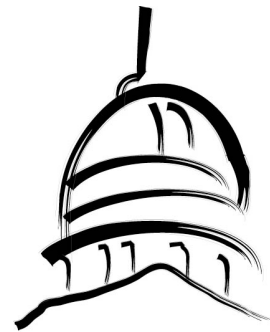


State Tourism Promotion



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*Prepared by
Christopher Pollek*

*Wisconsin Legislative Fiscal Bureau
One East Main, Suite 301
Madison, WI 53703*



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Introduction

This paper describes Wisconsin's tourism promotion programs administered by the Department of Tourism.

The state has been involved in tourism promotion activities for over 40 years. Chapter 403, Laws of 1959, directed the then Department of Resource Development to survey the tourism industry, collect data on the scope of the industry and recommend ways and means of stimulating it. Over the past several decades, state-sponsored research of the tourism industry has continued and tourism promotion has expanded to include such activities as: (1) advertising the state's scenic, historic, cultural, recreational and other attractions through internet, print, radio and television communication; (2) operating information centers along state highways, in Bloomington, MN and in Chicago; (3) providing toll-free tourist information by telephone; and (4) developing joint effort tourism marketing programs.

Until January 1, 1996, the Division of Tourism Development within the Department of Development (DOD) was responsible for the overall promotion of the state's tourism industry. However, on that date, a separate Department of Tourism, headed by a Secretary who is appointed by the Governor and subject to Senate confirmation, was statutorily created. The Department performs tourism-related functions similar to those previously carried out by the Division of Tourism Development. However, the Department also became partially responsible for the promotion of the state parks system, along with

the Department of Natural Resources (DNR). In addition, the State Fair Park Board was attached to the Department of Tourism for limited administrative purposes. The Department also assumed certain administrative responsibilities for the Lower Wisconsin State Riverway Board from DNR, as well as the Kickapoo Reserve Management and Wisconsin Arts Boards from the Department of Administration.

Council on Tourism. The Council on Tourism was created in 1987 to advise the state tourism agency. The Council's 21 members include 14 gubernatorial appointees, the Secretary of Tourism, the Executive Secretary of the Arts Board, the Director of the Historical Society (or designees), and an appointed Senator and Representative from each party. Nominations for appointments to the Council are sought from various associations, organizations and businesses related to tourism (including American Indian tourism), and appointments are made to reflect the diversity of the tourism industry and achieve geographical balance throughout urban and rural areas of the state. All members, except ex officio members, are required to have experience in marketing and promotion strategy.

The Council advises the Secretary when formulating an annual statewide tourism marketing strategy. The Department then considers this plan for marketing and promoting facilities and attractions in the state for the ensuing year. Additional Council subcommittees focus on particular aspects of the state's tourism program. These subcommittees include Joint Effort Marketing (JEM) Grant Review, Leisure Marketing

and Meetings & Conventions Marketing.

Economic Impact of Travel

Tourism has contracted with the consulting firm Davidson-Peterson Associates, Inc., to conduct an annual study measuring the economic benefits derived from dollars spent by all travelers in Wisconsin. "Travelers" include those on vacation, business or personal travel. Table 1 lists the estimated economic impact of travelers, including direct and indirect expenditures. The visitor count is an estimate of the number of people lodging per location of overnight stay (for example, a couple on a three-night stay at one hotel would count as two, whereas if they changed lodging each night, they would be counted as six "visitors"). As indicated in the table, the estimated economic impact of travelers, as well as the number of overnight visitors in the state, have generally increased each year.

Table 1: Economic Impact of Travel Estimates

Calendar Year	Economic Impact		Overnight Visitors	
	Amount (Billions)	Percent Change	Number (Millions)	Percent Change
1993	\$5.29	--	24.5	--
1994	5.76	8.8%	26.3	7.3%
1995	6.13	6.5	26.7	1.5
1996	6.70	9.2	30.5	14.2
1997	6.80	1.5	29.8	-2.0
1998	8.12	19.4	31.9	7.0
1999	9.08	11.8	32.2	0.9
2000	11.05	21.7	37.4	16.1
2001	11.38	3.0	36.9	-1.3

In 1998, the Department attempted to measure the economic impact of those travelers who could generally be considered tourists or leisure

travelers, such as convention travelers or those who usually make two trips or less to the state in a given year. It is these travelers that Tourism officials believe are most likely to be influenced by the state's tourism promotions. Utilizing economic impact study, traveler profile and interest data, Tourism estimates that travelers in 1996 had an economic impact of approximately \$3.5 billion in response to the promotional activities conducted by the Department and Wisconsin's tourism industry. Since it is impossible to ascertain precise expenditures or the number of "tourists" from the broader category of "travelers," it is difficult to provide a reliable estimate of the economic impact of tourism on Wisconsin. However, it is certain that tourism is among the largest industries in the state.

Tourism Promotion Funding

In creating the Department of Tourism, 1995 Act 27 consolidated staff and funding from DNR, DOA related to the Kickapoo Valley Reserve, the UW-Extension Tourism Resource Center and the Division of Tourism Development in DOD. In 2002-03, the Department is provided \$10,546,900 in state general purpose revenues (GPR) and 54.95 GPR positions, is authorized \$4,233,500 from program revenues (PR) with 1.0 PR position and is authorized \$477,300 in segregated revenue (SEG) and 3.0 SEG positions for a total of \$15,257,700 and 58.95 positions.

Until 1995, tourism related activities were entirely GPR funded. Since then, the Department of Tourism also has received program revenue funding and position authority from tribal gaming revenue and the sponsorship of tourism publications. In addition, 1999 Act 9 provided tribal gaming revenue for tourism marketing and created a travel information assistant position funded by tribal gaming revenues. The conservation fund provides segregated funding

relating to the Kickapoo Valley Reserve and for Tourism's state parks promotion functions.

State funding for tourism promotion and operations has generally increased over the last nineteen years. In 2001-02 projected budgets, Wisconsin ranked eleventh among U.S. states in tourism promotion funding. Table 2 compares the total projected Wisconsin Department of Tourism budget with those of other states in the region and indicates the change in funding levels for each state over the last fourteen years. Wisconsin's per capita tourism budget is higher than average. While most of these states' tourism budgets are financed from general fund taxes, it is notable that the majority of Missouri's tourism budget is linked to tourism-based tax revenues, that Michigan welcome centers are funded by gas tax and vehicle registration fees, and the Illinois tourism budget is funded from a 35% share of a state hotel-motel tax.

The GPR and tribal gaming program revenue (shown as PR in the table) appropriated for Wisconsin tourism promotion for fiscal years 1984-85 through 2002-03 is indicated in Table 3. From 1987-88 through 1990-91, funds were appropriated

specifically for film promotion related activities. However, since then, general program operations monies have funded the film office. Heritage tourism funds have been specifically provided for between 1989-90 and 2001-02, when specific funding for the program was deleted. Separate funds were also provided for grants to educational, civic, social, ceremonial and cultural programs celebrating the quincentennial of the voyages of Christopher Columbus, during the 1991-93 biennium. Further, 1999 Act 9 provided \$50,000 GPR in one-time funding for two grants of \$25,000 each to counties or consortiums for the establishment and maintenance of an Internet referral system for tourism-related businesses. The Department contracted with the Jefferson County Economic Development Commission and the Vilas County Chamber of Commerce for the two grants. While the sites differ in approach and emphasis, they both allow the visitor to link directly to tourism businesses within the county, and allow the visitor to search accommodations by categories such as price, availability and amenities.

The marketing component of the Department's budget directly affects the level of advertising and

Table 2: Comparative Tourism Budgets

State	1987-88		2001-02*		Percent Increase	
	Total (millions)	Per Capita	Total (millions)	Per Capita	Total	Per Capita
Illinois	\$20.5	\$1.79	\$54.5	\$4.39	167%	145%
Indiana	2.1	0.38	6.0	0.99	186	161
Iowa	1.4	0.50	4.6	1.57	229	214
Michigan	10.6	1.14	12.7	1.28	20	12
Minnesota	5.9	1.35	10.0	2.04	69	51
Missouri	5.2	1.02	16.1	2.89	210	183
Ohio	6.4	0.59	6.3	0.56	-2	-5
Wisconsin	6.3	1.29	15.0	2.81	138	118
Combined Average	\$7.3	\$1.01	\$15.7	\$2.07	127%	110%

* Projected budget before deficits caused further budget cuts in some states.

Table 3: Tourism Promotion Funding Levels (GPR and Tribal Gaming PR)

Fiscal Year	GPR Tourism Marketing	PR Tourism Marketing	GPR Program Operations	PR Program Operations	GPR Film Promotion	GPR Heritage Tourism	Columbus Quincentennial Grants (GPR)	GPR Internet Grants	Total
1984-85	\$914,200	\$0	\$1,102,600	\$0	\$0	\$0	\$0	\$0	\$2,016,800
1985-86	1,379,200	0	1,142,200	0	0	0	0	0	2,521,400
1986-87	3,303,600	0	1,139,800	0	0	0	0	0	4,443,400
1987-88	5,000,000	0	1,167,600	0	150,000	0	0	0	6,317,600
1988-89	5,100,000	0	1,250,200	0	150,000	0	0	0	6,500,200
1989-90	6,864,600	0	1,641,800	0	165,000	62,000	0	0	8,733,400
1990-91	7,492,400	0	1,731,000	0	165,000	189,000	0	0	9,727,400
1991-92	7,092,400	0	1,978,100	0	0	282,200	65,000	0	9,417,700
1992-93	7,110,300	0	2,096,200	0	0	206,200	60,000	0	9,472,700
1993-94	7,110,300	0	2,205,500	0	0	153,900	0	0	9,469,700
1994-95	8,110,300	0	2,200,900	0	0	131,700	0	0	10,442,900
1995-96	7,750,000	0	3,019,000	0	0	131,700	0	0	10,900,700
1996-97	7,741,000	0	3,724,700	0	0	131,700	0	0	11,597,400
1997-98	7,741,000	0	3,673,900	0	0	134,200	0	0	11,549,100
1998-99	9,241,000	0	3,726,600	0	0	134,200	0	0	13,101,800
1999-00	7,691,000	3,976,500	3,926,900	23,500	0	135,400	0	50,000	15,803,300
2000-01	7,691,000	3,969,500	3,926,900	30,500	0	135,400	0	0	15,753,300
2001-02	6,877,900	3,969,500	3,988,000	126,500	0	41,900	0	0	15,003,800
2002-03	6,577,100	3,969,500	3,952,900	126,500	0	0	0	0	14,626,000

other activities that can be supported by Tourism. A total of \$10,546,600 is budgeted for marketing activities in 2002-03 (\$6,577,100 GPR and \$3,969,500 tribal gaming PR), and Tourism is directed to proportionately make expenditures from the two appropriations. These marketing funds accounted for over 70% of the Department's total budget in 2001-02. Table 4 provides an expenditure breakdown for tourism marketing funds in 2001-02. As Table 4 indicates, about 38% of marketing expenditures were for advertising, with significant amounts also expended special promotions and Joint Effort Marketing Grants.

Tourism Marketing Activities

Advertising. The Department of Tourism manages the state's seasonal tourism marketing campaigns, which utilize television, radio, print and other forms of advertisement to encourage vacationing in Wisconsin. For example, Tourism runs seasonal promotion advertising links from

newspaper and travel web sites. Further, about 180,000 web users spend time on the Department's Internet site each month. The Department also offers opportunities through its Cooperative Advertising Program under which the state buys a banner heading in a newspaper or magazine to place over a group of advertisements from Wisconsin tourism businesses and organizations to create a single advertisement.

The goal of the advertisements is to convince the viewer, listener or reader to call for travel information provided free of charge by Tourism. The Department focuses most advertising in Chicago, the Twin Cities and in state. The St. Louis and Indianapolis area markets are prioritized at a lower level.

Joint Effort Marketing (JEM) Grants. In an effort to help non-profit tourism promotion organizations publicize innovative events and attractions in the state, the Department administers a joint effort marketing grant program funded from the tourism marketing appropriations. Public agencies and private non-profit organizations,

Table 4: Tourism Marketing Expenditures (2001-02)

Category	Amount	Percent of Total
Advertising	\$4,030,200	38.2%
Special Promotions (marketing outside advertising contract)	2,000,000	19.0
Joint Effort Marketing Grants	1,272,500	12.1
Public Relations (press releases and tours, newsletters)	700,000	6.6
Printing (publications, other printed material)	624,000	5.9
Fulfilling requests/Telemarketing (ad inquiries, response mailings)	575,000	5.5
Rents/Leases	416,000	3.9
Other (professional services, association dues software, travel, etc.)	400,000	3.8
Statutorily Required Promotional Spending	275,000	2.6
Research	202,000	1.9
Trade Shows (motor coach and sport shows, etc.)	45,000	0.4
International Promotion	6,900	0.1
TOTAL	\$10,546,600	100.0%

including any tribal government or not-for-profit tribal entity, may submit applications for grants to fund up to 50% of the cost of a project related to the development of publicity and the production and placement of advertising. The JEM program pays for 75% of the total promotional budget for a year 1 project, 50% for a year 2 project, and 25% for year 3.

Department staff review JEM grant applications and make recommendations to a review committee from the Council on Tourism. The review committee then forwards their selections to the Tourism Secretary for final approval. In order to make a grant, the Department must determine that: (1) the applicant has developed an advertising plan and budget; (2) the project coordinates with the statewide tourism marketing strategy; (3) the project will generate a substantial increase in tourist visits and expenditures; (4) the applicant is able to pay its share of the project costs; and (5) if the project is a continuing event, it has the potential to be self-sufficient within three years. Section 41.17(5) of the statutes requires tourism to expend at least \$1,130,000 annually on the JEM program. As

shown in Table 4, Tourism spent \$1,272,500 for JEM grants in 2001-02. This figure represents actual cash reimbursements for previously awarded grants. [The Appendix of this paper lists 2001-02 awards of \$1.3 million and the projects funded.]

"Destination Marketing" is another grant offered through JEM. Unlike other JEM grants, destination marketing offers funding for image-based marketing campaigns that serve a regional interest (a region is defined as including at least three municipalities) to promote traditionally slower seasons of tourism. JEM supplies up to \$40,000 in matching funds to each qualifying project. In 2001-

02, the Department granted 31 regions a total of \$548,308.

America's Black Holocaust Museum. The statutes require Tourism to allocate \$50,000 for grants to America's Black Holocaust Museum in each biennium. In 1999-01, the funds were used to promote and advertise two exhibits at the Museum. One was "A Slave Ship Speaks; The Wreck of the Henrietta Marie" and the other was for production of "Moreshet Eldad-Giving Voice to Jews of African Heritage". In 2001-02, the funds were used to promote four events (Gus Macker, Marching Toward Justice, African American Holiday and Kwanzaa), the fulfillment of promotional materials and website enhancements. Tourism has traditionally made two \$25,000 grants (one per fiscal year) and awarded these grants after receiving the museum's marketing plan for use of the money. As the Department has yet to receive the museum's plan for 2002-03, the 2002-03 fiscal year's grant has not yet been made.

County Tourism Aid. The 1999-01 budget

required Tourism to allocate \$75,000 PR each to Burnett and Polk Counties to promote tourism in northwestern Wisconsin. Burnett County used a total of \$36,000 of the maximum of \$75,000 for promotion of mid-week travel packages primarily in the Twin Cities press and through the use of a Discover Wisconsin video highlighting travel opportunities in the county. Polk County used \$75,000 in grant funds to promote and advertise tourism in the county by maintenance of a tourism information center, development of a web page, advertisement in conjunction with the St. Croix Valley Tourism Alliance, attending sport shows, engagement in fall and winter advertising and creating a television show on Polk county tourism through Discover Wisconsin.

Fort Folle Avoine. Further, the 1999-01 budget act allocated \$100,000 of Tourism's marketing PR for a grant to the Burnett County Historical Society for educational programming, marketing and advertising for Fort Folle Avoine. The Historical Society used funding to increase advertising in the Twin Cities with a smaller portion used for new programming, including a variety of historical reenactments.

Milwaukee Public Museum. The statutes also require the Department to allocate \$200,000 each biennium from the tribal gaming marketing appropriation for grants to the Milwaukee Public Museum for Native American exhibits and activities. In the 2001-03 biennium, funding was used for advertising and publicity of the museum's Native American programming, along with the production of brochures directed at school groups and summer campers.

Milwaukee Symphony Radio Show. The statutes also require that the Department of Tourism allocate \$25,000 annually from its GPR tourism marketing appropriation for Milwaukee Symphony radio advertising. This funding is designated for the state sponsorship of, and advertising during, Milwaukee Symphony radio

show broadcasts.

Sports Marketing. The statutes also require Tourism to expend at least \$125,000 annually from its tourism marketing appropriation to conduct or contract for marketing activities related to sporting activities and events. In 2001, the Department provided funding for the Badger State Games, website development, promotion of the National Football League's "Cheese League" training camps (which encompasses three professional football teams that held training camps in Wisconsin in 2000: the Green Bay Packers in De Pere, the Chicago Bears in Platteville, and the Kansas City Chiefs in River Falls), USA Volleyball Championship promotion, and demographic research and opportunity marketing. In 2002, funding was used to support statewide sports clearinghouse development, an online registration system, website enhancements and consumer research.

Other Marketing Activities. The Department of Tourism markets Wisconsin as a vacation destination in various other ways. It produces several informational publications that are sent to respondents of state tourism advertisements and distributed at state travel information centers (see description below). The Department also arranges customized familiarization tours to various parts of the state each year for travel writers considered likely to have their work published. Further, the Department uses its web site, its call center, e-mail newsletters, press releases, newsletters, interviews and public service announcements to alert the public and the media of skiing conditions, fall colors and upcoming events.

Other marketing efforts of the Department include promoting motorcoach travel to Wisconsin; exhibiting and distributing literature at several sport/travel shows each year; and conducting international tourism marketing promotions and advertising in conjunction with other area states.

Other Tourism Promotion Activities

Film Promotion. Beginning in 1995-96, the Department allocated 1.0 GPR position from general program operations to promote Wisconsin as a location for film and television production activities. In 2000-01, 3.0 staff were allocated to the film promotion office to increase awareness of Wisconsin filming and production opportunities through trade shows, publications, newsletters and film company surveys.

In fiscal year 2001-02, the Department merged the Film Office staff into the Bureau of Marketing, removing the office from the Department's organizational structure. The Department continues to serve Wisconsin's film industry and promote the state as a film location through a web site, film promotion hot line, production guide, regular e-mail newsletters, and publicity.

The Department's mission for film promotion is to market Wisconsin's natural and cultural resources, diverse four-seasons, and provide hospitality to the film, video and television commercial production industry. The Department also serves as an information clearinghouse for the state's film industry by maintaining a database of local Wisconsin crew, equipment and logistical services.

Heritage Tourism. The heritage tourism program was authorized in 1989 to permit Tourism to participate in a three-year pilot program offered by the National Trust for Historic Preservation. The program was extended until it was deleted under 2001 Act 109. However, heritage tourism areas may continue to seek funding through Tourism JEM grants.

The heritage tourism program was designed to: (a) increase visits to attractions, sites and areas that are perceived to have historic or cultural value and

interest, and (b) preserve these historically and culturally valuable sites. For example, the Frank Lloyd Wright heritage tour produced a printed guide to Frank Lloyd Wright-designed buildings in southern Wisconsin that are open to the public. The guide provides biographical information about the architect, photos and brief histories of the buildings, visitor information and maps.

The Department of Tourism and the National Trust initially chose four historic sites to be developed and promoted under the pilot program. These sites are: (1) the area along I-43/I-94 from Green Bay to Kenosha, which is considered to have an abundance of 19th century ethnic settlements; (2) the area from Green Bay to Prairie du Chien along the Fox and Wisconsin Rivers where Marquette and Joliet took their historic canoe trip across Wisconsin in 1673; (3) the Spring Green area and in particular, Taliesin—the Frank Lloyd Wright property; and (4) the Lac du Flambeau reservation, a 250-year-old Native American community.

Between 1994 and 2001, eight additional heritage tourism sites were named: (1) Iron County with its history based on resource development, such as logging and mining; (2) Grant, Lafayette and Iowa counties, which is the area where the nickname "badgers" originated; (3) Eau Claire, Chippewa Falls and Menomonie along the Chippewa River with its lumber industry influence; (4) Shawano and Menominee Counties with their pristine forests and Native American reservations; (5) the Coulee region (La Crosse, Monroe, Juneau, Vernon and Trempealeau counties), which was untouched by glaciers; (6) the resources of the Lake Superior shoreline in Ashland and Bayfield counties; (7) the cheese country heritage of Green County and portions of Lafayette and Dane counties; and (8) the St. Croix River Valley transportation history through rivers, rails and trails in Polk and St. Croix counties.

Travel Information Centers. The Department operates twelve Wisconsin Travel Information

Centers (WTICs), which are intended to offer highway and urban travelers a convenient source of information concerning Wisconsin tourism. Ten WTICs are located on major state highways at entry points to the state near Kenosha, Genoa City, Beloit, Kieler, Prairie du Chien, La Crosse, Hudson, Superior, Hurley and Marinette. Two other centers are located in Chicago and Madison. Figure 1 portrays WTIC locations. A thirteenth WTIC in the Mall of America in Bloomington, MN, was opened in June 2000, and closed November 31, 2001.

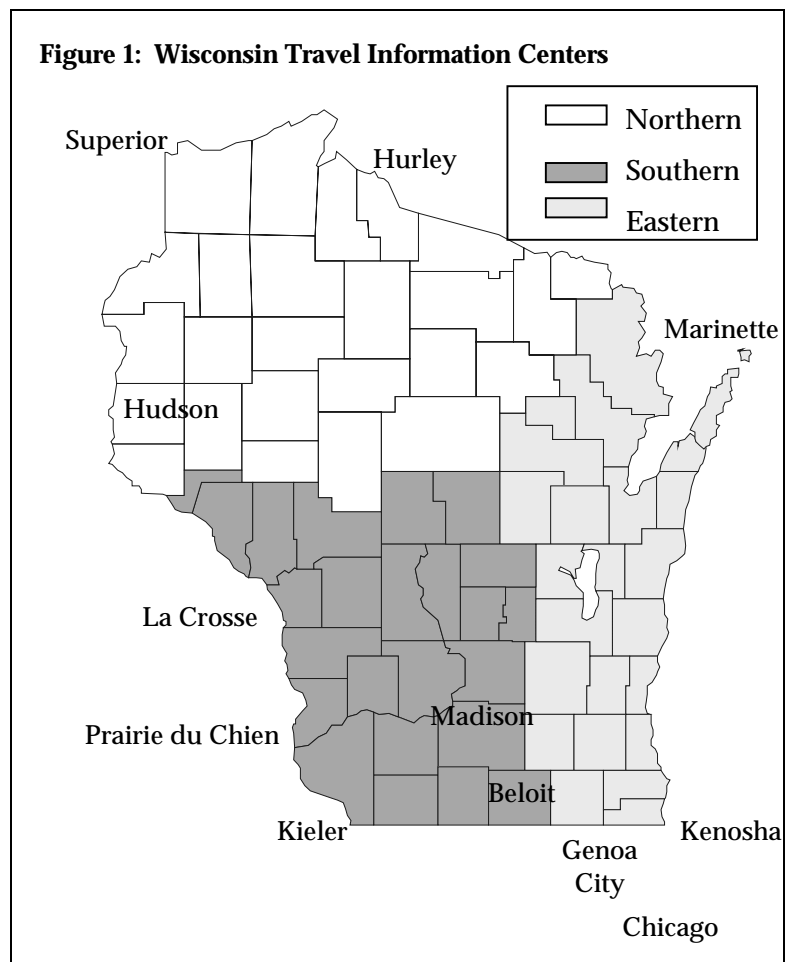
The Madison and Chicago WTICs, along with telemarketers contracted from the Lands' End facility in Dodgeville, also operate toll-free numbers for travel information. The phone operators relay information requests to tourism officials who mailed 302,098 information packages to requesters in 2001. Lands' End receives approximately 80% of all calls, the Madison WTIC 16% and Chicago the remainder. In 2001, 111,800- telephone inquiries were made.

Individual communities and attractions may provide promotional literature to one or more WTIC for distribution, with Tourism approval. The centers also distribute information produced by the Department such as calendars of events and general promotional brochures. Computer terminals with Internet links are also available. The twelve WTICs reported 1,136,671 visits by groups or individuals in 2001.

Four travel centers (Genoa City, Prairie du Chien, Kieler and Marinette) are open on a seasonal basis from April through October, and the other eight centers are open year round. With regard to employees, two of these centers are managed by

part time staff (Prairie Du Chien by .7 FTE and Marinette by .75 FTE) and the other ten centers are managed by one to four full-time staff. In addition, many centers depend on limited term employee (LTE) staff to serve as support during peak seasons. In 2001-02, staff salaries, fringe benefits, miscellaneous supplies and LTE expenditures associated with WTICs were approximately \$1.1 million GPR.

The Department rents space for three WTICs (Chicago, Madison and Prairie du Chien) and has an agreement with the Department of Transportation for space at another eight centers (the City of Marinette owns its facility, though it is staffed by the Department). In 2001-02, the Department expended \$123,728 for rent and other costs associated with the privately rented space and approximately



\$372,939 for costs associated with the DOT travel center space. Total operations cost of the WTICs was approximately \$1.65 million in 2001-02.

Tourism Development Consultants. The Department allocated \$11,600 in supplies and services and approximately \$213,000 in salaries and benefits for three staff as tourism development consultants in 2001-02. The consultants provide tourism advice and assistance to business executives and managers, the Department's management staff and local economic, community and tourism development leaders. The consultants also encourage tourism businesses to expand or develop new facilities in the state and assist local officials, local groups and statewide organizations in developing and promoting tourism sites, attractions and events. The consultants also have written a tourism development manual aimed at helping communities develop their tourism businesses, including assistance in conducting tourism assessments and writing marketing plans. Consultants are stationed in Ashland, to conduct activities in northwestern Wisconsin, Neenah, to conduct activities in the eastern areas of the state and in Madison, to conduct activities in the southwestern part of the state. Figure 1 illustrates the areas of the state covered by each tourism development consultant.

Other Departmental Responsibilities

In 1996, the Department of Tourism was given responsibilities for certain state parks promotion as well as additional program responsibilities related to the Kickapoo Valley Reserve and various other state boards.

State Park and Natural Resources Promotions. In 1996, 19.5 DNR staff (18.5 GPR and 1.0 SEG) were transferred to Tourism. The transfer included three staff to conduct state parks related promotion and activities. The former DNR staff also provide

administrative support to Tourism.

Kickapoo Reserve Management Board. Tourism has administered the Kickapoo Valley Reserve since 1996. The Kickapoo Valley Reserve refers to approximately 8,600 acres of land north of La Farge in Vernon County. The property was the site of a U.S. Army Corps of Engineers dam and reservoir project on the Kickapoo River that was abandoned in approximately 1975. The Corps transferred ownership of approximately 7,400 acres to the State of Wisconsin in December, 2000. Additionally, 1,200 acres were transferred to the Bureau of Indian Affairs in trust for sites sacred to the Ho-Chunk tribe. However, a 1997 MOU between the state and the Ho-Chunk nation states the entire acreage will be managed as one property.

Conservation fund appropriations to Tourism support administrative functions for the Kickapoo Reserve Management Board. The Board is responsible for: (a) managing the land in the Kickapoo River valley to preserve and enhance its unique environmental, cultural and scenic features; (b) providing facilities for the use and enjoyment of visitors to the Reserve; and (c) promoting the Reserve as a destination for vacationing and recreation. The Department of Tourism is responsible for determining the boundaries of the Reserve and providing fiscal and accounting services to the Board. The Kickapoo Board is appropriated \$428,200 SEG, which is about 90% of the total SEG funding for the Department of Tourism, and 2.0 SEG positions in 2002-03. In addition, the Board is appropriated \$31,300 PR from tribal gaming revenues for law enforcement services and \$16,900 GPR in 2002-03. Due to the federal transfer of the property to Wisconsin, annual aids in lieu of property taxes are made to the local taxing jurisdictions on the state acreage from a sum sufficient forestry account SEG appropriation (a payment of approximately \$224,500 is expected on January 31, 2003, which is included in the total amount of SEG dollars

mentioned above).

Attached Boards. The Arts Board, Lower Wisconsin State Riverway Board and the State Fair Park Board are attached to the Department of Tourism for administrative purposes. Administra-

tive attachment includes attending to legal or payroll services as is the case of the Arts Board or reviewing and forwarding, without change unless concurred in by the Board, personnel and biennial budget requests for the State Fair Park Board.

APPENDIX

Joint Effort Marketing Program (2001-02 Awards)

County/Region*	Type	Organization	Event	Grant Approved
Ashland County	New Event	Ashland Area Chamber of Commerce	Ashland Snowmobile Race Yr 2	\$6,370
Barron County	Sales Promotion	City of Rice Lake	Fall is for You in Rice Lake	26,355
Barron County	Destination Marketing	Price County Tourism Department	Tuscolbia- A Trail for all Time	28,000
Bayfield County	Destination Marketing	Bayfield County Tourism	Circle Bayfield Yr 2	6,860
Brown County	New Event	Green Bay Area Chamber of Commerce	Great Lakes Classic Yr 2	27,685
Brown County	New Event	Green Bay Marathon, Inc.	Green Bay Marathon Yr 3	6,061
Burnett County	Existing Event	Burnett County Historical Society	Midwest National Fur Trade Rendezvous	27,685
Burnett County	New Event	Burnett County Historical Society	St. Croix Civil War Weekend Yr 2	11,709
Chippewa County	Destination Marketing	Chippewa Valley CVB	Chippewa Valley Meetings & Conventions Yr 3	6,133
Chippewa County	Destination Marketing	Chippewa Valley CVB	Package Travel in the Chippewa Valley Yr 2	17,360
Colombia County	Destination Marketing	Wisconsin Dells VCB	Wedge of Wisconsin	17,672
Crawford County	New Event	Prairie du Chien Chamber of Commerce	Caraparee Family Fun Days	5,717
Dane County	Destination Marketing	Middleton Tourism Commission	All Aboard the Spirit of Wisconsin	23,200
Dane County	Destination Marketing	Middleton Tourism Council	Hills, Heritage, Arts & Trails	28,000
Dane County	New Event	Mazomanie Community Cooperation	Mazomanie-Middleton Heritage Days Yr 3	7,500
Dane County	Existing Event	Mt Horeb Chamber of Commerce	Mt Horeb Fall Festival	9,040
Dane County	One time, One-of a Kind	WI Veterans Museum Foundation	Society of Military History Symposium	9,440
Dane County	One time, One-of a Kind	Olbrich Botanical Gardens	Thai Pavillion Grand Opening	22,600
Dane County	Destination Marketing	Greater Madison CVB	Where Winter is More Yr 2	17,300
Dane County	New Event	Wisconsin Humanities Council	Wisconsin Book Festival	19,600
Dodge County	Destination Marketing	Friends of Horicon Marsh	Marsh Melodies Yr 2	18,000
Door County	Destination Marketing	Door County Chamber of Commerce	Golf & Galleries Yr 2	28,000
Douglas County	New Event	Richard I. Bong WWII Heritage Center	World War II Heritage Festival	27,685
Dunn County	Existing Event	Greater Menomonee Area Community Foundation	Drums Along the Red Cedar	4,746
Eau Claire County	Sales Promotion	Chippewa Valley CVB Yr 2	Something Special in the Chippewa Valley Yr 2	14,175
Forest County	Destination Marketing	Forest County Advertising Committee	Forest of Maples	7,030
Forest County	Destination Marketing	Forest County Advertising Department	Winter Trails Yr 2	9,000
Grant County	Sales Promotion	Casseville Department of Tourism	Cruising on a Summer Afternoon	5,797
Grant County	New Event	Boscobel Chamber of Commerce	The Midwinter Magic of Boscobel	11,117
Grant County	New Event	Lancaster Chamber of Commerce	Nelson Dewey Days	6,858

APPENDIX (continued)
Joint Effort Marketing Program (2001-02 Awards)

County/Region*	Type	Organization	Event	Grant Approved
Grant County	Destination Marketing	Grant County Tourism Council	Road to Serenity Yr 2	\$8,249
Green County	Sales Promotion	Green County Tourism	Taster's Tour of Green County	13,415
Green Lake County	Destination Marketing	Green Lake County Visitor's Board	Green Lake County Motorcoach Campaign	19,534
Iowa County	Destination Marketing	New Glarus Chamber of Commerce	A European Vacation in SW Wisconsin	25,375
Iron County	Sales Promotion	Mercer Chamber of Commerce	Go Looney for Mercer	19,536
Iron County	Destination Marketing	Hurley Area Chamber of Commerce	Roaring Waters at the Top of Wisconsin	17,864
Juneau County	Existing Event	Necedah Lions Club	Necedah Whooping Crane Festival	7,529
Kenosha County	New Event	City of Kenosha	Mammoth Mania Yr 2	15,388
Kenosha County	New Event	Village of Pleasant Prairie	Pleasant Prairie Triathlon	27,685
Kewaunee County	New Event	Community Improvement of Algoma	Wet Whistle Wine Festival	27,000
Langlade County	New Event	Antigo Area Chamber of Commerce	Dirt Fest	10,243
Manitowoc County	Sales Promotion	City of Two Rivers	Charter Fishing Promotion	3,853
Manitowoc County	Destination Marketing	Manitowoc Area VCB	Lake to Lake Arts Connection	18,885
Manitowoc County	Existing Event	WI Maritime Museum	USS Cobia Crew Reunion	5,154
Marathon County	New Event	Wausau-Central WI CVB	Avalanche Days	22,105
Marathon County	Destination Marketing	Wausau-Central WI CVB	Competitive Spirits Alive	23,600
Marathon County	New Event	Wausau-Central WI CVB	Where All Seasons Come Alive	27,685
Milwaukee County	Sales Promotion	East Town Association	Experience Milwaukee's East Town	22,158
Milwaukee County	Sales Promotion	Greater Milwaukee CVB	Genuine American Holiday Yr 2	27,685
Milwaukee County	New Event	Greater Milwaukee CVB	Milwaukee Motorcycle Rally	27,685
Milwaukee County	One time, One-of a Kind	Milwaukee Art Museum	The Splendor of Poland	22,600
Oconto County	Sales Promotion	Lakewood Chamber of Commerce	Find Magic in the Northwoods	23,998
Oconto County	New Event	Lakewood Area Chamber of Commerce	Gallery Days	15,000
Outagamie County	Destination Marketing	Fox Cities CVB	Refreshing Change of Meeting Place Yr 2	17,014
Pierce County	Destination Marketing	River Falls Area Chamber of Commerce	Celebrate Winter on the Sparkling St. Croix	21,225
Polk County	Destination Marketing	New Richmond Area Chamber of Commerce	Swing through the St. Croix Valley	25,270
Portage County	Destination Marketing	Stevens Point Area CVB	Yellowstone Trail in Wisconsin Yr 2	19,591
Price County	New Event	Park Falls Area Chamber of Commerce	Flambeau Sled Dog Race Yr 2	13,499
Price County	New Event	Phillips Area Chamber of Commerce	Phillips March Madness	7,000
Price County	New Event	Phillips Area Chamber of Commerce	Phillips Winter Festival	8,640

APPENDIX (continued)
Joint Effort Marketing Program (2001-02 Awards)

County/Region*	Type	Organization	Event	Grant Approved
Price County	Destination Marketing	Price County Tourism Department	Plan Your Adventure Yr 2	\$22,905
Rock County	Destination Marketing	Fort Atkinson Chamber of Commerce	Roamin' Round the Rock River	28,000
Rock County	Destination Marketing	Rock County Tourism Council	Wisconsin's Front Porch Yr 3	8,778
Rusk County	Destination Marketing	Rusk County Tourism	Trails & Trails Yr 2	10,125
St. Croix	Sales Promotion	Hudson Area Chamber of Commerce	Highlighting Hudson	21,274
Sauk County	New Event	Baraboo Area Chamber of Commerce	Baraboo River Rally	6,951
Sauk County	New Event	WI Dells VCB	Wisconsin Dells Classic	14,760
Sawyer County	Sales Promotion	Sawyer County Recreation Association	Catch the Big One	27,685
Sheboygan County	Sales Promotion	Elkhart Lake Area Chamber of Commerce	Celebrate in Elkhart Lake	18,090
Sheboygan County	Existing Event	Village of Kohler Tourism Board	Kohler Food & Wine Experience	12,000
Trempeleau County	Destination Marketing	Trempeleau County Motorcoach Committee	The Road Less Traveled Yr 2	16,999
Trempeleau County	Destination Marketing	Trempeleau County Motorcoach Tours, Inc.	Your Personal Tour	24,839
Vilas County	New Event	North Lakeland Discovery Center	Manitowish Riverfest	10,889
Vilas County	Destination Marketing	Minocqua, Arbor-Vitae, Woodruff Chamber of Comm.	Northwoods Fishing Yr 2	7,506
Vilas County	New Event	Trees for Tomorrow Nat. Resources Education Center	Walk in the Northwoods Quilt Show Yr 2	817
Vilas County	Destination Marketing	Manitowish Waters Chamber of Commerce	Woods, Water & Wilderness	16,993
Waupaca County	New Event	Waupaca Area Triathlon	Waupaca Area Triathlon Yr 2	5,681
Waushara County	Destination Marketing	Village of Wild Rose	Corridor 21 Yr 2	9,001
Waushara County	Existing Event	Richford Ridge Riders Snowmobile club	Ridge Riders Lake of the Woods Challenge	8,034
Total				\$1,272,487

*Destination Marketing grants often include multiple counties.