



State Tourism Promotion

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Introduction

The state has been involved in tourism promotion activities for more than 50 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 digital, print, radio and television communications; (2) providing information to prospective travelers by internet, social media, and telephone; (3) developing cooperative marketing programs with the state tourism industry; (4) administering tourism-related grants; and (5) administering tourism development programs that assist businesses and municipalities in identifying marketable features that may attract customers.

The Department of Tourism is headed by a Secretary appointed by the Governor and subject to Senate confirmation. The Wisconsin Arts Board is budgeted under Tourism, and the State Fair Park Board and Kickapoo Reserve Management Board are attached for limited administrative purposes.

Council on Tourism. The Council on Tourism is responsible for advising the Department, including on formulation of an annual statewide tourism marketing strategy. 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 four appointed state legislators, one from each party of both the Senate and Assembly. Nominations for appointments to the

Council are sought from various associations, organizations and businesses related to tourism, including Native American tourism. Appointments seek 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.

Economic Impact of Travel

Tourism is considered a significant part of the state economy. However, it is difficult to distinguish tourism, which would typically be described as leisure travel by persons from outside the area, from business travel or retail purchases of leisure goods by residents of an area. Tourism contracts with Longwoods International and Tourism Economics to research annual traveler expenditures and resulting economic impacts. The contract cost for this research was \$233,000 in 2017-18.

Longwoods International's Travel USA program randomly solicits survey participation each quarter from a national sample. For the study of the 2017 travel year and its impacts, Longwoods International received responses describing approximately 329,500 total overnight or day trips nationally. For Wisconsin, the sample yielded approximately 4,700 overnight trips and 3,000 day trips. Analysis of these responses forms the basis of estimates of total visitors, visitor spending, and other visitor characteristics. Longwoods and Tourism Economics use these findings, in combination with other data sources, to estimate total traveler spending and visits, as shown in Table 1. For 2017, Longwoods International estimates approximately 109.6 million person-trips to

Table 1: Estimated Spending by Travelers

Calendar Year	Visitor Spending		Overnight Visits	
	Amount (Billions)	Percent Change	Number (Millions)	Percent Change
2009	\$8.52	--	31.3	--
2010	9.20	8.0%	33.3	6.4%
2011	9.90	7.6	34.8	4.5
2012	10.38	4.8	37.3	7.2
2013	10.84	4.4	38*	1.9*
2014	11.42	5.4	39*	2.6*
2015	11.92	4.4	40*	2.6*
2016	12.31	3.2	40.3	0.8*
2017	12.70	3.2	41.1	2.0

*Some reports provide more rounded estimates of overnight visits.

Wisconsin, consisting of 41.1 million (37.5%) overnight trips and 68.5 million (62.5%) day trips. These trips include leisure travelers, vacation homeowners, persons visiting friends or relatives, and business or convention travelers. Resulting visitor spending was estimated at \$12.70 billion in 2017, with lodging (27%), dining (26%), retail (20%) and recreation (14%) representing the majority of expenses. These research reports and associated data, including county-level statistics, can be found on Tourism's website.

The U.S. Bureau of Economic Analysis estimates the nominal gross domestic product (GDP) of Wisconsin was approximately \$324 billion for 2017. The 2017 expenditure estimates therefore suggest direct visitor spending may account for perhaps 4% of total state GDP.

Table 2: Tourism Promotion Funding Levels

Fiscal Year	GPR Tourism Marketing	PR Tourism Marketing	SEG Tourism Marketing	Total Tourism Marketing	GPR Program Operations	PR Program Operations	SEG Program Operations	Other PR	Tourism Total
2009-10	\$0	\$8,213,600	\$1,757,100	\$9,970,700	\$3,002,900	\$0	\$12,100	\$106,300	\$13,092,000
2010-11	0	8,373,600	1,597,100	9,970,700	2,876,500	0	12,100	106,300	12,965,600
2011-12	1,172,000	9,557,900	1,595,900	12,325,800	2,756,100	0	12,100	106,300	15,200,300
2012-13	1,172,100	9,557,900	1,595,900	12,325,900	2,756,100	0	12,100	106,300	15,200,400
2013-14	1,827,100	9,127,100	1,591,300	12,545,500	2,685,000	0	12,100	110,100	15,352,700
2014-15	1,827,100	9,127,100	1,591,300	12,545,500	2,688,400	0	12,100	110,300	15,356,300
2015-16	2,327,100	9,127,100	1,591,400	13,045,600	2,680,000	345,300	12,100	109,000	16,192,000
2016-17	1,827,100	9,127,100	1,591,400	12,545,600	2,680,000	324,500	12,100	109,000	15,671,200
2017-18	1,909,600	9,127,100	1,591,400	12,628,100	2,464,600	319,300	12,100	99,100	15,523,200
2018-19	1,827,100	9,127,100	1,591,400	12,545,600	2,506,500	319,300	12,100	99,100	15,482,600

Tourism Promotion Funding

Tourism promotion-related appropriations generally have remained within a range of \$13 million to \$16 million annually in recent biennia, with a majority of each year's funding dedicated to marketing of the state. Table 2 shows historic funding levels for tourism promotion and program operations. (Table 2 excludes the Kickapoo Valley Reserve and the Arts Board, which have been budgeted under Tourism during some of the period shown. These entities are discussed in detail at the end of this paper.) In 2018-19, the Department is provided \$15,482,600 for tourism promotion functions, which includes: (1) \$4,333,600 in state general purpose revenues (GPR); (2) \$9,545,500 from program revenues (PR); and (3) \$1,603,500 from segregated (SEG) funds. The Department is also authorized 30.0 tourism development positions, of which 26.0 are GPR-supported and 4.0 are PR-supported.

Tourism's three primary marketing appropriations (GPR, tribal gaming PR and transportation SEG) are all biennial appropriations. Biennial appropriations allow Tourism to expend the total funds appropriated at any point in the biennium, including transferring expenditure authority from the second year to the first year of a biennium. Unencumbered funds, if any, revert back to the

Table 3: Comparative Tourism Budgets

State	2006-07		2016-17		Percent Change (FY07 to FY17)	
	Total (millions)	Per Capita	Total (millions)	Per Capita	Total	Per Capita
Illinois	\$47.8	\$3.76	\$50.5	\$3.93	6%	5%
Indiana	4.4	0.69	6.2	0.94	41	36
Iowa	3.4	1.16	4.4	1.40	29	20
Michigan	15.8	1.56	34.0	3.42	115	119
Minnesota	8.8	1.72	14.5	2.62	65	53
Wisconsin	14.4	2.59	15.7	2.71	9	5
Combined Average	\$15.8	\$2.21	\$20.9	\$2.86	32%	29%

Source: U.S. Travel Association, U.S. Census Bureau

funding source at the close of the biennium.

Based on 2016-17 budget data from state tourism agencies collected by the United States Travel Association (USTA), Wisconsin ranked 17th in total tourism funding among the 48 states responding to the most recent survey. Wisconsin placed below the average state tourism budget (\$18.7 million) but above the median for state tourism budgets (\$12.4 million).

Table 3 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 between 2006-07 and 2016-17. Per capita funding is based on the July 1 population estimate from the U.S. Census Bureau for the beginning of the respective fiscal year. For 2016-17, Wisconsin ranked third among the six states in both tourism budget totals and budgeted dollars per capita. Most of these states' tourism budgets are financed from state general fund taxes. Some state tourism offices are at least partly supported by special-purpose taxes, however, including those on casinos and gaming centers (Iowa), and hotel operators (Illinois). Michigan funds its tourism promotion with proceeds of the state's tobacco settlement.

Tourism Marketing Activities

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 \$12,545,600 is budgeted for marketing activities in 2018-19, with \$1,827,100 GPR, \$9,127,100 tribal gaming PR, and \$1,591,400 transportation fund SEG. These marketing funds account for 81% of the Department's budget in 2018-19, excluding the Arts Board. Table 4 provides a breakdown for tourism marketing expenditures in 2017-18. Most marketing expenditures were for advertising, with a significant amount also expended for grants, particularly the Joint Effort Marketing (JEM) program. Expenditures shown in Table 4 do not include encumbered or other unexpended amounts Tourism has transferred to 2018-19 under its biennial expenditure authority for marketing. Therefore, expenditures shown in Table 4 are less than the total appropriations shown in Table 2 for the 2017-18 fiscal year.

Annual Statewide Marketing Strategy

Annually, the Department is statutorily required to formulate a marketing strategy for Wisconsin destinations, which is to guide the decisions and expenditures made throughout the year.

Table 4: Tourism Marketing Expenditures (2017-18)

Category	Amount	% of Total
Advertising	\$7,812,900	66.26%
Joint Effort Marketing (JEM) Grants	1,000,300	8.48
E-marketing/Tourism website	720,400	6.11
Public Relations	700,100	5.94
Multicultural Marketing Program	488,100	4.14
Other Grants	283,200	2.40
Customer Services/Publications ¹	275,400	2.34
Tourism Impacts Research	233,000	1.98
Travel Wisconsin Welcome Centers	170,100	1.44
Association Dues and Miscellaneous ²	106,600	0.90
Travel Green Wisconsin	1,500	0.01
Total	\$11,791,600	100.00%

¹ Excludes \$77,100 in publications costs paid from other appropriations.

² Excludes \$38,800 in membership dues paid from general program operations.

The statutes specify the Secretary is to form the annual marketing strategy under consultation with five selected members of the Council on Tourism, although Tourism reports the full Council customarily provides advice. In addition to guiding state-level tourism marketing, the Department is also directed to implement the marketing strategy in conjunction with the plans and programs of private tourism enterprises. Further, the Department is required annually to report to certain standing committees of the Legislature on marketing activities and efforts for the previous fiscal year.

Advertising

The Department of Tourism manages the state's tourism marketing campaigns, which utilize print, billboard, internet, email and other forms of advertising to encourage travel in Wisconsin. The Department reports that it focuses much of this advertising in large Midwest population centers such as Chicago, Minneapolis-St. Paul, and in-state areas such as Milwaukee, Madison, and the Fox Cities.

Tourism advertising campaigns are structured around consumers' travel motivations as revealed through research. Tourism expects a research-based approach to advertising development would

allow the Department to continually adapt its branding strategy to respond to shifts in consumer motivations.

Co-op Advertising. Through its contract with Laughlin Constable, discussed later, the Department offers opportunities for in-state tourism partners to secure advertising via its co-op advertising program. Tourism negotiates reduced rates for advertising media by using its collectively greater buying power to obtain a more cost effective rate. Partners then purchase advertising in private media through Laughlin Constable. The result is that smaller tourism partners may receive the benefit of lower rates and a wider audience than they would expect to pay individually. This generally allows destinations the ability to advertise more economically in larger markets. In the case of Department-administered media (email, deals, and social media), the Department sets rates intended to cover costs associated with the programming.

Co-op advertising opportunities are available through the following media: (1) on Tourism's social media accounts on Facebook and Twitter; (2) on Tourism's website, TravelWisconsin.com; (3) in regular emails sent by Tourism to subscribers that have signed up with the Department to receive such communication; (4) in periodic special sections of high-circulation newspapers in the Midwest; (5) on banner advertisements on major Midwest newspapers' websites; (6) in the Department's publications; and (7) on the radio. Tourism reports advertising of \$457,600 in 2016-17 and \$653,300 in 2017-18 was purchased through the co-op program. The program had 97 and 103 participants in 2016-17 and 2017-18, respectively.

Marketing Contracts. Tourism uses services of private firms under contract to carry out several of the marketing and advertising activities described earlier. Tourism is billed either by project or on a monthly basis, depending on the contract. Tourism reports these private firms provide

marketing services on a more cost-effective basis than the Department would likely be able to provide on its own. For example, Laughlin Constable is responsible for Tourism's general advertising, including: (1) creating and placing general advertising in print, broadcast and internet-based media; (2) public relations efforts; (3) marketing research; and (4) the co-op advertising program. Tourism reports that expenditures of approximately \$8.8 million in 2017-18 with Laughlin Constable consisted of \$7,264,500 for advertising, \$560,900 for industry relations, \$699,700 for public relations, \$111,900 for social media, and \$168,400 for Travel Wisconsin Welcome Centers (discussed later).

Tourism conducts multicultural advertising under contract with Creative Marketing Resources of Milwaukee to target communications to African-American, Hispanic, and Asian audiences. In 2017-18, Tourism spent \$284,000 for advertising and public relations services from Creative Marketing Resources.

The Department contracts with Native American Tourism of Wisconsin (NATOW) to provide tribal marketing services. NATOW promotes awareness of Wisconsin's Native American tribes and the tribes' tourist destinations, including notable cultural and natural sites. For the 2017-19 biennium, the contract totals \$200,000 annually.

In recent years, Tourism has contracted for web-related services through Ascedia, also of Milwaukee. Ascedia provides services related to content and technical administration of Tourism's websites. Tourism reported expenditures of \$669,700 in 2017-18 for services with Ascedia.

Office of Marketing Services (OMS)

The Department operates the Office of Marketing Services (OMS) to provide to state agencies services such as marketing plan development, market research, public relations, and advertising. Under the arrangement, Tourism

assesses state agencies charges for marketing services sufficient to cover Tourism's cost in providing the services. Recent projects have included recruitment videos, marketing of annual conferences, awareness campaigns for state programs, and agency publications, among others.

Tourism is authorized 4.0 PR positions for the office. Current staff, as of November, 2018, consist of 2.0 filled positions, a director, and a marketing specialist. In 2016-17, Tourism provided approximately 1,400 hours of staff time for 14 projects, with revenue of \$108,900. In 2017-18, it provided approximately 2,100 hours to 22 projects, with revenue of \$166,200.

Traveler Outreach

A primary means of the Department providing information on attractions, accommodations, historic sites, restaurants, and events throughout the state is its tourism database. The database accepts business or event entries directly or through chambers of commerce and convention and visitors bureaus that serve the area in which the attraction is located. Attractions listed in the database are the basis for much of the content appearing on TravelWisconsin.com, as well as in other Tourism promotional materials. The database published approximately 16,000 businesses or events in 2017.

Tourism offers phone- and internet-based services for prospective travelers seeking information on destinations in the state. The Department's website, TravelWisconsin.com, has been used increasingly often in recent years to find information on Wisconsin destinations. Tourism reports total unique pageviews were 19.7 million and 18.3 million in calendar years 2016 and 2017, respectively. Tourism has also developed social media platforms on Facebook, Twitter, Pinterest, and Instagram, totaling approximately 700,000 followers as of November, 2018.

Tourism operates toll-free informational phone numbers by which prospective visitors can contact

the Department for trip planning assistance Monday through Friday, 8:00 am to 4:30 pm. Tourism received approximately 6,300 and 6,000 phone calls on its toll-free numbers in calendar years 2016 and 2017, respectively.

Those who contact Tourism by phone, mail, email or online can request to have informational packets sent to them. The Department sent approximately 41,800 and 42,400 packets in calendar years 2016 and 2017, respectively.

Other Marketing Activities

The Department of Tourism markets Wisconsin as a traveler destination in various other ways. It produces several informational publications, which are distributed throughout the state, sent to persons calling the Department in response to tourism advertisements, and posted on TravelWisconsin.com. The Department also arranges customized familiarization tours to various parts of the state each year for travel writers. Further, the Department uses its website, call center, email newsletters, direct mail newsletters, press releases, interviews, and public service announcements to alert the public and the media of ski and snowmobile trail conditions, fall colors, and upcoming events.

Tourism conducts international tourism marketing promotions and advertising in conjunction with other area states through Great Lakes USA, a marketing subprogram of the Council of Great Lakes Governors, and through the Mississippi River Parkway Commission, a group of the 10 states bordering the Mississippi River. Membership for these organizations was \$80,000 and \$20,000, respectively in 2017-18.

Tourism spent \$31,200 in 2017-18 in partnership with Circle Wisconsin, a motor coach marketing organization, to support public relations and direct marketing efforts to tour operators who may be interested in bringing visitors to Wisconsin.

Tourism also promotes Wisconsin's meeting, convention, and sports facilities. The Department reports expenditures of approximately \$200,000 in 2017-18 to market these facilities to the visitor and convention industry.

The Department also promotes travel to state-owned or state-affiliated properties, including state parks, natural areas, and historic sites. Tourism is appropriated \$12,100 annually from the parks account of the conservation fund to promote state parks and natural areas operated by DNR.

Grants

Joint Effort Marketing (JEM) Grants

In an effort to help nonprofit tourism promotion organizations publicize innovative events and attractions in the state, the Department administers the JEM grant program funded from tourism's 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 develop publicity and produce and place advertising.

Under the JEM program, Tourism may reimburse up to 75% of the total promotional (marketing) budget for the first year of a project, up to 50% for the second year of a project, and up to 25% for the third year of a project, although not all types of JEM grants are eligible for multiple years of funding. JEM grants must also not exceed 50% of a project's total annual costs. Along with these annual percentage caps, Tourism has set annual dollar limits for each project type. JEM grants may be used to fund promotional costs related to the following items and media: (1) magazines; (2) newspapers; (3) radio; (4) television; (5) email; (6) internet; (7) direct mail; (8) media kits; and (9) billboards. Expenses ineligible for JEM grants

include: (1) operational costs; (2) local advertising; and (3) posters and brochures that are not direct mailed.

Department staff review JEM grant applications and discuss these with a review committee of the Council on Tourism. The review committee then forwards recommendations 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 has broad appeal and targets markets outside the local area; (4) the project will generate a substantial increase in tourist visits and expenditures; (5) the applicant is able to pay its share of the project costs; and (6) if the project is a continuing event, it has the potential to be self-sufficient within three years.

Events awarded JEM grants in the 2017-18 fiscal year are listed in Appendix I. It also includes

current maximum individual grant amounts, and the amount awarded by Tourism for each category in 2017-18. Section 41.17(5) of the statutes requires Tourism to expend at least \$1,130,000 annually on the JEM program, and Tourism makes grant awards that total to this requirement or greater. However, due to the reimbursement nature of grants, not all funds are typically expended. Tourism reports this can occur due to cancellation or modification of the event, changes in marketing plans, or purchases costing less than initially estimated. As seen in Table 4, 2017-18 expenditures, generally reflecting grant awards for 2016-17, total \$1,000,300.

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. Table 5 summarizes each category of the grant, including maximum yearly amounts, years of eligibility, and 2017-18 awards.

Table 5: Joint Effort Marketing (JEM) Grant Awards

Type	Description	Maximum Annual Project Amount	Years of Eligibility For Funding	2017-18 Awards
New Event	Projects promote an inaugural event planned to continue in subsequent years.	\$39,550	Three*	\$401,400
Existing Event	Projects promote an existing event targeting new geographic areas or audiences, or using new media.	39,550	Two**	388,900
Sales Promotion	Projects that encourage visits from targeted markets by publicizing discounts or incentives.	39,550	Two**	31,600
One-Time/ One-of-a-Kind Event	Projects marketing unique events which are unlikely to return to an area but will generate regional or national media attention.	28,250	One	126,700
Destination Marketing	Projects involving three or more municipalities and appearing during low-traffic periods. Projects comport with the statewide marketing strategy and attract either extended regional visitors or convention and motorcoach business.	39,550	Three*	200,500
				\$1,149,100

* Funding may be awarded in nonconsecutive years.

** Funding must occur in consecutive years.

Ready, Set, Go! Grants

Tourism has set aside \$220,000 per biennium from its tribal gaming PR marketing appropriation for Ready, Set, Go! grants. The grants are intended to assist destinations in securing competitive sporting events that require an upfront commitment of capital. The Department accepts applications three times a year and applicants may request up to 50% of bid or other fees associated with attracting the event, up to a maximum \$20,000. Events must not be regularly scheduled, or rotating among destinations within the state. Recipients of JEM grants are not eligible for these grants.

Tourism made 11 grants for a total of \$129,000 in 2016-17, and 10 grants for \$65,500 in 2017-18. Events awarded Ready, Set, Go! grants in 2016-17 and 2017-18 are listed in Appendix II.

Meetings Mean Business Grants

Tourism administers Meetings Mean Business grants to improve, relative to other out-of-state locations, the position of Wisconsin destinations to attract regional or national business meetings. The Department has set aside \$220,000 per biennium from its tribal gaming PR marketing appropriation for grants. Grants cover up to 50% of the costs of convention facilities rentals, shuttles or similar transportation costs within the destination city, or other hosting costs such as promotions of the host city or rebates for guest rooms, with a maximum of \$20,000. The Department accepts applications three times a year. Applications must be submitted at least 180 days before the event for events that have already been secured, or 90 days before for those not yet secured. Applications must also be submitted by a local chamber of commerce, convention and visitors bureau or other similar destination marketing entity. The recipient must also provide a funding match at least equal to any amounts provided by Tourism. Events must not be regularly scheduled, or rotating among destinations within the state. Recipients of JEM grants are not eligible for these grants.

Tourism awarded 12 grants for \$35,000 in 2016-17 and \$78,300 in 2017-18. Grants awarded in those years are for events taking place as late as 2021. Events awarded Meetings Mean Business grants in 2016-17 and 2017-18 are listed in Appendix III.

Tourism Information Center (TIC) Grants

Tourism provides \$160,000 tribal gaming PR annually for a competitive grant program to support local tourism promotion organizations, such as convention and visitor bureaus and chambers of commerce. TICs are required to provide informational or promotional materials on area attractions, and must be in a place that a visitor to the area would be reasonably assumed to stop while traveling to a cultural or recreational destination. TICs must also track visitors and provide staffing to assist travelers. A TIC must be likely to generate increased visitors to the region or state and to make a positive economic impact in the state. Tourism offers grants on a semiannual basis, with January 1 and July 1 application deadlines.

TIC grants are available to cover staffing costs related to the distribution of travel information to visitors, as well as structural expenses, such as publication displays and signage. TIC grants may be for up to 50% of the grantee's eligible costs. TIC grants are also capped at a maximum of \$15,000. Eligible grantees include municipalities, Native American tribes or other nonprofit organizations with a purpose of promoting tourism and business in the local area or state. Awardees for 2017-18 are shown in Appendix IV.

Travel Wisconsin Welcome Centers

Tourism provides funding to eight facilities known as Travel Wisconsin Welcome Centers (TWWCs), typically located on the state's border or other major thoroughfares, where visitors may obtain information about tourism destinations throughout the state. Sites in operation as of July 1, 2018, include Beloit, Kenosha, La Crosse,

Marinette, Menomonie, Platteville, Prairie du Chien and Superior. TWWCs in Beloit, Kenosha, La Crosse, and Menomonie operate at Department of Transportation rest areas rent-free. Funding provided to these centers, along with visitor counts, are shown in Table 6.

In return for state funding, the sites display Tourism's TravelWisconsin.com on materials throughout the center, including on apparel worn by staff persons. Funding provided represents what Tourism considers the purchase of advertising space at each center for signage, travel guides, and other promotional materials. Other requirements imposed by Tourism include, among others, certain operating hours and staff levels, tracking of visitors to the center, an approval process for what brochures are displayed, and the requirement that all brochures are free.

In addition to operational support from Tourism, TWWCs operate with funding from a variety of other sources, including: (1) TIC grants; (2) general budgets of the entity; (3) other area visitors bureaus, chambers of commerce or economic development organizations; (4) local room tax revenues; (5) grants from the host city or county; and (6) in-kind contributions from public and private sources.

Other Tourism Promotion Activities

Travel Green Wisconsin

Travel Green Wisconsin (TGW) began statewide in 2007 as program to recognize and certify tourism-related businesses that voluntarily minimize their waste, energy use, and overall environmental footprint. Certified participants may use the TGW logo in their promotional and marketing materials, and are listed on Tourism's program website.

As of July 1, 2018, TGW included 489 active certified participants. Participating businesses pay a \$95 membership fee for their first year. Prior to 2017, this fee was also assessed biennially for existing participants, but Tourism no longer charges a renewal fee.

Regional Tourism Specialists

The Department of Tourism has four tourism specialists located in regions throughout the state to assist local areas developing their tourism resources, including informing local businesses and organizations of grant and other resources available through the Department and other public and private sources.

Table 6: Travel Wisconsin Welcome Centers

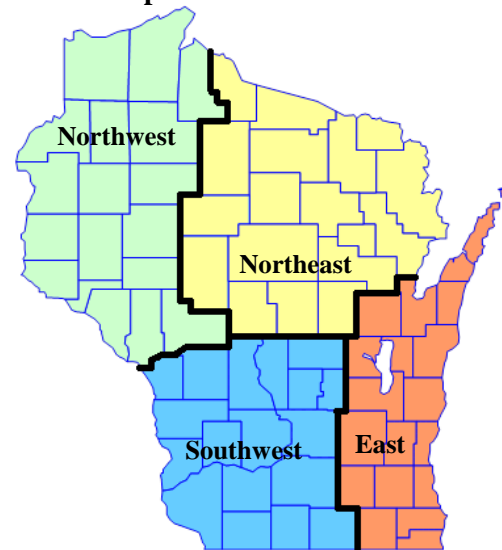
Location	Operating Entity	2016-17	2017-18	CY17 Visitors
Beloit	Visit Beloit	\$52,000	\$52,000	119,800
Kenosha	Kenosha Area Convention & Visitor Bureau	41,500	41,500	88,800
La Crosse*	La Crosse Area Convention & Visitor Bureau	0*	20,000	46,300
Marinette	City of Marinette	3,200	3,200	27,100
Menomonie	Chippewa Falls, Eau Claire, Menomonie and Hudson COCs	36,900	36,900	37,000
Platteville	Platteville Area Chamber of Commerce (COC)	3,200	3,200	11,500
Prairie du Chen	Prairie du Chien Area Chamber of Commerce	8,400	8,400	46,300
Superior	Superior and Douglas County Area Chamber of Commerce	3,200	3,200	23,100
Totals		\$148,400	\$168,400 [†]	399,900

* The La Crosse TWWC was temporarily closed from March, 2015, to December, 2016, for facility upgrades.

[†] Excludes \$1,700 in miscellaneous supplies costs shown for TWWCs in Table 4.

Regional tourism specialists carry out two specific programs to assist local tourism-oriented businesses in developing their destinations. One is a customer service training program, in which specialists work with local businesses to refine their presentation to and interaction with customers to improve customer experiences at area destinations. A second program is a destination assessment program, in which specialists identify an area's destinations and other assets, and recommend means of further promoting or developing those resources to attract additional visitors. These assessments typically take several months. The specialists work from Waupaca (Northeast), Siren (Northwest), Beaver Dam (Southwest), and Genoa City (East). Figure 1 illustrates the areas of the state covered by each specialist.

Figure 1: Program Areas for Regional Tourism Specialists



Governor’s Conference on Tourism

The Wisconsin Governor’s Conference on Tourism is an annual event arranged to bring national experts on tourism to Wisconsin to educate in-state tourism businesses and organizations. The event is several days long and structured as multiple seminars and workshops for participants. The 2019 Conference is scheduled for March 17-19 in Wisconsin Dells.

Arts Board

The Arts Board is a 15-member, Governor-appointed body responsible for promoting the development of the arts in Wisconsin through grants in aid and other program assistance. Members have three-year terms and must be residents of the state known for their concern for the arts. The Board must have at least two members each from the northwest, northeast, southwest, and southeast areas of Wisconsin.

Boards and Attached Agencies

The Department of Tourism currently oversees budgeting of the Wisconsin Arts Board. Additionally, the State Fair Park Board and Kickapoo Reserve Management Board are statutorily attached to Tourism for administrative purposes. In practice, Tourism reports it does not provide any administrative services to either attached Board, as the Department of Administration now provides these services to all three entities under shared services agreements.

While previously an independent board, beginning in 2011-12 the Arts Board has been budgeted under Tourism, with budgeting and staffing carried out under the direction of the Tourism Secretary. However, the Board still selects the Executive Secretary, who serves at the Board's pleasure.

In 2018-19, the Arts Board is budgeted state funding of \$738,100 GPR and \$44,900 PR, and authorized positions include 3.0 GPR and 1.0 supported by federal funding (FED). Prior to being consolidated with Tourism, the Board's state funding was \$3.0 million. Current funding levels are intended to provide the minimum amounts necessary to match federal funding provided by the National Endowment for the Arts (NEA), which

Table 7: Arts Board 2018-19 Budget

	State	Federal	Total
Staff and Operations	\$262,100	\$188,100	\$450,200
Grants			
Creation and Presentation	\$140,900	\$502,700	\$643,600
Creative Communities	107,500	32,200	139,700
Regranting	116,700	0	116,700
Arts Challenge Initiative	57,000	0	57,000
Woodland Indian Arts Initiative	24,900	0	24,900
Folk Arts Apprenticeships	17,500	28,000	45,500
Miscellaneous	<u>36,400</u>	<u>12,000</u>	<u>48,400</u>
Subtotal - Grants	\$500,900	\$574,900	\$1,075,800
Total Available	\$763,000	\$763,000	\$1,526,000
Unmatched federal funds*		\$35,900	
Ineligible state operations funds	\$20,000		

*The Arts Board reports that if state appropriations were made to match federal funding, an additional \$71,800 would be directed towards Creation and Presentation grants.

requires an equal state match on its grant awards. These awards totaled \$787,100 for 2017-18 and \$798,900 for 2018-19.

Available state and federal funding for 2018-19 staff, operations, and grants are shown in Table 7. As of December, 2018, total appropriations of match-eligible state funding are \$763,000 in 2018-19, including \$738,100 GPR and \$24,900 tribal gaming PR. The Arts Board would require additional state funding of \$35,900 to receive the entire federal grant for 2018-19.

The statutes require that any recipient of a grant from the Arts Board perform a public service. The Arts Board defines public service as an activity that increases public awareness of state artists and artistic resources, such as an exhibition, a publication, a performance, an artist in residence, a lecture or demonstration, or a workshop. Also, the public activity must: (1) include a public announcement of its occurrence; (2) be in a place accessible to persons with disabilities; and (3) relate clearly to the purpose of the grant.

The following paragraphs briefly summarize

current grant programs offered by the Arts Board. For discontinued programs, see previous versions of this informational paper available on the Legislative Fiscal Bureau website. For specific program eligibility requirements, see the Arts Board website.

Creation and Presentation Grants. Creation and Presentation Grants are awarded to established nonprofit arts organizations to assist with their operations or creation and presentations of arts programming. Eligible recipients are nonprofit arts organizations, including college or university and local or tribal arts groups that conduct artistic activities in at least the three consecutive years preceding application. Groups must have public participation in arts program planning, and must have a primary mission of creating and/or presenting artistic works or performances that benefit the general public. Organizations based on presentations and performances must present at least four performances from artists outside the presenters' communities. Recipient groups must also provide an equal match of funding.

Creative Communities Grants. The Creative Communities Grant program provides funding in

one of three areas: (1) arts education, which provides funding to schools or community organizations that use professional artists to work with K-12 students on a short-term basis; (2) local arts, which provides funding to community groups or local government agencies to plan and implement arts programming; and (3) folk and traditional arts, which provides funding to groups specializing in traditional artistry of tribes or ethnicities. Organizations must have been operating in at least three consecutive years preceding application, and must provide an equal match of funding. Applicants for Creation and Presentation Grants may not apply for funding through the Creative Communities Grant.

Wisconsin Regranting Program. The Wisconsin Regranting Program provides funding to local arts agencies and partner foundations for the groups to disburse as grants throughout the state. Initial recipients of state funds are subject to equal match requirements; match requirements of secondary recipients vary throughout the state.

Arts Challenge Initiative. The Arts Challenge Initiative awards grants to arts organizations that exceed fundraising in successive years. The program is intended to use potential additional state funding matches to promote growth in arts organizations' revenues from both programming offerings and fundraising. The Arts Challenge Initiative has not been appropriated any funding directly since the 2008-09 fiscal year. However, the Arts Board continues to award sustaining grants to four minority-focused organizations in the Milwaukee area under its general appropriation for state aid for the arts. The Arts Board requires awards to be matched by an equal amount from recipients.

Folk Arts Apprenticeship Program. The Folk Arts Apprenticeship Program provides grants of \$3,000 to support the teaching of apprentices by master artists and performers, such as musicians, singers, or dancers.

Other Aids and Assistance. The Arts Board has budgeted \$36,400 FED 2018-19 to Arts Midwest, a regional body that promotes artists and arts programming, and makes grants, primarily in Illinois, Indiana, Iowa, Michigan, Minnesota, North Dakota, Ohio, South Dakota and Wisconsin. The organization is supported by the member states, the NEA and other funds donated by individuals and foundations. The Arts Board has also budgeted \$12,000 FED in 2018-19 for Arts Wisconsin, a statewide advocacy and assistance organization for local artists and arts organizations.

Additionally, the Arts Board provides technical assistance to local arts agencies, including marketing and various aspects of organizational development, such as strategic planning, fundraising, project or program evaluation, volunteer cultivation and leadership succession. The Arts Board reports technical assistance is intended to provide input on how organizations establish and grow in their communities, while grant funds provide financial means to implement these efforts.

Kickapoo Reserve Management Board

Tourism has administered the Kickapoo Valley Reserve since 1996. Since 2015-16, the Kickapoo Valley Reserve is budgeted as a separate agency. While it remains administratively attached to Tourism under statute, in practice it receives administrative services from the Department of Administration. The Kickapoo Valley Reserve comprises 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 around 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. A 1997 MOU between the state and the Ho-Chunk nation stipulates the entire acreage will be managed as one property.

Conservation fund (forestry account) appropriations to Tourism support administrative functions for the Kickapoo Reserve Management Board. The Board is responsible for: (1) managing the land in the Kickapoo River valley to preserve and enhance its unique environmental, cultural, and scenic features; (2) providing facilities for the use and enjoyment of visitors to the Reserve; and (3) promoting the Reserve as a destination for vacationing and recreation.

The Board is appropriated \$733,000 SEG and 2.75 positions from the forestry account of the conservation fund annually in the 2017-19 biennium. In each year for 2017-19, the Board is authorized \$166,000 PR with 1.0 education coordinator position for services such as recreational and educational programming for the public and area schools, and \$66,400 tribal gaming PR with 0.25

position for law enforcement services such as conducting patrols and supervising limited-term officers the Reserve hires for much of its police needs. Revenues generated by the Reserve include camping and use fees, event and permit fees, agricultural lease revenue, timber harvest revenue and other miscellaneous revenues.

Of the forestry SEG budgeted for 2017-19, a portion is for annual aids in lieu of property taxes made to the local taxing jurisdictions. These aids are intended to compensate local municipalities and school districts for state acreage located in their jurisdictions, as these lands are exempt from property taxation. The aids are paid from a sum-sufficient forestry account appropriation. Payments were \$304,800 in 2016-17 and \$269,300 in 2017-18.

APPENDIX I

Joint Effort Marketing Grant Awards in 2017-18

<u>Event Name</u>	<u>Event Type</u>	<u>Amount</u>	<u>County</u>	<u>Organizer</u>
2018 Cheese Curd Festival	Existing Event - Year 2	\$13,900	Pierce	Ellsworth Area Chamber of Commerce
2018 Traveling Beer Garden Tours	Existing Event	39,500	Milwaukee	Milwaukee County Parks
2018 U.S. Olympic Long Track Speedskating Trials	Existing Event	33,460	Milwaukee	Pettit National Ice Center, Inc.
3rd Annual Sturgeon Spectacular	Existing Event	25,000	Fond du Lac	Fond du Lac Convention & Visitor Bureau
A Gathering of Rogues and Ruffians - A Renaissance Faire	Existing Event	34,687	Green	Shakespeare on the Edge, Inc.
Arctic Warrior	New Event - Year 3	2,365	Vilas	St. Germain Chamber of Commerce
Art Walk Stoughton 2018	Existing Event	5,000	Dane	Stoughton Chamber of Commerce
Black Arts MKE Spring 2018 Production	New Event	10,441	Milwaukee	Black Arts Think Tank
Bucky on Parade	One-Time/One-of-a-Kind	10,000	Dane	Madison Area Sports Commission
Cameron Bluegrass Festival and Indianhead Country Arts & Crafts Fair	Existing Event	7,615	Barron	Barron County Historical Society
China Lights (Panda-Monium at Boerner Botanical Gardens)	New Event - Year 3	19,250	Milwaukee	Friends of Boerner Botanical Gardens
CrossFit Games	Existing Event	30,640	Dane	Madison Area Sports Commission
Destination Green Bay Experiences	Destination Marketing	36,310	Brown	Greater Green Bay Convention & Visitor Bureau
Discover Wisconsin Skiing	Destination Marketing - Year 3	7,000	Multiple	Skiing Wisconsin Inc.
Dr. Seuss' How the Grinch Stole Christmas: The Musical! Youth Broadway Performance	Sales Promotion	31,640	Milwaukee	Marcus Center for the Performing Arts
Driftless Sports Convergence	New Event	21,264	La Crosse	La Crosse County Convention & Visitor Bureau
EVP Volleyball Coolest Coast Classic	Existing Event	5,965	Manitowoc	Manitowoc Area Convention & Visitor Bureau
FALL in Love with the Byway	Destination Marketing	38,633	Multiple in Northeast WI	Forest County Economic Development Corporation
Flambeau River Gravel Grinder	New Event	4,040	Rusk	Rusk County Tourism
Food, Folks & Spokes	Existing Event - Year 2	11,000	Kenosha	Kenosha YMCA
Gridiron Glory: The Best of the Pro Football Hall of Fame (Exhibition)	One-Time/One-of-a-Kind	28,250	Outagamie	Outagamie County Historical Society
Hmong Wausau Festival	Existing Event	16,000	Marathon	Hmong American Center, Inc.
IndiaFest Milwaukee 2018	Existing Event	17,250	Milwaukee	Spindle India
International Wisconsin Ginseng Festival	New Event - Year 2	35,303	Marathon	Wausau/Central Wisconsin Convention & Visitor Bureau
Joel Shapiro: The Bronzes	One-Time/One-of-a-Kind	21,950	Dane	Madison Museum of Contemporary Art
Kilbourn City Live (2018 Kilbourn City Live Music & Arts Festival)	New Event - Year 3	10,000	Sauk	Wisconsin Dells Convention & Visitor Bureau

<u>Event Name</u>	<u>Event Type</u>	<u>Amount</u>	<u>County</u>	<u>Organizer</u>
Lancaster Brews and Blues	New Event - Year 3	1,250	Grant	Lancaster Area Chamber of Commerce
Midwest Magic Fest	New Event	30,840	Waukesha	Waukesha Pewaukee Convention & Visitor Bureau
Military Working Dog Tribute Dedication	One-Time/One-of-a-Kind	10,000	Clark	Highground Veterans Memorial Park
Milwaukee Irish Fest - Michigan Campaign	Existing Event	19,660	Milwaukee	Milwaukee Irish Fest (Celtic MKE)
Namekagon River: Wisconsin's Moving National Park	Destination Marketing	39,500	Washburn, Bayfield, Burnett, Sawyer	Washburn County Tourism Association
Nature Connects: Art with Lego Bricks Exhibit at Green Bay Botanical Garden	One-Time/One-of-a-Kind	28,250	Brown	Green Bay Botanical Garden
Northwoods Triple Crown Festival	New Event - Year 2	20,564	Langlade	Black Hawk Hills Horse Park, Inc.
Oneida County Tourism Council Brand Research Project	Destination Marketing	39,550	Oneida	Rhineland Area Chamber of Commerce
Paavo Nurmi Marathon	Existing Event	2,250	Iron	Hurley Area Chamber of Commerce
Park Art Fair 2018	Existing Event	22,347	St. Croix	New Richmond Area Chamber of Commerce
Project North	New Event	14,690	Oneida	ArtStart Rhineland
Promoting Grouse Hunting Excursions to Wisconsin's County Forests	New Event - Year 2	2,025	Multiple	Wisconsin County Forests Association
Promoting Wisconsin "America's #1 Golf Destination"	Destination Marketing	39,500	Multiple	Wisconsin State Golf Association
Racine County Open House	New Event - Year 3	8,365	Racine	Racine County Convention & Visitor Bureau
Reliving Our Heritage - A Living History Timeline	Existing Event	8,438	Grant	City of Boscobel
Replay	One-Time/One-of-a-Kind	28,250	Winnebago	Oshkosh Public Museum
Rusk County Rodeo	New Event	12,200	Rusk	Rusk County Rodeo, Inc.
Santa Cruise, The	Existing Event - Year 2	29,770	Walworth	Visit Lake Geneva
Sculpture Milwaukee	New Event - Year 2	24,000	Milwaukee	Milwaukee Downtown, Inc.
Sep Timber Ride	Existing Event - Year 2	5,000	Vilas	Eagle River Area Chamber of Commerce
Shipwrecks of Door County Interactive Exhibit Unveiling	New Event	39,550	Door	Door County Maritime Museum
Starlight Festival 2018	New Event	39,519	Walworth	University of Chicago Yerkes Observatory
Summer Wine Up	Existing Event	9,838	Adams	Adams County Chamber of Commerce & Tourism
The Nutcracker	Existing Event	25,010	Milwaukee	Milwaukee Ballet Company
Thornberry Creek LPGA Classic	New Event - Year 2	39,550	Brown	Oneida Nation
Tour of America's Dairyland 2018	Existing Event	23,538	Multiple	Wisconsin Bike Federation
Tribute Island	New Event - Year 2	23,910	Kenosha	Kenosha Area Convention & Visitor Bureau
Vino Fest	New Event	28,650	Monroe	Vino Fest Wisconsin
Windigo Fest	New Event - Year 2	13,650	Manitowoc	Windigo Society
Wisconsin Senior Olympics - 2018 Games	Existing Event	<u>3,000</u>	Milwaukee	Wisconsin Senior Olympics
Total		\$1,149,127		

Note: Awards listed were made in 2017-18 and will be reimbursed mostly in 2018-19. As such, award amounts do not match JEM grant expenditures for 2017-18 shown in Table 4.

APPENDIX II

Ready, Set, Go! Grant Awards

<u>Event Name</u>	<u>Awarded</u>	<u>County</u>	<u>Recipient Organization</u>
2016-17			
2017 Ice Skating Institute Synchronized Championships	\$2,570	Kenosha	Kenosha Area Convention & Visitor Bureau
2017 USA Gymnastics Championships	17,000	Milwaukee	Visit Milwaukee
2017 USA Gymnastics Xcel Region 4	20,000	Adams	Wisconsin Dells Visitor & Convention Bureau
2017 USA Paratriathlon National Championships	2,500	Kenosha	Kenosha Area Convention & Visitor Bureau
Cabela's National Walleye Tour	5,930	Marinette	Marinette Recreation Department
CrossFit Games	20,000	Dane	Madison Area Sports Commission
EVP Tour: 2018 Winter Holiday Championships	4,000	Eau Claire	Eau Claire Area CVB
Gran Prix of Wisconsin	15,000	Marathon	Wausau/Central Wis. Convention & Visitor Bureau
International Softball Congress	12,000	Brown	Greater Green Bay Convention & Visitor Bureau
Madison USA Volleyball	20,000	Dane	Madison Area Sports Commission
USA Powerlifting High School National Championships	<u>10,000</u>	Outagamie	Fox Cities Convention & Visitor Bureau
Total	\$129,000		
2017-18			
2018 U.S. National Jump Rope Championship	\$12,000	Sauk	Wisconsin Dells Visitor & Convention Bureau
2018 USAFL Nationals (US Australian Rules Football League)	6,000	Racine	Racine County Convention & Visitor Bureau
2019 United States Snowshoe Association National Championship	1,500	Eau Claire	Visit Eau Claire
2019 YMCA National Gymnastics Championships	8,000	Sauk	Wisconsin Dells Visitor & Convention Bureau
Arbor Ridge Trail Race	3,000	Rock	Janesville Area Convention & Visitor Bureau
NJCAA 2019 Division III Men's Soccer National Championships	2,500	Dane	Madison Area Sports Commission
Real Racine International Triathlon	10,000	Racine	Racine County Convention & Visitor Bureau
U.S. Dept of Veterans Affairs National Golden Age Games	10,000	Dane	Madison Area Sports Commission
U.S. Open Bowling	5,000	Brown	Greater Green Bay Convention & Visitor Bureau
USA Judo Senior National Championships	<u>7,500</u>	Dane	Madison Area Sports Commission
Total	\$65,500		

APPENDIX III

Meetings Mean Business Grant Awards

<u>Event Name</u>	<u>Awarded</u>	<u>County</u>	<u>Recipient Organization</u>
2016-17			
2020 Uniform Law Commission Annual Meeting	\$10,000	Dane	Greater Madison Convention & Visitor Bureau
Intelligent Systems for Molecular Biology (2020, 2022 or 2024)	10,000	Dane	Greater Madison Convention & Visitor Bureau
International In-Service Training Conference	<u>15,000</u>	Brown	Greater Green Bay Convention & Visitor Bureau
Total	\$35,000		
2017-18			
2020 National Pheasant Fest & Quail Classic	\$20,000	Dane	Greater Madison Convention & Visitor Bureau
2021 PRIMA Annual Conference	14,500	Milwaukee	Visit Milwaukee
American Theatre Critics' Association 2018 Annual Conference	5,000	Sauk	Spring Green Chamber of Commerce
Land Art Generator	10,000	Portage	Stevens Point Convention & Visitor Bureau
National Association for Interpretation Heartland Region Workshop	4,760	Portage	Stevens Point Convention & Visitor Bureau
National Trans Health Conference	10,000	Eau Claire	Visit Eau Claire
Philadelphia Church of God	3,000	Walworth	Visit Lake Geneva
SAFECON 2018 (Safety and Flight Evaluation Conference)	7,000	Rock	Janesville Area Convention & Visitor Bureau
USS Blue DD744 Military Reunion	<u>4,000</u>	Waukesha	Brookfield Convention & Visitor Bureau
Total	\$78,260		

APPENDIX IV

Tourist Information Center Grant Awards in 2017-18

<u>Organization</u>	<u>Site/City</u>	<u>Amount</u>
Friends of the Center Alliance	Ashland	\$13,720
Beloit Convention & Visitors Bureau	Beloit	7,500
Burlington Chamber of Commerce	Burlington	5,000
Eau Claire Convention & Visitors Bureau	Eau Claire (for Menomonie)	15,000
Kenosha Area Convention & Visitors Bureau	Kenosha	7,500
Explore La Crosse	La Crosse	8,237
Madeline Island Chamber of Commerce	Madeline Island	2,000
City of Marinette	Marinette	9,900
Visit Milwaukee	Milwaukee	2,000
Platteville Chamber of Commerce	Platteville	15,000
Prairie du Chien Chamber of Commerce	Prairie du Chien	15,000
Friends of Freedom Park	Prescott	6,056
Racine County Convention & Visitors Bureau	Racine	5,000
Washburn County Tourism	Spooner	1,000
Polk County Tourism	St. Croix Falls	14,851
Stevens Point Area Convention & Visitors Bureau	Stevens Point	13,793
Superior-Douglas County Chamber	Superior	<u>15,000</u>
Total		\$156,557