollar value on this, the community leaders and residents feel this factor is very important.

The Riverside Social attracts several hundred participants but moreover it draws people to a revitalized waterfront and the place for which the slogan was developed.

PRESQUE ISLE (Vilas County)

Population 474

WALLEYE CAPITAL OF THE WORLD

History

Having most of the area lakes abounding with this "best eating" game fish is only one of the reasons for the title. Since 1949, the Department of Natural Resources has managed a walleye rearing operation next to the village's business district. The two 25-acre each ponds constitute the world's largest and have produced over 8 million fish. These fish are then transplanted in northern Wisconsin lakes.

Slogan-Related Activities

The "Walleye Capital" slogan appears on community promotional literature and signs around town. The Chamber of Commerce has also established a Walleye Honor Roll, located at the Information Booth. Each individual who catches a 3 pound walleye or larger gets listed on the roll plus receives a frame-sized certificate.

Impact

The area attracts many walleye fishermen and travelers to sightsee, fish or record their catch. The recognition seems to bolster enthusiasm in locals and in tourists.

PRESQUE ISLE (Vilas County)

Population 474

WISCONSIN'S LAST WILDERNESS

No other information available at this time.

PRICE COUNTY

Population 15,654

WE'VE SAVED A PLACE FOR YOU

History

Slogan developed in 1993 to replace "The Real Wisconsin Northwoods." Too many counties claiming northwoods as primary drawing card. Price County wanted to promote its unique qualities of solitude and space, hence the new slogan.

Slogan-Related Activities

Slogan appears, along with logo, on county maps and other county tourism promotions/publications. Appears in magazine advertising and on county tourism stationery. The accompanying logo, based in green, showed elements of water, trees, and terrain. Some view the river as a road. The terrain represents the fact that the highest geographical point in Wisconsin is in Price County (Timm's Hill).

Impact

The clean lines of the logo and the inviting slogan are readily identifiable to the county tourism effort. The new logo and slogan have been a positive way to increase people's interest in the county's tourism development efforts.

PRINCETON (Green Lake County)

Population 1,469

PRINCETON ON THE FOX - WHERE YESTERDAY MEETS TOMORROW

History

Contest was held for slogan. Art work and "Princeton on the Fox" by Loretta Thompson. "Where Yesterday Meets Tomorrow" by Mary Little.

Slogan-Related Activities

Flea market advertising, t-shirts, weekly newspaper column, hats, caps, stationery.

PULASKI (Brown/Shawano County)

Population 2,246

POLKA TOWN

History

Pulaski has a long history of being Polish and polka dancing. In 1978, its heritage became an annual event with Polka Days.

Slogan-Related Activities

Polka Days, a 3-day festival, is held the last weekend in July. The festival includes a water fight, ping-pong ball drop, a 10K run, parade, polka mass, carnival rides, ethnic food, and, of course, dancing. Several community groups take part in sponsoring the festival.

Impact

The festival encourages local groups to work together, after which they share the profit. The festival attracts 20-25,000 people annually.

People come from all over the country, usually following their favorite polka band to Polka Days. Also has a great local business impact.

RACINE (Racine County)

Population 84,891

KRINGLE CAPITAL OF THE WORLD

History

Racine is home to a large Danish population and is famous for its Danish bakeries. Racine is the largest exporter of Kringle outside of Denmark.

Slogan-Related Activities

Forms of the slogan appear on local bakery literature.

Impact

Racine ships kringle all over the world. Famous Danish bakeries employ well over 100 people, filling orders for shipment and serving the thousands of residents who come for authentic Danish kringle.

RANDOLPH (Dodge and Columbia Counties)

Population 175

A GREAT PLACE TO GROW

History

Randolph is the home of the world-famous Jung Seed Company. The company, over 80 years old, distributes over 2.5 million seed catalogs per year.

Slogan-Related Activities

Welcome signs have tulips on them reflecting the "Come Grow With Us" theme. We also have trees lining our downtown area.

Impact

An immeasurable amount of community pride by the locals because of this recognition.

Randolph is a community that truly is growing. A 16 unit apartment has been built along with a dozen new homes in just the last 2 years. We are located just 40 minutes north of Madison on State Highway 73.

REDGRANITE (Waushara County)

Population 1,014

HOME OF THE STATE ROCK

History

The community has a substantial amount of exposed granite bedrock, which is red in color. It is Wisconsin's state rock. In 1986 the town was officially declared the Home of the State Rock.

Slogan-Related Activities

There was an annual "quarry festival" which has since stopped. The entrance from the West on Hwy 21 has a large piece of granite shaped like the state with the community slogan on it. Banners with the slogan adorn Main Street. T-shirts and sweatshirts with the slogan and a picture of the quarry are sold in town.

Impact

Has given the community a real identity and increased the spirit of the residents.

REEDSBURG (Sauk County)

Population 5,494

BUTTER CAPITAL OF AMERICA

History

The Wisconsin Dairies plant in Reedsburg produces approximately 50,000,000 pounds of butter a year (a million pounds per week) making it the self-proclaimed "Butter Capital of America." That one plant alone fills 8% of this country's need. The slogan has been used about 20 years.

Slogan-Related Activities

The Reedsburg Butter Festival is held the third weekend in June. The festival features a Butter Run, Miss Reedsburg contest, Butter Festival King and Queen, Butter Ball (dance), carnival, games, art fair and various animal shows. Certificates are given out throughout the festival for free butter.

In addition to appearing on the chamber of commerce stationery, the slogan welcomes travelers to town on entrance signs.

Impact

Besides being a fun summer event, the festival attracts 30,000 people. The dairy (butter) industry employs hundreds of local people, who are very proud of their designation.

RHINELANDER (Oneida County)

Population 7,430

HOME OF THE HODAG

History

In 1896 a timber cruiser named Sam Shepard cooked up a hoax involving a hairy beast 7 feet long with long spines down its back and sharp claws. This beast was called a Hodag. The hoax now has become a local legend.

Slogan-Related Activities

The "Hodag" symbol appears all over Rhinelander. The community's largest recreation area on Boom Lake is Hodag Park. Twelve business places have adopted the name and the school athletic teams call themselves the "Hodags."

Pictures of the Hodag appear on the street light signs, entrance signs and cheerleaders uniforms. There are various souvenirs available featuring the Hodag such as T-shirts, sweatshirts, stuffed animals and ceramics. Giant Hodags stand at the Rhinelander Logging Museum and the Chamber office.

A large music festival called Hodag County Festival takes place the third week in July and features "big names" in country music. There is also an annual off-road race called the Hodag 50, which attracts drivers from a wide area. Finally, the local shopping newspaper also uses the "Hodag" name.

Impact

Hodag has been a part of Rhinelander for a long time and is still used today to promote the community's events. The name Hodag is a part of Rhinelander, and the business community uses it to market themselves to northern Wisconsin patrons and tourists. Its acceptance is exhibited by the one dozen businesses using the slogan in their name and the new events which adopt the Hodag theme.

The economic impact of the slogan is great, but not measurable at this writing. One, however, can look at the sale of Hodag T-shirts, sweatshirts, and the numerous other souvenirs that might not be there without the slogan. There is also the 50,000 people who attend the country music festival and the attendees at the off-road race, all of which contribute to the local economy, but may have taken place without the slogan.

There is no mistaking the identity impact the slogan has meant for Rhinelander. Its recognition extends far beyond the state borders. The Hodag has been featured on the Today Show (NBC) and in numerous national and regional publications. The slogan has also served to unify the business community into a directed year-round marketing effort. As for the residents, there is pride, as shown by the school's mascot, the "Hodag."

RICHLAND CENTER (Richland County)

Population 5,034

FROM FARMING TO FRANK LLOYD WRIGHT

History

This slogan was created to include all community activities, its history and the lifeblood of the people who live there.

Slogan-Related Activities

Farming related activities include June Dairy Days and a high school rodeo. A tour of a Frank Lloyd Wright building is also available to visitors.

The community slogan is incorporated into an attractive logo which appears on government and Chamber materials.

Impact

The June Dairy Days and the high school rodeo are held the same weekend, attracting 6,000-7,000 people total. The Chamber and area businesses use the opportunity for special promotions.

Frank Lloyd Wright fans, by the busload, tour a large "warehouse" designed by the famous architect. There are also several dozen other buildings of historical significance which the community promotes to visitors. Locals are proud of their community and like to show it off.

RIPON (Fond du Lac County)

Population 7,241

BIRTHPLACE OF THE REPUBLICAN PARTY

History

The Kansas-Nebraska Bill introduced in January 1854 by Senator Stephen Douglas of Illinois threatened to extend slavery in the north. A meeting to organize against slavery was held March 20, 1854 in a schoolhouse in Ripon, attended by 54 local citizens. The citizens voted to dissolve the local Whig and Free

Soil political organizations, and a committee of three Whigs, one Free Soiler, and one Democrat was appointed to form a new party named "Republican."

The name was selected by the organizer of the meeting, Alvan E. Bovay, because "it was an old and cherished name in political history, and the name which was owned by all liberal men and liberal organizations throughout the world."

Slogan-Related Activities

The "Little White Schoolhouse," which held the founding meeting of the Republican Party, still stands and is a museum. The museum, placed on the National Register for Historic Places in 1973, is open to the public between Memorial Day and Labor Day, weekends May-October, and by appointment. Celebrations of the Republican Party's 75th and 100th anniversaries were held in Ripon in 1929 and 1954 respectively.

Signs on the edge of town, the Chamber stationery, publications and brochures distributed by the Ripon Historical Society all bear the slogan. A history marker stands in front of the schoolhouse/museum.

Impact

Approximately 5,000 people visit the museum annually. Being the Birthplace of the Republican Party is a source of local pride to the community and is on all Ripon tourist promotions.

SAUK CITY/PRAIRIE DU SAC (Sauk County)

Population 2,290

COW CHIP THROWING CAPITAL OF WISCONSIN*

History

In 1970, tossing cow chips became a sport and celebration in Oklahoma, in remembrance of the rugged courage and individualism of the early pioneer.

In 1975, the Sauk Prairie Jaycees, identifying the Sauk Prairie area as the Cow Chip Capital of Wisconsin, organized the first state Cow Chip Throw. Winners from the Labor Day Weekend event have traveled to Beaver, Oklahoma for the last 12 years for the World Championship throw.

Slogan-Related Activities

The main activity surrounding this slogan in Sauk Prairie is the annual State Cow Chip Throwing Championship, held Labor Day Weekend. Besides the Cow Chip Throw contest, there is also a Cow Chip Classic Run, Tournament of Chips Parade, entertainment/music, tractor pull, fireworks, Cow Pie Eating Contest, and team triathlon. There is also a logo designed for the event. The events theme changes each year. For 1993, it was "Where Eagles Soar and Cow Chips Fly."

Impact

The event draws over 15,000 spectators and contestants from all over the midwest. While the slogan and event are enjoyable for residents and makes money for some businesses, community leaders are unsure they want to be associated with throwing cow manure.

* Sauk Prairie (combined communities of Sauk City and Prairie du Sac) also uses the slogan "Where Eagles Soar!"

SAUKVILLE (Ozaukee County)

Population 3,664

SAUKVILLE WILL WORK FOR YOU

History

This slogan was developed specifically to promote industrial growth, but has been expanded to include commercial and residential development.

Slogan-Related Activities

The slogan is used on brochures and other promotional literature.

Impact

Has been very successful in selling industrial land and giving a positive image of the community.

SAYNER-STAR LAKE (Vilas County)

Population 380

THE BIRTHPLACE OF THE SNOWMOBILE

History

The first snowmobile was invented by Carl Eliason in 1924 in Sayner.

Slogan-Related Activities

The slogan (and logo) appear on promotional literature. An embroidered patch of the logo is available for purchase.

A museum in Sayner features the first snowmobile among a collection of antique boats, motors, and other machines.

Impact

The museum attracts 17,000-20,000 visitors annually.

SEYMOUR (Outagamie County)

Population 2,846

HOME OF THE HAMBURGER

History

Research showed the first hamburger was made at a fair in Seymour in 1885. A group of community leaders set out to establish Seymour as the official "Home of the Hamburger." In 1989, the community cooked a record size burger and established itself as the "Home of the Hamburger."

Slogan-Related Activities

An annual festival is held the first Saturday in August. The "Home of the Hamburger, Incorporated" organizes and finances all activities including a new entrance sign on the edge of town, a logo that appears on all promotional literature, t-shirts and caps and most recently, the development of "Hamburger Hall of Fame."

Impact

News of the festival which cooked a Guinness Record Book hamburger weighing 5,520 pounds reached over 30 million people worldwide. The festival attracts over 10,000 people and net proceeds amount to \$15,000. Numerous community groups work together to put on the festival. The Hall of Fame is expected to draw thousands of visitors annually.

SHEBOYGAN (Sheboygan County)

Population 48,000

BRATWURST CAPITAL OF THE WORLD

History

Sheboygan is known for making bratwurst. The German immigrants brought the sausage making tradition with them in the mid 1800's. Since then they have produced over 70,000 miles of bratwurst.

Although bratwurst had been served at an annual celebration for years, it wasn't until around 1950 that the event became known as Bratwurst Day, commemorating the food that made the town famous.

The present slogan was altered slightly from an earlier one which read "Wurst" City of the World.

Slogan-Related Activities

The primary event which promotes the slogan is the Bratwurst Day festival, held in August. The event has a parade, games, music and, of course, brats. The event lasts two days and is sponsored by the Jaycees.

In winter another event is sponsored by the Jaycees called "Bratski," a cross-country ski race. Since its inception in 1985, the event has grown to be a major ski race. Of course, brats are served after the race.

The slogan and logo appear on stationery, signs, and various promotional literature.

Impact

The Bratwurst Day festival draws over 100,000 people. Three to four thousand pounds of brats are served. There is major media coverage which goes beyond the state and midwest. The Bratski event draws a few thousand people.

Pride is very strong in the community, both in the named recognition and in who makes the best brats.

SHIOCTON (Outagamie County)

Population 923

WHERE NATURE BEGINS

History

In 1993, the Shiocton Business League held a contest to identify a slogan the community could use for various community development purpose. This slogan was chosen because it best describes the area, which includes a large amount of public land, two major rivers and thousands of migrating waterfowl and sturgeons.

Slogan-Related Activities

The slogan has just recently been adopted, but plans are for widespread use, including signs and village letterhead.

Impact

Too early to tell, but the business organization feels it has potential for economic development and community spirit.

SIREN (Burnett County)

Population 867

LILAC CAPITAL OF WISCONSIN

History

The name Syren was given this community because of this flower growing in the area. Syren is the Swedish word for lilac. The Post Office changed the spelling to Siren.

Slogan-Related Activities

Use of lilacs in designs and plantings around town.

Impact

Mainly local attitude.

SOLDIERS GROVE (Crawford County)

Population 565

AMERICA'S FIRST SOLAR VILLAGE

History

When the Soldiers Grove business district was being moved from its location adjacent to the flood-prone Kickapoo River, America was in the grips of the energy crisis (circa 1980). As a result, it was determined that the new buildings should not only be attractive and functional but also energy efficient. Solar energy was very popular at the time; therefore, the new business district on the south end of town is all solar.

SOMERSET (St. Croix County)

Population 989

TUBING CAPITAL OF THE WORLD

History

Tubing the Apple River began in the 1930's by one ingenious resident trying to cool off. Soon after, a local restaurant owner offered free rides and a shuttle service to his patrons. Tubing as a business got started in the late 60's and grew from there. The slogan was adopted soon after.

Slogan-Related Activities

Tubing the Apple River takes place from Memorial Day to Labor Day. The ride is about 3 hours long. There is also tube rental in winter for snow sliding. Souvenirs are sold in the community and signs with the slogan appear in town.

Motorized tubes (bumper boats) and other water activities are also available. Apple River Days, a 3-day festival, sometimes includes a tube race on the river.

Impact

Over 25,000 tubers are common on the weekend. Seven tubing businesses employ over 100 people. Tubing unites the business community in summer and brings thousands of dollars into the businesses.

SPARTA (Monroe County)

Population 7,900

BICYCLING CAPITAL OF AMERICA

History

Sparta is host to the northern end of the nationally famous Elroy-Sparta Bike Trail and to the eastern end of the LaCrosse River State Bike Trail.

Slogan-Related Activities

Annual Spartaquest Winterfest (first weekend in February) holds a Bicycle Classic and Bicycle Blizzard in the snow. Annual Butterfest (second weekend in June) holds a "Slippery Seat Seventy" bicycle tour.

Impact

Chamber receives thousands of inquiries about the bicycle trails each year. 60,000 people ride the Elroy-Sparta State Bike Trail each year with an additional 12,000 using the LaCrosse River State Bike Trail.

SPENCER (Marathon County)

Population 1,852

A FRIENDLY SMALL TOWN WITH A FUTURE

History

Developed by the Jaycees (and community residents) in 1966.

Slogan-Related Activities

The community holds Spencerama Days in June. The slogan also appears on promotional brochures and on signs around town.

Impact

Besides bolstering local pride, the slogan was intended to make outsiders feel they are welcome and that the community cares about itself and is concerned enough to do something about it.

SPOONER (Washburn County)

Population 2,464

CROSSROADS OF THE NORTH

History

In 1991 this slogan, with its accompanying logo, was chosen for both its geographical and historical significance to the city. Today three highways (53, 63, and 70) junction at Spooner. In the past, Spooner was a railroad junction.

Slogan-Related Activities

The slogan and logo (train at the railroad station) are used in Chamber of Commerce stationery and advertising, and the rest of the community is encouraged to use them, too, to symbolize Spooner.

Impact

Acceptance is rapidly growing because the slogan and logo together represent Spooner's heritage as well as its hopes for the future.

SPRING VALLEY (Pierce County)

Population 1,058

HOME OF THE LARGEST EARTHEN DAM IN THE MIDWEST*

History

Spring Valley is located on the Eau Galle River, which has the large earthen dam.

Slogan-Related Activities

Signs on the edge of town. Dam Days, a three-day festival which includes a parade, foot race, carnival, food, and kids games is held each summer since 1969.

(Vilas County)

BIRTHPLACE OF COLORAMA

September 1960, serving Bar-B-Que chicken in a vacant building downtown for the phrase was actually copyrighted by the Chamber on May 30, 1984.

ities

olorama boasts the beauty of the Northwoods when the fall colors are at their

IDS

own many visitors with about 5,000 attending. It has allowed us to extend our beyond the summer months.

ace to visit or to

POINT (Portage County)

00 +

SEE OUR POINT OF VIEW

ess people are

ised of area individuals with an interest in promoting our area as a recreational recommended "See Our Point of View" to be the new slogan.

ities

when marketing the area during 1994.

it expect slogan to draw visitors to the area.

STURGEON (Calumet County)

STURGEON CENTER OF THE WORLD

the east shore of Lake Winnebago, has long been a popular sturgeon fishing spot. has used the slogan for about 15 years.

Slogan-Related Activities

The activities surrounding the slogan are limited to one day - February 2 - Groundhog Day. On that day, people turn out to help "Jimmy the Groundhog" celebrate his day with a ceremony where Jimmy makes his official prognostication at 7:12 a.m. The ceremony is followed by a community breakfast and souvenirs available for purchase.

Impact

Outside of Groundhog Day, the community does very little relating to the slogan. On that day, however, it receives national publicity. The Chamber office receives calls from media in almost every state including Alaska and Hawaii. Calls have also been taken from England and Germany.

SUPERIOR (Douglas County)

Population 27,000

WHERE SAIL MEETS RAIL

History

Superior's economy was traditionally based upon transportation due to its excellent port on Lake Superior. Today a large rail/water coal transportation system operates year-round transporting western coal to eastern United States.

Slogan-Related Activities

The city logo shows a ship and train.

Impact

Little direct impact.

SUPERIOR (Douglas County)

Population 27,000

I'M A SUPERIOR LOVER

History

Used on buttons, literature sent to legislators and group tour operators and used on merchandise to promote the area.

Slogan-Related Activities

Used for annual "Superior Days" promotion in Madison. Stickers used for group tours, clients and meeting/convention groups.

Impact

Perceived "double meaning" is incentive to purchase souvenirs.

TAYCHEEDAH (Fond du Lac County)

Population 650

SHEEPSHEAD FISHING CAPITAL OF THE WORLD

History

Sheepshead, though abundant in Lake Winnebago, is not considered a desirable catch. A few years ago, a local tavern began a fishing contest specifically for this species as a joke.

Slogan-Related Activities

An annual Sheepshead Fishing Contest is held the third Saturday in June. The slogan also appears on highway signs.

Impact

Local and limited. About 150 attend the contest. The slogan seems to attract curiosity from those unfamiliar with the fish.

TOMAH (Monroe County)

Population 7,756

GATEWAY TO CRANBERRY COUNTRY

History

Used for 5 years. Selected by the Chamber of Commerce because there are more than 2,000 acres of cranberry marshes in the area.

Slogan-Related Activities

Billboards on Interstate 90/94 and Chamber letterhead display the slogan. Tomah Chamber promotes cranberry.

Impact

With having the majority of lodging accommodations, Tomah serves the needs of over 100,000 visitors to the area during the cranberry harvest season the fall.

TOMAHAWK (Lincoln County)

Population 3,560

GATEWAY TO THE NORTHWOODS

History

Tomahawk is where the designated Wisconsin "Northwoods" begins.

Slogan-Related Activities

The slogan is used in conjunction with a logo on highway signs and community promotional literature.

Impact

Little is known regarding slogan impact.

TWO RIVERS (Manitowoc County)

Population 13,367

BIRTHPLACE OF THE ICE CREAM SUNDAE

History

In 1881 a local ice cream parlor operator honored a request to put chocolate syrup over ice cream. The act soon caught on and because of the great interest, the parlor operator limited the treat to Sundays, only because at a nickel each it wasn't very profitable. But, that too soon changed.

The word "sundae" originated because of the spelling on a salesman's order for the long dishes in which to serve the concoction.

Slogan-Related Activities

The community holds an annual event in July (third Thursday) called Sundae Thursday. Besides serving sundaes (over 5600 in 3 hours), there is an old-fashioned ice cream social with period costumes and an antique show. In 1973, the State Historical Society placed a marker in a downtown park commemorating the serving of the first ice cream sundae.

Impact

The event brings pride to the local people, who show strong support for the ice cream social and Sundae Thursday. The celebration in July draws between 5000 and 10,000 people to the downtown, where the Two Rivers Retail Association coordinates a special sales event.

TWO RIVERS (Manitowoc County)

Population 13,367

COOLEST SPOT IN WISCONSIN

OR

THE COOL CITY

History

Two Rivers has always been an area which is cooler than normal because it extends five miles into Lake Michigan. The cool waters of the lake keep the Two Rivers' temperatures lower than most places in eastern Wisconsin.

Adding to this distinction was the discovery of snow in July, 1936 during a nationwide heatwave. The buried snow was uncovered by workmen constructing a new park.

Reports say the snow had probably been blown into a crevice during the severe winter months. The solid bank of snow, four feet deep and ten feet long, was preserved under a cover of dirt thrown over it in spring. Since that time the city has celebrated with a snow festival - complete with real snow.

Slogan-Related Activities

As mentioned previously, the community sponsors a five-day Snowfest, the second week in July. The event includes a carnival, entertainment, food, and a parade. A snowball fight was held the first year.

The Cool City theme originally featured a polar bear, now the city's mascot and the nickname of the baseball team. The polar bear rides atop a pile of snow in the parade and is on all Jaycee materials, posters and advertising. The Cool City name also graces several businesses in Two Rivers and billboards at the city's entrance.

Impact

When snow was found in Two Rivers, it brought nationwide attention. Today, twenty to forty thousand people attend the Snowfest in an average year, half of that to view the parade. People all over the state recognize Two Rivers as the coolest spot in Wisconsin and, on hot days, many eastern Wisconsin residents head there for relief.

VERONA (Dane County)

Population 4,220

HOMETOWN USA

History

Comparing mail received by servicemen, The Third Detachment of the 101st Airborne Division serving in Vietnam in 1966 chose Verona as the perfect example of a hometown in the United States.

Slogan-Related Activities

Through the Verona Betterment Association, the community holds a 3 1/2 day festival called Hometown USA Days in June. The festival is held in its park, appropriately named Hometown USA Community Park. A logo designed for the slogan appears at the park entrance as well as at the entrances to the city. T-shirts, buttons, and other souvenirs also are available and use the logo.

The community also holds an annual Hometown USA Beach Party and is planning a street dance by the same name.

Impact

Hometown USA Days draws between 10,000 and 15,000 people, many of them from Vietnam veteran organizations from Wisconsin. There is a lot of community pride by the residents knowing their community is considered the ideal hometown.

VIROQUA (Vernon County)

Population 3,955

VIROQUA QUALITY - DISCOVER IT

No other information available at this time.

WARRENS (Monroe County)

Population 400

THE CRANBERRY CAPITAL OF WISCONSIN

History

Warrens revolves around the cranberry industry, all factories manufacture for them. A festival was started to put Warrens on the map. 1993 is the 21st year, so a logo was developed for advertising purposes and tourism. An annual Berry Bog Bicycle Tour is held in May. A cranberry bicycle/driving map with 3 cranberry tours is available to the public.

Slogan-Related Activities

Cranberry Festival in September; Berry Bog Bicycle Tour in May; Annual Design the Cranberry Button Contest; Wisconsin Cranberry Recipe Contest and Biggest Berry Contest and Cranberry Hat/Cap Contest annually during festival. Cranberry Capital banners on all light poles in villages - all street signs are cranberry on white.

Impact

Festival brings 65,000 people annually, grosses \$150,000 with \$35,000 donated locally - built two community buildings, fire station, new street signs, ballpark with lights, 3 shelters and fence, sponsor school scholarships, school RIF program and helping to build a computer lab (school) plus other minor donations to non-profit groups.

WATERTOWN (Dodge/Jefferson Counties)

Population 18,850

HOME OF THE FIRST KINDERGARTEN IN AMERICA

History

The first kindergarten in America was started in 1856 in Watertown by the Schurg Family. The family was involved in early education in Europe before emigrating to the U.S. Kindergartens were very popular in the old country.

Slogan-Related Activities

Tours are available through the original building, which is relocated to a site adjacent to another historic building. Signs on the edge of town and brochures are used to promote the fact. The local historical society, which operates the facilities, holds an ice cream social and has a Civil War Band play.

Impact

Approximately 25,000 people tour the school annually.

WAUNAKEE (Dane County)

Population 6,350

THE ONLY WAUNAKEE IN THE WORLD

History

According to Franklin Roessler, former publisher of the Waunakee Tribune, local banker A.P. Kenney one day remarked that this was the only Waunakee in the world. The notion struck Roessler, who put it on the Tribune's masthead, and is there to this day.

Slogan-Related Activities

In addition to the masthead of the local newspaper, the slogan appears on entrance signs and Chamber newsletter.

Impact

Little impact, except for visitors who often remark about it.

WAUPUN (Dodge and Fond du Lac Counties)

Population 8,132

WILD GOOSE CENTER OF WISCONSIN

History

Adopted because of the proximity to the Horicon National Wildlife Refuge and the migration of 150,000 Canada Geese each spring and fall. The slogan is registered with the State of Wisconsin (February 1974) and is valid for 20 years.

Slogan-Related Activities

The community holds an annual 3-day event called Wild Goose Days and actively promotes themselves during migration season. There are signs on the edge of town. A logo was designed and a patch created.

WAUSAU AREA (Marathon County)

Population 75,000

OUR PEAK SEASON NEVER ENDS

History

Developed in 1988 by advertising agency to portray multi-season recreational opportunities and capitalize on visibility of Rib Mountain.

Slogan-Related Activities

Used as tag line for media advertising.

WAUSAUKEE (Marinette County)

Population 657

RANGER CITY USA

History

Wausaukee has been the home of a northern Wisconsin DNR ranger station for decades.

Slogan-Related Activities

Billboards on the edge of town welcome travelers to the Ranger City, making people stop and inquire as to its meaning. The school nickname is the Rangers. Some area businesses use "Ranger City" in their names.

Impact

Small from an economic standpoint but great impact on community spirit and pride.

WAUTOMA (Waushara County)

Population 1,233

CHRISTMAS TREE CAPITAL OF THE WORLD

History

Two major growers of Christmas trees in the area harvest over 1 million trees annually.

Slogan-Related Activities

The Chamber of Commerce uses the Christmas tree slogan year-round on its stationery. A sign in the park pays tribute to the Christmas tree industry.

At Christmas time, the main street is lined with decorated trees and a large parade takes place a month before Christmas. TV stations come to film the lights and trees.

Impact

The slogan-related activities have inspired many Wautoma residents to decorate yards and houses. Exposure through TV stations attract hundreds of people who travel to Wautoma to experience the decorations first-hand.

WEBSTER (Burnett County)

Population 640

THE FISHBOWL OF WISCONSIN

History

Numerous lakes in the area give credence to the slogan.

Slogan-Related Activities

In addition to usual appearances on Chamber letterhead and entrance signs, the logo is painted on the water tower. There are also numerous fishing contests in the area.

Impact

Area is viewed by tourists as an easy place to catch fish. It especially has appeal for families with small children.

Several businesses use the theme in their names, i.e. "Fishbowl Insurance Agency."

APPENDIX A

COMMUNITY

THEME/SLOGAN

Algoma	Wisconsin's Trout and Salmon Capital
Algoma	Warm Welcomes, Cool Breezes and Hot Fishing
Allenton	You Have Friends in Allenton
Alma Center	Strawberry Capital of Wisconsin
Amery	City of Lakes
Arbor Vitae/Woodruff	Crossroads of the North
Ashland	Ashland Tops Wisconsin
Babcock	The Cranberry Pie Capital
Baldwin	The Biggest Little Town in Wisconsin
Baraboo	Circus City of the World
Barron	Turkey Capital of Wisconsin
Bayfield	Best Kept Secret in Wisconsin
Bear Creek	Home of the World's Largest Sauerkraut Plant
Beaver Dam	Beaver Dam - Make Yourself at Home
Belleville	UFO Capital of the World
Belmont	Home of the First Territorial Capital
Berlin	Fur and Leather Capital
Birchwood	Bluegill Capital of Wisconsin
Black Creek	Birthplace of the First Organized National Baseball Team
Black Earth	The Only Black Earth in the World
Black River Falls	Deer Capital of Wisconsin
Blanchardville	The Village in the Valley
Bloomer	Rope Jump Capital of the World
Blue River	Heart of the Lower Wisconsin River
Bonduel	Spelling Capital of Wisconsin
Boscobel	Birthplace of the Gideon Bible
Boscobel	Turkey Hunting Capital of Wisconsin
Boulder Junction	Musky Capital of the World
Boyceville	Cucumber Capital of Wisconsin
Boyd	The Friendly Town - Why Go By
Brodhead	The Bicycle Gateway to Wisconsin
Burlington	Chocolate City, USA
Cable	Home of the American Birkebeiner
Cambridge	The Umbrella City
Cassville	Where History, Bald Eagles and the Mississippi Meet
Cedarburg	Historic Cedarburg
Chippewa Falls	Naturally the World's Purest Water
Clam Lake	Heart of the Chequamegon National Forest
Clintonville	The Good Life Unlimited
Colby	Home of Colby Cheese
Columbus	Red Bud City
Conover	Headwaters Vacationland
Combined Locks	Conservation, Protection, Preservation
Cornell	Stacker City
Cornucopia	Wisconsin's Northern Most Post Office
Cross Plains	Famous For Friendliness
Cuba City	The City of Presidents
Cumberland	Rutabaga Capital
Delavan	Clown Town, U.S.A.
Dickeyville	Home of the Famous Dickeyville Grotto
Dousman	Bullfrog Station
Eagle River	Snowmobile Capital of the World

Eagle River	Wisconsin's Cranberry Country
Eden	Hometown of Baseball Star Jim Gantner
Edgar	Progressive Village Serving People
Edgerton	Tobacco City
Elkhorn	The Christmas Card City
Elkhorn	Living in Harmony
Ellsworth	Cheese Curd Capital of Wisconsin
Elmwood	UFO Capital of the World
Ephraim	The Pearl of the Peninsula
Etrick	Fun City, USA
Fennimore	Fennimore... "The City on the Move!"
Florence County	Heart of Wild Rivers Country
Fond du Lac	Winners Choice
Forest Junction	You Can Get There From Here
Fox Cities	Refreshing Change of Place
Francis Creek	A Nice Place to Live
Fox Lake	Home of Bunny Berrigan
Fremont	White Bass Capital of the World
Galesville	Garden of Eden
Germantown	Deutschstadt
Gleason	Brook Trout Fishing Capital of the World
Glidden	Black Bear Capital of the World
Grantsburg	Home of Big Gust
Green Bay	Toilet paper Capital of the World
Green Lake	Wisconsin's Lake Trout Capital
Haugen	Kolache Capital
Hayward	Home of World Record Muskies
Hazel Green	Point of Beginning
Hillsboro	Czech Capital of Wisconsin
Horicon	Home of the Horicon Marsh
Hurley	Where 51 Ends...Family Fun Begins
Janesville	Wisconsin's Park Place
Jefferson	The Gemuetlichkeit City
Jim Falls	Biggest Little Town on the River
Johnson Creek	Crossroads With a Future
Juda	Buffalo Roast Capital of Wisconsin
Juneau	Birthplace of Addie Jones
Kaukauna	The Electric City
Kenosha	Kenosha...For All Seasons
Kewaskum	Gateway to the Kettle Moraine*State Forest
Kewaunee	Kewaunee - Spirit of the Lakeshore
Lac Du Flambeau	Lake of Torches
LaCrosse	God's Country
Lake Geneva	Enjoyed for Over 100 Years by the Rich & Famous
Lake Tomahawk	Snowshoe Baseball Capital of the World
Lancaster	City of the Dome
Land O' Lakes	Land of Four Seasons Fun
Langlade County	Wisconsin's Get-Away County
Lodi	Home of Susie the Duck
Lone Rock	Coldest Spot in the Nation (With the Warmest Heart)
Manitowish Waters	Wisconsin's Northwoods Year-Round Vacationland
Manitowoc	Wisconsin's Maritime Capital
Marinette	Marinette County Waterfalls Capital of Wisconsin
Marshfield	The City in the Center
Marshfield	Cheese City USA
Mayville	Proud of our Past and Looking to the Future

Mazomanie	Turn-of-the-Century Railroad Town
Menasha (city)	Menasha on the Move
Menasha (town)	Bridging the Fox Cities
Menomonie	Traditional Yet Progressive
Mercer	Loon Capital of the World
Merrill	Enjoy the Merrill Advantage
Middleton	The Good Neighbor City
Milwaukee	A Great Place on a Great Lake
Milwaukee	City of Festivals
Mineral Point	The City Where Wisconsin Began
Minocqua	The Island City
Monona	City of Pride, and It Shows
Monroe	Swiss Cheese Capital of the U.S.
Montfort	Home of the Fort
Mt. Horeb	The Troll Capital
Muscoda	Morel Mushroom Capital of Wisconsin
New Auburn	Gateway to the Ice Age Park
New Berlin	City Living with a Touch of Country
New Glarus	America's Little Switzerland
New Holstein	Cow Town, USA
New London	Heart of Wolf River Country
Norwalk	The Black Squirrel Capital of the World
Oconomowoc	A Special Place
Oconto	Oconto - History on the Bay
Omro	Bridge to the Future
Onalaska	Sunfish Capital of the World
Oregon	Horse Capital of Wisconsin
Oshkosh	Oshkosh on the Water
Palmyra	The Trail Ride City
Pardeeville	Home of the World Watermelon Eating and Seed Spitting Championships
Park Falls	Ruffed Grouse Capital of the World
Peshtigo	Home of the Great Peshtigo Fire
Phelps	Headwaters County (Start of Wisconsin River)
Phillips	We've Saved a Place for You!
Phillips	Trophy Whitetail Capital
Pittsville	Center of the State
Platteville	Home of the Chicago Bears Summer Training Camp
Plover	Golden Sands Area
Plum City	A Small Village in a Peaceful Valley
Plymouth	The Cream of Wisconsin
Poniatowski	The Center of the Northwestern World
Portage	Historic Portage
Port Washington	Picturesque Port Washington
Potosi-Tennyson	Catfish Capital of Wisconsin
Prairie Du Chien	Wisconsin's Second Oldest Settlement (Where Great Rivers Meet)
Prescott	Where the Mighty Mississippi Meets the Beautiful St. Croix River
Presque Isle	Walleye Capital of the World
Presque Isle	Wisconsin's Last Wilderness
Price County	We've Saved a Place for You
Princeton	Princeton on the Fox - Where Yesterday Meets Tomorrow
Pulaski	Polka Town
Racine	Kringle Capital of the World
Randolph	A Great Place to Grow
Redgranite	Home of the State Rock
Reedsburg	Butter Capital of America

Rhinelander	Home of the Hodag
Richland Center	From Farming to Frank Lloyd Wright
Ripon	Birthplace of the Republican Party
Sauk City/Prairie Du Sac	Cow Chip Throwing Capital of Wisconsin
Saukville	Saukville Will Work for You
Sayner-Star Lake	The Birthplace of the Snowmobile
Seymour	Home of the Hamburger
Sheboygan	Bratwurst Capital of the World
Shiocton	Where Nature Begins
Siren	Lilac Capital of Wisconsin
Soldiers Grove	America's First Solar Village
Somerset	Tubing Capital of the World
Sparta	Bicycling Capital of America
Spencer	A Friendly Small Town with a Future
Spooner	Crossroads of the North
Spring Valley	Home of the Largest Earthen Dam in the Midwest
St Germain	The Friendliest Town in the Northwoods
St Germain	All Trails Lead to St Germain
St Germain	Birthplace of Colorama
Stevens Point	See Our Point of View
Stockbridge	Sturgeon Center of the World
Stoughton	The City of Progress and Opportunity
Sun Prairie	The Groundhog Capital of the World
Superior	Where Sail Meets Rail
Superior	I'm a Superior Lover
Taycheedah	Sheepshead Fishing Capital of the World
Tomah	Gateway to Cranberry Country
Tomahawk	Gateway to the Northwoods
Trego	The Wild River City
Two Rivers	Birthplace of the Ice Cream Sundae
Two Rivers	Coollest Spot in Wisconsin or the Cool City
Verona	Hometown USA
Viroqua	Viroqua Quality - Discover It
Warrens	The Cranberry Capital of Wisconsin
Watertown	Home of the First Kindergarten in America
Waunakee	The Only Waunakee in the World
Waupun	Wild Goose Center of Wisconsin
Wausau Area	Our Peak Season Never Ends
Wausaukee	Ranger City USA
Wautoma	Christmas Tree Capital of the World
Webster	The Fishbowl of Wisconsin
Weyauwega	Home of Horse and Buggy Days
Wild Rose	The Land of Lakes and Streams
Wilton	The Heart of the Trail
Winchester	Wisconsin's Unchanged Wilderness
Winneconne	Winneconne on the Lake
Wisconsin Rapids	Paper City
Wonewoc	Midpoint of the 400 Trail
Wonewoc	We Are User Friendly
Woodman	The Dinky's Last Stop
Woodruff	Home of the Million Penny Parade

APPENDIX B

THE DISTRIBUTION OF RESPONDING SLOGAN COMMUNITIES IN WISCONSIN

