

Let's Minocqua Visitors Bureau + Chamber of Commerce
8216 Hwy 51 South
Minocqua, WI 54548



March 1, 2021

Lakeland Area Mountain Bike Organization
PO Box 2106
Woodruff, WI 54568

Dear Ms. Knust,

The Let's Minocqua Visitors Bureau + Chamber of Commerce is pleased to inform you that the Room Tax Grant Committee has awarded your organization \$4,250 as part of the \$20,000 Room Tax Tourism Development and Tourism Promotion 2021 grant.

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

Successful awardees demonstrated that they would be utilizing funds for tourism development and promotion in the Minocqua 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.

I would like to extend a congratulations to you on your successful grant. Your hard work to make our area a great place to work, live, and play is evidenced in your grant application, and we look forward to seeing what your organization does to help area growth in the future.

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.

The grant committee specifically would like to support your new market outreach initiative with \$3,500 for the targeting mailing and an additional \$750 for targeted social media. We would like to also offer you a free banner advertisement (header image) on letsminocqua.com/events in the month you would think is most beneficial (based on availability) to support your full events calendar. Our events site generally attracts roughly 60,000 unique visitors a month.

All funding needs to be spent by the end of your organization's fiscal year. You will be required to provide a recap on how the funds were utilized and if you saw an increase in participation, overnight stays, and/or spectator growth. This review of funds spent will allow your eligibility for future funding.

The other awardees are as follows:

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.

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.

Keep up the great work you do for our community! We look forward to seeing the progress you make!

Sincerely,



Krystal Westfahl
Executive Director