



FOR IMMEDIATE RELEASE

March 1, 2021

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Visitor's Bureau + Chamber of Commerce gives \$20,000 for Tourism Development and Tourism Promotion projects in the Lakeland Area

Minocqua, WI – The Let's Minocqua Visitors Bureau + Chamber of Commerce is pleased to announce the recipients for the 2021 Room Tax Grant allocations. Successful awardees demonstrated that they would be utilizing funds for tourism development and promotion in the Minocqua area.

The Board reviewed eleven applications with a total request tallying nearly \$110,000 from non-profit groups and organizations throughout the area.

Applicants needed to provide evidence that their efforts would focus on bringing people to the area or create future development projects within the destination. The Board also considered applications from non-profit groups and organizations that offer activities or events that would encourage people to stay longer.

The applicants were reviewed through a series of questions that looked at their ability to articulate their future plans. Could they explain how the project or event fit within the current tourism landscape? How would they evaluate their event or project for effectiveness? What was their marketing plan and proposed budget to accomplish their proposal? These were a few of the objectives for the grant application and those that were able to specify how the funding would help the destination were ranked higher during the review.

"We would like to extend a congratulations to the 2021 Room Tax Grant recipients. Their hard work to make our area a great place to work, live, and play is evidenced in their grant applications, and we look forward to seeing what these folks do to help area growth in the future.", said Krystal Westfahl, executive director. "A hearty thank you goes out to all the applicants for their time and ambition in applying for this grant. We have a good feel for the work many of our non-profits are doing right now and we will look for other opportunities to help them achieve their future goals."

Cross Country Cruisers Snowmobile Club: \$3,000 Award

The Cross Country Cruisers will be expanding and enhancing their marketing efforts through this grant opportunity. They will be upgrading their web presence, expanding their use of social media, and creating a world class map for our locals and visitors alike. Grooming over 80 miles of trails in our area, the Cross County Cruisers have been in the businesses of creating an amazing destination for over 50 years.

Lakeland Area Mountain Bike Organization: \$4250 Award

The Lakeland Area Mountain Bike Organization (LAMBO) has been hard at work accomplishing their mission since the 90's: *Creating a healthier community through public-use, silent sport trail development and education*. The group has been expanding and building sustainable trail systems throughout the Lakeland Area for nearly thirty years and this award will help them market their amazing trails to new mountain bike enthusiasts in key markets. Through a direct marketing mail piece, social media, and digital advertising expansion, we are excited to see the next evolution of marketing for this growing sport in our area.

Howard Young Foundation's Dragon Boat Festival: \$4750 Award

The Minocqua Dragon Boat Festival has already proved to be a destination draw as nearly 3000 people attend this yearly event. As popularity for this team driven event grows, the Foundation is seeking help in growing their marketing reach. The award will be utilized in finding new markets through a variety of media avenues. Expansion of social media and digital advertising opportunities will help aid the festivals continued growth.

Minocqua Forest Riders Snowmobile Club: \$3,000 Award

The award for the Forest Riders Snowmobile Club is to help defray costs for marketing the area through their trail map distribution and development. By freeing up the cost of marketing the area as a snowmobiler's paradise, they can take their motto to heart and continue to keep our trails in peak shape for the millions of snowmobile enthusiasts traveling to our destination yearly. "Grooming for you is what we do!"

Minocqua Winter Park: \$5,000 Award

The award to Minocqua Winter Park will be utilized for a feasibility study with the International Mountain Bike Association (IMBA) to develop a trail concept plan. This plan will be the first of a multi-step process to add world class mountain bike and fat-tire bike trails to the facility making it a year-round destination. This award will help kick the project off by covering half of the expense for the full concept plan.

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About Let's Minocqua Visitors Bureau + Chamber of Commerce

Let's Minocqua is the official destination marketing organization for the Minocqua, Arbor Vitae, and Woodruff communities and proudly represents 400 + local businesses. Let's Minocqua exists to advocate for and enhance economic growth for all that visit, work, live, and play in these communities.

Please contact us at letsminocqua.com, our 24-hour Welcome Center at (715) 356-5266, or visit us at 8216 Hwy. 51 S. in Minocqua for personal assistance.

Let's Minocqua Visitors Bureau + Chamber of Commerce is a 501c6 organization.