

Ozaukee Interurban Trail Promotion Project

Wisconsin Department of Tourism Joint Effort Marketing Grant Submittal Materials

Ozaukee County Planning and Parks Department

March 2021



Nick Berenz, 2019



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The Ozaukee County Planning and Parks Department was awarded a Wisconsin Department of Tourism Joint Effort Marketing (JEM) Grant to develop and implement a marketing strategy to promote usage of the Ozaukee Interurban Trail during the fall and winter shoulder seasons. This grant allowed Ozaukee County to develop an engaging branding campaign that provided for consistency throughout trail communities. This included creation of a new, and updated, trail website including an interactive ArcGIS StoryMap, email marketing, utilizing a wide variety of advertising avenues including print and a social media, development of a new marketing logo for the trail, and a public relations campaign all led by White Rice Advertising & PR, LLC. This project is a partnership of active, passionate community organizations, including the Ozaukee County Tourism Council, Ozaukee County Planning and Parks, and our area Chambers of Commerce (including Grafton, Cedarburg, Mequon-Thiensville, Port Washington and Belgium). Better marketing of the Interurban Trail provides additional recreational opportunities for residents and visitors who are currently unaware of this amazing amenity.

The successful marketing campaign, which ran through Spring 2020, is shown by the following outcomes:

- The trail counters captured a massive increase in the 2019-2020 fall and winter season, compared to the 2018-2019 season, showing an increase of 78,072 users following the marketing campaign.
- For the spring and summer season, the trail counters captured an increase of 53,626 users.
- Trail maps distributed showed an increase of 113 maps from 2019 to 2020.
- Pageviews of the Biking + Trails page of the Ozaukee County Tourism Council increased by 47% from September 2017-March 2018 (217) to September 2019-March 2020 (318).
- Two lodging establishments saw occupancy rates increase during the marketing period
- An estimated increase of \$7,836,031 in visitor spending

Joint Effort Marketing (JEM) Grant - Ozaukee Interurban Trail Promotion Project Evaluation Responses

1. Provide a final media synopsis that includes the following information:

- a. Number of customer responses generated from type of media utilized.
- b. Would you change the media used? Why or why not?
- c. Would you change ad(s) size, length, and frequency? Why?
- d. Would you change your target markets? Why or why not?

Final Media Synopsis

The marketing campaign featured a variety of media to target our primary audience and included email marketing, internet (including a brand new Ozaukee Interurban Trail website, interurbantrail.com), social media, and radio and print advertising. White Rice Advertising and PR, the advertising agency subject to this grant, put together the following media synopsis:

As is fairly typical in Wisconsin, our parks and outdoor recreation areas enjoy the majority of their visitors during the warmer months – generally speaking, April through October. As such, prior to receiving the JEM grant, the bulk of our marketing efforts and advertising dollars were spent within this window, or with the goal of supporting activity within this window.

We were thrilled to be able to subsidize our existing advertising budget to promote off-season (shoulder season) use of the Ozaukee Interurban Trail – and the value of it became exponentially obvious when COVID-19 hit in February and March of 2020, and people were looking for activities they could do with their immediate families that were safe, and largely outdoors.

Our media mix generally includes a diversity of print (travel-oriented publications, genre publications or travel-oriented special sections) and online advertising, targeting three primary markets:

- Our primary target market of travel-minded Wisconsin and Midwest families within driving distance of Ozaukee County, who are active and like to enjoy and experience new things.
- Our secondary target market of biking, hiking, nature and cross country skiing enthusiasts within driving distance of Ozaukee County.
- Our tertiary target market is Ozaukee County residents and families who will be exposed to our marketing efforts on a local level, through various forms of advertising and by word of mouth, who will be drawn in by the ease and opportunities the trail offers, and look forward to being local tourists for a day or a weekend.

The JEM grant allowed us to not only increase our spending in those media areas by adding additional co-op through Travel Wisconsin, but also by adding advertising dollars to two public radio stations, participating in the WTMJ co-op program, developing a new interactive website, developing new, contemporary brand for the trail and increasing our PR presence among our various audiences.

Our efforts started in June of 2019 with design and development of the new website, which was enhanced with a new Trail marketing logo, new fall/spring photography and drone videography, and was ready for a fall launch. By the beginning of 2020, we were able to see that that number of visitors to the OIT (interurbantrail.com) site had increased significantly (already eclipsing previous years' annual numbers by February), and continued to do grow exponentially throughout the year:

- 2016 Total Pageviews: 1,016
- 2017 Total Pageviews: 1,181
- 2018 Total Pageviews: 1,340
- 2019 (data not gathered due to staff changes, and new website construction)
- 2020 Total Pageviews (new site): 35,120

Even when you isolate just the “shoulder season” site visits, the numbers are significantly higher than prior years’ numbers; the total of 2020 site visits in January, February, March, November and December was 4,343... 3-4 times more site visitors than the old site was receiving annually!

Our marketing efforts started full force in September of 2019 and wrapped up in early April/May of 2020. The following Trail use chart shows the growth realized between 2019 and 2020. It should be noted that a fourth trail counter was added in April of 2019, which accounts for the big jump in numbers at that time. It also shows the 2018 totals, with three counters, was 160,922. The number of users rose to 354,707 in 2019, and to a record-breaking 514,162 in 2020.

	2020	2019	2018
Jan	11204	2684	2770
Feb	21489	1888	2826
Mar	22706	7326	6238
Apr	41639	28157*	8809
May	64687	73290	22448
Jun	74356	59826	23547
Jul	70754	60797	30132
Aug	73304	49044	26758
Sep	50606	34717	20431
Oct	34350	19931	9416
Nov	29801	6840	3853
Dec	19266	10207	3694
TOTAL	514162	354707	160922

**Fourth Trail Counter added contributing to a large jump in #s.*

It is indisputable that the JEM dollars that ran in fall of 2019 and spring of 2020 contributed to the significant shoulder-season growth seen, as well as the significant increase in year-round users across the board.

We are thrilled with the growth and results, and were very pleased with the investment we made in marketing materials for the trail, particularly those that will carry on beyond the timeline of this grant. We feel incredibly fortunate to have had the resources to improve our branding and marketing materials (including the new website, new logos, photography, videography and ad designs) which will carry us through the next few years.

In terms of marketing, the JEM grant offered us the chance to utilize fun and successful media opportunities that we hadn’t tried or been able to afford in the past (some of which we are keeping in our media mix going forward). It’s easy to fall into a pattern when you’re allocating a small marketing budget, and the JEM grant allowed us to try a few new things that we found extremely effective and valuable to

work into our media mix (namely the [Travel Wisconsin WTMJ John Mercure interviews](#), originally scheduled for March/April, but rescheduled due to COVID-19 for August 2020) public radio and the TW-sponsored Facebook posts.) If budget allowed, we definitely would have increased our spending on public radio (as it was we were limited to just a few active radio weeks in late fall, and a few weeks in early spring) – with a larger budget we would’ve either extended the advertising to run throughout the winter, or, once Wisconsin issued the “Stay at Home” order, increased our advertising to run longer into the spring.

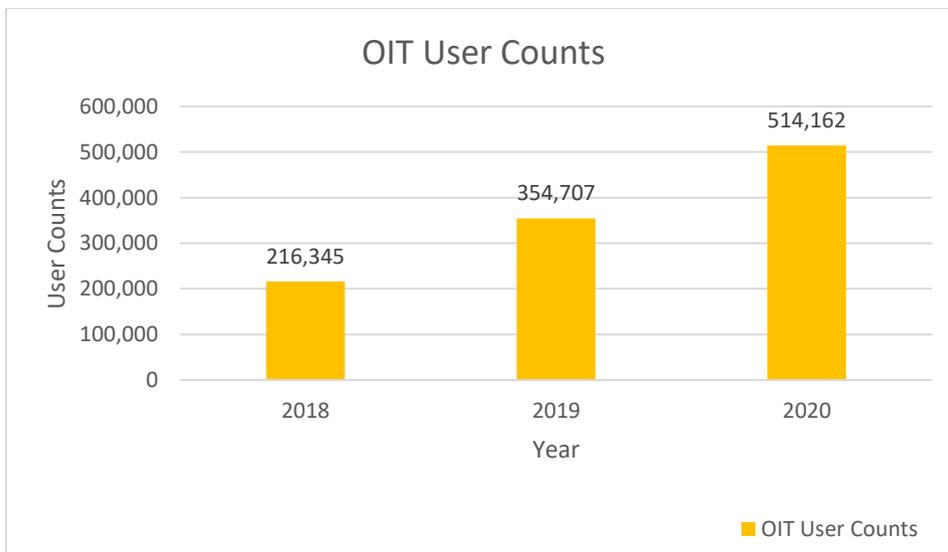
Lastly, the only reason we would have considered changing our target market(s) would have been if our JEM-driven advertising had extended past spring of 2020, and that would’ve been to minimize advertising outside of Wisconsin in response to state government safety guidelines that limited travel within and across state borders because of the coronavirus (COVID-19 pandemic). Other than that, we felt our designated target markets were and still are appropriate for achieving our goals.

2. In your JEM application you listed projected measurable goals for your project and an estimated visitor spending amount for your project. What were the actual results achieved for each goal? Also list what means you used to track these goals. **What was the actual dollar figure of visitor spending for your project? Visitor spending is calculated by multiplying the number of overnight visitors by \$180 and day trippers by \$58 and adding these two figures together.**

Tracking Success of Our Marketing Plan:

Trail User Counts

The Ozaukee County Planning and Parks Department continued to deploy and maintain trail counters in the same three locations along the trail to provide an accurate comparison in user counts. A fourth trail counter was added in April 2019. Totals between April 2019-December 2020 reflect this addition. Annual trail counts for 2018 (pre-JEM grant), 2019, and 2020 are depicted below:



Trail User Survey

The Planning and Parks Department and the University of Wisconsin Division of Extension (UW Extension) Ozaukee County planned to create and implement a trail user survey to take place during the 2019-2020 fall/winter season. The survey was to follow a similar methodology as surveys conducted in 2009 and 2013-2014 to provide historical references.

In February 2020, UW Extension and Ozaukee County Planning and Parks Department (Department) staff created a trail survey (both electronic via Qualtrics and paper) and planned marketing materials to engage users on the trail to complete the survey. The plan was to work with volunteers to administer the survey in March 2020 as well as Fall 2020. For those that were able to complete the survey on site, iPads were going to be supplied to volunteers on loan from UW Extension to increase efficiency and effectiveness. However, due to the unforeseen COVID-19 pandemic, trail survey administration was suspended. The Department hopes to conduct the trail survey created under this grant in the future as a part of the ongoing Ozaukee County Park and Open Space Plan update. The Department has decided, in light of no new trail data, to base estimates of percent local vs. non-local trail users on previous trail survey estimates.

Lodging Established Occupancy Data

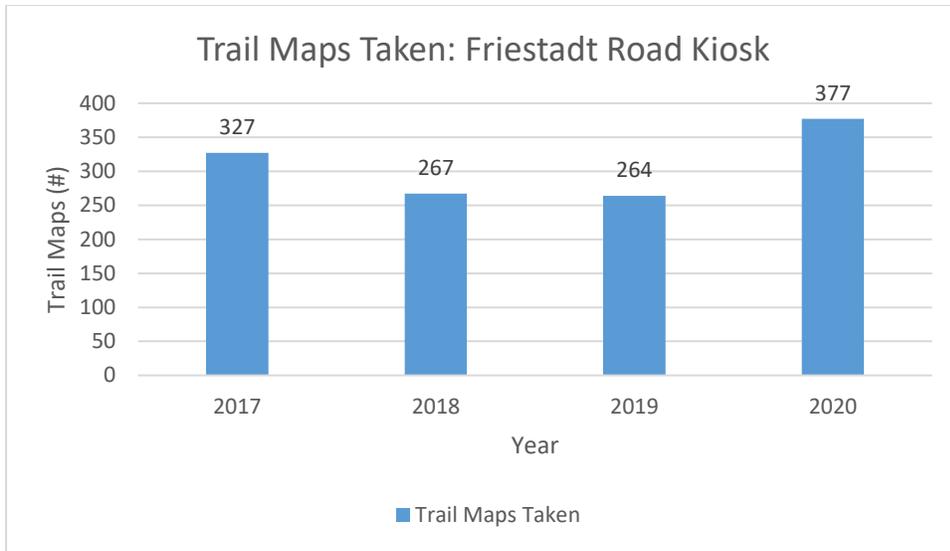
The Ozaukee County Tourism Council worked with local lodging establishments to compile occupancy data from the 2018-2019 fall/winter season, as well as the 2019/2020 fall/winter season to establish change in occupancy that are linked to the marketing campaign. The Ozaukee County Tourism Council was able to obtain data from four lodging establishments in Belgium, Cedarburg, Grafton, and Port Washington. There was a little challenge and delay in receiving this data largely due to the COVID-19 pandemic. However, Belgium was only able to provide room tax numbers, and not room occupancy rates. For this reason, Belgium data was left out of the final economic impact analysis in the *Measuring Project Goals* section.

Special Marketing

A special marketing piece about fall/winter season on the Trail was planned for Ozaukee County Tourism Council's day at the WI State Fair. We had also planned to track the number of pieces distributed. However, due to the ongoing COVID-19 pandemic, the 2020 Wisconsin State Fair was cancelled. We were unable to accomplish this specific special marketing task. Additionally, special marketing bags with the Trail logo were purchased to hand out at the State Fair, Ozaukee County Fair (August 2020), and the Bike Expo at the State Fair Park (April 2020). The Bike Expo and the Ozaukee County Fair, similar to the WI State Fair were cancelled due to the ongoing COVID-19 pandemic. The special marketing bags are planned for use at future events.

Number of trail maps distributed

The number of trail maps distributed each year is tracked by individuals in various municipalities on the Trail. The following numbers reflect a snapshot of use at the Freistadt Road Trail kiosk in the Village of Thiensville on the southern end of the OIT:



Trail maps had been declining since the 2017 high of 327 maps distributed. However, following the marketing campaign, trail maps distributed showed an increase of 113 maps from 2019 to 2020. 2020 trail maps distributed at the Freistadt Road kiosk totaled 377 surpassing 2017, 2018, and 2019 numbers. It is important to note that the OIT trail map was updated by the Department in 2019 (and is typically updated at least every other year, so updated in 2017 prior).

Visitor Center Visits in Ozaukee County

To show this metric, the Department is using the Ozaukee County Tourism website, as this serves as one of the main avenues for disseminating information to visitors for all tourism centers and chambers of commerce in the County (aside from in-person visits to local centers). Pageviews of the Biking + Trails page of the Ozaukee County Tourism Council increased by 47% from September 2017-March 2018 (217) to September 2019-March 2020 (318). Average time spent on the page increased by 15% over the same time period.

Visitors to the OCTC/Ozaukee Interurban Trail Advisory Council (OITAC) booth at Bike Expo

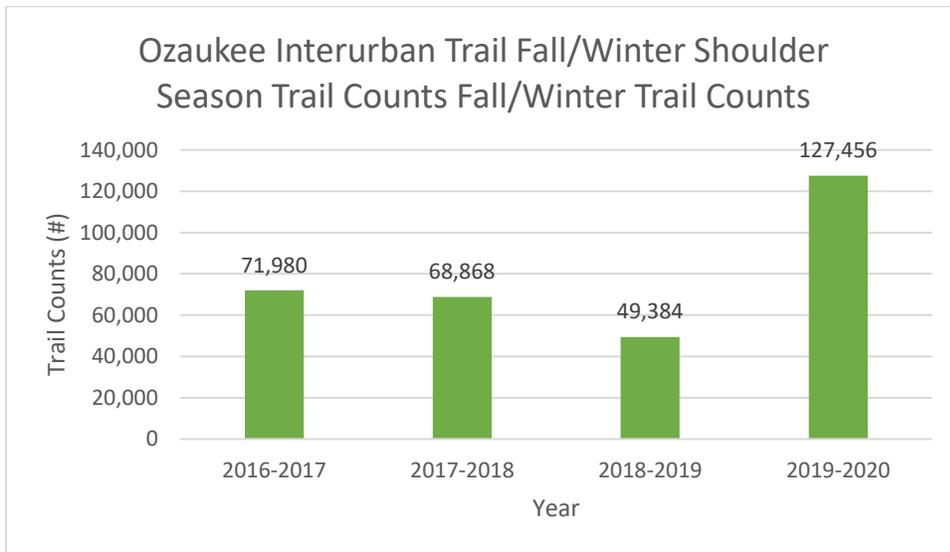
The annual Bike Expo was originally scheduled for Thursday, April 2nd through Sunday, April 5th. However, due to the COVID-19 pandemic the 2020 Bike Expo was effectively cancelled, and moved from the Wisconsin State Fair Park to individual Wheel & Sprocket store locations. Typical vendor booths, including the Ozaukee County Tourism Council/Ozaukee Interurban Trail Advisory Council (OITAC) booth were neither displayed nor staffed due to public health concerns stemming from the ongoing pandemic. Due to past attendance at the Bike Expo, the Department estimates this was a missed opportunity to reach approximately 1,000 individuals who might be interested in visiting the Trail over the 4-day event.

Measuring Project Goals with Baseline Data:

Increase the number of trail users during the fall/winter season by 7,500 people

The Ozaukee County Planning and Parks Department has four trail counters placed along the Ozaukee Interurban Trail. Trail use during the fall and winter seasons, defined as September-March, totaled 71,980 in 2016-2017 and 68,868 in 2017-2018. Trail numbers for the 2018-2019 fall and winter seasons totaled 49,384. Following the marketing campaign, trail numbers increased to 127,456 in the 2019-2020 fall and winter season. The trail counters captured a massive increase in the 2019-2020 fall and winter season

showing an increase of 78,072 users easily surpassing the goal of 7,500 trail users. It is important to note that this increase is greater than the increase in trail users seen for the spring/summer season (18,417 increase). This is significant as the fall/winter season was the focus of the marketing campaign.



Attract 3,675 new overnight visitors to Ozaukee County during the fall/winter season

Trail User Survey Results

A 2009 trail survey of 403 trail users conducted by the Ozaukee County Planning and Parks Department in conjunction with the University of Wisconsin-Extension Ozaukee County (UWEX) found that about 50% of trail users were local residents. A follow-up trail survey of 498 trail users conducted in 2013-2014 by the same partnership found that of those trail users who traveled more than 50 miles, approximately 70% lived elsewhere in Wisconsin and the remaining 30% lived outside of Wisconsin.

With a marketing campaign focused largely on travel-minded Wisconsin and Midwest families and biking, hiking, nature and cross country skiing enthusiasts throughout Wisconsin and the Midwest, we anticipated that the majority of new trail users would come from outside of Ozaukee County. Specifically, it was anticipated that 25% of the additional trail users would be local, with the remaining split between non-local day visitors, and non-local visitors who would stay overnight. Based on this and the goal of 7,500 additional trail users during the fall/winter season, the Department estimated an additional 3,675 non-local overnight visitors and 1,950 non-local day trip visitors.

Because we were unable to conduct a new trail user survey due to the COVID-19 pandemic, we are relying on the existing percent estimated local (25%) versus non-local (75% total non-local with 50% staying overnight and 25% representing non-local day visitors) new visitors from past surveys that was used to project the breakdown of the 7,500 additional trail user goal. The following represents estimated local versus non-local trail users for the 2019-2020 fall/winter season increase in visitation of 78,072 users:

- Local Visitors (25%): 19,518
- Non-local Day Trip Visitors (25%): 19,518
- Non-local Overnight Visitors (50%): 39,036

Lodging Establishment Occupancy Rates

Based on sampling by the Grafton Area Chamber of Commerce, the average lodging establishment occupancy rates during the shoulder season 2017-2018 (September 2017-March 2018) was 60.74%. The most difficult month (January) had an average occupancy rate of 47%. We anticipated increasing these rates by 3% during the shoulder season.

Based on data received from three lodging establishments in Cedarburg, Grafton and Port Washington occupancy rates did not increase by 3%:

September 2019 average	63.10%
October 2019 average	61.70%
November 2019 average	51.70%
December 2019 average	54.10%
January 2020 average	38.87%
February 2020 average	44.80%
March 2020 average	22.50%
Average of 3 hotels for whole shoulder season	48.11%

The occupancy rate decreased 12.63% from the 2017-2018 shoulder season to the 2019-2020 shoulder season. Excluding March (due to impacts from COVID-19), the occupancy rate decreased 8.36% to 52.38% from the 2017-2018 shoulder season to the 2019-2020 shoulder season.

However, it is important to note that the average occupancy rate did in fact increase from the 2017-2018's shoulder rate of 60.74% for two out of the three lodging establishments to 63.52% and 69.12% between September 2019 and February 2020 (excluding March). The overall average of these two lodging establishments for the entire fall-winter season for 2019-2020 was 60.95%. The average rate of the third establishment for this period was 22%, and significantly brought the average down. This is largely due to a remodel and room closures during the reporting period. It is also significant to point out the January occupancy rate, the most difficult month, did increase by 4.8% from 2018 numbers. The average occupancy rate for the two lodging establishments excluding the establishment impacted by remodeling are as follows:

September 2019 average	73.15%
October 2019 average	77.55%
November 2019 average	67.05%
December 2019 average	70.15%
January 2020 average	51.80%
February 2020 average	58.20%
March 2020 average	28.75%
Average of 2 hotels for whole shoulder season	60.95%

Generate \$654,000 in economic impact during the fall/winter season

Based on sampling completed by Longwoods International, each overnight visitor spends \$144. The anticipated 3,675 new overnight visitors will generate \$529,200. The 1,950 day visitors are anticipated to spend \$64 each, for a total of \$124,800. A total of \$654,000 is anticipated in total economic impact, including spending at hotels, motels, bed & breakfasts, area shops, gas stations, and restaurants. These secondary impacts are anticipated during the spring/summer seasons as visitors become more aware of

the Ozaukee Interurban Trail and plan visits throughout the year as well. Based on projected new overnight versus day visitors to the Ozaukee Interurban Trail, we estimate \$6,870,336.00 in economic impact was generated.

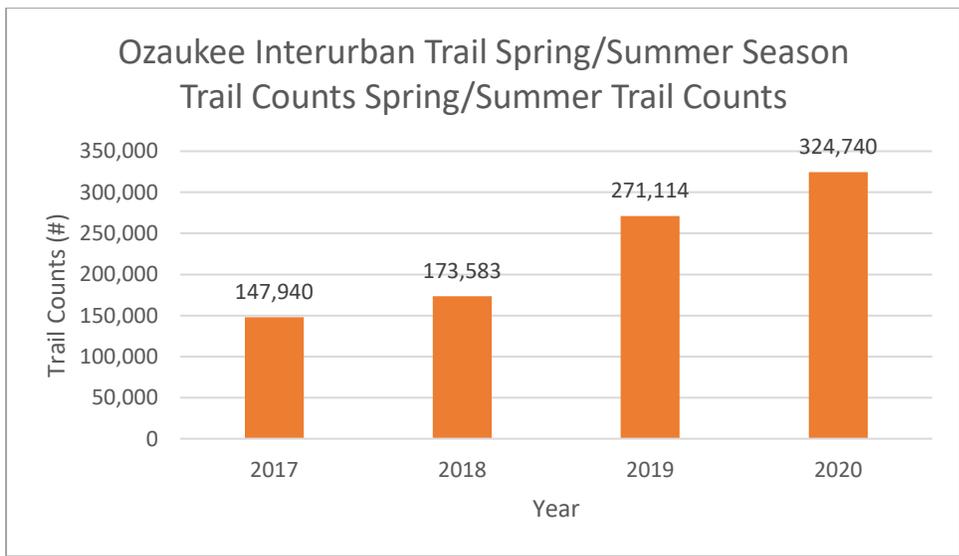
Increase in number of trail users for 2019-2020 fall and winter season:	78,072	25% = Non-local day trip visitors:	19518	\$1,249,152.00
		50% = Non-local overnight visitors:	39036	\$5,621,184.00

We want to note that although the hotel data collected does not specifically support our estimates of such a large increase in overnight visitors, trail users may be staying with family and friends, hotels/inns that we did not get data from, or outside of Ozaukee County.

Increase the number of trail users during the spring/summer season by 18,417 people

The Ozaukee County Planning and Parks Department has four trail counters placed along the Ozaukee Interurban Trail. Trail use during the spring and summer seasons, defined as April - August, totaled 147,940 in 2017 and 173,583 in 2018. Trail numbers for the 2019 spring and summer season totaled 271,114. Following the marketing campaign, trail numbers increased to 324,740 in the 2020 spring and summer season. The trail counters captured a massive increase in the 2019-2020 spring and summer season showing an increase of 53,626 users easily surpassing the goal of increasing number of trail users by 18,417 trail users.

It is important to note that the entire spring-summer 2020 season was within the ongoing COVID-19 pandemic which also brought a record number of people outdoors. It may be difficult to determine the effects of the marketing campaign versus those travelling to the trails in search of a safe, outdoor activity.



Attract 8,978 new overnight visitors to Ozaukee County during the spring/summer season, using the same baseline data used for fall/winter.

Trail User Survey Results

Because we were unable to conduct a new trail user survey due to the COVID-19 pandemic, we are relying on the existing percent estimated local (25%) versus non-local (75% total non-local with 50% staying overnight and 25% representing non-local day visitors) new visitors that was used to project the breakdown of the 18,417 additional trail user goal. The following represents estimated local versus non-local trail users for the 2020 spring/summer season increase in visitation of 53,626 users:

- Local Visitors (25%): 13,407
- Non-local Day Trip Visitors (25%): 13,407
- Non-local Overnight Visitors (50%): 26,813

Although these projections reflect attracting greater than 8,978 new overnight visitors to Ozaukee County in the spring/summer 2020 season, due to the ongoing COVID-19 pandemic, the Department decided to adjust these percent breakdowns for local versus non-local new visitors as follows in an attempt to provide a more accurate picture:

- Local Visitors (50%): 26,813
- Non-local Day Trip Visitors (25%): 13,407
- Non-local Overnight Visitors (25%): 13,407

Lodging Establishment Occupancy Rates

Due to the ongoing COVID-19 pandemic and its impacts to the lodging establishment industry, occupancy rates for the spring/summer 2020 season were not deemed reflective of the marketing campaign to increase usage of the Ozaukee Interurban Trail.

Generate \$1.6 million in economic impact during the spring/summer season, using the same baseline data used for fall/winter.

Based on projected new overnight versus day visitors to the Ozaukee Interurban Trail in the spring/summer season in light of the COVID-19 pandemic and a shift in estimated local vs non-local trail users, we estimate \$2,788,552 in economic impact was generated using Longwoods International projections. This projection still exceeded the goal of \$1.6 million.

Increase in number of trail users for 2019-2020 spring and summer season:	53,626	25% = Non-local day trip visitors:	13407	\$858,016.00
		25% = Non-local overnight visitors:	13407	\$1,930,536.00

Actual Visitor Spending Using Metrics Outlined in JEM Grant Evaluation Form

Per Evaluation Form directions, visitor spending is calculated by multiplying the number of overnight visitors by \$180 and day trippers by \$58 and adding these two figures together. This differed slightly from the Longwood International derived numbers that we based our promotional campaign goals. Updated calculations per the State Department of Tourism’s Evaluation Form for actual visitor spending are as follows:

Season	Trail Count Increases	% Non-local Visitors	# Visitors	Amounts Spent by Visitors
Increase in number of trail users for 2019-2020 fall and winter season:	78,072	25% = Non-local day trip visitors:	19518	\$1,132,044.00
		50% = Non-local overnight visitors:	39036	\$7,026,480.00
Increase in number of trail users for 2019-2020 spring and summer season:	53,626	25% = Non-local day trip visitors:	13407	\$777,577.00
		50% = Non-local overnight visitors:	26813	\$4,826,340.00
			TOTAL	\$13,762,441.00
CONSIDERING COVID-19:				
Increase in number of trail users for 2019-2020 fall and winter season:	78,072	25% = Non-local day trip visitors:	19518	\$1,132,044.00
		25% = Non-local overnight visitors:	19518	\$3,513,240.00
Increase in number of trail users for 2019-2020 spring and summer season:	53,626	25% = Non-local day trip visitors:	13407	\$777,577.00
		25% = Non-local overnight visitors:	13407	\$2,413,170.00
			TOTAL	\$7,836,031.00

The marketing campaign exceeded our estimated economic impact goals per the Wisconsin Department of Tourism metric including estimates made in light of COVID-19.

3. Based on the results of your promotion, how would your organization modify each goal and/or the means used to achieve these goals in future promotions?

Moving forward, and in response to the results of the promotion, the Ozaukee Planning and Parks Department would like to revisit the goals of the marketing campaign that were not feasible due to the COVID-19 pandemic including administering the updated trail user survey. Having results from an updated trail user survey would give the Department a better understanding of local users versus non-local users of the Trail in response to the Ozaukee Interurban Trail marketing campaign.

The Department would also like to continue fine-tuning the new Ozaukee Interurban Trail website (<https://www.interurbantrail.com/>) created as a part of this promotion as a means to attract visitors to the Trail and nearby businesses, as well as continue to track website visitors including how visitors were referred to the site. For example, much effort was put into the creation of an ArcGIS interactive story map, which is imbedded in the new website, showcasing routes and visitor stops (e.g. businesses) along the way. Further marketing of tools, such as the interactive map, available to trail users may increase economic impact along the Trail.

4. **Provide an income and expense statement.** Any items that are grouped together in a category (i.e., contributions cash or in-kind), must be detailed on a separate sheet

Please see related Operational and Promotional Budget logs and associated documents.

Promotional Expense Spreadsheet

Date of invoice	Date of payment	Check # / Transaction #	Vendor	Type of Promotional Expense	Total Expense	JEM Reimbursement	Match /In-kind	Notes -
9/30/2019		8264-1	White Rice Advertising & PR, LLC	Design	\$ 500.00	\$ 500.00	\$ -	Design/Branding
10/31/2019		8264-2	White Rice Advertising & PR, LLC	Design	\$ 500.00	\$ 500.00	\$ -	Design/Branding
10/31/2019		8264-2	White Rice Advertising & PR, LLC	Design	\$ 1,000.00	\$ 666.67	\$ 333.33	Photography
11/12/2019		8264-3	White Rice Advertising & PR, LLC	Design	\$ 1,000.00	\$ 666.67	\$ 333.33	Photography
11/12/2019		8264-3	White Rice Advertising & PR, LLC	Design	\$ 500.00	\$ 500.00	\$ -	Design/Branding
12/31/2019		8264-4	White Rice Advertising & PR, LLC	Design	\$ 1,000.00	\$ 666.67	\$ 333.33	Photography
12/31/2019		8264-4	White Rice Advertising & PR, LLC	Design	\$ 500.00	\$ 500.00	\$ -	Design/Branding
3/30/2020		8305-1	White Rice Advertising & PR, LLC	Design	\$ 500.00	\$ 500.00	\$ -	Design/Branding
3/30/2020		8305-2	White Rice Advertising & PR, LLC	Design	\$ 500.00	\$ 500.00	\$ -	Design/Branding
3/30/2020		8305-3	White Rice Advertising & PR, LLC	Design	\$ 500.00	\$ 500.00	\$ -	Design/Branding
4/15/2020		8311-R	White Rice Advertising & PR, LLC	Design	\$ 500.00	\$ 500.00	\$ -	Design/Branding
				Total Design	\$ 7,000.00	\$ 6,000.01	\$ 999.99	
9/30/2019		8264-1	White Rice Advertising & PR, LLC	Internet	\$ 470.60	\$ -	\$ 470.60	Facebook
9/30/2019		8264-1	White Rice Advertising & PR, LLC	Internet	\$ 525.00	\$ 525.00	\$ -	Facebook - Trail Specific Ads
9/30/2019		8264-1	White Rice Advertising & PR, LLC	Internet	\$ 2,500.00	\$ 2,500.00	\$ -	Website Design/Development
10/31/2019		8264-2	White Rice Advertising & PR, LLC	Internet	\$ 470.60	\$ -	\$ 470.60	Facebook
10/31/2019		8264-2	White Rice Advertising & PR, LLC	Internet	\$ 350.00	\$ 350.00	\$ -	Facebook - Trail Specific Posts
10/31/2019		8264-2	White Rice Advertising & PR, LLC	Internet	\$ 525.00	\$ 525.00	\$ -	Facebook - Trail Specific Ads
10/31/2019		8264-2	White Rice Advertising & PR, LLC	Internet	\$ 2,500.00	\$ 2,500.00	\$ -	Website Design/Development

10/31/2019		8264-2	White Rice Advertising & PR, LLC	Internet	\$ 500.00	\$ 500.00	\$ -	Travel WI - Eblast
11/12/2019		8264-3	White Rice Advertising & PR, LLC	Internet	\$ 470.60	\$ -	\$ 470.60	Facebook
11/12/2019		8264-3	White Rice Advertising & PR, LLC	Internet	\$ 300.00	\$ 300.00	\$ -	Facebook - Trail Specific Posts
11/12/2019		8264-3	White Rice Advertising & PR, LLC	Internet	\$ 525.00	\$ 525.00	\$ -	Facebook - Trail Specific Ads
11/12/2019		8264-3	White Rice Advertising & PR, LLC	Internet	\$ 2,500.00	\$ 2,500.00	\$ -	Website Design/Development
12/31/2019		8264-4	White Rice Advertising & PR, LLC	Internet	\$ 2,500.00	\$ 2,500.00	\$ -	Website Design/Development
3/30/2020		8305-1	White Rice Advertising & PR, LLC	Internet	\$ 200.00	\$ -	\$ 200.00	Facebook - Trail Specific Posts
3/30/2020		8305-1	White Rice Advertising & PR, LLC	Internet	\$ 525.00	\$ 525.00	\$ -	Facebook - Trail Specific Ads
3/30/2020		8305-2	White Rice Advertising & PR, LLC	Internet	\$ 470.60	\$ -	\$ 470.60	Facebook
3/30/2020		8305-2	White Rice Advertising & PR, LLC	Internet	\$ 200.00	\$ -	\$ 200.00	Facebook - Trail Specific Posts
3/30/2020		8305-2	White Rice Advertising & PR, LLC	Internet	\$ 233.33	\$ -	\$ 233.33	Facebook - Trail Specific Ads
3/30/2020		8305-2	White Rice Advertising & PR, LLC	Internet	\$ 500.00	\$ 500.00	\$ -	Travel WI Social Media Co-op
3/30/2020		8305-3	White Rice Advertising & PR, LLC	Internet	\$ 470.60	\$ -	\$ 470.60	Facebook
3/30/2020		8305-3	White Rice Advertising & PR, LLC	Internet	\$ 150.00	\$ -	\$ 150.00	Facebook - Trail Specific Posts
3/30/2020		8305-3	White Rice Advertising & PR, LLC	Internet	\$ 233.33	\$ -	\$ 233.33	Facebook - Trail Specific Ads
3/30/2020		8305-3	White Rice Advertising & PR, LLC	Internet	\$ 300.00	\$ -	\$ 300.00	Travel WI Social Media Co-op
4/15/2020		8311-R	White Rice Advertising & PR, LLC	Internet	\$ 470.60	\$ -	\$ 470.60	Facebook
4/15/2020		8311-R	White Rice Advertising & PR, LLC	Internet	\$ 233.34	\$ -	\$ 233.34	Facebook - Trail Specific Posts
				Total Internet	\$18,123.60	\$ 13,750.00	\$ 4,373.60	
11/20/2019			Ozaukee County Tourism	Other Destination Marketing	\$ 1,896.48	\$ 1,350.00	\$ 546.48	Interurban Trail Promotion Bags
				Total Other Destination Marketing	\$ 1,896.48	\$ 1,350.00	\$ 546.48	
9/30/2019		8264-1	White Rice Advertising & PR, LLC	Print Media	\$ 1,682.40	\$ 600.00	\$ 1,082.40	Chicago Daily Herald

10/31/2019		8264-2	White Rice Advertising & PR, LLC	Print Media	\$ 649.43	\$ -	\$ 649.43	Our Wisconsin
11/12/2019		8264-3	White Rice Advertising & PR, LLC	Print Media	\$ 294.13	\$ -	\$ 294.13	Key Magazine
11/12/2019		8264-3	White Rice Advertising & PR, LLC	Print Media	\$ 647.08	\$ 323.54	\$ 323.54	Cedarburg Visitors Guide
12/31/2019		8264-4	White Rice Advertising & PR, LLC	Print Media	\$ 294.13	\$ -	\$ 294.13	Key Magazine
12/31/2019		8264-4	White Rice Advertising & PR, LLC	Print Media	\$ 2,117.70	\$ -	\$ 2,117.70	Travel WI - WI Biking Guide
3/30/2020		8305-2	White Rice Advertising & PR, LLC	Print Media	\$ 649.43	\$ -	\$ 649.43	Our Wisconsin
3/30/2020		8305-3	White Rice Advertising & PR, LLC	Print Media	\$ 882.38	\$ -	\$ 882.38	Chicago Daily Herald
3/30/2020		8305-3	White Rice Advertising & PR, LLC	Print Media	\$ 941.20	\$ -	\$ 941.20	Bike Wisconsin
3/30/2020		8305-3	White Rice Advertising & PR, LLC	Print Media	\$ 941.20	\$ -	\$ 941.20	Fun in Wisconsin
3/30/2020		8305-3	White Rice Advertising & PR, LLC	Print Media	\$ 823.55	\$ -	\$ 823.55	Chicago Life Magazine
4/15/2020		8311-R	White Rice Advertising & PR, LLC	Print Media	\$ 694.44	\$ -	\$ 694.44	Our Wisconsin
4/15/2020		8311-R	White Rice Advertising & PR, LLC	Print Media	\$ 351.78	\$ -	\$ 351.78	Silent Sports
4/15/2020		8311-R	White Rice Advertising & PR, LLC	Print Media	\$ 294.13	\$ -	\$ 294.13	Wine & Harvest
				Total Print Media	\$11,262.98	\$ 923.54	\$10,339.44	
9/30/2019		8264-1	White Rice Advertising & PR, LLC	Publicity	\$ 300.00	\$ 300.00	\$ -	PR - Interurban Trail
10/31/2019		8264-2	White Rice Advertising & PR, LLC	Publicity	\$ 300.00	\$ 300.00	\$ -	PR - Interurban Trail
11/12/2019		8264-3	White Rice Advertising & PR, LLC	Publicity	\$ 300.00	\$ 300.00	\$ -	PR - Interurban Trail
3/30/2020		8305-2	White Rice Advertising & PR, LLC	Publicity	\$ 300.00	\$ 300.00	\$ -	PR - Interurban Trail
3/30/2020		8305-3	White Rice Advertising & PR, LLC	Publicity	\$ 300.00	\$ 300.00	\$ -	PR - Interurban Trail
4/15/2020		8311-R	White Rice Advertising & PR, LLC	Publicity	\$ 300.00	\$ 300.00	\$ -	PR - Interurban Trail
				Total Publicity	\$ 1,800.00	\$ 1,800.00	\$ -	
10/31/2019		8264-2	White Rice Advertising & PR, LLC	Radio	\$ 2,032.50	\$ 2,032.50	\$ -	WI Public Radio

10/31/2019		8264-2	White Rice Advertising & PR, LLC	Radio	\$ 775.00	\$ 775.00	\$ -	WUWM Radio
11/12/2019		8264-3	White Rice Advertising & PR, LLC	Radio	\$ 2,032.50	\$ 2,032.50	\$ -	WI Public Radio
11/12/2019		8264-3	White Rice Advertising & PR, LLC	Radio	\$ 775.00	\$ 775.00	\$ -	WUWM Radio
3/30/2020		8305-2	White Rice Advertising & PR, LLC	Radio	\$ 294.13	\$ -	\$ 294.13	Travel '20 WTMJ Co-op
3/30/2020		8305-3	White Rice Advertising & PR, LLC	Radio	\$ 2,000.00	\$ 2,000.00	\$ -	WI Public Radio
3/30/2020		8305-3	White Rice Advertising & PR, LLC	Radio	\$ 1,500.00	\$ 1,500.00	\$ -	WUWM Radio
4/15/2020		8311-R	White Rice Advertising & PR, LLC	Radio	\$ 2,061.45	\$ 2,061.45	\$ -	WI Public Radio
				Total Radio	\$11,470.58	\$ 11,176.45	\$ 294.13	
TOTAL					\$51,553.64	\$ 35,000.00	\$16,553.64	

Operational Expenses Spreadsheet

Type of Operational Expense	Total	Match Identified in Contract	Comments
Staff Coordination: Grant Management TOTAL	\$4,681.44	\$5,000.00	
Staff Coordination: Coordination of JEM Advisory TOTAL	\$5,195.97	\$2,500.00	
Trail Surveys: Survey Creation TOTAL*	\$449.00	\$500.00	*Trail survey training, data entry, and analysis could not be completed due to COVID -19 pandemic
Trail Surveys: Survey Training TOTAL	\$0.00	\$2,500.00	*Trail survey training, data entry, and analysis could not be completed due to COVID -19 pandemic
Trail Surveys: Data Entry TOTAL	\$0.00	\$2,000.00	*Trail survey training, data entry, and analysis could not be completed due to COVID -19 pandemic
Trail Surveys: Survey Analysis TOTAL	\$0.00	\$2,500.00	*Trail survey training, data entry, and analysis could not be completed due to COVID -19 pandemic
Trail Count Data: Management of Trail Counters TOTAL	\$364.66	\$4,000.00	
Trail Count Data: Data Entry* TOTAL	\$0.00	\$2,500.00	*Updated trail counter software resulted in far less staff time needed than originally anticipated
Trail Count Data: Analysis of Trail Count Data* TOTAL	\$148.64	\$2,500.00	*Updated trail counter software resulted in far less staff time needed than originally anticipated
Mapping (GIS): Services TOTAL	\$7,082.56	\$5,000.00	
Mapping (GIS): Printed Trail Map	\$497.44	\$10,000.00	Cost of printed trail maps listed on Operational Budget Log detailing associated INVOICES
Volunteer Coordination: Survey Collection, Trail County, etc. TOTAL*	\$0.00	\$5,000.00	*Due to COVID-19 pandemic, survey distribution and collection using volunteers was unable to occur
Volunteer Coordination: Volunteer Time TOTAL	\$3,050.71	\$1,500.00	
TOTAL OPERATIONAL BUDGET - Staff and Volunteer Time	\$21,470.41	\$45,500.00	

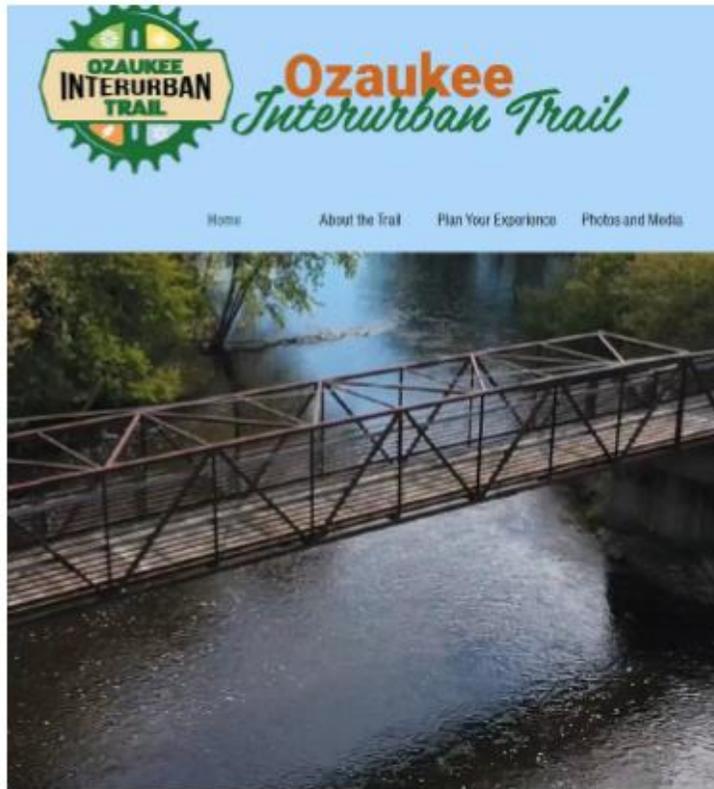
JEM Reimbursement Log—Operational Expenses

Log the invoices associated with the operational expenses related to this JEM campaign as they appear in the JEM contract. Or you can use your own spreadsheet. **In-kind operational expense are listed in accompanying JEM Operational Expense Log, excel spreadsheet.**

Date	Vendor Name	Description of Services	Amount
10/25/19	NovoPrint	Printed Ozaukee Interurban Trail Maps (25,000)	\$3,218.69
11/22/2019	N/A	Website Domain Purchases for new Interurban Trail Website	\$300.00
11/22/2019	Wix.com LTD	Wix Premium Subscription for Trail Website	\$324.00
		Total or Sub-Total	\$3,842.69

Ozaukee Interurban Trail
Promotion JEM Grant Marketing
Material Examples

New Website Home Page: <https://www.interurbantrail.com/> (featuring new marketing logo and Travel WI logo)



[SEE MORE PHOTOS](#)

Contact Us
Andrew Strack
Planning & Parks Director
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P.O. Box 100
Port Washington, WI 53154
Ph: 262-866-2121
Ft: 262-218-2000
atrac@www.ozaukee.wi.gov

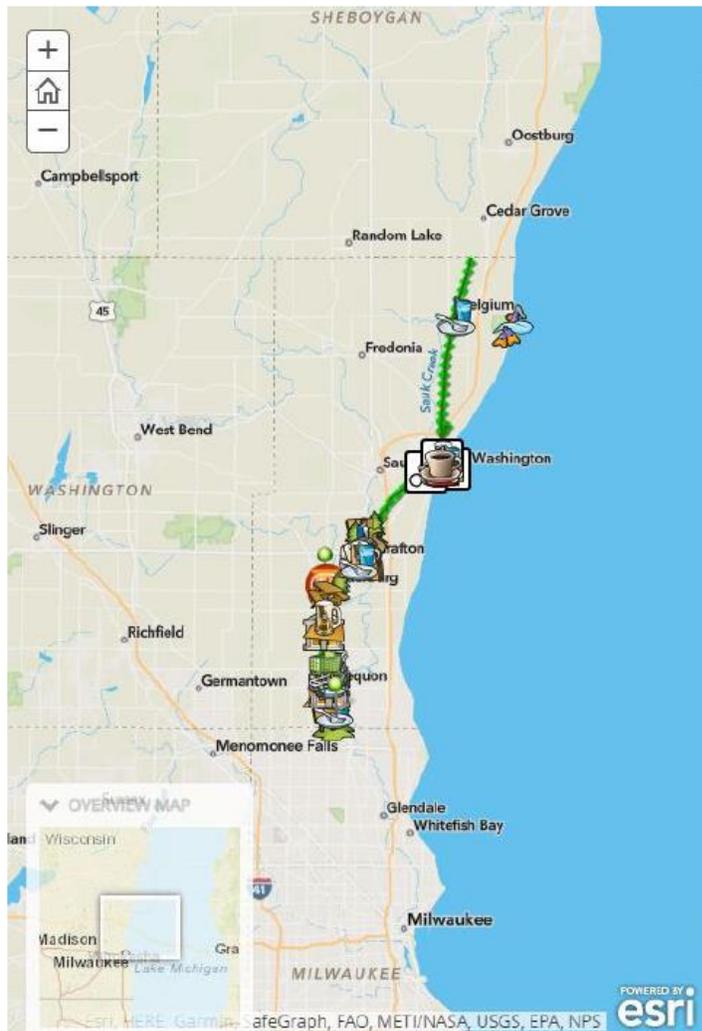
Experience the Trail
Group Use Permits
Hazard Report Forms
Lost + Found Report Form
Public Parking
Request Information
TrailMap - trailmap.wi.gov
Trail 2020

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Wisconsin Department of Tourism

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Ozaukee Interurban Trail



Welcome to the Ozaukee Interurban Trail! The 30-mile paved trail passes through Belgium, Port Washington,

Interactive Story Map created for new website (<https://www.interurbantrail.com/>)



Travel Wisconsin with Ozaukee County Tourism.

Sponsored ·

You're not in the city anymore, Dorothy...welcome to Oz! Run 🏃, cross-country ski 🎿 or bicycle 🚲 through wetlands, waterways or downtowns all year round.



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Ozaukee Interurban Trail

The Ozaukee Interurban is a 30-mile paved trail that...

[Learn More](#)



Tourism bags planned for distribution at the cancelled Bike Expo

Ozaukee County's JEM

As you bike along the Ozaukee Interurban Trail, stop for a rest on the new bench



Riders along the Ozaukee Interurban Trail have a new place to catch their breath, thanks to a bench that honors Chris Kogel and his family. Kogel, a Mequon resident and owner of Wheel & Sprocket bike shops, played a key role in making the bridge a reality. Kogel passed away in February 2017. Members of his family were on hand at the ceremony.

OZAUKEE COUNTY — Ozaukee County is paving the way for a new marketing strategy aimed at promoting the Ozaukee Interurban Trail. This multi-use, year-round trail traverses the entire county and connects to the Brown Deer Recreation and Oak Leaf trails in the south to Milwaukee County and the Sheboygan Interurban Trail in Sheboygan County to the north.

With help from a \$35,000 Joint Effort Marketing (JEM) grant from the Wisconsin Department of Tourism, the Ozaukee County Tourism Council, Ozaukee County Planning & Parks Department and area Chambers of Commerce and Tourism Promotion, entities will work together to develop an engaging branding campaign that can be used by the communities along the 31-mile, multi-use trail. The project will run through March 2020.

"We are very pleased and excited by the Wisconsin Department of Tourism's investment in marketing the Ozaukee Interurban Trail through the JEM grant program. We believe this campaign will attract many new visitors to enjoy our picturesque Trail and Ozaukee area, year-round, in all seasons. It will also provide for significant additional investment by our partners," said Andrew Struck, director of the Ozaukee County Planning and Parks Department, chairman of the Ozaukee Interurban Trail Advisory Council and board member of the Ozaukee County Tourism Council.

The JEM grant will help fund the development and implementation of a new strategy to promote the trail, which includes creating an interactive website, email marketing, as well as advertising and public relations efforts. Grant funds

will go toward print, radio and online advertising to promote the trail to families and outdoor recreational enthusiasts from Wisconsin and the Midwest. The campaign is expected to attract 7,500 visitors to the area, generating an estimated \$64,000 in visitor spending.

In 2018, the tourism economy in Wisconsin totaled \$21.6 billion, supporting 290,072 jobs. Visitors generated \$1.6 billion in state and local revenue. Business sales in Ozaukee County totaled \$210.6 million in 2018, supporting 2,114 jobs and \$42.9 million in state and local taxes.

In fiscal year 2019, the Department funded 62 JEM projects, awarding a total of more than \$1.1 million. Visitor expenditures driven by the marketing from these projects will exceed \$61 million. JEM grant funds are available to nonprofit organizations for the promotion of Wisconsin tourism events and destinations.

The state can fund up to 75 percent of a project's first-year advertising and marketing costs and provide support for second- and third-year projects with decreasing amounts for funding until projects become self-sustaining. For information on the JEM Program and application materials, visit industry.wisconsin.com.

The mission of the Wisconsin Department of Tourism is to market Wisconsin as the Midwest's premier travel destination for fun by executing industry-leading marketing programs and establishing strategic partnerships. The Department plays a significant role in generating greater economic impact and jobs for Wisconsin. The portal for traveler information can be found at www.travel.wisconsin.com.



The bench dedication at the Ozaukee Trail Bridge Park began with a short bike ride that started at the Grafton Family Aquatic Center, crossed over the Milwaukee River and ended at the park. Riders included cyclists from the Ozaukee Interurban Trail Advisory Council, Ozaukee County Planning and Parks Department, Ozaukee County Tourism Council, Wisconsin Women Cycling and members of the Kogel family. Bike rider David Spiegelberg carried a Joint Effort Marketing grant check for \$35,000 from the Wisconsin Department of Tourism on the ride.



Photos by Art DeBelle
Left, director of the Ozaukee County Planning and Parks Department Andrew Struck praises the Kogel family for everything they've done for cycling and the Ozaukee Interurban Trail.



Right, Cindy Patsch, owner of Wisconsin Women Cycling, spoke at the ceremony, saying she's pleased to promote the trail and has great memories of Chris Kogel and his family.

On Oct. 3, the Ozaukee Interurban Trail Advisory Council, Ozaukee County Planning and Parks Department, Ozaukee County Tourism Council, Wisconsin Women Cycling and members of the Kogel Family dedicated a park bench at the Ozaukee County Trail Bridge Park where it crosses over Interstate 49 in Grafton. This event honored Chris Kogel and recognized Chris Kogel Day on the Ozaukee Interurban Trail. Kogel, a Mequon resident and owner of the Wheel & Sprocket bike shops, played a key role in making the I-49 bridge a reality. Kogel died in February 2017.

The State Department of Tourism was also in attendance to present a check to Ozaukee County Planning and Parks for work to promote the Ozaukee Interurban Trail through its Joint Effort Marketing Grant program.

On Oct. 3, 2016, the Ozaukee County Board proclaimed that Oct. 3 each year be declared Chris Kogel Day on the Ozaukee Interurban Trail, stating that Kogel enriched the lives of all Ozaukee County citizens and served as an inspiration for all civic-minded citizens, along with future generations to come with his motto, "Live Life, Ride."



The ribbon is officially cut for the new park bench at the Ozaukee Interurban Trail Park. Holding the oversized scissors are Chris Kogel's grandson, Eamonn Patterson, his daughter, Tessa Kogel and far right, his wife, Mary Hanley Kogel.





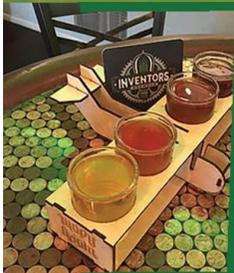
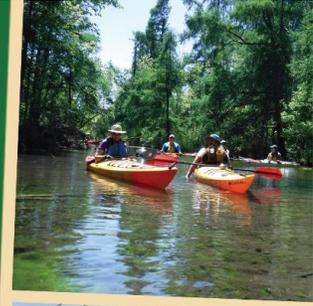
Check Presentation Event October, 2019. Source: Pam King, Grafton Area Chamber of Commerce

Ozaukee

Smallest County, Biggest Treasures



Just north of Milwaukee, Ozaukee County is home to some of Wisconsin's most beautiful cities and four-season treasures. Our 30-mile paved Interurban Trail offers year-round fun, like biking, hiking and cross country skiing. Our friendly towns offer great shopping, attractions, festivals, restaurants, wineries, breweries and more, and are a perfect place to spend the day or a getaway with friends and family!



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Ozaukee

Smallest County, Biggest Treasures

Discover cozy restaurants, museums, family activities, shops & more along the Ozaukee Interurban Trail!



Just north of Milwaukee, Ozaukee County is home to some of Wisconsin's most beautiful cities and four-season treasures. Our 30-mile paved Interurban Trail offers great outdoor fun, from biking, hiking and walking to snow-shoeing and cross country skiing. Our friendly towns are a perfect place to spend the day or a getaway with friends and family!



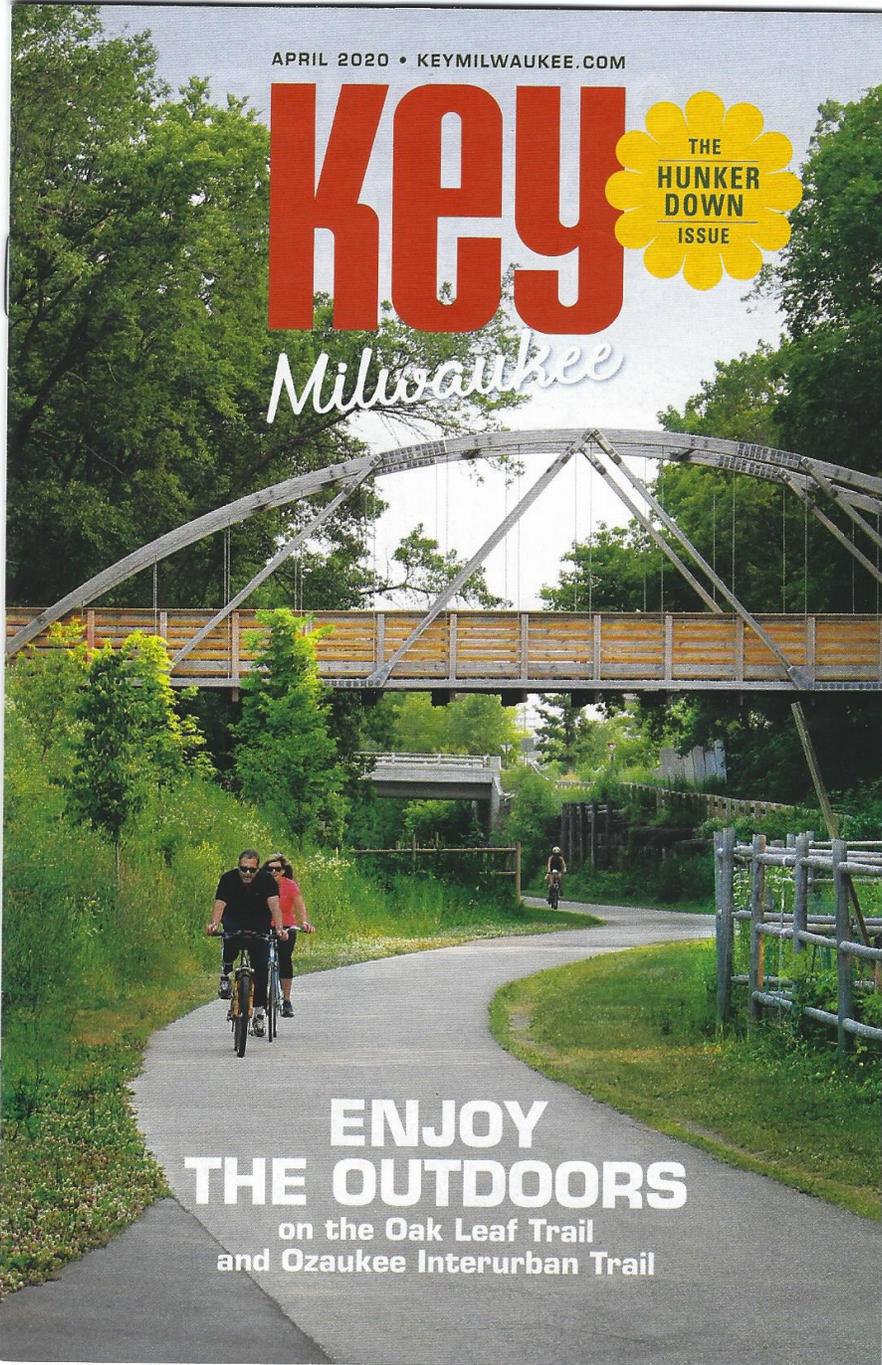
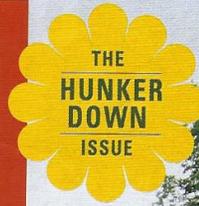
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KEY

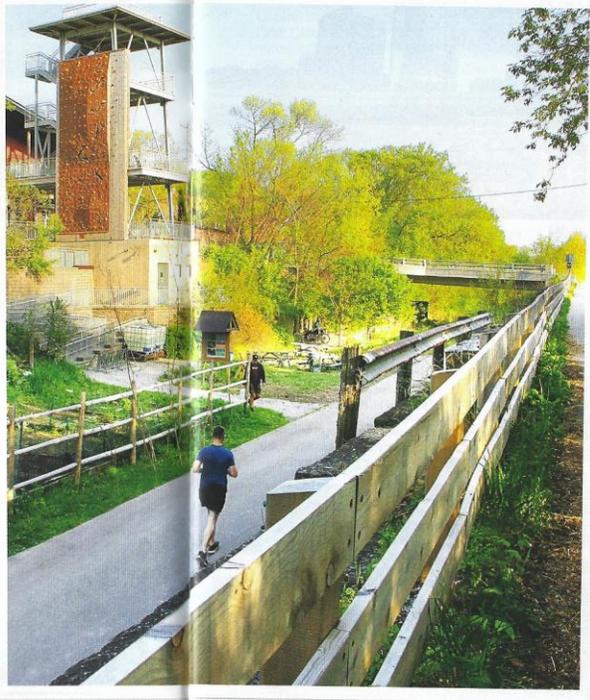
Milwaukee



**ENJOY
THE OUTDOORS**
on the Oak Leaf Trail
and Ozaukee Interurban Trail

ENJOY THE OUT DOORS

ON THE OAK LEAF TRAIL AND OZAUKEE INTERURBAN TRAIL



OAK LEAF TRAIL

THIS TRAIL IS DIVIDED INTO SEVEN MAIN BRANCH LINES, AS WELL AS TWO SCENIC LOOPS AND TWO EAST-WEST CONNECTORS.



The Oak Leaf Trail is a multi-use trail system with over 125 miles of trail for cycling, rollerblading, walking, birding and running around Milwaukee County. Nearly a quarter of the trail hugs the beautiful shores of Lake Michigan. The trail system is mostly smooth asphalt, with dozens of easily accessed connections that take you just about anywhere in the Milwaukee metro area.

Menomonee River Line
Dretzka Park - Dogne Park, approximately 14.75 miles
Starting from Dretzka Park, the Menomonee branch follows the Little Menomonee River Parkway and the Menomonee River Parkway. The trail passes through Currie Park and Hoyt Park before reaching downtown Wauwatosa.

Kinnickinnick Line
Honey Creek Parkway - Veterans Park, approximately 15 miles
This east-west section connects Wauwatosa with downtown Milwaukee. The trail passes through Jackson Park and McCarty Park following the Kinnickinnick River Parkway, and uses sections of the Honey Creek Parkway to connect with the Menomonee Line in Wauwatosa.

Root River Line
Hansen Park - Milwaukee County Sports Complex, approximately 19 miles
The southwestern section travels from Wauwatosa

down to Franklin. The trail connects with the Hank Aaron State Trail on Underwood Creek Parkway and the New Berlin Trail in Greenfield Park. The trail follows the Root River Parkway for much of the trail.

Oak Creek Line
Root River Parkway South - Grant Park, approximately 12.5 miles

The southeastern section of the trail connects the southern edge of the Root River Parkway with the Oak Creek Parkway via an old railroad track (the North Shore Right of Way). The trail connects with the South Shore Line at Grant Park.

South Shore Line
Grant Park - Cupertino Park, approximately 8 miles

The South Shore Line tracks the shoreline of Lake Michigan from Grant Park in the south, through Warrimont Park, Sheridan Park, Bay View Park, South Shore Park and Cupertino

Park. The majority of this section is on off-road trail.

Milwaukee River Line
Juneau Park - Brown Deer Park, approximately 14 miles

This section of trail begins in downtown Milwaukee along the lakefront, travels through the city on a section known as the Eastside Trail before connecting with the Milwaukee River and tracking the river north through Estabrook Park,

Lincoln Park, Kletzsch Park and on to Brown Deer Park.

The Zip Line
Estabrook Park - Brown Deer Park, approximately 6 miles
Brown Deer Park - Kohl Park, approximately 3 miles

This section of trail branches off of the Milwaukee River Line and provides a direct, traffic-free connection from Estabrook Park to Brown Deer Park by following an old rail line. The line is

named for bicycling advocate Harold "Zip" Morgan, who first conceived and laid out a 64-mile trail in 1939.

Lake Loop and Whitnall Loop
Lake Loop, approximately 8 miles
Whitnall Loop, approximately 3.5 miles
The Lake Loop branches off of the Milwaukee River line to take trail users along the Lake Michigan shoreline and through the historic Lake Park. The Whitnall Loop branches off of the Root

River Line for a scenic ride through Whitnall Park.

Bradley and Drexel Connector
Bradley Connector, approximately 3.3 miles
Drexel Connector, approximately 4.5 miles
Bradley Avenue in the north and Drexel Avenue in the south provide east-west connections between trail lines. Portions of these connectors are on-street, with traffic.

RESOURCES

Oak Leaf Trail: See map on p. 15 and county milwaukee.gov/OakLeaf-Trail8289.htm

Interurban Trail: interurbantrail.us
Hank Aaron State Trail
hankaaaronstatetrail.org

THE OZAUKEE INTERURBAN TRAIL

EXTEND YOUR ADVENTURE



To the north of the Oak Leaf Trail is a 30-mile paved trail that spans the length of Ozaukee County. On the south end, the trail ends at the start of the Brown Deer Recreational Trail where riders can tap into the Oak Leaf Trail.

The trail route connects historic downtowns with natural landscapes. The route is based on the Interurban railway that linked Milwaukee and surrounding communities from 1905 to 1951. During the 1920s and '30s, the line transported African-American blues musicians to the recording studios in Grafton for the Paramount Records label.



Be a tourist in your own backyard

Enjoying Ozaukee County as a Winter Wonderland

A lot of us move at full throttle during the holidays - but once the hustle and bustle is behind us, we'll be looking for ways to relax and enjoy this beautiful season. Winter is a great time to bundle up the family, get out, get active and enjoy the beautiful parks and trails we have available in Ozaukee County.

The southern part of the Ozaukee Interurban Trail is plowed in the winter for walking, running and even winter biking, but did you know north of Highland Drive in Port Washington the trail is left unplowed for snowshoeing or cross-country skiing? The trail winds through beautiful countryside, but offers a number of stops along the way where you can grab a cup of coffee or hot chocolate as you're passing through one of our small downtowns. Visit the Ozaukee County Planning and Parks Department website for more information, or www.interurbantrail.com for a great interactive trail map to help you plan your trip.

The Ozaukee Washington Land Trust owns and maintains more than 600 areas of public preserves in Ozaukee County. All have excellent opportunities for winter hiking and snowshoeing, and some areas lend themselves well to cross-country skiing. Trails are marked and tend to be quiet and almost private. You may find yourself first on the snow and have to break the trail for others behind you.

Belgium offers 700-plus acres at Harrington Beach State Park along the beautiful shores of Lake Michigan. The park offers wonderful nature trails for hiking, snowshoeing and cross-country skiing around Quarry Lake, which highlights the history of Stonehaven, a mining community that was once located in the park. The entire park is a great place for birdwatching.



Shady Lane

Another county park worth highlighting is the Shady Lane Natural Area located within Hawthorne Hills County Park and Golf Course in Saukville. This natural area offers miles of beautiful trails along the west bank of the Milwaukee River with spectacular views, and is the

perfect spot for a peaceful hike through the woods or for some birding.

Riveredge Nature Center in Saukville offers 10 miles of trails, which are open to the public year-round from dawn to dusk. Enjoy the beauty of these wonderfully restored natural sanctuaries, where you will find prairies, ponds, woods and more than a mile of Milwaukee River shoreline. You can snowshoe, ski and hike. Bring your own equipment or you can rent from Riveredge Nature Center.

Tendick Nature Park in Saukville is named after Donald Tendick Sr., who donated the woods and farmland to the county in 1999 for year-round enjoyment. Across from Tendick Park, the Blue Heron Wild Life Sanctuary's 92 acres are privately held but open to the public. Bordering the Milwaukee River, it has seemingly endless maintained trails for hiking year-round and cross-country skiing in winter. The trails move through different habitats, including wooded areas and grasslands.

Just north of Port Washington are acres of rolling terrain and trails that pass through



Lion's Den

woods, prairie and grasslands, as well as the Hulas Lake Preserve in the northwest part of the county. This area offers a wonderful winter experience, whether you're cross-country skiing, hiking, snowshoeing or birding.

Lion's Den Gorge Nature Preserve, part of the Ozaukee County Park System and located along Lake Michigan in the town of Grafton, is a one-of-a-kind experience for passive winter recreation. Called an "ecological jewel" within the Ozaukee County Park System, Lion's Den offers striking views of Lake Michigan and undeveloped 130-foot high clay bluffs. The preserve includes 73 acres of trails, boardwalks and bridges, and when clear, a staircase that weaves along the bluffs, over significant ravines, through the wetlands and down to the shore of Lake Michigan. It's stunning any time of year, but particularly so in the winter, and a perfect location for birdwatching and nature photography.

Bratt Woods in Grafton has a lovely loop trail which is wonderful for a short ski trip (just over 15 acres in all) as long as the snow is fairly new. It is popular for walking so after a few days, the snow on the trail can get pretty packed. It is always beautiful for winter hiking as the trail runs close to the Milwaukee River. This official birding hotspot offers parking at both ends of the preserve.

Kurtz Woods in Grafton has interesting and beautiful topography and majestic old trees. It is best for hiking because of the rocky terrain - being in Kurtz Woods is much like being in a mini-Kettle Moraine forest. Don't forget your camera!

Further south near County Line Road, the Mequon Nature Preserve provides 444 acres of fresh air and beautiful vistas from the five-plus miles of hiking trails, and a 40-foot observation tower. Trails are free and open to the public 365 days a year from sunrise to sunset. Mark your calendar for February 1st for the eighth annual Winter Frolic!

Also in Mequon is Mee-Kwon Park, where you can cross country ski on groomed trails, or enjoy a fun family afternoon on a favorite County sledding hill!

Many of our parks and natural areas offer classes throughout the year - before heading out, consider visiting websites for special events, pet-friendly areas, classes, fees or seasonal updates. Then get out and enjoy the beauty of the trails throughout Ozaukee County. For information on all these activities and more, pick up a copy of the Ozaukee County Tourism Guide available at area chambers and visitor

centers, visit www.ozaukee tourism.com and follow the Ozaukee County Tourism Facebook page. On behalf of the Ozaukee County Tourism Council, thank you for helping make our County a great place to live and play!



Tendick Park



Spring means birding opportunities in Ozaukee County

By Ozaukee County Tourism Council

Spring is here, and it is an exciting time that represents renewal, rebirth, awakening and bird migration season. For so many, there is the excitement of watching for specific species of birds, some passing through for a brief time on their migration and others staying until early winter before heading to warmer climates. Plants and trees begin to bloom and insects start to hatch, attracting birds that come to nest and raise their young.

Some of the first to arrive in Ozaukee County and often the highlights in backyards and feeders are red-winged blackbirds, rose-breasted grosbeaks, white-crowned and white-throated sparrows, brown creepers, yellow-rumped warblers, kinglets, and orioles (Baltimore and orchard). People tend to put out grape jelly, oranges and sugar water at the beginning of May to attract orioles and ruby-throated hummingbirds. Waterfowl (such as teal, mergansers, bufflehead, and redheads), shorebirds (such as killdeer) and sandhill cranes also start migrating back in large numbers.

Birdwatching, often referred to as birding, can be done anywhere, but there are particular species of birds that tend to be seen in specific habitats. For instance, in areas with farm fields and prairies, you may see meadowlark, kestrels, wrens, sparrows, and American Woodcocks as they perform their sky dances. Marsh areas tend to attract sora, green heron, American bittern, common yellowthroat, red-winged and yellow-headed blackbirds, and blue-winged teal. Woodlands and forests tend to attract a myriad of songbirds including countless warblers (yellow-rumped, black-throated green, yellow, magnolia, Kentucky, American redstart and ovenbird) as well as indigo bunting and eastern towhees. In the spring you will also find many species of birds along the Lake Michigan shoreline such as numerous species of ducks, geese, gulls, hawks and shorebirds. The Milwaukee River corridor provides feeding and resting habitat to a multitude of migrating warblers, sparrows, thrushes and wrens.

Of course, migration time is not the only time for birding. All year long it is exciting to see the variety of birds at our feeders and in our trees, like woodpeckers, cardinals, chickadees, jays, and finches that stay through the winter.

Birding hotspots

Throughout Ozaukee County there are numerous birding hotspots on, along and near the Ozaukee Interurban Trail (OIT).

Ozaukee County was the first of 109 Wisconsin communities to be designated as a High Flyer Bird City Wisconsin community (learn more at birdcitywisconsin.org).



Submitted photo

A Planning and Parks Department volunteer checks in on a bluebird box.

The Planning and Parks Department has a rich history dating back to the 1970s of park and open space planning that includes creating and restoring habitat and monitoring birds.

As part of Ozaukee County's commitment to bird conservation, since 2008, bird species observations and nest box monitoring data has been collected by Planning and Parks Department staff and local volunteers. The department continues to install nest boxes all over the county, in areas like Mos-Kwon and Hawthorne Hills County Parks and Golf Courses, Tundick Nature Park and Virmond County Park.

This past winter department staff were surprised to find eastern screech owls using several kestrel nest boxes that had been installed. Data like this, as well as data collected from unoccupied boxes, is submitted to be used by ornithologists studying the various species.

The 116-acre Ozaukee Washington Land Trust Forest Beach Migratory Preserve is located along Lake Michigan in Port Washington. This preserve contains a five-acre hardwood forest with ephemeral (seasonal) ponds, open grassland and prairie, a partially wooded ravine and five constructed wetland ponds. This property lends itself to supporting migratory birds along the Lake Michigan Flyway and is a beautiful place for birding.

Another Ozaukee County hotspot is the Port Washington Harbor, providing bird viewing all year. In winter you can find numerous waterfowl species, as well as the occasional common or red-throated loon and snowy owl. For the past several springs, a flock of white pelicans makes a temporary home in the harbor too — often staying for a month or more.

Harrington Beach State Park in Belgium is another excellent place for birding with their 637 acres and one mile of Lake Michigan



Submitted photo

One hotspot for birding in Ozaukee County is along the Milwaukee River in Grafton.

frontage. Heading south, the Riveredge Nature Center in Saukville provides the perfect habitat for many types of birds. The center boasts more than 379 acres of land, meandering trails with prairies, woods, ponds, and more than a mile of Milwaukee River shoreline. Along the County's southern border, the Mequon Nature Preserve offers great birding opportunities with more than 400 acres of land including forests, wetlands and prairie.

Birding tips

To help with bird identification and areas where you will have a higher chance of seeing birds during migration (or anytime), download the Ozaukee Trailside Birding Guide at www.winterbantrail.com or call the Ozaukee County Planning and Parks Department (www.co.ozaukee.wi.us/540/Planning-Parks) for a copy. The guide and the website also include great birding locations within the Ozaukee County Park System and Ozaukee Washington Land Trust preserves. More information is also available at the Land Trust website at www.owl.org. The Trailside Birding Guide provides a map of

birding hotspots, along with on-site "kingfisher" logo signs, that will help direct you to locations providing the greatest birding success. There is also on-site bird educational signage to help you identify the birds in those specific habitat areas.

During the migration seasons in particular, birds can be confused by reflections in windows, oftentimes flying directly into them. According to the American Bird Conservancy, even small windows can be dangerous to birds. Check for reflections on your windows. To help deter birds from flying into your windows, consider applying visible markings on the glass, such as vertical or horizontal stripes, or irregular patterns. Bird and garden stores and online resources can help you identify ways and products to help alert birds.

So whether you are an experienced birder or new to birding, this is a perfect time to get out and enjoy birds in your yards, parks, trails and almost anywhere now and throughout the year. For more information on the locations listed, please visit www.ozaukee-tourism.com. Happy birding!

JOINT EFFORT MARKETING GRANT APPLICATION

Organization

JEM category: Destination Marketing

Grant project year: 1

Organization name: Ozaukee County

Address: 121 West Main Street

Port Washington, WI 53074

Fein: 39-6005726

Project

Project/event name: Ozaukee Interurban Trail Promotion Project

Event/campaign dates: 9/1/2019 - 3/31/2020

Project summary

We plan to develop and implement a marketing strategy to promote usage of the Ozaukee Interurban Trail during the fall and winter season.

Please tell us, in detail, about your project:

Our project will develop an engaging branding campaign that provides consistency throughout trail communities. This includes creating an interactive website that allows for virtual experiences and data capture, email marketing, utilizing a wide variety of advertising avenues, and a public relations campaign. The marketing committee is also considering an update of the logo as part of the branding campaign. This project is a partnership of active, passionate community organizations, including the Ozaukee County Tourism Council, Ozaukee County Planning and Parks, and our area Chambers of Commerce (including Grafton, Cedarburg, Mequon-Thiensville, Port Washington and Belgium).

The Ozaukee Interurban Trail is a 30-mile fully paved, multi-use trail that spans the entire length of Ozaukee County and boasts an interesting history. From 1905 to 1948, the Milwaukee Electric Railway ran a passenger line between Milwaukee and Sheboygan. In 1922, the right-of-way was acquired by The Milwaukee Electric Railway and Light Company for development of an improved rapid transit service. The Northern Route had stops in the mostly rural communities of Brown Deer, Thiensville, Cedarburg, Grafton, Port Washington, Belgium, Cedar Grove, Oostburg, and Sheboygan. During its operation, the Northern Route was also made famous for transporting African American blues musicians to the main recording studio for Paramount Records recording label in Port Washington and ultimately in Grafton, Wisconsin. The idea of African American artists from the rural South traveling to Grafton, Wisconsin in the late 1920s and early 1930s by taking the "electric train" seems fantastic.

After the railway ceased operation, the land was retained, and the company, by that time called Wisconsin Electric (now We Energies), began to convert parts of the trail into bike paths in 1975 - an easy conversion because the trail was built on old

railroad beds. In 1998, Ozaukee County and several of its communities received state funding to lease the land from Wisconsin Electric and complete what is now known as the Ozaukee Interurban Trail.

There are a number of factors that differentiate the Ozaukee Interurban Trail from other trails, and thus distinguish the Interurban Trail Brand. First and foremost the brand encompasses the unique historic significance of this thoroughfare. It expresses the variety of offerings along the trail - from historic downtowns to majestic lake views to rural and natural landscapes. The Trail leads users along hardwood woodlands, wetlands, farmlands, Cedar Creek, the Milwaukee River, and Lake Michigan, and is designated as a "Great Wisconsin Birding Trail." The brand also celebrates the family friendly nature of the trail - unlike the many crushed limestone trails across the state, the entire Ozaukee Interurban Trail is paved. While many recreational trails in the state of Wisconsin charge user fees, use of the Interurban Trail is free for everyone. Finally, the trail is a critical link in the Route of the Badger, a regional effort to create and market a biking destination with over 500 miles of trails that will resonate with a national audience. The Interurban Trail connects to the Oak Leaf Trail in Milwaukee County and the Sheboygan Interurban Trail in Sheboygan County with potential for connections to Chicago, IL to Door County, WI.

Our primary target market consists of travel-minded Wisconsin and Midwest families within driving distance of Cedarburg, who are active and like to enjoy and experience new things in the shoulder seasons of fall, winter and spring. We expect most participants to be single or married adults, some traveling with children. Our secondary target market is biking, hiking, nature and cross-country skiing enthusiasts within driving distance of Ozaukee County, who would come to the trail in shoulder seasons as a relatively close "getaway" that provides easy access to their favorite activities and favorite getaway communities. Our tertiary target market is Ozaukee County residents and families who will be exposed to our marketing efforts on a local level, through various forms of advertising and by word of mouth, who will be drawn in by the ease and opportunities the trail offers in the off-seasons, and look forward to being local tourists for a day or a weekend.

The Outdoor Industry Association published the Outdoor Recreation Economy Report in April 2017, estimating \$887 billion in total outdoor recreation consumer spending nationally annually. That total is further broken down by category with \$96.7 billion for Wheel Sports (most of which is accounted for by bicycling), \$83 billion of which was spent on trip related spending. This suggests that there is a large pool of active tourists looking for new destinations, prime targets for our marketing campaign. The Outdoor Industry Association further estimated \$17.9 billion in total outdoor recreation consumer spending in Wisconsin annually with \$1.42 billion accounted for by bicycling, which includes both road and mountain bicycling. If the breakdown between products and trip related spending is similar to that nationally, we can estimate \$1.22 billion in trip related spending in Wisconsin annually.

An example from a regional level comes from Bentonville, AR, where the Walton Family Foundation has invested \$74 million to build a total of 163 of natural-surface and paved trails in Northwest Arkansas. Three studies were conducted in 2017 and found that the trails bring an additional \$137 million a year to the regional economy along with significant social and health benefits. Visitors spent \$27 million at local businesses.

At the state level, 34% of those surveyed by the Wisconsin DNR in 2017 had participated in bicycling on rail-trails/developed trails, such as the Interurban Trail. 68% percent of those surveyed had participated in hiking/walking/running on trails, such as the Interurban Trail. This suggests a large number of potential users that can be targeted as part of this project. The Wisconsin DNR also sent a questionnaire to all county park systems in 2018 asking about specific activities and whether participation had increased, remained constant, or decreased. At the statewide level, winter/fat tire biking increased strongly while recreational/rail-trail biking, dog walking on trails, and hiking/walking/running on trails all saw a moderate increase. The same questionnaire asked about top recreation needs at county parks. Recreational/rail-trail bicycling trails were a high demand need in the Lower Lake Michigan Coastal Region, which includes Ozaukee County. Hiking, walking, running trails were a moderate demand in the region. Although our project does not include creating additional trails, better marketing the Interurban Trail will provide additional recreational opportunities for residents and visitors who are currently unaware of this amazing amenity.

Another important consideration is upcoming revisions to state laws regarding electric bikes. This sector of the bicycle market has seen some substantial growth --the U.S. market grew to 263,000 bikes in 2017, a 25% gain from the prior year, according to data from eCycle Electric Consultants. This may lead to more activity on the Interurban Trail in future years with more people on bikes who may not have had the physical ability to participate in this activity in the past.

University of Wisconsin-Extension Ozaukee County and the Ozaukee County Planning and Parks Department conducted user surveys on the Interurban Trail in 2009. 403 trail users were surveyed between July and September of 2009. Questions

included primary activity, frequency of use, primary purpose, size of group, length of trip, primary purpose of visiting if from outside the county, and other activities pursued. Of the 347 participants who were from outside of Ozaukee County, 75% reported that the Interurban Trail was the primary reason for their visit. The survey found that 32% of respondents went to a restaurant or visited a bar and that 10% of respondents had stayed overnight locally. The survey also asked whether users planned to return again—99% said that they would.

The survey was repeated through the same partnership in 2013-2014 when 498 surveys were completed between May 2013 and October 2014. The survey included additional questions related to trail improvements, trail ratings, future work on the trail, and the use of user fees or donation boxes for trail maintenance. The survey found that 29% of respondents spent money at a restaurant or bar and 2% had spent money on overnight accommodations. When asked about the potential for user fees or donation boxes, 40% supported user fees and 71% supported donation boxes. As in 2009, 99% respondents said they plan to visit the Interurban Trail again.

Marketing specialists Chandler Thinks were hired in fall of 2018 to conduct both internal and external Awareness, Attitude and Perception Surveys of the city and town of Cedarburg, WI. They found that the Interurban Trail is frequently listed as an "outdoor asset" and as a "strength" to the community. Many respondents mentioned unaided that Cedarburg is "bike-friendly." The Interurban Trail was listed as a "top asset" to Cedarburg's nature enthusiasts, beating out its parks, creek walk and waterways. In fact, 1.2% of outsiders surveyed considered the Interurban Trail to be Cedarburg's "most well-known asset."

A few other findings include:

- 6.2% consider Cedarburg's ideal consumer to be a nature/outdoor enthusiast
- 4.12% of those surveyed have visited Cedarburg specifically to use the Interurban Trail
- Consumers stated that Cedarburg exceeded their expectations when it came to outdoor recreation and activities for families, in large part to the presence of the Interurban Trail.

These findings suggest that there is great potential for growth in tourism related to the Interurban Trail within Cedarburg and throughout Ozaukee County.

Our independent research, done for the Interurban Trail in 2013-2014 and in communities throughout Ozaukee County (most recently the Cedarburg research outlined above), shows that the Interurban Trail is an asset that contributes to the quality of life in Ozaukee County; it is the primary feature that many of our communities have in common; and it is the single attraction that joins our communities together. The Ozaukee County Tourism Council frequently features the Interurban Trail in its marketing efforts with variations of the theme "Ride, Shop and Explore Ozaukee County." The theme celebrates the fact that you can follow the trail through Ozaukee County to experience everything from breathtaking beauty in rural and coastal areas to peaceful neighborhoods, active shopping districts, and vibrant downtowns.

What is your plan for marketing your project? Please include target markets and types of media being used.

We are excited to be applying for this grant at a time when the Wisconsin Department of Tourism is proposing an increase of marketing directed toward outdoor recreation with the proposed Office of Outdoor Recreation. This is an ideal time to promote the Interurban Trail as a key driver for travel to Ozaukee County for those seeking to participate in outdoor recreation, particularly in the shoulder seasons where recreational opportunities like biking and running are less popular. The Interurban Trail is primed for off-season activities such as fat tire biking, winter hiking, snow shoeing and cross country skiing.

TARGET MARKETS

For the purposes of this Grant Application, our primary target market consists of travel-minded Wisconsin and Midwest families within driving distance of Ozaukee County, who are active and like to enjoy and experience new things.

We estimate average income level of the average visitor to Ozaukee County to be \$60,000 - \$100,000 annually, and expect most participants to be single or married adults, some traveling with children. They will come from all over Wisconsin, northern Illinois and perhaps even eastern Minnesota and western Michigan because of the friendliness and length of the trail, the ability to customize trips to your family's liking and abilities, and the ease of hopping on and off the trail as you enter towns, pass through park-like settings and near your destination. Another appeal is the maneuverability of the trail in the off-season - when fewer users make the trail easier to hike and bike; when fall offers great opportunities for birding and nature hikes; and when the northern part of the trail is ungroomed and perfect for snowshoeing and cross country skiing. We expect most trail users from outside of Wisconsin will stay within Ozaukee County for one to two nights. There may be some families from out of state who will spend an entire week in the Ozaukee County area.

Our secondary target market is biking, hiking, nature and cross country skiing enthusiasts within driving distance of Ozaukee County, who would come to the trail in shoulder seasons as a relatively close "getaway" that provides easy access to their favorite activities and favorite getaway communities. We estimate the average income level of enthusiasts to be \$60,000 -

\$120,000+ annually. Many will come from around the Midwest, but a smaller percentage will come from around the country.

Our tertiary target market is Ozaukee County residents and families who will be exposed to our marketing efforts on a local level, through various forms of advertising and by word of mouth, who will be drawn in by the ease and opportunities the trail offers, and look forward to being local tourists for a day or a weekend.

MARKETING PLAN

The primary tools for marketing the trail to our primary audience will be development of a fun, engaging branding campaign that will provide consistency throughout trail communities; development of an interactive website that allows for virtual experiences and data capture; email marketing; internet, social media, radio and print advertising (particularly opportunities made available by and in cooperation with the Wisconsin Department of Tourism); and a public relations campaign.

The primary tools for marketing the trail to our secondary audience will be trade publications, social media, internet

and email marketing. The primary tools for marketing the trail to our tertiary audience will be media relations, email,

internet, social media and print advertising. Website

The Ozaukee Interurban Trail is deserving of a website that not only provides basic information, maps and permitted uses, but one that allows

users to virtually visit areas of the trail to help them plan trips that fit their needs and desires. While biking the entire 30-mile paved trail might appeal to some, others might opt for shorter trips, such as going from urban center to urban center; special interest bike tours, such as brewery tours, antique shopping tours and foodie tours; trails highlighting birding or floral/fauna areas; photography trails; etc. In addition to providing users with interactive and mobile friendly "Points of Interest" along the trail and the tools they need to create custom trips, we will develop and feature a variety of trips that will appeal to many different users for many different reasons.

Internet advertising

The WI Department of Tourism offers a wonderful cooperative advertising program for local events and organizations. We plan to participate in the WI Department of Tourism's social media program – Travel Wisconsin has 470,000+ Facebook fans and 98,000+ Twitter followers, which is a great way to expose the Interurban Trail to a large local/regional travel-oriented audience. We will participate in general and featured tweets and posts in our off season to promote off season and less traditional uses for the Interurban Trail throughout the fall and winter.

We also plan to participate in their cooperative program for purchasing online banner displays on key regional newspaper websites, such as JSOnline.com, Madison.com, ChicagoTribune.com, StarTribune.com and TwinCities.com. Each outlet offers cooperative advertisers significantly reduced rates for their impression-based campaigns for reaching these key geographic markets.

Once our new website is up and running, the Ozaukee Interurban Trail would also be an excellent candidate for the Search Engine Marketing (SEM) Program offered through Travel Wisconsin, particularly the May - October 2020 program (unless a third program is offered for fall/winter activity - this year's SEM program is sold out).

Social media activity outside of that offered by the Wisconsin Department of Tourism will include posting on social media sites such as Facebook, Instagram and Reddit, as well as Facebook (and Google pay per click) advertising buys in key markets like Milwaukee, Green Bay, Madison, Racine/Kenosha, Chicago and Minneapolis.

We also intend to increase our involvement with the Wisconsin Bike Federation, which is launching a new consumer-oriented website this spring. This is a great opportunity to partner with an organization that advocates for bike-friendly communities, and provides us with a platform to promote trail events and activities to an active, interested target audience.

E-Mail Advertising

With a data capture feature on our website we'll be able to grow an email list to which we can send out information and updates about the trail, as well as offers from lodging and other businesses throughout Ozaukee County. In addition, we would like to participate several times in the WI Traveler e-newsletter that is sent out bi-monthly to 97,000+ subscribers with getaway ideas, feature stories, contests and more.

Print Media

Stand-alone print ads in larger daily newspapers have the risk of being "read-around" – ignored as readers jump from news story to news story. For greater targeting and retention value, once our marketing materials are in place, we would love the opportunity to participate in cooperative opportunities through Travel Wisconsin in special inserts and supplements with like-minded advertisers, particularly for the opportunity to affordably advertise in publications like the Milwaukee Journal Sentinel and the Chicago Daily Herald.

Key Magazine is a great publication for reaching visitors to the Milwaukee area, distributed in hotels, motels, restaurants and visitor centers throughout the metropolitan area, beginning at the Illinois-Wisconsin border. The publication is printed in quantities between 25,000 – 40,000 on a monthly basis. We will look into opportunities to secure a cover story for the Magazine, and if those aren't available in our targeted months of September - March, we'll negotiate an ad and editorial for a fall or winter issue.

A number of biking magazines exist in Wisconsin, such as Wisconsin Bike Trails, the Wisconsin Bike Federation publication and Silent Sports. We have been advertising in these publications to promote the Interurban Trail, and will continue to do so.

Chicago Life Magazine is a beautiful glossy magazine-style publication distributed inside both the Wall Street Journal and New York Times to 102,000+ subscribers in the greater Chicago area. The publication prints six times per year, and our agency of record is on their list for drastically reduced remnant pricing and is often able to offer us space in their fall and winter publications with special sections on Midwest travel. We've taken advantage of it before and have been fortunate enough to receive 1/2 page ads (normally \$7,706) for as little as \$900 net. We take advantage of these opportunities whenever budget allows and will continue to do so.

Radio

We will employ a tiered radio advertising program – stretching our geographic boundaries and reaching an educated, affluent statewide audience with the use of statewide and Milwaukee-area public radio, and looking into sponsorship opportunities on power-house AM stations like WTMJ-AM to reach listeners within driving distance of Ozaukee County. It is our understanding that the weekly Travel Wisconsin show hosted by John Mercure on 620 WTMJ is sold out - we will definitely look into this opportunity for future years if and when budget allows.

Public Relations Campaign

Our Agency of Record, White Rice Advertising, maintains positive working relationships with and provides media outlets with professional, reliable and efficient information and results, researching topic friendly reporters and building media lists from which they formulate pitches appropriate to what the reporters are seeking.

Throughout the year White Rice will communicate regularly with local, state and regional outlets, including news/radio shows, newspapers, magazines and internet outlets, touting the Ozaukee Interurban Trail and its seasonal and off-season uses. To the best of their ability, White Rice personnel will follow up on these efforts to track which media outlets picked up the story. In all print media, hard copies of the media source will be collected and in non-print media sources, verbal confirmation will be recorded to track the effectiveness of the program.

How will you track the success of your marketing plan and collect the needed information for reporting on the actual dollar value of your measurable goals? How will you track the number and type of visitors to your event?

1. The Ozaukee County Planning and Parks Department will continue to deploy trail counters in the same three locations along the trail to provide an accurate comparison in user counts.
2. The Planning and Parks Department and the University of Wisconsin Division of Extension Ozaukee County will create and implement a trail user survey to take place during the 2019-2020 fall/winter season. The survey will follow a similar methodology as surveys conducted in 2009 and 2013-2014 to provide historical references.
3. Ozaukee County Tourism Council is working with local lodging establishments to compile occupancy data from the 2018-2019 fall/winter season. This effort will continue for the 2019/2020 fall/winter season to establish increases in occupancy that are linked to the marketing campaign.

4. A special marketing piece about fall/winter season on the trail will be created for OCTC's day at the WI State Fair. The number of pieces distributed will be tracked. The same piece will also be distributed and tracked at the Ozaukee County Fair.
5. Number of trail maps distributed
6. Number of visitor center visits throughout the county
7. Number of visitors to the OCTC booth at Bike Expo

Projected Visitor Expenditures

Local attendees: 1,875

Non-local overnight attendees: 3,675

Non-local daytrip attendees: 1,950

Total visitor expenditures: \$654,000

Please tell us your measurable project goals with baseline data supporting them:

1. Increase the number of trail users during the fall/winter season by 7,500 people
 - a. The Ozaukee County Planning and Parks Department has three trail counters placed along the Ozaukee Interurban Trail. Trail use during the fall and winter seasons, defined as September-March, totaled 71,980 in 2016-2017 and 68,868 in 2017-2018. Final numbers are not yet available for 2018-2019 but are expected tracking similar to previous years.
2. Attract 3,675 new overnight visitors to Ozaukee County during the fall/winter season
 - a. A 2009 trail survey of 403 trail users conducted by the University of Wisconsin-Extension Ozaukee County and the Ozaukee County Planning and Parks Department found that about 50% of trail users were local residents. A follow-up trail survey of 498 trail users conducted in 2013-2014 by the same partnership found that of those trail users who traveled more than 50 miles, approximately 70% lived elsewhere in Wisconsin and the remaining 30% lived outside of Wisconsin.
 - b. With a marketing campaign focused largely on travel-minded Wisconsin and Midwest families and biking, hiking, nature and cross country skiing enthusiasts throughout Wisconsin and the Midwest, it is anticipated that the majority of new trail users will come from outside of Ozaukee County. We anticipate that 25% of the additional trail users will be local, with the remaining split similarly to existing users, with 3,900 new visitors coming from within Wisconsin and 1,725 new visitors coming from other states.
 - c. We anticipate half of the new visitors from within Wisconsin, and all of those coming from out of state, will stay overnight in an Ozaukee County lodging established for two nights.
 - d. Based on sampling by the Grafton Area Chamber of Commerce, the average lodging establishment occupancy rates during the shoulder season 2017-2018 (September 2017-March 2018) was 60.74%. The most difficult month (January) had an average occupancy rate of 47%. We anticipate increasing these rates by 3% during the shoulder season.
3. Generate \$654,000 in economic impact during the fall/winter season
 - a. Based on sampling completed by Longwoods International, each overnight visitor spends \$144. The anticipated 3,675 new overnight visitors will generate \$529,200. The 1,950 day visitors are anticipated to spend \$64 each, for a total of \$124,800. A total of \$654,000 is anticipated in total economic impact, including spending at hotels, motels, bed & breakfasts, area shops, gas stations, and restaurants. The following secondary impacts are anticipated during the spring/summer seasons as visitors become more aware of the Ozaukee Interurban Trail and plan visits throughout the year:
4. Increase the number of trail users during the spring/summer season by 18,417 people
 - a. Trail use during the spring and summer seasons, defined as September-March, totaled 147,940 in 2017 and 173,583 2018.
5. Attract 8,978 new overnight visitors to Ozaukee County during the spring/summer season, using the same baseline data used for fall/winter.
6. Generate \$1.6 million in economic impact during the spring/summer season, using the same baseline data used for fall/winter.

What other resources, outside of your project budget, are you leveraging? Leverage might include things such as earned media and donated advertising, sponsorships or other grants earned because of the project. If year 2 or 3, are there any new businesses/organizations that have become involved or increases in tourism jobs in the area?

Our very passionate community partners often tout the Interurban Trail as the unifying feature among the small cities and towns of Ozaukee County. Many special events take place and are advertised off-season along the Interurban Trail, including biking events such as the Trail Ride (September), Santa's Dash Away 5k in Cedarburg (December) and rides organized by Wisconsin Women Cycling. The trail is frequently featured in monthly articles in the Ozaukee News Graphic, submitted by the Ozaukee County Tourism Council (OCTC). OCTC also dedicates a full page to the Interurban Trail in its annual tourism guide (a \$2,200 value). The Trail is a frequent topic of conversation on Grafton Chamber of Commerce podcasts. All of our partners and many area businesses and organizations will feature Interurban Trail events on their own websites, along with links to the new Interurban Trail website. Our advertising agency, White Rice Advertising, provides all design work pro bono to the Ozaukee County Tourism Council, estimated at a value of \$4,500 per year.

The estimated annual donation of promotional time and space of our partners is valued at more than \$12,500.

Promotional Expenses

Media Type	Description	Budgeted Reimbursable	Recipient Dollars/In-Kind	Total Dollars
Internet	Website development, special features to include special interest trips and ability to virtually visit areas of the trail. Targeted completion: 7/30/19	\$10,000.00	\$0.00	\$10,000.00
Internet	Social media campaign - Sept - Nov '19, Apr - June '20	\$650.00	\$550.00	\$1,200.00
Internet	Facebook Advertising (5 markets) - Sept - Nov '19, Apr - June '20	\$2,100.00	\$700.00	\$2,800.00
Internet	Travel WI Social Media Co-Op - Sept - Nov '19, Apr - June '20	\$900.00	\$300.00	\$1,200.00
Internet	Travel WI Online Banner Co-Op - Sept 2019	\$450.00	\$250.00	\$700.00
Internet	Trail-oriented Facebook advertising within 25 miles of Ozaukee County	\$0.00	\$1,250.00	\$1,250.00
Total Internet		\$14,100.00	\$3,050.00	\$17,150.00
Other Destination Marketing	Travel Wisconsin Co-Op Email advertising - Sept & Oct '19, Apr '20 (2x)	\$750.00	\$250.00	\$1,000.00
Other Destination Marketing	Bags with trail maps for trade shows - quantity 5,000	\$1,350.00	\$450.00	\$1,800.00
Total Other Destination Marketing		\$2,100.00	\$700.00	\$2,800.00
Print Media	Chicago Daily Herald via DOT: Sept 2019, April 2020	\$0.00	\$3,000.00	\$3,000.00
Print Media	Key Magazine - Nov & Dec 2019	\$0.00	\$500.00	\$500.00
Print Media	Bike Wisconsin Magazine - due March 2019 for annual publication	\$0.00	\$800.00	\$800.00
Print Media	Our Wisconsin Magazine - August '19, Oct '19, April '20	\$0.00	\$1,656.00	\$1,656.00
Print Media	Wisconsin Bike Federation Magazine - September '19, March '20	\$0.00	\$400.00	\$400.00
Print Media	Chicago Life Magazine (remnant if available) - Fall '19, Spring '20	\$0.00	\$1,800.00	\$1,800.00
Total Print Media		\$0.00	\$8,156.00	\$8,156.00
Publicity	Public relations retainer, July 1, 2019 - June 30, 2020	\$1,800.00	\$0.00	\$1,800.00
Radio	Wisconsin Public Radio - shoulder seasons of Sept & Oct '19, Mar-Apr '20	\$8,000.00	\$0.00	\$8,000.00
Radio	WUWM - NPR Milwaukee - shoulder seasons of Sept & Oct '19, Mar-Apr '20	\$3,000.00	\$0.00	\$3,000.00
Total Radio		\$11,000.00	\$0.00	\$11,000.00
Total:		\$35,000.00	\$12,906.00	\$47,906.00

Media Type	Description	Budgeted	Recipient	Total
Design	Photography for use in websites, social media and advertising -	\$2,000.00	\$1,000.00	\$3,000.00
Design	Graphic design, including but not limited to online, print, and email advertisements as well as branding components such as trail signage	\$4,000.00	\$0.00	\$4,000.00
Total Design		\$6,000.00	\$1,000.00	\$7,000.00
Total:		\$35,000.00	\$12,906.00	\$47,906.00

Operational Expenses

Item	Amount
Staff Coordination: Grant Management	\$5,000.00
Staff Coordination: Coordination of JEM Advisory Committee	\$2,500.00
Trail Surveys: Survey Creation	\$500.00
Trail Surveys: Survey Training	\$2,500.00
Trail Surveys: Data Entry	\$2,000.00
Survey Trails: Survey Analysis	\$2,500.00
Trail Count Data: Management of Trail Counters	\$4,000.00
Trail Count Data: Data Entry	\$2,500.00
Trail Count Data: Analysis of Trail Count Data	\$2,500.00
Mapping (GIS): Services	\$5,000.00
Mapping (GIS): Printed Trail Map (30,000)	\$10,000.00
Volunteer Coordination: Survey Collection, Trail Count, etc.	\$5,000.00
Volunteer Coordination: Volunteer Time (\$15/hr)	\$1,500.00
Total:	\$45,500.00

Income Statement

Income/Revenue	Cash balance from year one or two:	0.00
Event income, contributions:		0.00
Total income:		0.00

Expenses

Promotional expenses: 52,806.00
Operational expenses: 45,500.00
Total expenses: 98,306.00
Net income: -98,306.00

Attachments

Attachment Type	File	Size
Additional Materials	2018 Daily Herald ad sm.pdf	912 KB
Additional Materials	OCTC Silent Sports ad sm.pdf	829 KB
Additional Materials	OCTC bag art bag BACK FIN.pdf	717 KB
Additional Materials	2019 Chicago Life mag sm2.pdf	207 KB
Additional Materials	TourismGuide_OIT.pdf	482 KB
Additional Materials	TrailMap_Sm.pdf	957 KB
Additional Materials	Letter- Belgium.docx	80 KB
Additional Materials	Letter- Cedarburg.pdf	17 KB
Additional Materials	Letter- Grafton.pdf	201 KB
Additional Materials	Letter- Mequon.pdf	398 KB
Additional Materials	Letter- Port Washington.pdf	222 KB
Additional Materials	Letter- OCTC.pdf	362 KB
Additional Materials	FY19 JEM DM Ozaukee Trail Contract.pdf	192 KB

JOINT EFFORT MARKETING (JEM) GRANT AGREEMENT
between the
WISCONSIN DEPARTMENT OF TOURISM
and the
OZAUKEE COUNTY

This agreement is entered into pursuant to s. TOUR 1.06, of the Wisconsin Administrative Code by and between the Wisconsin Department of Tourism ("the Department") and the Ozaukee County, Federal Employee Identification Number: 39-6005726 ("the Recipient").

WHEREAS, the Recipient has applied to the Department for assistance under the Joint Effort Marketing (JEM) Grant Program to pay for eligible advertising and marketing costs necessary to undertake a tourism project consistent with the program requirements specified in s.41.17 Statutes and CH. TOUR 1 Wis. Adm. Code, and

WHEREAS, the Department, relying upon representations in the Recipient's application, shall provide a grant of up to \$35,000.00, to the Recipient under the terms and conditions specified in this agreement,

THEREFORE, based upon the mutual promises contained in this agreement, the Department and Recipient agree as follows:

I. REPRESENTATIONS AND WARRANTIES

The Recipient hereby represents and warrants that:

- A. It is a non-profit entity duly organized, validly existing and in good standing under the laws of the State of Wisconsin, and it has complied with all conditions prerequisite to doing business in Wisconsin;
- B. It has the power and authority to carry on its business as now conducted in the State of Wisconsin;
- C. It is qualified to do business in every jurisdiction in which the nature of its business makes such qualifications necessary;
- D. It is in compliance with all laws, regulations, ordinances and orders of public authorities applicable to it;
- E. It has authorized its signatory hereto to bind it with respect to all terms and conditions in this agreement;
- F. All of the promises and representations in the Recipient's JEM Grant application, and any other documents submitted subsequent thereto are truthful and accurate as of the date of this agreement; and
- G. The Recipient's warranties and representations shall survive the execution and delivery of this agreement.

II. SCOPE OF SERVICES TO BE PROVIDED BY THE RECIPIENT

This Year 1 Destination Marketing campaign will develop and implement a marketing strategy to promote usage of the Ozaukee Interurban Trail during the fall and winter season, September 1, 2019 through March 31, 2020.

Promotional Budget

	<i>JEM Dollars</i>	<i>Recipient Dollars/In-Kind</i>	<i>Total Dollars</i>
<u>Design</u>			
Photography for use in websites, social media and advertising - ongoing	2,000.00	1,000.00	3,000.00
Graphic design, including but not limited to online, print, and email advertisements as well as branding components such as trail signage	4,000.00	0.00	4,000.00
Total Design	\$6,000.00	\$1,000.00	\$7,000.00
<u>Internet</u>			
Website development, special features to include special interest trips and ability to virtually visit areas of the trail. Targeted completion: 7/30/19	10,000.00	0.00	10,000.00
Social media campaign - Sept - Nov '19, Apr - June '20	650.00	550.00	1,200.00
Facebook Advertising (5 markets) - Sept - Nov '19, Apr - June '20	2,100.00	700.00	2,800.00
Travel WI Social Media Co-Op - Sept - Nov '19, Apr - June '20	900.00	300.00	1,200.00
Travel WI Online Banner Co-Op - Sept 2019	450.00	250.00	700.00
Trail-oriented Facebook advertising within 25 miles of Ozaukee County	0.00	1,250.00	1,250.00
Total Internet	\$14,100.00	\$3,050.00	\$17,150.00
<u>Other Destination Marketing</u>			
Travel Wisconsin Co-Op Email advertising - Sept & Oct '19, Apr '20 (2x)	750.00	250.00	1,000.00
Bags with trail maps for trade shows - quantity 5,000	1,350.00	450.00	1,800.00
Total Other Destination Marketing	\$2,100.00	\$700.00	\$2,800.00
<u>Print Media</u>			
Chicago Daily Herald via DOT: Sept 2019, April 2020	0.00	3,000.00	3,000.00
Key Magazine - Nov & Dec 2019	0.00	500.00	500.00
Bike Wisconsin Magazine - due March 2019 for annual publication	0.00	800.00	800.00
Our Wisconsin Magazine - August '19, Oct '19, April '20	0.00	1,656.00	1,656.00
Wisconsin Bike Federation Magazine - September '19, March '20	0.00	400.00	400.00
Chicago Life Magazine (remnant if available) - Fall '19, Spring '20	0.00	1,800.00	1,800.00
Total Print Media	\$0.00	\$8,156.00	\$8,156.00
<u>Publicity</u>			
Public relations retainer, July 1, 2019 - June 30, 2020	1,800.00	0.00	1,800.00
Total Publicity	\$1,800.00	\$0.00	\$1,800.00
<u>Radio</u>			
Wisconsin Public Radio - shoulder seasons of Sept & Oct '19, Mar-Apr '20	8,000.00	0.00	8,000.00
WUWM - NPR Milwaukee - shoulder seasons of Sept & Oct '19, Mar-Apr '20	3,000.00	0.00	3,000.00
Total Radio	\$11,000.00	\$0.00	\$11,000.00
Total Promotional Budget	\$35,000.00	\$12,906.00	\$47,906.00

Operational Budget

	<i>JEM Dollars</i>	<i>Recipient Dollars/In-Kind</i>	<i>Total Dollars</i>
Staff Coordination: Grant Management	0.00	5,000.00	5,000.00
Staff Coordination: Coordination of JEM Advisory Committee	0.00	2,500.00	2,500.00
Trail Surveys: Survey Creation	0.00	500.00	500.00
Trail Surveys: Survey Training	0.00	2,500.00	2,500.00
Trail Surveys: Data Entry	0.00	2,000.00	2,000.00
Survey Trails: Survey Analysis	0.00	2,500.00	2,500.00
Trail Count Data: Management of Trail Counters	0.00	4,000.00	4,000.00
Trail Count Data: Data Entry	0.00	2,500.00	2,500.00
Trail Count Data: Analysis of Trail Count Data	0.00	2,500.00	2,500.00
Mapping (GIS): Services	0.00	5,000.00	5,000.00
Mapping (GIS): Printed Trail Map (30,000)	0.00	10,000.00	10,000.00
Volunteer Coordination: Survey Collection, Trail Count, etc.	0.00	5,000.00	5,000.00
Volunteer Coordination: Volunteer Time (\$15/hr)	0.00	1,500.00	1,500.00
Total Operational Budget	\$0.00	\$45,500.00	\$45,500.00
Total Budget	\$35,000.00	\$58,406.00	\$93,406.00

III. BUDGET

The budget for the Recipient's Tourism Project shall be as follows:

	Department	Recipient	Total
A. Design	6,000.00	1,000.00	7,000.00
B. Internet	14,100.00	3,050.00	17,150.00
C. Other Destination Marketing	2,100.00	700.00	2,800.00
D. Print Media	0.00	8,156.00	8,156.00
E. Publicity	1,800.00	0.00	1,800.00
F. Radio	11,000.00	0.00	11,000.00
G. Operations	0.00	45,500.00	45,500.00
<i>Grand Total:</i>	<i>\$35,000.00</i>	<i>\$58,406.00</i>	<i>\$93,406.00</i>

IV. DISBURSEMENT OF FUNDS

- A. Payments shall be made to the Recipient Ozaukee County, 121 West Main Street, PO Box 994, Port Washington, WI 53074. No JEM Grant funds shall be disbursed to the Recipient except as authorized and provided in this agreement.
- B. To receive payment, the Recipient must present receipted vouchers for Eligible Project Costs, and such other documentary evidence as may be required by the Department to evidence project costs actually incurred by the Recipient. Documentary evidence must establish the purpose of such costs, and include the invoices received and paid by the Recipient, with the check number and date of payment annotated on each invoice. The Recipient shall use forms provided by the Department when requesting reimbursement for Eligible Project Costs. For purposes of this agreement, the term "Eligible Project Costs" means advertising and marketing costs described in section II and budgeted in section III, and actually incurred and paid by the Recipient between **June 27, 2019 - May 15, 2020**.
- C. No JEM Grant funds shall be used to compensate any officer or employee of the Recipient for salaries or expenses.
- D. Ten (10) percent of the total JEM Grant shall be held and retained by the Department, pending receipt of the Recipient's final report (evaluation) in accordance with Section V.B. of this agreement.
- E. The Department reserves the right to withhold reimbursement if the Department determines, in its sole discretion, that the Recipient has not complied with any of the terms and conditions of this agreement.

V. RECORD KEEPING AND REPORTING

- A. The Recipient shall maintain books, records and other documents, as required by the Department, to document the amount and nature of all JEM grant funds provided by the Department, as well as the funds used by the Recipient in accordance with the terms of this agreement.
- B. The Recipient shall submit a written evaluation of the project and financial report provided by the Department no later than **May 15, 2020**. An extension of this deadline may be requested through the Department's representative.
- C. The Department shall, at all reasonable times, have access to and the right to examine, audit, excerpt, copy and transcribe any of the Recipient's books, documents, papers and records which relate directly to this agreement. The Recipient is responsible for retaining such materials for at least three (3) years following the conclusion of this Project.

VI. TERMINATION AND AMENDMENT

- A. The Department, in its sole discretion, may terminate this agreement and recover all JEM Grant funds if the Recipient fails to perform any of its obligations under this agreement, including accurate and timely submission of reimbursements and the evaluation. Such termination by the Department shall be effective thirty (30) days after the Department mails a written notice of termination to the Recipient's last known address by first class mail, postage prepaid.
- B. This agreement constitutes the entire understanding and agreement between the Department and the Recipient, relating to the Project. This agreement may not be amended except in a written document executed by the Department and the Recipient.

VII. GOVERNING LAW AND VENUE

This agreement shall be governed by and construed in accordance with the laws of the State of Wisconsin. The Recipient shall, at all times, comply with and observe all federal, state and local laws, ordinances, and regulations which are in effect during the period of this agreement and which in any manner affect the Project or its conduct. Any litigation arising out of this agreement shall be brought and venued in Dane County, Wisconsin.

VIII. NONDISCRIMINATION IN EMPLOYMENT

In connection with the performance of work under this agreement, the Recipient agrees not to discriminate against any employee or applicant for employment because of age, race, religion, color, handicap, sex, physical condition, developmental disability as defined in s. 51.01(5), Statutes, sexual orientation or national origin. This provision shall include, but not be limited to the following: employment, upgrading, demotion or transfer, recruitment or recruitment advertising, layoff or termination, rates of pay or other form of compensation, and selection for training, including apprenticeship. Except with respect to sexual orientation, the Recipient further agrees to take affirmative action to ensure equal employment opportunities. The Recipient agrees to post in conspicuous places available for employee and applicant employment notices setting forth the provisions of the nondiscrimination clause.

IX. AFFIRMATIVE ACTION COMPLIANCE

- A. All contracts of \$50,000 or more require the submission of a written affirmative action plan. Recipients with an annual work force of less than twenty-five (25) employees are excluded from this requirement provided they submit an exemption request in writing utilizing the form attached.
- B. Within fifteen (15) days after the execution of this contract, a written affirmative action plan shall be submitted to the Department's representative, Wisconsin Department of Tourism, 201 W. Washington Ave., Madison, WI 53703.

C. An "Affirmative Action Plan" is a written document committing the vendor to a program designed to achieve a balanced work force within a reasonable period of time. It contains, at a minimum, a policy statement, work force analysis, program goals, internal monitoring system, and implementation of the Plan. An acceptable plan is one which satisfies s. 16.765, Wis. Statutes, and ADM 50, Wis. Adm. Code.

X. SEVERABILITY

The invalidity of any provision of this agreement shall not affect the validity of the remaining provisions, which shall remain in full force and effect to govern the conduct of the parties.

XI. BINDING ON SUCCESSORS AND ASSIGNS

This agreement shall be binding upon the parties hereto, together with their respective successors, venders and assigns.

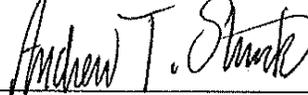
XII. ADVERTISING

Any advertising produced under this agreement shall acknowledge the financial support of the Wisconsin Department of Tourism unless otherwise approved by the Department's representative.

FOR THE DEPARTMENT OF TOURISM

By:  _____ Date 5/15/19
Sara Meaney, Secretary Designee

FOR THE RECIPIENT

By:  _____ Date 05/13/2019
Andrew Struck, Director of Planning and Parks Department