



## OFFICIAL PUBLIC NOTICE

### MEETING OF THE TOURISM COMMISSION

MONDAY, AUGUST 05, 2024 AT 4:00 PM

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MEETING ROOM OF THE DEPOT VISITOR CENTER AT 397 WEST SEMINARY STREET

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#### WEBEX:

<https://cityofrichlandcenter.my.webex.com/cityofrichlandcenter.my/j.php?MTID=mcf11ae75c817c134e817041ee3cff7b8>

PHONE: Call 1-408-418-9388

Meeting ID: 232 424 147 193

#### AGENDA

**CALL TO ORDER** *Roll Call for the meeting, determine whether a quorum is present; determine whether the meeting has been properly noticed.*

#### APPROVAL OF MINUTES

- [1.](#) Approve Meeting Minutes from the June meeting.

#### DISCUSSION AND ACTION ITEMS

- [2.](#) Wheels of Time Grant application discussion and possible action.
- [3.](#) Election of Secretary

#### DEPARTMENT REPORT

- [4.](#) Review of 2023 Tourism-Related Spending in Richland County
5. Update of Pine River Status
6. 2024 Center Color Fest Weekend and Canyon of Lights Parade Update
7. Ithaca Tourism Commission Update

**PUBLIC COMMENT** *No action will be taken on any matter originating under this item.*

#### Topics for future meetings

#### ADJOURNMENT

Posted this 2 day of August, 2024 by 4:30 PM.

Copy to the official newspaper the Richland Observer.

*PLEASE NOTE: That upon reasonable notice, a minimum of 24 hours in advance, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service contact Ashley Oliphant, City Administrator at 450 S. Main St., Richland Center, WI. 53581 or call 608-647-3466. Notice is hereby given that the council members who are not members of this committee may attend this meeting so as to constitute a quorum of the city council. Any such council member attendance will be for information gathering, discussion, and/or related purposes and will not result in the direct decision making by the city council at the committee meeting. The City of Richland Center is an equal opportunity employer, provider, and lender.*

Regular June Richland Center Tourism Commission Meeting, June 10, 2024

The meeting was called to order by Tourism Director Marty Richards at 4:07 pm.

Members present, Ron Fruit, Jayme Walsh, and Karen Tepley, Candace Fagerlind joined at 4:35 pm.

**Approval of previous meeting minutes.** The minutes from the March Richland Center Tourism Commission were approved, motion made by K Tepley, second by J Walsh, motion carried on a voice vote.

### **Election of Chairperson**

Due to the vacancy of the Chairperson position Director Richards, upon advice from City Attorney Michael Windle, facilitated the election of the new Chairperson. Jayme Walsh nominated Ron Fruit, K Tepley 2<sup>nd</sup>. Nominations were closed without any other nominations. K Tepley made a motion, J Walsh 2<sup>nd</sup>, to cast a unanimous ballot for Ron Fruit as Chairperson. Motion passed.

### **Election of Co-Chairperson**

Chairperson Ron Fruit opened nominations for the Vice-Chairperson position. Walsh nominated Karen Tepley as Vice-Chair, and Chairperson Fruit seconded that nomination. Nominations were closed without any other nominations. Member Walsh made the motion to cast a unanimous ballot for Karen Tepley as Vice-Chairperson, seconded by R Fruit. The motion carried unanimously.

### **Election of Secretary**

Chairperson Fruit opened nominations for the Secretary position. There were no nominations offered, Chair Fruit closed nominations and offered to bring this back at the next meeting with full attendance.

### **Tourism Grant Applications:**

Director Richards presented an application for a grant for the 2024 Wisconsin State High School Rodeo Finals, and the Richland Center Rodeo Committee. Richards stated the Rodeo is a multi-day event that brings people to the area from all over the state and from Iowa, Illinois, and Minnesota annually. Local lodging options are highly occupied during this week and local tourism-related businesses benefit greatly from the event. Member Tepley made the motion to approve the WSHRF Grant Application in the amount of \$2,000, Member Walsh seconded the motion, and a roll call vote was held, Fruit-yes, Tepley-yes, Walsh-yes. Motion carried.

Director Richards also presented an application for a grant from The Friends of the Pine LLC to assist in cleaning up the Pine River and maintaining the ability to navigate the river during the kayak/canoe season in 2024 in the amount of \$2,000. This is the second year Friends of the Pine have requested this grant, it was approved last year in the amount of \$2,000. The Pine River has become one of the top 5 activities that attract visitors to the area and is regularly utilized by overnight guests. Member Tepley questioned if the City of Richland Center, Parks and Recreation should be contributing to this effort and was encouraged to bring that discussion to the city. Part of the river is in the city while a large majority is actually in the county. Member Walsh made the motion to approve the grant application, K Tepley seconded the motion. A roll call vote was held, Fruit-yes, Tepley-yes, Walsh-yes. Motion carried.

### **Gray Media Discussion and Possible Action**

Director Richards offered positive results on increased website activity in 2024 over record website activity in 2023, also we have heard anecdotal evidence of strong tourism-related spending early in 2024. Our new streaming effort in the northern Chicago suburbs is showing strong signs of positive results in website activity. Richards explained we have an agreement to run streaming advertising with Gray Media to approximately the end of the 2<sup>nd</sup> quarter and it is time to make a decision on continuing that activity in the 3<sup>rd</sup> quarter. K Tepley made the motion that we extend our advertising agreement with Gray Media through the 3<sup>rd</sup> quarter at the same levels as quarters 1 & 2, J Walsh seconded the motion. A roll call vote was held: Fagerlind-yes, Fruit-yes, Tepley-yes, Walsh-yes. Motion carried unanimously.

### **Destination Wisconsin Membership**

Previously Member Tepley brought forward the opportunity to join Destination Wisconsin. DW is a Destination Marketing Organization association group that offers support, education, and discussion for Destination Marketing Organizations in Wisconsin. Director Richards mentioned that we have relied on DW's services in the past, specifically as we expanded and changed the name to Greater Richland Tourism. The membership is \$1250 plus a one-time initial fee of \$250 for a total of \$1,500. Greater Richland Tourism would benefit from the membership in tourism advocacy, support for some of our questions our city attorney is not comfortable with, and other marketing opportunities. K Tepley made the motion to spend \$1,500 to join Destination Wisconsin, C Fagerlind second the motion. A roll call vote was held, Fruit-yes, Tepley-yes, Fagerlind-yes, Walsh-yes. Motion passed.

Motion was made to adjourn the meeting by Walsh, 2<sup>nd</sup> by Tepley. Motion Carried. The meeting was adjourned at 5:09pm.

### Tourism Event Sponsorship Grant Program Application

Project Title: *Wheels of Time*

Full Legal Name of Applicant/Organization:

*Hill Country Classic Power*

Applicant's Address:

*23328 County Hwy DD, Richland Center, WI 53581*

Name of Primary Contact:

*Deborah Paasch*

Telephone:

*608/647-8064*

Email:

Website:

Location of Project: *Richland County Fairgrounds*

Event Date(s): *Oct 4, 5, 6<sup>th</sup> 2024*

Intended Ad Placement (List Publication and Location with Sample wording/ad Layout):

Description of event or activity and how it relates to tourism:

Projection of the project's ability to generate overnight stays:

Target Audience:

Total Event Budget: *\$5000.00*

Amount for Advertising: *\$1000.00 - \$1,500.00*

In-Kind Value:

Grant Request: *\$2000.00*

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To be completed by the Richland Center Tourism Commission:

Award \_\_\_\_\_ NO Explanation: \_\_\_\_\_

\_\_\_\_\_ YES Amount of Award: \_\_\_\_\_

Tourism Meeting Agenda Date: \_\_\_\_\_

Date of Approval: \_\_\_\_\_

Signature of Commission Chair \_\_\_\_\_

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### **Application Narrative Richland Center Tourism Commission Tourism Event Sponsorship Grant Program Application**

**Please answer the following questions.**

1. What is the name and location of the event?
  2. Describe the event in as much detail as possible. Include a proposed timeline that you will follow to plan and run your event. (We recommend that your timeline begin at least six months prior to the start date of your event and end no sooner than two months after the end date of your event.)
  3. Provide a brief history of your organization or business. Include how long your organization or business has been in existence. List any partner businesses or organizations that will help you to coordinate or run this event. \_\_\_\_\_
  4. Describe how you will market the event to participants from outside 60 miles and describe any media coverage (if applicable) you anticipate the event will receive. \_\_\_\_\_
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**Project Title: Wheels of Time**

**Full legal name of Applicant/Organization: Hill Country Classic Power**

**Applicant's Address: 23328 County Hwy DD, Richland Center, WI 53581**

**Name of Primary Contact: Deborah Paasch**

**Telephone: 608/647-8064**

**Email: N/A**

**Website: none at this time**

**Location of Project: Richland County Fair Grounds/ Richland Center, WI**

**Event Dates: October 4, 5,6th, 2024**

**Intended Ad Placement (List Publication and Location with Sample wording/ad layout)**

Shopping News posters distributed over an eight state area, ad is in the Farm Collectors show directory (which is nation wide), and the Wheels of Time (National Truckers Magazine), WRCO radio spots. We are adding banners that will be placed at locations sixty miles away. There will also be community calendars thru out the tri-state region.

**Description of event and how it relates to tourism:**

We try to educate people on the history of agriculture and the trucking industry. The social connection of this show brings people together from all over the United States year after year. These people eat/sleep and shop in the Richland area.

**Projection of the project's ability to generate overnight stays:**

SW Wisconsin ATHIS Club will book approx. 80 rooms. Others will stay at campgrounds and airbnb's in the area. With the addition of a truck drive on Friday and tractor drive on Saturday, more of the travelers are now coming in on Thursday. All will explore the Richland County area.

**Target Audience:**

General Public, especially those interested in the history of antique trucks, tractors, and farm machinery. We encourage families.

**Total Event Budget: \$ 5000.00**

**Amount for Advertising: \$1000.00-1500.00**

**In-Kind Value:**

**Grant Request: \$2000.00**

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1. What is the name and location of the event? Wheels of Time held at the Richland County Fair Grounds.

2. Wheels of Time officially start on Friday morning with a truck ride showing of the scenic beauty of Richland County. Saturday is busy with a tractor ride. New this year we are adding, tractor peddle pull for the kids. In the afternoon is a parade showing off many of the exhibitors. Cowboy church starts our Sunday off. There will be a 50/50 raffle, silent auction and the RC FFA will be raffling off a tractor that they restored. The show ends with many tearful good byes.

At Wheels of Time, plans start for the following year. November advertising needs to be submitted in some nation wide publications. By April, we have business cards and posters made that will go nation wide. June thru August, we will be fine-tuning the agenda. Insurance and any food plans for the exhibitor diner will be made. September is all banners and advertising done.

3. Danny Sheafor and Mark Welte started the Wheels of Time as an afternoon picnic back in the 1980's. This has evolved from an afternoon event into a 3-day show. It was always held at the Sheafor property until Dannys' passing. We have been holding the show at the RC fairgrounds since 2015. With the help of the Southern Wisconsin chapter of the American Truck Historical Society, we (Hill Country Classic Power) have been able to keep the show going and growing.

4. We use many different types of advertising but to this day word of mouth is still the best. Posters are taken with members of both clubs and spread nation wide. We advertise in magazines that go worldwide. There will be banners through out southern Wisconsin. We are working on getting on-line opportunities.

Last year we had a father and son come from Idaho after seeing a add in one of the magazines.



# Tourism Commission Overview

The following is a basic overview of the components of WI. Room Tax Statute 66.0615 specifically relating to tourism commissions.

**Definition of “Commission”:** An entity created by one municipality or by 2 or more municipalities in a zone, to coordinate tourism promotion and tourism development for the zone.

## Tourism Commission FOR A SINGLE MUNICIPALITY

**Composition:** 4-6 members. One of the members shall represent the Wisconsin hotel and motel industry.

**Appointed by:** The principal elected official in the municipality, with confirmation required by a majority vote of the members of the municipality’s governing body present when the vote is taken.

**Terms:** One year, at the pleasure of the appointing official. They may be re-appointed.

### **Required Actions:**

1. It shall contract with another organization to perform the functions of a tourism entity if no tourism entity exists in that municipality.
2. It shall meet regularly, and shall elect a chairperson, vice chairperson, and secretary from its members.
3. It shall use the room tax revenue that it receives from a municipality for tourism promotion and tourism development (as defined in the statute) in the municipality.
4. It shall report annually to the municipality providing the room tax revenue, the purposes for which the revenues were spent.
5. It shall report any delinquencies or inaccurate reporting to the municipality.
6. It shall not use any of the room tax revenue to construct or develop a lodging facility.
7. If a municipality issued debt or bond anticipation notes before January 1, 2005, to finance the construction of a municipally owned convention or conference center, nothing in this section may prevent the municipality from meeting all of the terms of its obligation.

## Tourism Commission FOR A TOURISM ZONE

*“Zone” is defined in 66.0615 as “an area made up of 2 or more municipalities that, those municipalities agree, is a single destination as perceived by the traveling public”*

**Composition:** 3 members from each municipality in which annual room tax collections exceed \$1 million. 2 members from each municipality in which annual room tax collections are more than 300,000, but less than \$1 million. One member from each municipality in which annual room tax collections are \$300,000 or less. Two additional members representing the Wisconsin hotel and motel industry shall also be appointed.

**Appointed by:** the municipality representatives shall be appointed by the principal elected official in the municipality, with confirmation required by a majority vote of the members of the municipality’s governing body present when the vote is taken. The two hotel and motel industry representatives shall be appointed by the Chairperson of the Commission.



**Terms:** One year term, at the pleasure of the appointing official, and they may be reappointed.

Item 3.

**Required Actions:**

1. The municipalities shall enter into a contract to create a commission.
2. It shall meet regularly, and from among its members, shall elect a chairperson, vice chairperson, and secretary.
3. Each municipality in the zone shall levy the same percentage of tax. If they are unable to agree on the percentage of tax for the zone, the commission shall set the percentage
4. It shall contract with one tourism entity from the municipalities in the zone to obtain staff, support services and assistance in developing and implementing programs to promote the zone to visitors.
5. If no tourism entity exists in any of the municipalities in the zone that have formed a commission, the commission shall contract with another organization in the zone to perform the functions of the tourism entity.
6. It shall use the room tax revenue that it receives from a municipality for tourism promotion and tourism development (as defined in the statute) in the zone or in the municipality.
7. It shall report annually to each municipality from which it receives room tax revenue the purposes for which the revenues were spent.
8. It shall not use any of the room tax revenue to construct or develop a lodging facility.
9. It shall monitor the collection of room taxes from each municipality in the zone that has a room tax.
10. It shall report any delinquencies or inaccurate reporting to the municipality that is due the tax.
11. If a municipality issued debt or bond anticipation notes before January 1, 2005, to finance the construction of a municipally owned convention or conference center, nothing in this section may prevent the municipality from meeting all of the terms of its obligation.



Provided as a service of the Wisconsin Hotel & Lodging Association. This is not intended to replace qualified legal counsel. For Wisconsin Room Tax resources, visit [www.WisconsinLodging.org/roomtax](http://www.WisconsinLodging.org/roomtax).

**Contact: Bill Elliott, CAE (President & CEO) | 262-782-2851 ext. 10 | [belliott@wisconsinlodging.org](mailto:belliott@wisconsinlodging.org)**

TAP 9/8/15  
BE 3/18/22

2023 Tourism Impacts														
Wisconsin and Counties - Alphabetical														
	Total Economic Impact			Direct Visitor Spending			Employment			Total Labor Income			State and Local	
	Millions		% Change	Millions		% Change	Total		% Change	Millions		% Change	Millions	
County	2022	2023		2022	2023		2022	2023		2022	2023		2022	2023
<b>Wisconsin</b>	<b>\$23,731</b>	<b>\$25,003</b>	<b>5.4%</b>	<b>\$14,956.2</b>	<b>\$15,707.0</b>	<b>5.0%</b>	<b>174,623</b>	<b>178,045</b>	<b>2.0%</b>	<b>\$6,525.7</b>	<b>\$6,820.2</b>	<b>4.5%</b>	<b>\$1,518.0</b>	<b>\$1,605.8</b>
Adams County	\$241	\$250	4.0%	\$178.0	\$183.9	3.3%	1,534	1,586	3.4%	\$53.7	\$57.7	7.5%	\$16.8	\$17.9
Ashland County	\$65	\$66	1.0%	\$43.0	\$42.5	-1.1%	566	549	-3.0%	\$16.8	\$17.2	2.4%	\$5.0	\$5.0
Barron County	\$180	\$187	3.5%	\$123.4	\$126.5	2.5%	1,346	1,362	1.2%	\$44.8	\$46.0	2.7%	\$11.1	\$11.6
Bayfield County	\$90	\$93	3.5%	\$67.8	\$69.8	2.8%	706	701	-0.7%	\$15.6	\$16.5	5.3%	\$7.6	\$7.8
Brown County	\$1,275	\$1,335	4.7%	\$768.1	\$798.2	3.9%	10,397	10,676	2.7%	\$558.7	\$572.7	2.5%	\$96.2	\$100.5
Buffalo County	\$28	\$29	0.9%	\$18.9	\$18.7	-1.3%	231	222	-3.8%	\$5.6	\$5.6	-0.9%	\$1.7	\$1.7
Burnett County	\$44	\$47	5.0%	\$29.6	\$31.0	4.6%	360	364	1.2%	\$9.0	\$9.5	4.7%	\$3.0	\$3.1
Calumet County	\$68	\$74	7.8%	\$36.4	\$39.7	9.2%	577	617	7.0%	\$18.6	\$19.8	6.7%	\$3.7	\$4.1
Chippewa County	\$175	\$184	5.5%	\$114.9	\$121.0	5.2%	1,403	1,403	0.0%	\$44.8	\$45.9	2.3%	\$10.3	\$11.0
Clark County	\$60	\$64	5.9%	\$37.0	\$39.2	5.7%	340	346	1.7%	\$7.9	\$8.0	0.8%	\$3.1	\$3.3
Columbia County	\$201	\$211	5.2%	\$133.0	\$139.5	4.8%	1,717	1,702	-0.9%	\$52.9	\$55.2	4.4%	\$15.7	\$16.1
Crawford County	\$71	\$73	2.0%	\$48.7	\$48.9	0.4%	673	658	-2.1%	\$15.5	\$15.7	1.8%	\$5.6	\$5.6
Dane County	\$2,363	\$2,561	8.4%	\$1,358.1	\$1,493.0	9.9%	17,955	18,811	4.8%	\$746.9	\$795.2	6.5%	\$154.2	\$170.5
Dodge County	\$171	\$181	5.6%	\$93.4	\$98.3	5.2%	1,394	1,406	0.9%	\$40.2	\$41.5	3.2%	\$9.4	\$9.8
Door County	\$587	\$620	5.7%	\$470.7	\$497.0	5.6%	3,331	3,444	3.4%	\$113.3	\$121.6	7.3%	\$47.8	\$51.0
Douglas County	\$166	\$178	7.4%	\$116.4	\$125.6	7.9%	1,279	1,324	3.5%	\$36.6	\$38.4	4.8%	\$11.7	\$12.7
Dunn County	\$96	\$101	5.5%	\$56.7	\$59.6	5.1%	751	792	5.5%	\$20.7	\$21.6	4.6%	\$6.0	\$6.5
Eau Claire County	\$434	\$459	5.6%	\$270.1	\$284.5	5.4%	3,851	3,893	1.1%	\$127.6	\$133.1	4.3%	\$29.8	\$31.4
Florence County	\$10	\$11	5.0%	\$6.3	\$6.7	5.4%	87	91	3.8%	\$2.1	\$2.1	0.9%	\$0.6	\$0.6
Fond du Lac County	\$274	\$283	3.0%	\$162.5	\$164.4	1.2%	2,363	2,361	-0.1%	\$74.4	\$76.7	3.1%	\$17.5	\$17.8

2023 Tourism Impacts														
Wisconsin and Counties - Alphabetical														
County	Total Economic Impact			Direct Visitor Spending			Employment			Total Labor Income			State and Local	
	Millions		% Change	Millions		% Change	Total		% Change	Millions		% Change	Millions	
	2022	2023		2022	2023		2022	2023		2022	2023		2022	2023
Forest County	\$24	\$25	5.8%	\$14.8	\$15.7	6.4%	195	192	-1.4%	\$3.6	\$3.7	4.1%	\$1.6	\$1.7
Grant County	\$108	\$112	3.5%	\$67.0	\$68.3	2.1%	1,008	995	-1.3%	\$29.8	\$29.4	-1.5%	\$6.8	\$7.0
Green County	\$80	\$83	4.1%	\$46.0	\$47.3	2.8%	664	663	-0.1%	\$21.7	\$22.0	1.4%	\$4.5	\$4.7
Green Lake County	\$62	\$69	10.1%	\$39.5	\$44.3	12.2%	582	611	5.0%	\$16.1	\$17.8	10.2%	\$4.6	\$5.1
Iowa County	\$74	\$77	4.5%	\$50.5	\$52.5	4.0%	444	445	0.2%	\$13.6	\$13.5	-0.8%	\$3.7	\$3.9
Iron County	\$36	\$37	2.6%	\$26.1	\$26.6	1.8%	253	260	3.1%	\$5.4	\$5.9	8.8%	\$2.6	\$2.7
Jackson County	\$63	\$66	5.5%	\$42.0	\$44.2	5.2%	477	478	0.2%	\$11.5	\$11.8	2.2%	\$4.3	\$4.4
Jefferson County	\$195	\$207	6.3%	\$115.1	\$122.5	6.4%	1,567	1,575	0.5%	\$49.7	\$51.3	3.3%	\$11.1	\$11.2
Juneau County	\$115	\$119	3.3%	\$83.1	\$85.0	2.4%	731	722	-1.2%	\$19.2	\$20.0	4.2%	\$7.1	\$7.4
Kenosha County	\$425	\$434	2.2%	\$271.0	\$271.8	0.3%	3,132	3,111	-0.7%	\$106.7	\$106.8	0.1%	\$25.5	\$26.1
Kewaunee County	\$48	\$52	6.5%	\$31.9	\$34.0	6.7%	398	405	1.7%	\$6.8	\$7.2	4.6%	\$3.2	\$3.4
La Crosse County	\$491	\$502	2.3%	\$306.2	\$307.3	0.4%	3,980	3,931	-1.2%	\$138.2	\$141.6	2.4%	\$34.8	\$35.3
Lafayette County	\$27	\$29	5.5%	\$17.2	\$18.1	5.2%	195	208	6.7%	\$4.0	\$4.4	9.9%	\$1.6	\$1.8
Langlade County	\$77	\$82	7.0%	\$52.9	\$56.8	7.3%	425	425	0.0%	\$12.3	\$12.6	2.3%	\$4.2	\$4.4
Lincoln County	\$103	\$109	6.0%	\$67.5	\$71.5	6.0%	658	665	1.1%	\$19.0	\$19.2	1.4%	\$5.6	\$6.0
Manitowoc County	\$217	\$226	4.2%	\$127.8	\$131.6	3.0%	1,742	1,723	-1.1%	\$55.8	\$57.2	2.5%	\$14.0	\$14.3
Marathon County	\$460	\$490	6.4%	\$260.2	\$277.8	6.7%	3,480	3,574	2.7%	\$126.8	\$131.7	3.9%	\$28.0	\$29.8
Marinette County	\$249	\$263	5.5%	\$178.4	\$188.0	5.4%	1,458	1,471	0.9%	\$39.7	\$41.0	3.2%	\$14.7	\$15.4
Marquette County	\$41	\$42	3.0%	\$27.7	\$28.2	1.9%	294	296	0.9%	\$6.9	\$7.5	9.0%	\$2.7	\$2.8
Menominee County	\$5	\$6	10.3%	\$3.0	\$3.4	13.3%	43	43	-1.1%	\$0.6	\$0.6	-1.7%	\$0.3	\$0.4
Milwaukee County	\$3,922	\$4,167	6.2%	\$2,200.6	\$2,342.3	6.4%	26,677	27,226	2.1%	\$1,311.9	\$1,356.7	3.4%	\$216.7	\$231.1

2023 Tourism Impacts														
Wisconsin and Counties - Alphabetical														
	Total Economic Impact			Direct Visitor Spending			Employment			Total Labor Income			State and Local	
	Millions		% Change	Millions		% Change	Total		% Change	Millions		% Change	Millions	
County	2022	2023		2022	2023		2022	2023		2022	2023		2022	2023
Monroe County	\$148	\$165	11.2%	\$96.0	\$109.0	13.5%	1,018	1,078	5.9%	\$34.3	\$35.0	2.1%	\$9.6	\$10.7
Oconto County	\$134	\$140	4.4%	\$97.1	\$100.8	3.9%	762	783	2.9%	\$17.9	\$18.7	4.7%	\$7.3	\$7.9
Oneida County	\$363	\$381	4.8%	\$279.4	\$291.9	4.5%	2,124	2,144	0.9%	\$68.0	\$72.1	6.0%	\$22.0	\$23.6
Outagamie County	\$685	\$724	5.8%	\$391.5	\$413.9	5.7%	5,496	5,664	3.1%	\$200.5	\$212.6	6.0%	\$43.5	\$46.0
Ozaukee County	\$230	\$240	4.2%	\$120.6	\$124.0	2.8%	1,961	1,955	-0.3%	\$71.3	\$73.5	3.0%	\$12.9	\$13.2
Pepin County	\$14	\$15	5.1%	\$8.9	\$9.3	4.5%	116	120	3.3%	\$2.5	\$2.6	6.3%	\$0.9	\$1.0
Pierce County	\$59	\$63	7.8%	\$33.8	\$36.8	8.9%	423	428	1.1%	\$12.2	\$12.3	0.6%	\$3.4	\$3.6
Polk County	\$156	\$167	6.8%	\$108.6	\$116.3	7.1%	1,079	1,108	2.7%	\$29.5	\$30.1	1.9%	\$9.2	\$9.9
Portage County	\$246	\$258	5.2%	\$138.7	\$145.1	4.6%	1,914	1,964	2.6%	\$56.7	\$60.3	6.5%	\$15.4	\$16.3
Price County	\$36	\$37	4.0%	\$20.1	\$20.6	2.6%	281	277	-1.3%	\$7.9	\$8.3	5.2%	\$2.2	\$2.2
Racine County	\$487	\$525	7.7%	\$274.1	\$298.7	9.0%	3,619	3,656	1.0%	\$138.7	\$143.8	3.7%	\$26.5	\$28.1
Richland County	\$40	\$43	6.3%	\$25.5	\$27.2	6.6%	321	322	0.2%	\$8.8	\$8.9	1.7%	\$2.4	\$2.6
Rock County	\$440	\$456	3.6%	\$271.3	\$277.2	2.2%	3,747	3,726	-0.6%	\$122.8	\$127.2	3.6%	\$28.7	\$29.4
Rusk County	\$44	\$46	4.6%	\$28.6	\$29.8	4.0%	386	379	-1.6%	\$10.1	\$10.5	4.0%	\$2.8	\$2.9
St. Croix County	\$209	\$219	5.0%	\$128.4	\$134.1	4.4%	1,864	1,878	0.7%	\$57.1	\$59.6	4.3%	\$13.5	\$14.1
Sauk County	\$1,936	\$1,964	1.4%	\$1,618.3	\$1,628.1	0.6%	11,430	11,803	3.3%	\$299.4	\$329.1	9.9%	\$142.8	\$149.5
Sawyer County	\$142	\$150	5.3%	\$104.7	\$110.1	5.1%	941	948	0.7%	\$31.0	\$33.9	9.2%	\$9.8	\$10.4
Shawano County	\$111	\$114	2.7%	\$75.5	\$76.5	1.3%	795	797	0.3%	\$24.1	\$24.6	2.2%	\$6.7	\$7.0
Sheboygan County	\$440	\$465	5.7%	\$266.4	\$281.1	5.5%	3,351	3,378	0.8%	\$108.9	\$110.4	1.4%	\$31.0	\$32.5
Taylor County	\$53	\$55	4.1%	\$33.4	\$34.4	3.0%	324	331	1.9%	\$8.8	\$9.6	8.8%	\$2.7	\$2.9
Trempealeau County	\$68	\$70	4.1%	\$40.2	\$41.4	2.9%	415	423	2.0%	\$9.4	\$9.7	3.3%	\$3.4	\$3.6

2023 Tourism Impacts														
Wisconsin and Counties - Alphabetical														
	Total Economic Impact			Direct Visitor Spending			Employment			Total Labor Income			State and Local	
	Millions		%	Millions		%	Total		%	Millions		%	Millions	
County	2022	2023	Change	2022	2023	Change	2022	2023	Change	2022	2023	Change	2022	2023
Vernon County	\$73	\$73	0.9%	\$49.5	\$48.9	-1.3%	506	507	0.3%	\$13.7	\$14.0	2.4%	\$4.4	\$4.4
Vilas County	\$365	\$380	4.2%	\$289.8	\$300.8	3.8%	2,111	2,138	1.3%	\$59.6	\$64.9	8.9%	\$24.9	\$26.1
Walworth County	\$892	\$954	6.9%	\$680.1	\$728.3	7.1%	7,062	7,193	1.8%	\$258.9	\$273.4	5.6%	\$71.1	\$75.4
Washburn County	\$53	\$57	7.1%	\$34.8	\$37.5	7.6%	494	497	0.7%	\$14.3	\$15.2	6.4%	\$3.5	\$3.7
Washington County	\$284	\$296	4.1%	\$151.5	\$155.4	2.6%	2,231	2,222	-0.4%	\$73.8	\$75.0	1.7%	\$15.2	\$15.7
Waukesha County	\$1,594	\$1,685	5.7%	\$855.5	\$903.1	5.6%	12,322	12,584	2.1%	\$487.3	\$516.4	6.0%	\$87.5	\$93.1
Waupaca County	\$160	\$167	4.5%	\$104.5	\$108.5	3.8%	1,150	1,138	-1.1%	\$28.5	\$28.6	0.2%	\$10.1	\$10.4
Waushara County	\$120	\$126	5.1%	\$90.2	\$94.5	4.8%	825	859	4.2%	\$19.6	\$21.2	8.0%	\$7.9	\$8.5
Winnebago County	\$524	\$553	5.5%	\$274.0	\$288.0	5.1%	4,175	4,296	2.9%	\$167.6	\$175.3	4.6%	\$30.1	\$31.9
Wood County	\$198	\$211	6.6%	\$103.6	\$110.8	7.0%	2,118	2,120	0.1%	\$77.7	\$81.7	5.1%	\$12.1	\$12.6

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