



**State of Wisconsin
Governor's Council on Tourism
Joint Effort Marketing (JEM) Committee**

201 West Washington Avenue
Madison, WI 53703
608-266-7621

Paul Upchurch, Chair

RELEASE: Immediate
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ADVISORY TO THE MEDIA:

The Joint Effort Marketing (JEM) Grant Committee will meet at 10:00 AM on April 25 2019. The meeting will be held via teleconference at the Wisconsin Department of Tourism, 201 West Washington Avenue, Madison, WI 53703. Paul Upchurch, Milwaukee, will chair the meeting. The public and press are welcome to attend.

**Agenda
Governor's Council on Tourism
JEM Committee
April 25, 2019 Department of Tourism
Madison, WI**

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| 1. Introductions | Paul Upchurch |
| 2. Approve February JEM Minutes | Paul Upchurch |
| 3. Review of April Destination Marketing Applications | Heidi Schultz |
| a. Baraboo River Area Digital Engagement - YR2, Friends of the Baraboo River | |
| b. FALL in Love with the Byway – YR2, Forest County Economic Development Partnership | |
| c. FUN on the Wild Rivers - YR3, Florence County Economic Development | |
| d. Market Research and Economic Impact Study of Mountain Biking in the Chequamegon Area, Chequamegon Area Mountain Bike Association (CAMBA) | |
| e. Ozaukee Interurban Trail Promotion Project, Ozaukee County | |
| f. Visit Marshfield Branding Campaign - YR2, Marshfield Convention & Visitors Bureau | |
| 4. Review of April JEM applications | Heidi Schultz |
| a. A Walk Through Brillion, Existing Event, grow Foundation, Inc. | |
| b. Art Slam Manitowoc, Existing Event, Lake Shore Artists Guild | |
| c. Bastille Day Lakefest, Existing Event, Village of Belleville | |
| d. Bastille Days, Existing Event, East Town Association | |
| e. Cameron Bluegrass Festival and Indianhead Country Arts & Crafts Fair – YR2, Existing Event, Barron County Historical Society | |
| f. Coon Creek Canoe Race, New Event, Coon Valley Business Association | |
| g. Dirt City Duel, New Event, Oconto County Economic Development Corporation | |
| h. Flambeau River Gravel Grinder – YR2, New Event, Rusk County Tourism | |
| i. Fresh Coast Jazz Festival, New Event, Milwaukee Jazz Festival, Inc/DBA - Fresh Coast Jazz | |

Festival

- j. GLEAM, Art in a New Light, Existing Event, Olbrich Botanical Gardens
- k. The Grand Oshkosh: Season Opening Celebration, New Event, The Grand Oshkosh
- l. HarborPark Jazz, Rhythm & Blues Festival 2019, Existing Event, Kenosha Area Convention and Visitors Bureau
- m. IndiaFest Milwaukee 2019 – YR2, Existing Event, Spindle India
- n. Madeline Island Family Fall Festival, Existing Event, Madeline Island Chamber of Commerce
- o. OneFest 2019, Existing Event, OneFest Ltd.
- p. Reliving our Heritage – YR2, Existing Event, City of Boscobel/Reliving Our Heritage
- q. Root Beer Bash, Existing Event, Welcome to Glendale
- r. Sculpture Milwaukee – YR3, New Event, Milwaukee Downtown, Inc.
- s. Shakespeare in the State Parks – Romeo & Juliet, Existing Event, Summit Players Theater
- t. Tribute Island – YR3, New Event, Kenosha Area Convention and Visitors Bureau
- u. Windigo Fest – YR3, New Event, Windigo Society
- v. WINTER WONDERS: International Holiday Light Show from the Producers of China Lights, New Event, Milwaukee County Parks
- w. Wisconsin Tigers at National Cricket League, New Event, Wisconsin Tigers

5. Adjournment

Paul Upchurch