



Tourism Commission Meeting Agenda

Monday, November 03, 2025 at 6:30 PM

Columbus City Hall – 105 N. Dickason Boulevard

Call to Order

Notice of Open Meeting

Approval of Agenda

Approval of Minutes

1. Consider and take action to approve the Tourism meeting minutes from October 6, 2025

Public Comment

New Business

2. Discuss an aerator or other options for clearing the kayak launch at Rotary Park
3. Discuss ideas to build an initial itinerary for marketing Columbus to visitors
4. Discuss potential tourism niche opportunities for Columbus and how they can be marketed towards visitors
5. Discuss possible brewing industry - related tourism event for Columbus
6. Discussion of potential Discover Wisconsin project proposal

Adjourn

*A quorum of city committees and/or commissions may be present at this meeting. No action will be taken or considered by those committees and/or commissions.



Tourism Commission Meeting Minutes

Monday, October 06, 2025 at 6:30 PM

Columbus City Hall – 105 N. Dickason Boulevard

Call to Order

Walcott called the meeting to order at 6:34pm. A quorum present consisted of Hammer, Roelke, Famularo, and Walcott. Staff liaison Bennett was present.

Walker arrived at 6:36pm and Belschner arrived at 6:37pm.

Notice of Open Meeting

The meeting was properly noticed.

Approval of Agenda

Hammer motioned to approve the agenda as presented. Roelke seconded the motion. The motion was carried unanimously.

Approval of Minutes

1. Consider and take action to approve the Tourism Commission meeting minutes from August 11, 2025

Roelke motioned to approve the meeting minutes as presented from August 11, 2025. Hammer seconded the motion. The motion was carried unanimously.

Public Comment

There were no members of the public in attendance for public comment. Bennett acknowledged that there was no correspondence either.

Both Walker and Belschner arrived.

New Business

2. Consider and take action to finalize insert for distribution with tour booklets

Bennett presented a mock-up, and a graphic copy of the proposed tourism insert for the Historic Landmarks and Preservation Commission's (HLPC) historic architecture tour booklets. The Tourism Commission was receptive to the design. The QR code addition is functional on the dark background. In response to how the inserts will be printed, Bennett stated that since printing will be done in small batches initially, the City could print the inserts. Staff would monitor how many booklets and inserts get taken and depending on demand, may source printing services if needed.

Hammer motioned to approve the design of the inserts as presented. Famularo seconded the motion. The motion was carried unanimously. Bennett will update the logo pending the results of item #5 in this meeting's agenda.

3. Consider and take action to approve print ads from The Greater Valley Guide

Bennett presented an ad solicitation from The Greater Valley Guide (TGVG) highlighting the previous utilization of the publisher and focusing on leveraging digital marketing if going forward.

Bennett showed little desire to just purchase print ads as was done in the past, citing leftover publications left in towns in the TGVG distribution market. Bennett's preference if going forward was purchasing the Community Connector ad package as it's similar price to the previous ads purchases and focuses more on digital. Belschner asked if the article and ads get proofed prior to publishing. Bennett admitted to the oversight of not asking about proofing but will if going forward. Bennett stated TGVG does allow staff to proof ads before going out and trusts they would do the same with articles too. Bennett confirmed there is funding for the ad package. Belschner suggested the Neighborhood Builder ad package be purchased as it includes a larger ad and mor social media posts.

Roelke motioned to approve up to \$1,750 to purchase ads in the TGVG's Neighborhood Builder ad package. Belschner seconded the motion. No additional discussion was made. The motion was carried unanimously by roll call vote: Walcott - aye, Roelke - aye, Famularo - aye, Belschner - aye, Walker - aye, and Hammer - aye.

4. Discuss secondary projects to begin working on in 2025

Bennett wanted to have a discussion regarding pursuing additional topics as the signage project is slated for the City's 2027 and 2028 capital improvements plan (CIP) and the tour booklet inserts project is about to go forward with implementation.

The Tourism Commission discussed pursuing itinerary marketing with Walcott providing a simple example from his lodging website. Belschner would like the itineraries to vary and focus on niche topics citing dog ownership as an example. The Commission would like to tie-in local businesses, events, history, etc. There was discussion about adding itinerary marketing to agendas to be brainstormed and then implemented along with looking ahead for seasonal topics. Bennett will add this topic to future agendas.

Other topics brought up for discussion for possible consideration included educating / highlighting the community's industries, history, etc. Bennett stated that staff would be looking at brining a possible economic development marketing proposal to the Plan Commission that may contain similar information. Topics of the railroad - especially its history and other things that the city could be known for was discussed. The Holiday Train was brought up, but the date has not been made public yet.

There was discussion regarding a possible event focusing on John Dillinger / Public Enemies movie but would be potentially competing with the 4th of July Celebration. There could be possibility of the event focusing on prohibition era in general and/or the brewing industry that existed in Columbus.

5. Discuss tourism branding

Bennett presented a draft logo for the City's tourism efforts that incorporates the City's branding along with the currently used name of Visit Columbus Wisconsin. Bennett was looking for constructive feedback of the proposed logo. The Commission really liked the logo as presented. Belschner asked about the ability to swap colors for different backgrounds and Bennett stated that the logo is broken up into several elements and that each element has the option of being a different color. Bennett gave examples of turning the entire logo white, black, or coloring clocktower, etc. The template would allow for various applications across backgrounds. The Tourism Commission would like to use the new logo going forward.

6. Discuss clearing up the Rotary Park mill pond to make it easier and nicer for kayaking and other recreational uses

Bennett highlighted a previous effort of the Columbus/Fall River Rotary Club to purchase an aerator for the Rotary Park mill pond's kayak/canoe launch. Bennett cited the algae bloom as a barrier to effectively promote the kayak rentals and would like to explore the possibility of purchasing an aerator to mount to the kayak launch to clear the area. Discussion included researching the impact of the aerator on possible additional algae blooms, pricing, and working with Henry St. Maurice. Discussion led to a focus on solar powered aerators to be installed and

removed seasonally and can be attached to the kayak launch. Bennett will get some pricing and additional information for next meeting.

Adjourn

The next meeting of the Tourism Commission will tentatively be Monday, November 3, 2025, unless there's any elections. In that case it would be moved to the 10th. Bennett will update the Commission if it needs to be moved from the 4th.

Roelke motioned to adjourn the meeting. Belschner seconded the motion. The motion was carried unanimously. The meeting adjourned at 7:32pm.

*A quorum of city committees and/or commissions may be present at this meeting. No action will be taken or considered by those committees and/or commissions.

** These minutes will be approved at a future meeting and may be amended. These minutes are respectfully submitted by David Bennett, Communications and Economic Development Coordinator **

Rotary Park kayak launch area grooming project

WI DNR Info: [Mechanized aquatic plant management | Waterway protection | Wisconsin DNR](#)

Aeration systems can help increase the localized dissolved oxygen levels in the water column and circulate water to prevent algal buildup. These systems typically require placing a single base or tubular structure on the lakebed to push air or water through the water column so that water is continually moving, avoiding stagnant water flow conditions. This has the potential to push algal mats to other parts of the lake or river. This can adversely impact other riparian owners and members of the public who may be recreating on the water. Although the department does not advocate for aerators, a permit is not required to install or maintain these devices so long as the following conditions are met:

- the prop is attached to a legal structure that has either received a permit or is exempt from needing a permit;
- the mixing action does not disturb the lake bottom; and
- the prop does not cause problems for lake users or neighbors.

If any of the above conditions are not met, visit [water permits](#) to apply for a [miscellaneous structure permit](#).

Options:

Self-contained floating solar-powered surface aerator

- Pros: inexpensive, no construction of solar panels needed, no external plug-in electric power needed, no permits needed, can be tethered to the kayak/canoe launch, can be removed off-season
- Cons: covers a very small area and may need multiple, easy to “walk off”, may not be too effective clearing out plants like duckweed
- [Amazon.com: Lewisia Solar Floating Pond Aerator 2.5W Solar Powered Air Pump with Air Hose and Bubble Stones Pond Aerator Bubble Oxygenator : Patio, Lawn & Garden](#)

AquaThruster (possible Rotary Club project)

- Pros: can be mounted to kayak/canoe launch, effective in mitigating algae and duckweed, can be removed during off-season
- Cons: requires wired electric power, more tedious install/removal, starting base cost is usually between \$1,300 & \$1,500
- [AquaThruster™ | Lake Muck Blower | Underwater Fan](#)

Manual pool, lake & pond skimmer

- Pros: inexpensive (unless mechanical), not a fixture at the park, won't affect non-targeted plants
- Cons: requires staff labor, limited range (unless mechanical)
- [Amazon.com : U.S. Pool Supply Swimming Pool 5 Foot Leaf Skimmer Net with 4 Aluminum Pole Sections - 6" Deep Ultra Fine Mesh Netting Bag Basket for Fast Cleaning of The Finest Debris - 60" Long, Clean Spas, Ponds : Patio, Lawn & Garden](#)



Discover Wisconsin Proposal
Columbus, WI
October 2025



Discover Mediaworks Family of Brands

Discover Mediaworks is a strategic communications & media production company rooted in the heart of the Midwest, born in a fishing boat in 1987. Headquartered in Madison, Discover Mediaworks has grown to a crew of 30+ storytellers that produce five award-winning video brands:



Discover Wisconsin

The nation's longest running tourism series, celebrating everything Wisconsin.



Discover Mediaworks

Custom video and marketing campaigns from branded commercials to documentaries.



Uniquely Wisconsin

A series dedicated to showcasing the culture and passion hidden in Wisconsin Counties.



Into the Outdoors

Educational programming for youth to learn about the outdoors and STEM based curriculum.

Item #6.



*"Hello and Welcome to
Discover Wisconsin"*

About Discover Wisconsin

Centered in the heart of the Midwest, Discover Wisconsin, an Emmy Award-winning series, delves into the natural landscapes, destinations, events, culture, and people of Wisconsin. As the nation's longest-running tourism program, it remains dedicated to engaging diverse audiences across multiple platforms, inviting all who are eager to explore and experience the hidden gems of Wisconsin.

Television

- *608 Episodes*
- *Commercial Spots, featured segments, etc.*
- *25 Emmy Nominations, 5 Wins; 1-2012, 2-2023, 2-2024*

Podcast

- *1,181,000+ podcast downloads*
- *Weekly Production*
- *54% Listenership - Wisconsin*

Social Media

- *Facebook*
- *Instagram*
- *X*

Digital Streaming

- *Digital series (shorts)*
- *OTT Channels for streaming distribution*
 - *YouTube*

discoverwisconsin.com

- *12-month placement in Calendar of events*

Blog

- *Dedicated editorials*

eNewsletter

- *Monthly e-Newsletters*
- *25,000+ email recipients*





Discover Wisconsin Audience Profile

Item #6.

PLATFORM	FOLLOWERS/ SUBSCRIBERS	VIEWS/ DOWNLOADS	GENDER SPLIT	AGES	TOP LOCATIONS
FACEBOOK	206,000+ Followers	N/A	31.8% Male 68.2% Female	18-34: 11.8% 35-44: 22.2% 45-54: 22.9% 55+: 43.1%	1. Milwaukee 2. Madison 3. Appleton 4. Green Bay 5. Janesville
INSTAGRAM	135,000+ Followers	N/A	31.1% Male 68.9% Female	18-34: 20.7% 35-44: 32.9% 45-54: 22.9% 55+: 23.5%	1. Milwaukee 2. Madison 3. Appleton 4. Green Bay 5. Chicago
YOUTUBE	24,000+ Subscribers	6,597,000+ Views	68.0% Male 32.0% Female	18-34: 31.5% 35-44: 20.4% 45-54: 15.8% 55+: 31.8%	1. Chicago 2. Milwaukee 3. Madison 4. Minneapolis 5. Detroit
TV	N/A	211,566 Weekly Viewers (Q4 2024) 7,750,000+ 2023 Broadcast Viewers	46.0% Male 54.0% Female	Core demo: Ages 35+	1. Milwaukee 2. Green Bay 3. La Crosse/ Eau Claire
PODCAST	1,181,000+ Downloads	320,000+ Unique Listeners 3,000-6,000 Downloads/Week	N/A	N/A	1. Wisconsin (54%) 2. Illinois (10%) 3. Minnesota (5%)

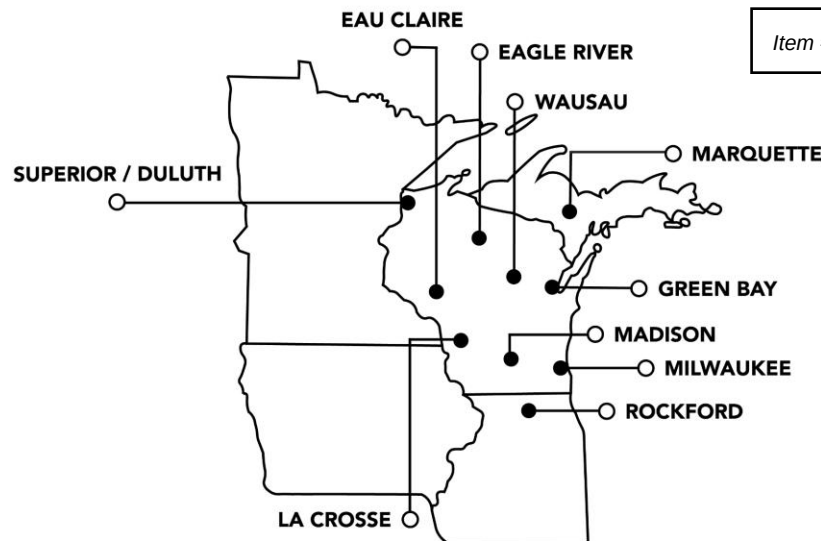
Updated: 10/2025

Regional Television Network

Capitalize on an audience that has followed Discover Wisconsin for 38 years and has built reputation as a reliable and authentic source for Wisconsin destinations, businesses and culture.

Discover Wisconsin Episode Marketing

- Full broadcast episode marketing consists of two (2) show airings across Discover Wisconsin Television Network
 - 4-segment, 20-minute full broadcast episode
 - Documentary style, destination marketing or magazine-style show



Item #6.

WISCONSIN

 WTMJ – Milwaukee	SUN 10:30 AM
 WKOW – Madison	SUN 5 PM
 WFRV – Green Bay	SAT 6:30 PM
 WAOW – Wausau	SUN 4:30 PM
 WQOW – Eau Claire	SUN 5 PM
 WXOW – La Crosse	SUN 5 PM
 WMOW – Eagle River	SAT 6:30 PM
 CBS 3 – Superior/Duluth	SAT 6:30 PM
 KBJR 6 – Superior/Duluth	SAT 5:30 AM

OTHER

WIFR – Rockford, IL	SAT 6:30 PM
WJMN – Marquette, MI	SAT 7:30 PM EST



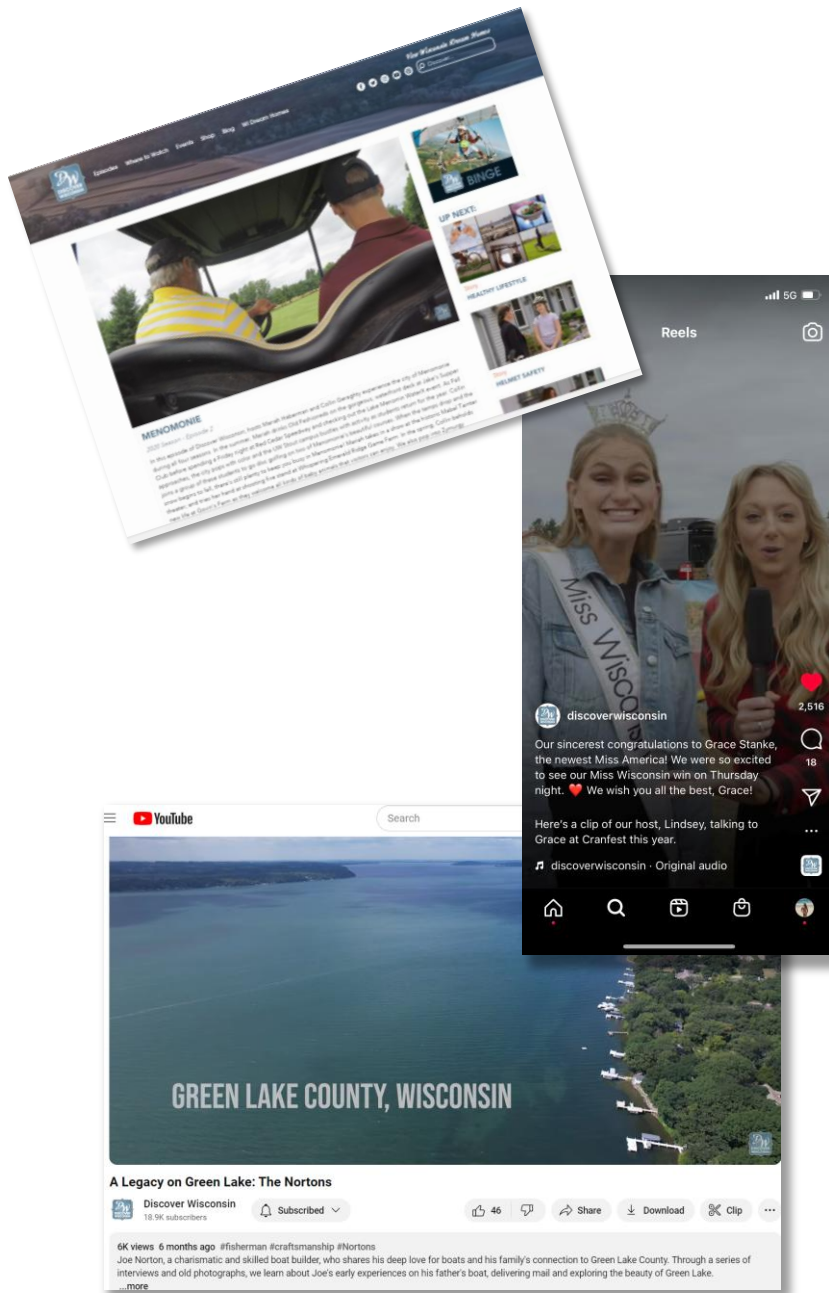
Episode Marketing

Streaming - Distribution

Binging Discover Wisconsin

Discover Wisconsin videos are also released on all the Discover Wisconsin streaming and digital platforms.

- Video content will air and live on streaming platforms and discoverwisconsin.com
 - **Available on discoverwisconsin.com for up to two (2) years**
- Video content will also air and live on the Discover Wisconsin YouTube channel and Discover Wisconsin Facebook & Instagram page
 - **Available on YouTube into perpetuity**
 - **Available on Facebook & Instagram into perpetuity**



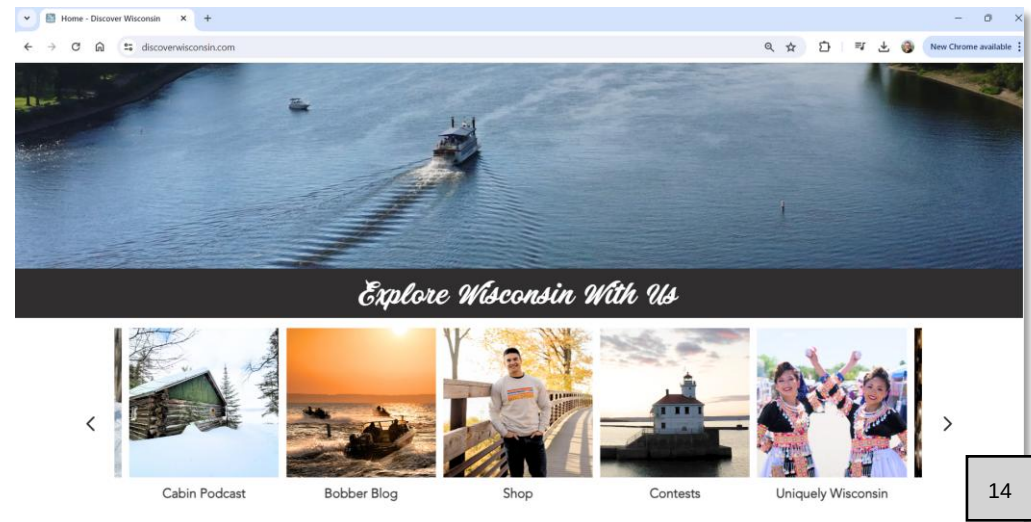
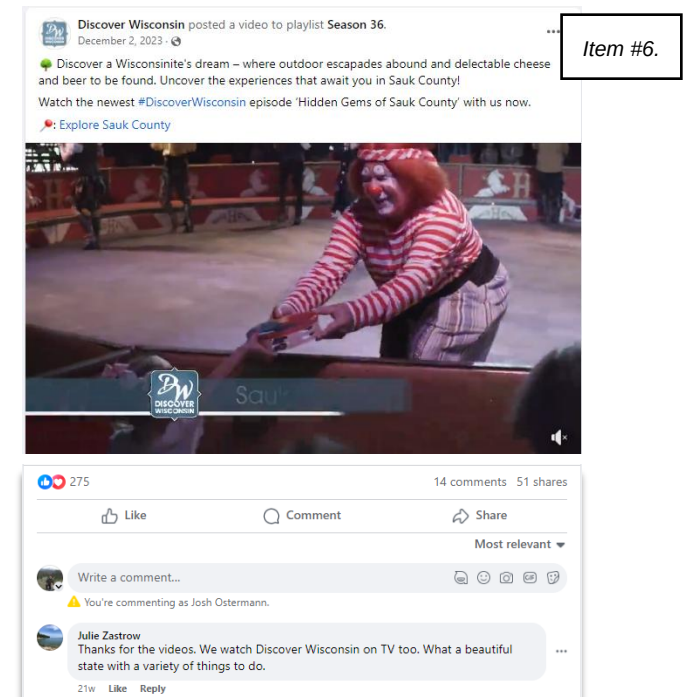
Social & Media

Discover Wisconsin Social Posts

- Posts across Discover Wisconsin social platforms based on guaranteed impressions and episode promotions
 - Average eight (8) – ten (10) total posts per episode promotion (includes video releases, blogs, etc.)

Discoverwisconsin.com

- Ability to reach thousands of Discover Wisconsin fans per month with a dedicated landing page for the full episode on discoverwisconsin.com



Digital Media

The Bobber Blogs

- Editorials written by Discover Wisconsin team that align with client focused information. Shared across social and digital platforms
 - Bobber Blog editorials also include a separate release on the new audio podcast “The Bobber Podcast” (audio version of blog editorial)
 - You will receive one (1) “The Bobber” Blog highlighting the episode

Discover Wisconsin E-Newsletters

- Ability to reach thousands of engaged Discover Wisconsin fans on a monthly basis, with blog editorials, video stories, logo placement, etc.
 - e-Newsletter subscribers: 25,000
 - Average open rate: 27%
 - You will receive three (3) e-Newsletter promotions (features or mentions) per episode



Where in Wisconsin? 10 Wisconsin Facts You Didn't Know!

by Hailey Rose | May 20, 2024

In honor of National Tourism Week, May 19 through 25, 2024, we've got a fun-filled round of trivia, with 10 Wisconsin facts, dedicated to our great and beautiful state. Will you know where in Wisconsin? Test your knowledge, answer the questions, and tell us your...

[read more](#)



Wisconsin's Coastal Byways: Door County, Bayfield County, & Douglas County

by Hailey Rose | May 17, 2024

Wisconsin is brimming with beauty, especially on the Great Lake coasts of Lake Michigan and Lake Superior. In today's blog, we're taking the scenic route along Wisconsin's coastal byways that lead into unique, untouched terrain and vibrant, picturesque communities...

[read more](#)



Quintessential Lake Geneva: Must-Dos, Must-Dines, & Must-Stays!

by Hailey Rose | May 13, 2024

Calling all first-timers or frequent flyers! It's time to explore the quintessential Lake Geneva, home to first-time experiences and things you absolutely NEED to do! Look no further! We've got the ultimate bucket list to Lake Geneva, covering everything from what to...

[read more](#)

The Cabin Podcast

Welcome to The Cabin — a weekly 35–45-minute podcast brought to you by the team behind Discover Wisconsin, the nation’s longest-running tourism television series. Hosts Andrea and Megan, along with producers, travel insiders, and special guests, invite you behind the scenes for authentic Midwest stories. From scenic road trips and hidden gems to culinary adventures and community culture, The Cabin is your front-row seat to the heart and soul of Wisconsin.

The Cabin Episodes

Broadcast Episode Promotion

- **Full TV Episode “BTS”:** Broadcast episodes **receive 5-10 minutes** for a “Behind the Scenes” with the show producer during a podcast episode that airs close to the broadcast airing



Podcast By The Numbers

- **1,181,000+** total downloads
- 320,000+ total unique listeners
- 3,000 – 6,000 downloads per week
- 60,000+ impressions per week on Discover Wisconsin Facebook & Instagram on average
- Top listeners by state:
 - Wisconsin (54%), Illinois (10%), Minnesota (5%)

*Data updated April 2024

Trending
“Places & Travel” Podcast
on Apple Podcasts

Item #6.



Press – Earned Media

Traditional Promotional Release

- Discover Wisconsin will distribute a press release announcing the upcoming episode to newspapers and key publications throughout Wisconsin, generating awareness and earned media coverage across the state.



'We see a surge in our website activity each time the episode shows on TV'

► **DISCOVER** from page 1
gust Discover Wisconsin has directly had on communities across the state is truly remarkable."

Discover Wisconsin has profiled Plattville three times, and Plattville has been included in three other episodes.

"We see a surge in our website activity each time the episode shows on TV," said Kopp, who noted that Mineral Point had a 400-percent increase in city website traffic after "Mineral Point — An Artful Oasis" premiered April 14.

"Plattville — Where Roots Run Deep" includes the Balloons and Mining Museum, the Plattville Farmers Market, and the Kider and Dugman family farms, along with UW-Plattville, Plattville's city parks and trails, fishing and recreational opportunities, and the annual Fall Harvest Table Dinner at Dugman Grain Farms. The

episode also features Potomac Brewing Co. and the National Brewery Museum, Spargen Vineyard & Winery in the Town of Castle Rock, Stimpsee Valley Vineyard & Winery in Janesville, and Rural Route 1 Popcorn in Montfort.

"Our theme of ag tourism fits us perfectly as a region," said Kopp. "I think people are going to be impressed with this particular show."

Discover Wisconsin is on Fox Sports Wisconsin Saturdays at 10 a.m., WKOW-TV (channel 27) in Madison Saturdays at 6:30 p.m., KPAX-TV (channel 26) in Cedar Rapids Saturdays at 6:30 p.m., and Sundays at 6 a.m., and WXOW-TV (channel 13)

in La Crosse Sundays at 8 p.m. The radio Discover Wisconsin Minute is on WPVL (1590 AM) in Plattville weekdays at 12:20 p.m. Kopp used the occasion of National Tourism Week this week to announce an 11 percent increase in tourism spending from 2011 to 2017, to \$43.8 million last year.

"We had another great year here in Southwest Wisconsin," said Kopp. This is such a beautiful corner of the state and with the wide variety of outdoor recreation possibilities, festivals and attractions, it is no wonder we continue to see our economy benefit from tourism promotion. Our

emphasis on promoting ag tourism will certainly bode well for future years. We truly enjoy our relationship with the Wisconsin Department of Tourism who provide such great leadership. "I am convinced that the impact of these Discover Wisconsin episodes plays significantly into those numbers."

Contributing factors for local tourism growth include a new destination marketing campaign that focused on the area's unique natural resources and recent hotel and retail developments in the downtown Main Street district.

A study conducted by

Tourism Economics shows the impact of tourism on the state's economy reached \$20.6 billion in 2017, an increase of 3.2 percent from the previous year and a nearly 40 percent increase since 2011.

Statewide, traveler spending generated \$1.6 billion in state and local revenue and \$1.2 billion in federal taxes. "It's a tremendous credit to the tourism industry in all 72 counties and the work they do to create fun vacation experiences, market their destinations, and provide great customer service that makes travelers want to return to Wisconsin each year," said state Tourism Secretary

Stephanie Klett, a former Discover Wisconsin host. Research shows that tourism advertising goes beyond just promoting vacations; it also influences the state's overall image as a place to live, find a job, open a business, attend college or retire.

"We've found success in marketing Wisconsin under the brand of fun and our tourism industry is leveraging the brand in their own advertising efforts," said Klett. These results let us know what we are doing is working and that investing in tourism not only benefits the economy, it also influences the way people think about Wisconsin."

Plane to be removed in parts; barges there for 'several weeks'

► **BARGE** from page 1
Thomas M. Duerksen, 49, Plainfield, was flying from Oklahoma to Stevens Point when his 1978 Beechcraft single-engine fixed-wing aircraft experienced engine failure.

The plane was forced to

drop below McGregor flood stage early next week and Guttenberg flood stage into Tuesday Miss Dorothy, came up against the dam and became stuck around 3 p.m. The barge is owned by Western

Drop below McGregor flood stage early next week and Guttenberg flood stage into Tuesday Miss Dorothy, came up against the dam and became stuck around 3 p.m. The barge is owned by Western

Drop below McGregor flood stage early next week and Guttenberg flood stage into Tuesday Miss Dorothy, came up against the dam and became stuck around 3 p.m. The barge is owned by Western

Drop below McGregor flood stage early next week and Guttenberg flood stage into Tuesday Miss Dorothy, came up against the dam and became stuck around 3 p.m. The barge is owned by Western

Item #6.



'Discover Wisconsin' episode will feature Beloit this week

CLINT WOLF
Senior Reporter

BELOIT — Some of Beloit's favorite dining spots, outdoor events and entertainment venues will be featured in a new **Discover Wisconsin** television episode this week.

The **Discover Wisconsin** episode about Beloit will have an early debut on Wednesday at 4 p.m. on many streaming services. It will be available at discovery.wisconsin.com, as well as Roku, Apple TV, SmartTV, Google Chromecast, Amazon Fire and YouTube. The episode will air statewide on Saturday at 10 a.m. on Bally Sports Wisconsin and at varying times across local affiliates of the **Discover Wisconsin** Regional Television Network.

Visit Beloit paid for the **Discover Wisconsin** episode thanks to a marketing grant the Beloit area tourism agency received, according to Tracy Bliss, Visit Beloit director of marketing and public relations.

"It was important that we showcase as many of the different attractions and businesses in the Beloit area that we could that make Beloit an extraordinary place to live," Bliss said.

The episode will feature attractions such as a Beloit Sky Carp baseball game, the Music at Harry's Place outdoor music series, the Downtown Beloit Association Street Dance, Friday nights in the Park and even a visit south of the state line to Old Settlers Days in Rockton, Illinois.



PHOTO PROVIDED BY LUCY'S BURGER BAR
Discover Wisconsin crews film at Lucy's #7 Burger Bar in downtown Beloit in this file photo from a previous episode featuring Beloit.

Bliss explained that Visit Beloit promotes activities not only in Beloit and the Town of Beloit, but in the Illinois communities of Rockton and South Beloit, so Visit Beloit officials convinced the camera crews to make a stop at Old Settlers Days to film music, food and family fun.

The episode also features a guest appearance by NASCAR racing star Ryan Vargas, who was filmed visiting the Autorama classic car showcase at Preservation Park in the

Town of Beloit.

A sneak peek of the **Discover Wisconsin** Beloit episode was presented during the Beloit International Film Festival in February.

"We sold out the first night when we had a showing at the Visit Beloit office," Bliss said of the film festival showing. "So we had a second sneak peek showing, and then a third showing at 5BAR."

Beloit has been featured numerous times by **Discover Wisconsin**, Bliss said. Visit

Beloit tries to work the cost of a **Discover Wisconsin** episode into its budget every two years. People viewing the **Discover Wisconsin** episode may see friends and family at the different events or area businesses. Some businesses featured include Walnut Creek Apparel and Gifts, the Flying Pig, the Butterfly Club, 5BAR, Lucy's #7 Burger Bar and others.

Residents are encouraged to tune in, and maybe they will spot a friend, or even themselves.



Campaign Analytics (example)

Item #6.

Discover Wisconsin will provide analytics specific to your campaign within 12 months following the release of your first air date.



DELIVERABLES

- One (1) digital airing of DWTV Episode across YouTube, social media, & the DW+ App
- Two (2) broadcast airing of DWTV Episode
- 1 blog
- 3 e-Newsletters
- 1 BTS on The Cabin Podcast

ADDED VALUE

- Digital airing of all four (4) segments of DWTV Episode across YouTube & the DW+ app
- Thirteen (13) social media promotions
- Two (2) Broadcast airing of DWTV Episode
- 3 e-Newsletters
- 1 BTS on The Cabin Podcast

RESULTS

- **Broadcast Impressions: 616,137**
- **Digital Impressions: 906,799**
- **Digital Views: 176,348**
- **Digital Engagements: 15,350**
- **Podcast Downloads: 16,350**
- **Emails Contacted: 127,218**

Investment & Marketing



Episode Marketing & Summary

Production:

- Pre-production & post-production
- **Single Destination:** Includes Four (4) – Six (6) days of field production (filming)
- **Shared Episode** (up to four (4) destinations/attractions outside the region: Includes One (1) – Two (2) days of field production per partner/segment
- Discover Wisconsin on-air talent
- Four segments that are 4-5 minutes each in length (full 20 minutes of content)
- Video shared with featured partners via the embedded link for any additional marketing

Episode/Segment Release Schedule:

- Traditional broadcast media, YouTube & OTT placement
 - Two airings on traditional broadcast
 - Lives on discoverwisconsin.com for a minimum of two (2) years
 - Lives on Facebook & YouTube in perpetuity
- Episode edited down to four separate segments for placement on YouTube throughout two years (secondary release)

Marketing:

- Show promotion across all Discover Wisconsin social media platforms (Facebook, Instagram, X, etc.) with an estimated exposure of 350,000 – 500,000 impressions
- One (1) “The Bobber” Blog highlighting the show
- Three (3) e-Newsletter promotions (features or mentions) for the episode
- One (1) traditional news release - Episode announcement to all Wisconsin newspapers and key publications
- Show premier/discussion “Behind the Scenes” segment on The Cabin podcast during a mutually selected timeframe
- Access to the Events Page on discoverwisconsin.com
- One (1) clip of the episode teaser for use on other marketing platforms (*embedded link*)
- Use of Choice Destination logo and opportunity to host a Premiere Party



Episode Investment

Item #6.

Campaign Investment: \$52,500
(\$13,125/segment, payable over multiple years)

Fall 2026 Release/Spring 2027 Release
(\$60,000 shared episode – outside the region)

Summary of Campaign Deliverables:

- TV Broadcast Airings: **2**
- Streaming Videos Released: **6**
- *(1 – episode, 4 –segments, 1 – teaser)*
- Social & Digital Impressions: **350k – 500k**
- Social Posts: **8-10**
- Blog: **1**
- E-Newsletters: **3**
- Podcast: **1**





Additional Campaign Opportunities

Branded Digital Storytelling

Original Short *Discover Wisconsin* Video

An Original Short is designed to be flexible and creative. It is produced as a mini-DW episode, documentary, vlog, or National Geographic-style video that tells your story. These videos aim to capture and highlight the unique essence of your destination, offering viewers an engaging and immersive experience.

- Pre-production, **1 day of field-production & post-production** (+\$2,000 add-on if Client requests additional day of acquisition)
- **Three (3) – Six (6) minutes in length**
- Discover Wisconsin on-air talent
- One (1) digital airing to be placed on all streaming platforms: YouTube, DiscoverWisconsin.com, TikTok, X, Facebook, & Instagram
- 150k guaranteed impressions on DW social media platforms (Facebook, Instagram, TikTok, & X)
- One (1) “The Bobber” Blog promotion highlight
- One (1) e-Newsletter promotion of the digital story
- Embedded link shared with client

Investment: \$16,000

Examples of Recent Short Results:

[Sauk County](#) - Spirit of Entrepreneurism

Impressions: 328,353

Views: 83,586

Engagements: 1,004

[Lake Geneva](#) - Holiday Magic

Impressions: 220,884

Views: 69,661

Engagements: 228





Video Production

Original Mini (Day Trip) *Discover Wisconsin* Video

- Professional edit of **previously acquired** footage from Discover Mediaworks or an additional source
 - **Produce one (1) two-three-minute** video story
 - Footage utilized would be from Discover Wisconsin's past projects
 - Includes Discover Wisconsin host voice-over
 - One (1) Social post and release on Discover Wisconsin social media and streaming platforms (Facebook, Instagram, TikTok, X, and YouTube)

Investment: \$5,500

Custom Social Media Ad Edits

- Professional edit **previously acquired** footage from Discover Mediaworks or additional sources
 - **Produce two (2) :15-second** social ad/video
 - Footage utilized would be from previously acquired Discover Wisconsin projects
 - Includes Discover Wisconsin host voice-over
 - For client use only, with option to co-brand on DW social media platforms

Investment: \$2,000



Digital Marketing Opportunities

Influencer Package

Bundle Up with Discover Wisconsin

- Tap into the power of the *Discover Wisconsin* audience by promoting your destination or business through a social media partnership. These customized campaigns are designed to expand your brand's reach across our organic social media following.

CAROUSEL PACKAGES:

Package 1: \$1,500

One (1) carousel on Discover Wisconsin (FB, IG, TikTok)

One (1) story on Discover Wisconsin (FB, IG)

Does not include travel, images to be provided by the client

Package 2: \$2,000

Two (2) carousels on Discover Wisconsin (FB, IG, TikTok)

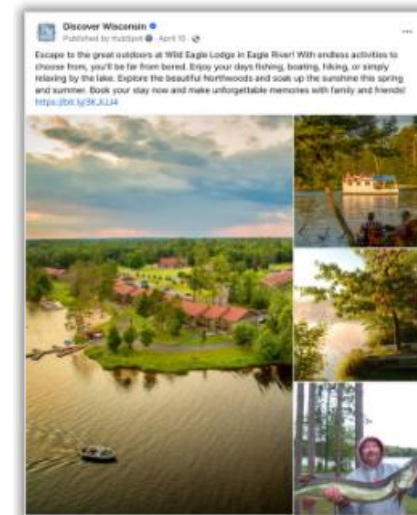
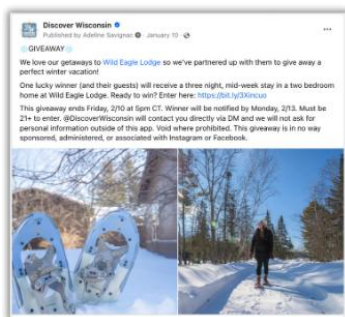
Does not include travel, images to be provided by the client

Package 3: \$2,500

Two (2) carousels on Discover Wisconsin (FB, IG, TikTok)

One (1) story on Discover Wisconsin (FB, IG)

Does not include travel, images to be provided by the client



REELS PACKAGES:

Package 1: \$2,500

One (1) reel on Discover Wisconsin (FB, IG, TikTok)

One (1) story on Discover Wisconsin (FB, IG)

Includes travel when we can go there & back in 1 day

Package 2: \$4,000

Two (2) reels on Discover Wisconsin (FB, IG, TikTok)

Includes travel when we can go there & back in 1 day

Package 3: \$4,500

Two (2) reels on Discover Wisconsin (FB, IG, TikTok)

One (1) story on Discover Wisconsin (FB, IG)

Includes travel when we can go there & back in 1 day

Digital Marketing Opportunities



Social Contest

- One (1) giveaway contest to run on Discover Wisconsin social and digital platforms for thirty (30) days
- Social media platforms include Facebook, Instagram, Twitter, and are promoted on Discoverwisconsin.com
- 100,000 impressions (organic page post), promotion, and data acquisition included
- Landing page and data acquisition included
- Giveaways provided by the sponsor

Investment: \$3,000

Social Media Co-Branded Ad Placement

- Ability to focus on co-branded marketing and run ads on Discover Wisconsin social media (Facebook & Instagram)
- Each co-branded ad runs for 1 month and includes 100,000 guaranteed impressions
- :15 seconds to 60 seconds in length
- Co-branded social media ad shared in collaboration with Discover Wisconsin to key demographics on Discover Wisconsin Meta platforms, with specific targeting available
- Impressions will be delivered as a co-branded ad with Discover Wisconsin (not appearing on the page, but in the feed) over a month

Investment: \$2,000



Broadcast Marketing

- One (1) :30 commercial on the Discover Wisconsin Regional Television Network
- Commercial Spot date to be determined by the client

Investment: \$2,200/spot (8 weeks or more)
\$2,500/spot

Digital Marketing Opportunities

Welcome to The Cabin, a weekly podcast from the creators of Discover Wisconsin, the nation's longest-running tourism TV show. Hosts Andrea and Megan, along with guests and producers, share authentic Midwest stories and travel insights. From scenic drives to small-town charm and culinary gems, it's your insider guide to the heart of Wisconsin.



Presenting Sponsor (½ year) - \$25,000

- Twenty-six (26) ad reads in the Cabin Podcast, :60-:120 seconds, Included in audio streaming and full video
- Twenty-six (26) features in The Cabin Podcast eNewsletter for each episode sponsored
- Fifty-two (52) logo features on The Cabin Podcast reels as a presenting sponsor
- Minimum 30,000 views per episode promotion
- Four (4) blogs on the Bobber

Inside Sponsor - \$6,000

- Eight (8) ad reads in the Cabin Podcast, :30-:60 seconds, included in audio streaming across all audio platforms and full video on YouTube
- Eight (8) features in The Cabin Podcast eNewsletter for each episode sponsored
- Sixteen (16) logo features on The Cabin Podcast reels as a sponsor
- Minimum 30,000 views per episode promotion
- One (1) blog on the Bobber

Bonus Podcast (Dedicated) - \$6,500

- Presenting sponsor of one (1) dedicated “The Cabin Podcast” episode
- Minimum thirty (30) minute episode
- One (1) feature in The Cabin Podcast eNewsletter
- Promotion across social media, including:
 - One (1) reel releasing the episode on Discover Wisconsin & The Cabin Podcast
 - Two (2) additional story promotions on Discover Wisconsin
 - Two (2) additional story promotions on The Cabin Podcast
 - One (1) blog on The Bobber featuring client



Video Samples



Item #6.

Full Episode:

4-segment, 20-minute episode to air on broadcast TV (two air dates) & released on DW streaming & social platforms
4-6 days of filming per episode

- [Wisconsin Great River Road](#)
- [Minocqua – Four Seasons](#)
- [Lake Geneva](#)
- [Oconomowoc – No Place Like Home](#)

Original Short:

3-6 minutes in length per video to be released on DW streaming and social platforms with 1 day of filming per video

- [Cottage Grove](#)
- [Winterfest in Lake Geneva](#)
- [Wild Eagle River Lodge/Winter in Eagle River](#)
- [Washington County Fall](#)
- [Washington County Winter](#)
- [Fireside Theatre](#)
- [West Allis A La Carte](#)
- [Sheboygan County](#)

Mini (Day Trip):

2-3 minutes in length per video to be released on DW streaming and social platforms, no filming days included, designed to use already captured footage

- [Waupaca – Eats and Boutiques](#)
- [Great River Road](#)
- [Beloit](#)
- [Saint Germain](#)

Visit the Discover Wisconsin YouTube Channel [here](#) or DiscoverWisconsin.com [here](#)

Custom Commercials (cost varies):

Visit Lake Geneva (Drone only): <https://vimeo.com/manage/videos/774365572/115c69599c/privacy>

Visit Lake Geneva (Summer): <https://vimeo.com/manage/videos/850341490/056b432286/privacy>



THANK YOU!

Lisa Meier
608.334.2229

Destination Marketing Manager
LisaM@discovermediaworks.com