

# State Tourism Promotion

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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; (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 in an attempt 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, Marketing, Meetings and Conventions, Legislative, and Professional Development.

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## Economic Impact of Travel

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Since 1989, Tourism has contracted with the research firm Davidson-Peterson Associates, Inc., to conduct an annual study measuring the economic benefits derived from dollars spent by travelers in Wisconsin. For purposes of the study, "travelers" include all those "traveling outside their normal routine" whether they are out-of-state or Wisconsin residents and whether they travel for leisure, recreation, business, or visiting family or friends.

The method of the annual economic impact study is to conduct face-to-face interviews with 2,000 persons traveling "outside their normal routine" in all parts of the state and in all seasons of the year. These interviews attempt to determine how much is spent by an average traveler on an average trip. Additionally, 1,600 interviews are conducted by phone throughout the year with lodging properties to determine the number of paid overnight stays during the year. Finally, 1,000 interviews are conducted by phone with randomly selected Wisconsin households to determine the number of unpaid overnight stays with family or friends during the year.

Table 1 lists the amount of traveler expenditures and overnight visitors in Wisconsin. The overnight 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, estimated traveler expenditures, as well as the number of overnight visitors in the state, have generally increased each year.

In its 2003 study, Davidson-Peterson

**Table 1: Estimated Spending by Travelers**

Calendar Year	Traveler Expenditures		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	11.45	3.7	36.9	-1.3
2002	11.56	1.0	38.0	3.0
2003	11.71	1.3	38.6	1.6

Associates, Inc. estimated that travel spending (where travel was defined as all movement outside of someone's normal routine) in the state had a total economic impact on resident income of \$6.6 billion (direct and indirect), and supported approximately 311,000 jobs.

In 1998, Tourism 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 are most likely to be influenced by the state's tourism promotions. Utilizing economic impact study, traveler profile and interest data, Tourism estimated that these convention and infrequent 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.

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## Tourism Promotion Funding

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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 2004-05, the Department is provided \$8,748,600 in state general purpose revenues (GPR) and 48.45 GPR positions, and is authorized \$4,205,400 from program revenues (PR) with 1.0 PR position and \$54,600 in segregated revenue (SEG) with 1.0 SEG position, for a total of \$13,008,600 and 50.45 positions. In addition, \$66,300 PR and \$540,800 SEG and 3.0 SEG positions is authorized for the administration and maintenance of the Kickapoo Valley Reserve, which is administratively attached to Tourism.

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 related conferences. 1999 Act 9 provided tribal gaming revenue for tourism marketing and for a travel information assistant position. The conservation fund provides segregated funding relating to the Kickapoo Valley Reserve and for Tourism's state parks promotion functions.

Aside from the last two biennia, where funding was reduced across most state agencies due to state budget difficulties, state funding for tourism promotion and operations has generally increased over the last two decades. In 2003-04 projected budgets, Wisconsin ranked twelfth among U.S. states in total tourism 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 sixteen years. Despite the widespread increases in funding for their respective tourism budgets over the past sixteen years (which tended to peak around 2000-01), funding for tourism has seen widespread decline over the past few years. While most of these states' tourism budgets are financed from general fund

**Table 2: Comparative Tourism Budgets**

State	1987-88		2000-01		2003-04		Percent Increase (FY 88 to FY 04)	
	Total (millions)	Per Capita	Total (millions)	Per Capita	Total (millions)	Per Capita	Total	Per Capita
Illinois	\$20.5	\$1.79	\$62.2	\$5.13	\$46.2	\$3.65	125%	104%
Indiana	2.1	0.38	4.5	0.76	5.4	0.87	157	129
Iowa	1.4	0.50	5.3	1.85	3.5	1.20	150	140
Michigan	10.6	1.14	15.9	1.61	8.0	0.80	-25	-30
Minnesota	5.9	1.35	11.4	2.39	8.1	1.60	37	19
Missouri	5.2	1.02	16.4	3.00	15.1	2.64	190	159
Ohio	6.4	0.59	7.9	0.71	6.2	0.55	-3	-7
Wisconsin	6.3	1.29	16.1	3.07	12.8	2.34	103	81
Combined Average	\$7.3	\$1.01	\$17.5	\$2.31	\$13.2	\$1.71	81%	69%

\* 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	6,434,300	3,969,500	3,988,000	126,500	0	41,900	0	0	14,560,200
2002-03	5,503,400	3,969,500	3,952,900	126,500	0	0	0	0	13,552,300
2003-04	5,186,400	3,969,500	3,562,200	129,700	0	0	0	0	12,847,800
2004-05	5,186,400	3,969,500	3,562,200	129,700	0	0	0	0	12,847,800

taxes, it is notable that 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 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 2004-05 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 were 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.

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## Tourism Marketing Activities

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The marketing component of the Department's budget directly affects the level of advertising and other activities that can be supported by Tourism. A total of \$9,155,900 is budgeted for marketing activities in 2004-05 (\$5,186,400 GPR and \$3,969,500 tribal gaming PR), and Tourism is directed to proportionately make expenditures from the two appropriations. These marketing funds will account for over 71% of the Department's total budget in 2004-05. Table 4 provides an expenditure breakdown for tourism marketing funds in 2003-04. As the table indicates, about half of the marketing expenditures were for advertising, with a significant amount also expended for Joint Effort Marketing grants.

**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 in newspapers and on travel web sites. Further, in calendar year 2003, the Department's Internet site had over 2.7 million user sessions, an average of over 225,000 sessions per month.

The Department also offers opportunities through its Co-op 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. This program is intended to allow local destinations, attractions and tourism businesses to establish a presence in large potential tourism markets that they would otherwise be unable to afford due to the lower prices paid by Tourism as a result of the large volume of advertisement space purchased.

The goal of the advertisements is to convince the viewer, listener or reader to visit the Department's website or call for travel information provided free of charge by Tourism. The Department focuses most advertising in Chicago and the Twin Cities, as well as within this state.

**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, 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 generally pays for 75% of the total promotional marketing 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 state-wide 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 \$1,153,500 for JEM grants in 2003-04. This figure represents actual cash reimbursements for previously awarded grants, and is broken down by individual grant in the Appendix of this paper.

**Table 4: Tourism Marketing Expenditures (2003-04)**

Category	Amount	Percent of Total
Advertising	\$4,393,500	49.4%
Joint Effort Marketing Grants	1,153,500	13.0
Special Promotions (marketing outside advertising contract)	548,400	6.2
Public Relations (press releases and tours, newsletters)	501,000	5.6
Fulfilling requests/Telemarketing (ad inquiries, response mailings)	432,100	4.9
Printing (publications, other printed material)	425,300	4.8
Rents/Leases	407,800	4.6
Minority Marketing Program	288,900	3.2
Statutorily Required Promotional Spending	275,000	3.1
Other (professional services, association dues software, travel, etc.)	231,900	2.6
Research	128,700	1.4
International Promotion	70,000	0.8
Trade Shows (motor coach and sport shows, etc.)	<u>36,500</u>	<u>0.4</u>
<b>TOTAL</b>	<b>\$8,892,600</b>	<b>100.0%</b>

The JEM grant program offers five different grant options: (1) destination marketing; (2) new event; (3) sales promotion; (4) existing event; and (5) one time/one-of-a-kind event.

Unlike other JEM grants, destination marketing grants offer funding for image-based marketing campaigns that serve a regional interest (which must include at least three municipalities) to promote traditionally slower seasons of tourism. Destination marketing grants supply up to \$10,000 per municipality, with a maximum grant of \$40,000, in matching funds to each qualifying project. In 2003-04, the Department granted 18 regions a total of \$512,500.

New event JEM grants are for events that have not previously been held in a given community or area, but one that the applicant intends to repeat regularly. The current maximum award for a new event is \$39,500, though this amount may be changed by Tourism annually.

A sales promotion grant may be made to sup-

port a six to eight week effort (typically) to encourage a targeted market to visit the area. This type of grant has a maximum award of \$39,550 (which may be modified by the Department annually), with funding available for up to two years (up to 75% of promotional costs for the first year, and 50% in the second, with a maximum grant of 50% of total project costs).

An existing event grant may be awarded for advertising that targets a new: (a) geographic area; (b) demographic audience; or (c) medium. Existing event grants may be made for one year, and may not exceed 75% of the promotional budget or 50% of the total project budget. Tourism has set the maximum existing event award at \$39,550.

A one time/one-of-a-kind event grant may only be made to events that are so unique as to be unlikely to ever occur again, while having the potential to generate regional or national publicity. These grants may be made for one year, and may not exceed 75% of the promotional budget or 50% of the total project budget. The Department has set \$28,250 as the maximum grant for one time/one-of-a-kind events.

**America's Black Holocaust Museum.** The statutes require Tourism to allocate \$50,000 to America's Black Holocaust Museum in each biennium. 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. In 2003-04, the \$25,000 in funding was used by the museum to: (a) create a direct mail brochure; (b) conduct on-site surveys of visitors; (c) develop a communication strategy to target the media; and (d) help develop an interactive website.

**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. In the 2003-05 biennium, funding was used for production, maintenance and promotion of the Native American exhibit at the museum.

**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 Department of Tourism is required by the statutes 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 2003, the Department made a \$125,000 grant to the Wisconsin Sports Development Corporation. This corporation is an independent nonprofit organization that promotes sporting events in the state of Wisconsin. The funding was used to: (a) create a partnership with the Wisconsin Association of Convention and Visitor Bureaus to develop and promote the growth of sports tournaments; (b) promote the 2004 Badger State Games; (c) promote the 2004 Ironman Wisconsin competition; and (d) develop and conduct an awareness campaign for sporting events and venues in Wisconsin.

**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 in response to 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.

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### Other Tourism Promotion Activities

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**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, Tourism merged the Film Office staff into the Bureau of Marketing, removing the office from the Department's organizational structure.

In the 2003-05 biennium, the Department has allocated two staff members (who also have other duties within the Department) to lead its film promotion efforts. However, other Tourism resources are also used to advance this effort where appropriate, including staff members with specific marketing expertise and staff members who produce publications for the Department.

The Department attempts to promote Wisconsin's film and video industry by marketing 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. The Department also utilizes a web site, film promotion hot line, production guide, regular e-mail newsletters, and publicity to advance these goals. In addition, the Department also co-sponsors several film festivals in order to promote film production in Wisconsin. Further, a monthly e-newsletter, which links back to the Department's film promotion website, [www.filmwisconsin.org](http://www.filmwisconsin.org), is sent to about 1,000 subscribers.

**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. Between 1989 and 2001, twelve heritage tourism sites were named. 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.

**Travel Information Centers.** The Department operates ten Wisconsin Travel Information Centers (WTICs), which are intended to offer highway and urban travelers a convenient source of information concerning Wisconsin tourism. The 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, which

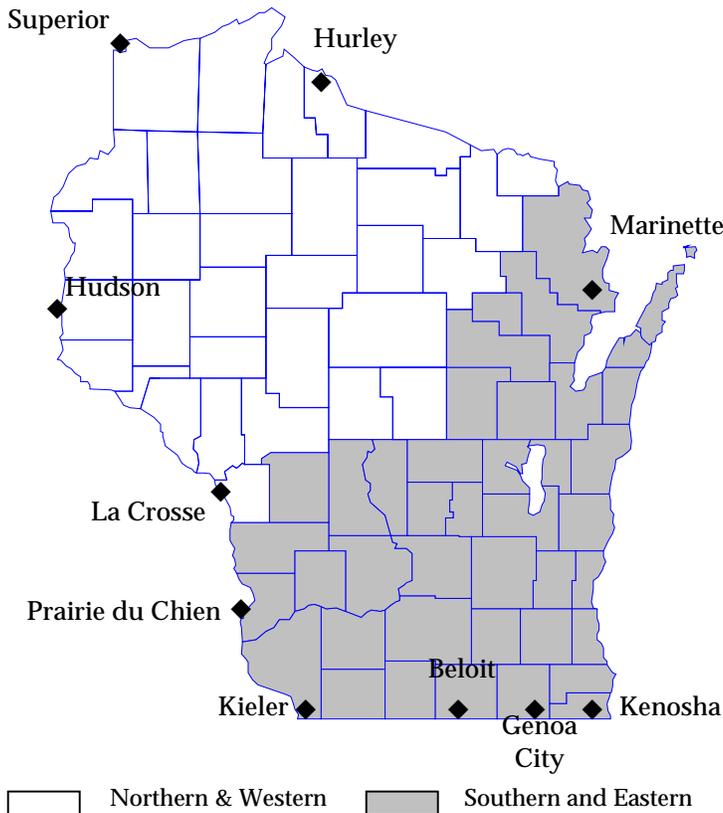
had been located in Chicago and Madison, were closed by the Department in 2003. Figure 1 portrays WTIC locations. A thirteenth WTIC in the Mall of America in Bloomington, MN, was opened in June 2000, and closed November 31, 2001.

Former Madison WTIC staff members, along with telemarketers contracted from the Lands' End facility in Dodgeville, operate toll-free numbers for travel information. In calendar year 2003, Tourism received a total of about 86,500 phone calls on its toll-free numbers. The phone operators relay information requests to tourism officials who often respond by sending informational packets to these potential tourists. When informational packets sent out in response to phone, mail, email and website inquiries, are combined with direct mailing publications sent out by Tourism, the Department estimates it sent out over 231,000 informational packets in 2003.

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. Excluding motor coach and school group visitors, the ten WTICs reported approximately 1,065,000 visitors in 2003.

Four travel centers (Genoa City, Prairie du Chien, Kieler and Marinette) are open on a seasonal basis from April through October, and the other six centers are open year round. Each of the ten centers is operated by between 0.7 and 2.0 full time staff members, and many centers depend on limited-term employee (LTE) staff to serve as support during peak seasons. In 2003-04, staff salaries, fringe benefits, miscellaneous supplies and LTE expenditures associated with WTICs were approximately \$819,600 GPR.

**Figure 1: Wisconsin Travel Information Centers**



The Department rents space for the Prairie du Chien WTIC and has an agreement with the Department of Transportation for space at eight of the other centers (the City of Marinette owns its facility, though it is staffed by the Department). In 2003-04, the Department expended \$429,200 on maintenance and facility costs for the ten WTICs. Total operations cost of the WTICs was approximately \$1.25 million in 2003-04.

**Tourism Development Consultants.** In the 2003-05 biennium, the Department of Tourism is utilizing two tourism development consultants (as opposed to the three consultants that were used in the prior biennium) to promote Wisconsin as a tourist destination. The consultants provide tourism advice and assistance to business executives and managers, the Department's management staff and local economic, community and tourism de-

velopment 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. One consultant is stationed in Ashland (and conducts activities in northern and western Wisconsin), and the other consultant is stationed in Neenah (and conducts activities in the southern and eastern area of the state). Figure 1 illustrates the areas of the state covered by each tourism development consultant.

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### Other Departmental Responsibilities

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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 positions (18.5 GPR and 1.0 SEG) were transferred to Tourism. The transfer included three positions to conduct state parks related promotion and activities. The 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 personnel, payroll, budget, fiscal and accounting services to the Board. The Board is appropriated \$590,500 and 3.0 positions in 2004-05 from the forestry account of the conservation fund. In addition, the Board is appropriated \$31,300 from tribal gaming revenues

for law enforcement services and authorized expenditures of \$35,000 PR for general program services (used primarily for maintenance and park improvement expenditures). Sources of this program revenue include reserve use and camping fees, event and permit fees, agriculture lease revenue, timber harvest revenue and other miscellaneous revenues. 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 \$292,000 is expected in January, 2005, which is included in the total amount of forestry account 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. Administrative attachment includes attending to personnel and 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 (2003-04 Awards)

County(ies)*	Type	Organization	Event	Grant Approved
Ashland & Bayfield	Destination Marketing, Yr. 2	Ashland Area Chamber of Commerce	Back on the Bike	\$19,195
Ashland & Bayfield	Destination Marketing, Yr. 2	Bayfield County Tourism & Recreation	Birding by the Bay	27,220
Ashland & Bayfield*	Destination Marketing, Yr. 1	Iron River Area Chamber of Commerce	Lake Superior Brewery, Winery, Gallery Tour	27,094
Barron & Washburn*	Destination Marketing, Yr. 2	Price County Tourism	Tuscola Trail	22,294
Bayfield	Sales Promotion, Yr. 2	Bayfield Area Chamber of Commerce	Bayfield in Bloom	17,994
Bayfield	New Event, Yr. 2	Cable Area Chamber of Commerce	Cable Fall Fest	12,505
Chippewa	New Event, Yr. 2	Chippewa Falls Chamber of Commerce	Chippewa Falls Oktoberfest	18,000
Chippewa	Existing Event	Chippewa Valley Sports Commission	Stihl Timbersports Championship	38,267
Dane	New Event, Yr. 1	Alliant Energy Center	Great Outdoors Games	29,974
Dane	One Time, One-of-a-Kind	Overture Center for the Arts	Overture Grand Opening	28,250
Dane	Destination Marketing, Yr. 1	Greater Madison CVB	Positioning Madison	40,000
Dane	Sales Promotion, Yr. 2	Greater Madison CVB	Spring Back in Your Step	21,042
Dodge	Sales Promotion, Yr. 1	Dodge County Tourism Association	Dodge County's Greatest Hits	39,395
Dodge, Jefferson & Col.	Destination Marketing, Yr. 2	Dodge County Tourism Commission	Fall Into Your Senses	28,443
Eau Cl., Chip. & Dunn	Destination Marketing, Yr. 1	Chippewa Valley CVB	Unexpected Wisconsin	38,566
Fond du Lac*	Destination Marketing, Yr. 1	Fond du Lac CVB	Lake to Lake & Everything in Between	39,924
Grant	New Event, Yr. 2	Boscobel Chamber of Commerce	Midwinter Festival	4,329
Grant	New Event, Yr. 3	Lancaster Area Chamber of Commerce	Nelson Dewey Days	5,000
Jackson, Trempe. & Monr.	Destination Marketing, Yr. 1	Black River Falls Area Chamber	Trail of Hidden Treasures	30,755
Kenosha	New Event, Yr. 2	Kenosha Days of Discovery Foundation	Kenosha Days of Discovery	24,966
Kenosha	New Event, Yr. 3	Village of Pleasant Prairie	Pleasant Prairie Triathlon	16,200
Kenosha	Sales Promotion, Yr. 2	Kenosha Area convention & Visitor's Bureau	Relax, Renew, Reconnect	23,317
Kenosha	New Event, Yr. 1	Village of Pleasant Prairie	Pleasant Prairie Development Triathlon	16,000
Kenosha*	Destination Marketing, Yr. 1	Wisconsin Harbor Towns Association	Discover Wisconsin Harbor Towns	40,000
Kewaunee	New Event, Yr. 1	Agricultural Heritage Resources	Heritage Farms Bluegrass Festival, Inc.	17,500
Kewaunee	New Event, Yr. 3	Community Improvement of Algoma	Wet Whistle Wine Festival	8,515
Lincoln	Destination Marketing, Yr. 3	Tomahawk Regional Chamber of Commerce	Discover Lincoln County Trails	9,605
Lincoln*	Destination Marketing, Yr. 2	Merrill Area Chamber of Commerce	Leat Your Worries Behind	22,071
Marathon	New Event, Yr. 3	Wausau/Central Wisconsin CVB	Avalanche Days	32,386
Marathon	New Event, Yr. 2	Wausau Dance Theatre	Storybook Weekend	23,583

**APPENDIX (continued)**

**Joint Effort Marketing Program (2003-04 Awards)**

County(ies) *	Type	Organization	Event	Grant Approved
Marathon	Destination Marketing, Yr. 1	Wausau/Central Wisconsin CVB	We Can Draw A Crowd	\$33,979
Milwaukee	One Time, One-of-a-Kind	Skylight Opera Theatre	Little Princess Premiere	28,249
Milwaukee	One Time, One-of-a-Kind	Milwaukee Public Museum	Quest for Immortality	27,992
Oneida	Sales Promotion, Yr. 1	Minocqua/Arbor Vitae/Woodruff Chamber	Minocqua-Many Remedies	39,510
Outagamie	New Event, Yr. 2	Appleton Downtown, Inc.	Houdini Days Celebration	29,750
Outagamie	Sales Promotion, Yr. 1	Fox Cities CVB	Shop, Show & Stay	23,302
Pepin	One Time, One-of-a-Kind	Wisconsin Great River Road Promotion Committee	Grand Excursion	28,250
Pierce, St. Croix & Polk	Destination Marketing, Yr. 3	River Falls Area Chamber of Commerce	Celebrate Winter on the Sparkling St. Croix	4,510
Rock, Jefferson & Dodge	Destination Marketing, Yr. 2	Fort Atkinson Chamber of Commerce	Roamin' Round the Rock River	19,900
Sauk	Sales Promotion, Yr. 2	Downtown Baraboo, Inc.	Holly Jolly Christmas	18,670
Sauk	New Event, Yr. 3	Wisconsin Dells VCB	Wisconsin Dells Classic	2,000
Sawyer, Bayf. & Wash.	Destination Marketing, Yr. 1	Hayward Lakes VCB	Fall For Hayward Lakes Golf	40,000
Shawano	Sales Promotion, Yr. 2	Shawano Area Chamber of Commerce	Shawano County Playground	10,000
Sheboygan	Existing Event	Wade House State Historic Site	Herrling Sawmill Days	8,360
Sheboygan	Existing Event	Elkhart Lake Tourism Commission	Jazz on the Vine	18,000
Sheboygan	Destination Marketing, Yr. 2	Sheboygan County CVB	Relax, Renew, Rejuvenate	35,889
Vilas	New Event, Yr. 3	North Lakeland Discovery Center	Manitowish Riverfest	4,000
Walworth	Sales Promotion, Yr. 2	Geneva Lakes Area Chamber	Golf Around the Lake	22,125
Wood	New Event, Yr. 2	Marshfield CVB	Treasures of Tomorrow Quilt Sale	3,637
Wood	Destination Marketing, Yr. 1	Wisconsin Rapids CVB	Wisconsin Central Coast	33,029
<b>Total</b>				<b>\$1,153,542</b>

\*The main county participant(s) in the grant is(are) listed. Additional counties also participated in the grant, as Destination Marketing grants often include multiple counties.