



CITY OF MERRILL
TOURISM COMMISSION
AGENDA • TUESDAY, JULY 29, 2025

Regular Meeting	Merrill Area Chamber of Commerce 705 N Center Avenue	12:00 PM
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- I. Call to Order**
- II. Public Comment**
- III. 2025 Budget**
 - 1. 2025 Budget Update
 - 2. Discussion about 2026 Budget Priorities
 - 3. 2026 Grant Application Process
- IV. Review Travel Wisconsin 2024 Tourism Information**
- V. Set date/time for next meeting**
- VI. Adjournment**

The Merrill Area Chamber of Commerce is accessible to the physically disadvantaged. If special accommodation is required, please contact the Chamber at 715-536-9474.

Meeting Notice

The Merrill Tourism Commission will meet on Tuesday, July 22, 2025, at Noon, at the Merrill Area Chamber of Commerce, 705 North Center Avenue, Merrill, WI 54452.

Voting members of Commission: Dan Wendorf, Sarah Gilbert, Sue Kunkel, Gary Schwartz, Mark Weix

The following items will be included on the agenda:

1. Call to Order
2. Public Comment
3. 2025 Budget
 - a. 2025 Budget Update
 - b. Discussion about 2026 Budget Priorities
 - c. 2026 grant application process
4. Review Travel Wisconsin 2024 Tourism information
5. Set date/time for next meeting
6. Adjournment

Submitted by,

Dan Wendorf
Chairperson – Tourism Commission
City of Merrill

Date and time agenda was posted: _____ Posted by: _____

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Tourism Budget Fiscal Year 2025
 Jan - Dec 2025
 (Effective 7/1/2025)

	Budget 2024 Jan-Dec	Actual 2024 Jan-Dec	% of Total	Budget Requests 2025 Jan-Dec	Approved 2025 Jan-Dec	Actual
Room Tax Collected (1)	\$105,000.00	\$86,535.48		\$87,500.00	\$87,500.00	\$34,605.64
Promote Festivals & Events (2)	\$42,150.00	\$40,390.21	47%	\$57,975.00	\$57,975.00	\$29,648.01
Merrill Lion's Car Show	\$1,200.00	\$1,198.90	3%	\$1,400.00	\$1,400.00	\$448.01
Lincoln County Fair	\$16,000.00	\$16,000.00	40%	\$21,000.00	\$21,000.00	\$21,000.00
Wisconsin River Pro Rodeo	\$16,000.00	\$16,000.00	40%	\$21,000.00	\$21,000.00	\$21,000.00
Concertina Festival	\$450.00	\$450.00	1%	\$425.00	\$425.00	\$425.00
Merrill Ice Drags(8)	\$4,000.00	\$3,707.50	9%	\$7,500.00	\$7,500.00	\$5,525.00
Black Squirrel Scurry	\$1,000.00	\$0.00	0%	\$1,000.00	\$1,000.00	
Underdown Trail Ride	\$850.00	\$850.00	2%	\$900.00	\$900.00	\$250.00
Underdown Fat Bike Races	\$250.00	\$183.81	0%	\$250.00	\$250.00	
Carry the Cross(9)	\$1,000.00	\$1,000.00	2%	\$1,000.00	\$1,000.00	
Merrill's Food Truck-a-Palooza	\$1,000.00	\$1,000.00	2%	\$1,500.00	\$1,500.00	
Mud 'N Jams	\$0.00	\$0.00	0%	\$2,000.00	\$2,000.00	\$2,000.00
Everything Goes Sales Event	\$0.00	\$0.00	0%	\$0.00	\$0.00	
Merrill Fireworks	\$0.00	\$0.00	0%	\$0.00	\$0.00	
Doris Lovrine Memorial Sled Dog	\$400.00	\$0.00	0%	\$0.00	\$0.00	
Other	\$0.00	\$0.00	0%	\$0.00	\$0.00	
Other	\$0.00	\$0.00	0%	\$0.00	\$0.00	
Other Promotions	\$8,900.00	\$12,860.81	15%	\$14,000.00	\$26,000.00	\$9,000.72
Other Promotions(3)	\$1,000.00	\$0.00		\$1,000.00	\$13,000.00	
Tradeshows (4)	\$7,900.00	\$12,341.81		\$12,500.00	\$12,500.00	\$9,000.72
Visitor's Literature Display/Guide	\$0.00	\$519.00		\$500.00	\$500.00	\$0.00
Saving Account	\$0.00	\$0.00		\$0.00	\$0.00	
Discover Wisconsin	\$0.00	\$0.00		\$0.00	\$0.00	
Contingency (5)	\$1,500.00	\$0.00	0%	\$1,500.00	\$1,500.00	\$204.54
Conferences	\$3,000.00	\$722.45	1%	\$1,000.00	\$1,000.00	\$2,007.44
Additional Advertising (6)	\$18,000.00	\$13,234.93	15%	\$15,000.00	\$15,000.00	\$15,979.00
Administration & Rent	\$25,000.00	\$25,000.00	29%	\$25,000.00	\$25,000.00	\$18,750.00
Marketing Support	\$7,200.00	\$5,573.23	6%	\$5,600.00	\$5,600.00	\$4,161.64
Telephone	\$1,200.00	\$1,200.00		\$800.00	\$800.00	\$900.00
Postage (7)	\$3,000.00	\$1,373.23		\$1,800.00	\$1,800.00	\$1,011.64
Website/Computers	\$3,000.00	\$3,000.00		\$3,000.00	\$3,000.00	\$2,250.00
GRAND TOTALS	\$105,750.00	\$97,781.63	113%	\$120,075.00	\$132,075.00	\$79,751.35
	-\$750.00	-\$11,246.15		(\$32,575.00)	(\$44,575.00)	(\$45,145.71)

date	amount
4th	17,923.13
1st	16,682.51
2nd	
3rd	
dep	<u>\$34,605.64</u>

Checkbook balance 7/1/2025 \$17,296.22

Tourism Budget Fiscal Year 2025
Jan - Dec 2025
(Effective 7/17/2025)

Footnotes

- (1) - Room Tax collected - the projection of \$87,500 is based upon the City collecting a total of \$125,000 in total room tax. This amount is slightly higher than in the previous 2 years,
This amount is slightly higher than in the previous 2 years,
For budgeting purposes it is anticipated that the 3rd quarter room tax collected will be ~ \$30,000
This would then mean the total \$ collected for the Tourism commission would be ~ \$86,500.
The only disbursement to be made would be a grant to the Black Squirrel Scurry. The checkbook balance would then be ~ \$68,000 going into 2025.
- (2) - Promote Festivals and events - this represents requests/applications made in their entirety
- 3) - Promotional items needed for booth set up materials - banners, give aways (bags), etc.
The City of Merrill request for \$12,000 relating to fireworks was removed from the Grant Applications relating to advertising and placed in "Other Promotions". There is a caveat with the disbursements - The Commission has \$12,000 towards 2025 fireworks but only as matching funds from the City. i.e. If the City budgets \$12,000 then Tourism will disburse and additional \$12,000. If the City budgets \$6,000 then Tourism will disburse an additional \$6,000, etc.....
- (4) - Tradeshow - this represents the cost of space, hotel, mileage and wages of employees attending.
We have registrar for 4 trade shows in 2025 - LaCrosse, WI; Cedar Falls, IA; Madison, WI; Duluth, MN
In addition to these shows we also participate in the Green Bay Sport and Vacation show through North Central Tourism, WIJQ show in Tomahawk and the WI State Fair.
- Special note - \$2,400 has been dispersed for trade show booths for 2025 in 2024- Iowa, LaCrosse, Madison and Duluth. In addition \$520.62 was also spent for giveaways - pens -for a total of \$2,920.62 for 2025 from the 2024 budget and if this is to continue would be expended in 2025 for 2026.*
- (5) - This contingency will be used to purchase hardware to be used at trade shows. This will be purchased through Merrill House of music and be split 50/50 with the Chamber. Sony Pro Series Display, Smart Mount, surge protector, etc..
- (6) - Additional Advertising - We advertise in various magazines throughout WI. In addition, this pays for distribution of the Destination Guide with various companies at sites throughout WI, IL, IA and MN
- (7) - Additional postage with the USPS anticipated rate hike and additional distribution of Destination guides
- Update 7/17/2025
- (8) - Merrill Ice Drags - no more funds will be disbursed in 2025
- (9) - Carry The Cross - Organizers "were not able to obtain the support from the community so the event is cancelled"

Budget \$

Promote Festivals & Events

<u>Grant</u>	<u>Date</u>	<u>Check To</u>	<u>Reason</u>	<u>Check Amt</u>
\$1,400.00	Merrill Lion's Car Show	Color Creations	brochures	\$448.01
	Total			\$448.01
\$21,000.00	Lincoln County Fair			
	Total			\$0.00
\$21,000.00	Wisconsin River Pro Rodeo	Lincoln County Rodeo Associati	advertising	\$21,000.00
	Total			\$21,000.00
\$425.00	Merrill Concertina Festival	World Concertina Congress	Various Advertising	\$425.00
	Total			\$425.00
\$7,500.00	Merrill Ice Drags:	WOZZ-FM	Radio Spots	\$768.00
		Drip Media	Advertising	\$2,500.00
		MMC	Paper advertising	\$593.00
		Hillsboro Drag A Way	Sponsor in booklet	\$300.00
		Sunrise Broadcasting	Radio Spots	\$1,364.00
	Total			\$5,525.00
\$1,000.00	Black Squirrel Scurry	City of Merrill Pars and Rec	Various Advertising	\$1,000.00
	Total			\$1,000.00
\$900.00	Underdown Trail Ride			
	Total			\$0.00
\$250.00	Underdown Fat Bike Races	Iron Bull	Advertising	\$250.00
	Total			\$250.00
\$1,000.00	Carry the Cross			
	Total			\$0.00

\$1,580,000 Merrill's Food Truck-a-Palooza

\$2,000.00 Mud 'N Jams 2025 Midwest Communications Radio spots \$2,000.00

Total \$2,000.00

\$0.00 Everything Goes Sales Event

Total \$0.00

Total: \$0.00

TOTAL \$29,648.01

Total:
\$57,975.00

Other Promotions
Budget

Tradeshows

<u>Date</u>	<u>Check To</u>	<u>Reason</u>	<u>Check Amt</u>	<u>Check #</u>
#####	R&D Promotions	Iowa rent table and parking	\$35.00	2367
#####	R&D Promotions	Electricity for booth	\$50.00	2368
1/31/2025	Brickners Park City	Van rental for Iowa	\$550.71	2401
1/31/2025	Merrill Chamber	reimburse meals and fuel	\$239.22	2402
1/31/2025	Clyde Nelson	reimburse for meals paid in cash	\$60.25	2403
1/31/2025	Merrill Chamber	reimburse for hotel	\$457.80	2404
		booth rental - \$575 paid 10/26/24		
	1 person	Total Iowa	\$1,392.98	\$1,967.98
2/4/2025	Lacrosse Graphics	shipping costs of guides to LaCrosse and Duluth	\$436.76	2405
2/11/2025	Kendall Krueger	reimburse give aways - LaCrosse	\$46.86	2408
2/28/2025	Brickners Park City	van rental for LaCrosse	\$550.71	2414
3/19/2025	Merrill Chamber	LaCrosse reimbursement for expenses booth rental LaCrosse - \$700 pd 6/24	\$1,621.22	2423
	3 people	Total LaCrosse	\$2,218.79	\$2,918.79
3/19/2025	Merrill Chamber	reimburse Duluth show	\$2,145.56	2424
2/28/2025	Brickners Park City	booth rental Duluth - \$800 pd 7/2/24 van rental for Duluth	\$688.39	2414
	4 people	Total Duluth	\$2,833.95	\$3,633.95
2/28/2025	Brickners Park City	van rental for Madison	\$550.71	2414
2/28/2025	Korey Bloch	mileage and meals - madison	\$251.75	2418
	Merrill Chamber	reimburse Madison Show	\$1,308.18	2428
		booth rental Madison - \$325 pd 5/28/24		
		Total Madison	\$2,110.64	\$2,435.64
3/19/2025	Merrill Chamber	Show supplies reimburse	\$444.36	2422
		Total	\$9,000.72	\$10,956.36

<u>Contingency Budget</u>	<u>Date</u>	<u>Check To</u>	<u>Reason</u>	<u>Check Amt</u>	<u>Check #</u>
	1/15/2025	Merrill House of Musi	1/2 remaining bill for TV and stand	\$204.54	2374
TOTAL				\$204.54	

Additional Advertising
Budget

Additional Advertising
(only advertising)

<u>Date</u>	<u>Check To</u>	<u>Reason</u>	<u>Check Amt</u>	<u>Check #</u>
1/15/2025	Close Publications	Draft Guide publication	\$1,800.00	2373
2/4/2025	WJWQ	Monthly radio	\$125.00	2407
2/28/2025	Close Publications	Summer publication - 100,000	\$2,600.00	2410
2/28/2025	WJFW	Christmas Message	\$420.00	2416
2/28/2025	COZI TV	Christmas Message	\$24.00	2417
3/18/2025	WJWQ	Monthly radio	\$125.00	2421
5/9/2025	Close Publications	Fun In WI 5/1-4/1/26	\$600.00	2431
6/9/2025	WJWQ	Monthly radio	\$375.00	2436
7/7/2025	On Wisconsin Outdoors	Fall publication	\$600.00	2442
7/7/2025	WJWQ	Monthly radio	\$125.00	2443
7/17/2025	Close Publications	WI Special Events - Winter '25 Issue	\$1,385.00	2445
2/4/2025	MMC - Foto News	Guide Distribution - 5,000	\$1,800.00	2406
3/7/2025	Vector and Ink	Guide Distribution - North - 9,000	\$3,000.00	2420
5/9/2025	Vector and Ink	Guide Distribution - North - 9,000	\$3,000.00	2432
TOTAL			\$15,979.00	

Administration & Rent

<u>Date</u>	<u>Check To</u>	<u>Reason</u>	<u>Check Amt</u>	<u>Check #</u>
1/2/2025	Merrill Chamber		\$6,250.00	2364
4/15/2025	Merrill Chamber		\$6,250.00	2427
7/7/2025	Merrill Chamber		\$6,250.00	2440

TOTAL \$18,750.00

Marketing Support
Budget

Telephone

<u>Date</u>	<u>Check To</u>	<u>Reason</u>	<u>Check Amt</u>	<u>Check #</u>
1/2/2025	Merrill Chamber	1st qtr phone	\$300.00	2364
4/15/2025	Merrill Chamber	2nd qtr phone	\$300.00	2427
7/7/2025	Merrill Chamber	3rd qtr phone	\$300.00	2440
Total			\$900.00	

Postage

<u>Date</u>	<u>Check To</u>	<u>Reason</u>	<u>Check Amt</u>	<u>Check #</u>
1/31/2025	SpeedDee Delivery	Deliver guides	\$462.75	2400
2/28/2025	SpeedDee Delivery	Deliver guides	\$111.58	2415
5/9/2025	LaCrosse Graphics	Guide Shipping to Merrill	\$287.20	2432
5/9/2025	SpeedDee Delivery	Deliver guides	\$113.99	2433
7/7/2025	SpeedDee Delivery	Deliver guides	\$36.12	2441

TOTAL \$1,011.64

Website/Computers

<u>Date</u>	<u>Check To</u>	<u>Reason</u>	<u>Check Amt</u>	<u>Check #</u>
1/2/2025	Merrill Chamber		\$750.00	2364
4/15/2025	Merrill Chamber		\$750.00	2427
7/7/2025	Merrill Chamber		\$750.00	2440

TOTAL \$2,250.00

WISCONSIN TOURISM'S RECORD-BREAKING 2024

\$25.8 BILLION

TOTAL ECONOMIC IMPACT

\$ 113 MILLION

LINCOLN COUNTY

Wisconsin tourism saw a third consecutive year of record-breaking economic impact in 2024. All-time high visitation last year drove the record-breaking \$25.8 billion in total economic impact. Wisconsin welcomed 114.4 million visits, eclipsing the former pre-pandemic record. This boost in visitation, combined with economic contributions from all corners of the state and strategic investments in tourism promotion, led to more visitors choosing to make vacation memories and spend their dollars in Wisconsin.

1 IN 21

JOB SUSTAINED
BY TOURISM

182K

671

FULL-TIME &
PART-TIME JOBS
JOBS IN
LINCOLN COUNTY

VISITS TO WI

114.4 MILLION

STATE & LOCAL TAXES

\$ 1.7 BILLION

FEDERAL TAXES

\$ 1.4 BILLION

AMOUNT EACH WISCONSIN
HOUSEHOLD would need to pay

to maintain the current level of
government services generated
by tourism spending.

\$ 6.1 MILLION

LINCOLN COUNTY

\$ 678

SOURCES

Tourism Economics
Longwoods International

— **WISCONSIN** —
DEPARTMENT OF TOURISM —

Tourism Impacts

Wisconsin and Counties - Alphabetical

County	Total Economic Impact			Direct Visitor Spending			Employment			Total Labor Income			State and Local Taxes		
	Millions		%	Millions		%	Total		%	Millions		%	Millions		%
	2023	2024		2023	2024		2023	2024		2023	2024		2023	2024	
Wisconsin	\$25,003	\$25,819	3.3%	\$15,707.0	\$16,252.5	3.5%	178,045	181,898	2.2%	\$6,820.2	\$7,015.9	2.9%	\$1,605.8	\$1,657.8	3.2%
Adams County	\$250	\$267	6.8%	\$183.9	\$196.8	7.1%	1,586	1,661	4.7%	\$57.7	\$61.1	5.9%	\$17.9	\$19.2	7.1%
Ashland County	\$66	\$65	-0.4%	\$42.5	\$42.2	-0.8%	549	545	-0.6%	\$17.2	\$17.4	1.0%	\$5.0	\$4.9	-1.8%
Barron County	\$187	\$190	1.8%	\$126.5	\$129.1	2.1%	1,362	1,378	1.2%	\$46.0	\$46.5	1.1%	\$11.6	\$11.8	1.6%
Bayfield County	\$93	\$93	0.3%	\$69.8	\$69.8	0.1%	701	704	0.4%	\$16.5	\$16.5	-0.1%	\$7.8	\$7.7	-0.3%
Brown County	\$1,335	\$1,407	5.4%	\$798.2	\$847.3	6.2%	10,676	11,261	5.5%	\$572.7	\$608.2	6.2%	\$100.5	\$107.3	6.8%
Buffalo County	\$29	\$29	1.9%	\$18.7	\$19.1	2.3%	222	223	0.2%	\$5.6	\$5.5	-1.0%	\$1.7	\$1.7	1.3%
Burnett County	\$47	\$48	2.7%	\$31.0	\$31.7	2.5%	364	371	1.7%	\$9.5	\$9.7	2.6%	\$3.1	\$3.2	2.6%
Calumet County	\$74	\$77	5.1%	\$39.7	\$42.0	5.7%	617	627	1.5%	\$19.8	\$20.2	2.1%	\$4.1	\$4.2	4.2%
Chippewa County	\$184	\$193	4.9%	\$121.0	\$127.4	5.3%	1,403	1,440	2.7%	\$45.9	\$47.6	3.7%	\$11.0	\$11.6	5.6%
Clark County	\$64	\$62	-2.8%	\$39.2	\$37.7	-3.8%	346	335	-3.1%	\$8.0	\$7.9	-0.9%	\$3.3	\$3.2	-3.0%
Columbia County	\$211	\$215	1.6%	\$139.5	\$141.6	1.5%	1,702	1,693	-0.5%	\$55.2	\$55.2	0.1%	\$16.1	\$16.2	0.5%
Crawford County	\$73	\$73	0.3%	\$48.9	\$49.0	0.2%	658	657	-0.2%	\$15.7	\$15.9	0.8%	\$5.6	\$5.6	-1.2%
Dane County	\$2,561	\$2,649	3.5%	\$1,493.0	\$1,549.1	3.8%	18,811	19,337	2.8%	\$795.2	\$823.9	3.6%	\$170.5	\$177.2	4.0%
Dodge County	\$181	\$188	4.0%	\$98.3	\$102.7	4.5%	1,406	1,418	0.9%	\$41.5	\$42.3	1.8%	\$9.8	\$10.1	2.9%
Door County	\$620	\$651	5.1%	\$497.0	\$523.2	5.3%	3,444	3,524	2.3%	\$121.6	\$124.3	2.2%	\$51.0	\$53.3	4.4%
Douglas County	\$178	\$184	3.3%	\$125.6	\$130.1	3.6%	1,324	1,346	1.7%	\$38.4	\$38.4	0.0%	\$12.7	\$13.1	3.1%
Dunn County	\$101	\$102	1.4%	\$59.6	\$60.2	1.1%	792	802	1.2%	\$21.6	\$22.0	1.7%	\$6.5	\$6.6	0.8%
Eau Claire County	\$459	\$461	0.6%	\$284.5	\$286.0	0.5%	3,893	3,905	0.3%	\$133.1	\$134.4	1.0%	\$31.4	\$31.0	-1.3%
Florence County	\$11	\$11	1.6%	\$6.7	\$6.8	1.1%	91	90	-0.8%	\$2.1	\$2.1	2.7%	\$0.6	\$0.6	-0.1%
Fond du Lac County	\$283	\$289	2.3%	\$164.4	\$168.9	2.7%	2,361	2,391	1.3%	\$76.7	\$77.1	0.5%	\$17.8	\$18.2	2.0%
Forest County	\$25	\$25	-1.6%	\$15.7	\$15.4	-2.2%	192	186	-3.1%	\$3.7	\$3.7	-2.1%	\$1.7	\$1.6	-4.4%
Grant County	\$112	\$109	-2.8%	\$68.3	\$66.0	-3.4%	995	965	-3.1%	\$29.4	\$29.0	-1.3%	\$7.0	\$6.6	-4.5%
Green County	\$83	\$86	3.7%	\$47.3	\$49.3	4.2%	663	684	3.2%	\$22.0	\$22.7	3.3%	\$4.7	\$4.8	3.9%
Green Lake County	\$69	\$69	0.9%	\$44.3	\$44.6	0.8%	611	615	0.6%	\$17.8	\$18.0	1.4%	\$5.1	\$5.1	0.5%
Iowa County	\$77	\$77	-0.7%	\$52.5	\$52.1	-0.8%	445	443	-0.4%	\$13.5	\$13.6	0.4%	\$3.9	\$3.9	-0.9%
Iron County	\$37	\$35	-3.6%	\$26.6	\$25.6	-3.9%	260	251	-3.7%	\$5.9	\$5.7	-2.5%	\$2.7	\$2.6	-5.4%
Jackson County	\$66	\$66	-0.4%	\$44.2	\$44.0	-0.5%	478	467	-2.1%	\$11.8	\$11.3	-3.7%	\$4.4	\$4.3	-2.7%
Jefferson County	\$207	\$208	0.3%	\$122.5	\$122.6	0.0%	1,575	1,576	0.1%	\$51.3	\$52.2	1.6%	\$11.2	\$11.3	0.2%
Juneau County	\$119	\$118	-0.8%	\$85.0	\$84.3	-0.8%	722	710	-1.7%	\$20.0	\$19.4	-3.0%	\$7.4	\$7.2	-2.2%

Tourism Impacts

Wisconsin and Counties - Alphabetical

County	Total Economic Impact			Direct Visitor Spending			Employment			Total Labor Income			State and Local Taxes		
	Millions		%	Millions		%	Total		%	Millions		%	Millions		%
	2023	2024	Change	2023	2024	Change	2023	2024	Change	2023	2024	Change	2023	2024	Change
Kenosha County	\$434	\$456	5.0%	\$271.8	\$285.8	5.2%	3,111	3,194	2.7%	\$106.8	\$112.0	4.9%	\$26.1	\$27.2	4.4%
Kewaunee County	\$52	\$52	1.1%	\$34.0	\$34.2	0.7%	405	404	-0.3%	\$7.2	\$7.4	2.8%	\$3.4	\$3.4	0.3%
La Crosse County	\$502	\$519	3.4%	\$307.3	\$319.3	3.9%	3,931	4,016	2.2%	\$141.6	\$145.6	2.8%	\$35.3	\$36.6	3.7%
Lafayette County	\$29	\$29	-0.7%	\$18.1	\$17.9	-0.9%	208	206	-1.3%	\$4.4	\$4.4	-0.4%	\$1.8	\$1.7	-2.6%
Langlade County	\$82	\$84	2.4%	\$56.8	\$58.2	2.5%	425	435	2.3%	\$12.6	\$12.7	1.2%	\$4.4	\$4.5	2.5%
Lincoln County	\$109	\$113	3.3%	\$71.5	\$74.4	4.1%	665	671	0.8%	\$19.2	\$19.4	1.1%	\$6.0	\$6.1	2.6%
Manitowoc County	\$226	\$227	0.6%	\$131.6	\$132.2	0.4%	1,723	1,717	-0.3%	\$57.2	\$57.1	-0.2%	\$14.3	\$14.2	-0.7%
Marathon County	\$490	\$497	1.4%	\$277.8	\$282.2	1.6%	3,574	3,617	1.2%	\$131.7	\$132.5	0.6%	\$29.8	\$30.2	1.3%
Marinette County	\$263	\$272	3.4%	\$188.0	\$194.9	3.7%	1,471	1,486	1.0%	\$41.0	\$41.3	0.7%	\$15.4	\$15.9	2.7%
Marquette County	\$42	\$43	1.3%	\$28.2	\$28.5	1.1%	296	298	0.5%	\$7.5	\$7.5	0.9%	\$2.8	\$2.8	0.6%
Menominee County	\$6	\$6	1.1%	\$3.4	\$3.4	0.7%	43	42	-0.7%	\$0.6	\$0.6	2.3%	\$0.4	\$0.4	-0.3%
Milwaukee County	\$4,167	\$4,321	3.7%	\$2,342.3	\$2,439.3	4.1%	27,226	28,091	3.2%	\$1,356.7	\$1,402.8	3.4%	\$231.1	\$242.2	4.8%
Monroe County	\$165	\$165	-0.1%	\$109.0	\$108.5	-0.4%	1,078	1,073	-0.5%	\$35.0	\$35.2	0.5%	\$10.7	\$10.5	-1.5%
Oconto County	\$140	\$142	1.5%	\$100.8	\$102.3	1.5%	783	791	0.9%	\$18.7	\$19.0	1.8%	\$7.9	\$8.0	1.5%
Oneida County	\$381	\$394	3.5%	\$291.9	\$302.8	3.7%	2,144	2,220	3.6%	\$72.1	\$74.2	3.0%	\$23.6	\$24.5	3.8%
Outagamie County	\$724	\$763	5.3%	\$413.9	\$438.9	6.0%	5,664	5,832	3.0%	\$212.6	\$219.5	3.3%	\$46.0	\$48.6	5.6%
Ozaukee County	\$240	\$246	2.4%	\$124.0	\$127.4	2.8%	1,955	1,986	1.6%	\$73.5	\$74.4	1.3%	\$13.2	\$13.6	3.0%
Pepin County	\$15	\$16	4.2%	\$9.3	\$9.8	4.7%	120	122	1.7%	\$2.6	\$2.7	1.4%	\$1.0	\$1.0	5.2%
Pierce County	\$63	\$65	2.6%	\$36.8	\$37.7	2.5%	428	429	0.1%	\$12.3	\$12.4	0.8%	\$3.6	\$3.7	0.9%
Polk County	\$167	\$167	0.3%	\$116.3	\$116.7	0.3%	1,108	1,098	-0.9%	\$30.1	\$29.9	-0.6%	\$9.9	\$9.8	-0.8%
Portage County	\$258	\$269	4.3%	\$145.1	\$152.3	5.0%	1,964	2,013	2.5%	\$60.3	\$61.6	2.1%	\$16.3	\$17.2	5.0%
Price County	\$37	\$37	0.4%	\$20.6	\$20.8	1.0%	277	269	-2.9%	\$8.3	\$8.2	-1.4%	\$2.2	\$2.2	-2.4%
Racine County	\$525	\$555	5.7%	\$298.7	\$318.0	6.4%	3,656	3,780	3.4%	\$143.8	\$148.6	3.4%	\$28.1	\$30.1	7.0%
Richland County	\$43	\$43	1.1%	\$27.2	\$27.4	0.9%	322	325	0.9%	\$8.9	\$9.0	1.5%	\$2.6	\$2.6	1.2%
Rock County	\$456	\$482	5.7%	\$277.2	\$295.0	6.4%	3,726	3,796	1.9%	\$127.2	\$131.0	3.0%	\$29.4	\$30.6	4.2%
Rusk County	\$46	\$48	3.6%	\$29.8	\$31.1	4.4%	379	383	0.8%	\$10.5	\$10.6	0.8%	\$2.9	\$3.0	2.5%
St. Croix County	\$219	\$228	3.9%	\$134.1	\$139.9	4.3%	1,878	1,920	2.2%	\$59.6	\$61.4	3.0%	\$14.1	\$14.6	4.0%
Sauk County	\$1,964	\$1,991	1.4%	\$1,628.1	\$1,652.3	1.5%	11,803	11,899	0.8%	\$329.1	\$333.5	1.3%	\$149.5	\$150.7	0.8%
Sawyer County	\$150	\$151	0.7%	\$110.1	\$110.6	0.5%	948	960	1.3%	\$33.9	\$34.1	0.6%	\$10.4	\$10.5	0.9%
Shawano County	\$114	\$116	1.6%	\$76.5	\$77.6	1.5%	797	806	1.2%	\$24.6	\$25.2	2.3%	\$7.0	\$7.1	1.5%

Tourism Impacts

Wisconsin and Counties - Alphabetical

County	Total Economic Impact			Direct Visitor Spending			Employment			Total Labor Income			State and Local Taxes		
	Millions		%	Millions		%	Total		%	Millions		%	Millions		%
	2023	2024		2023	2024		2023	2024		2023	2024		2023	2024	
Sheboygan County	\$465	\$477	2.5%	\$281.1	\$287.6	2.3%	3,378	3,410	1.0%	\$110.4	\$113.4	2.7%	\$32.5	\$33.1	1.6%
Taylor County	\$55	\$54	-1.3%	\$34.4	\$33.9	-1.5%	331	321	-2.8%	\$9.6	\$9.3	-3.4%	\$2.9	\$2.8	-3.2%
Trempealeau County	\$70	\$69	-1.4%	\$41.4	\$40.5	-2.1%	423	419	-1.1%	\$9.7	\$9.7	0.2%	\$3.6	\$3.5	-2.3%
Vernon County	\$73	\$77	4.7%	\$48.9	\$51.4	5.3%	507	523	3.0%	\$14.0	\$14.5	3.5%	\$4.4	\$4.7	6.3%
Vilas County	\$380	\$383	0.6%	\$300.8	\$302.6	0.6%	2,138	2,105	-1.5%	\$64.9	\$64.9	0.1%	\$26.1	\$25.9	-0.8%
Walworth County	\$954	\$997	4.6%	\$728.3	\$762.7	4.7%	7,193	7,494	4.2%	\$273.4	\$282.4	3.3%	\$75.4	\$78.6	4.3%
Washburn County	\$57	\$57	0.1%	\$37.5	\$37.6	0.3%	497	495	-0.4%	\$15.2	\$15.1	-1.0%	\$3.7	\$3.7	-0.3%
Washington County	\$296	\$301	1.7%	\$155.4	\$158.0	1.7%	2,222	2,252	1.4%	\$75.0	\$76.5	2.1%	\$15.7	\$16.0	1.7%
Waukesha County	\$1,685	\$1,764	4.7%	\$903.1	\$951.6	5.4%	12,584	12,878	2.3%	\$516.4	\$531.9	3.0%	\$93.1	\$97.4	4.7%
Waupaca County	\$167	\$173	3.3%	\$108.5	\$112.3	3.5%	1,138	1,161	2.0%	\$28.6	\$29.0	1.6%	\$10.4	\$10.7	2.8%
Waushara County	\$126	\$126	0.2%	\$94.5	\$94.8	0.3%	859	851	-1.0%	\$21.2	\$20.9	-1.2%	\$8.5	\$8.4	-0.9%
Winnebago County	\$553	\$574	4.0%	\$288.0	\$299.9	4.1%	4,296	4,370	1.7%	\$175.3	\$180.7	3.1%	\$31.9	\$32.9	2.9%
Wood County	\$211	\$218	3.2%	\$110.8	\$115.5	4.2%	2,120	2,139	0.9%	\$81.7	\$81.8	0.1%	\$12.6	\$12.8	1.9%