

# Wisconsin Community Slogans: Their Use and Local Impacts

By

David Muench, Professor  
Community Resource Development Agent  
University of Wisconsin-Extension  
Outagamie County, Wisconsin



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## WISCONSIN COMMUNITY SLOGANS: THEIR USE AND LOCAL IMPACTS

Whether it's the Cucumber Capital of Wisconsin, Chocolate City USA, the Home of the Hamburger, or the Birthplace of the Ice Cream Sundae, communities with slogans may have more than just a catchy phrase after their name.

This report presents the results of over five years examining over 225 Wisconsin communities with slogans to learn which benefits, if any, can result from the use of community slogans. The study looks at four main pieces of information:

- A. The history of the slogan - its meaning, how it got started, and when.
- B. The community activities related to the slogan, such as festivals and attractions, its appearance on promotional literature, and logos/letterhead.
- C. The perceived impact of the slogan on the local economy, identity, and attitude.
- D. The type of group which coordinates or sponsors the activity.

The results of this study are intended to be used by communities which have slogans as an assessment tool or by those which are planning the development of a slogan for promotional and other purposes.

### INTRODUCTION

#### Slogan Highlights

The first "Wisconsin Community Slogans" was written in 1989 and included approximately 175 recorded slogans. As with this one, it looked at the slogan history, related activities, and perceived impact and determined that slogans benefitted the community in several areas, including identity, increasing pride, promoting community, and improving the economy.

Since the first slogan study was published in 1989, this author has continued his interest in the subject, teaching communities and organizations about the values of slogans and how to select one, as well as having enjoyable conversations about some of the interesting aspects of them. One thing seems to have changed and that is the effort which goes into selecting one. Communities, whether the business organization or some part of the municipal government, make a very conscientious decision regarding the selection of the slogan. The purpose the slogan is to serve may be their biggest consideration. Of course, deriving some economic gain through tourism or other economic development is still very important, but how it will improve the community spirit seems to be almost as important.

The total slogan count in this latest edition is approximately 225, plus a few communities with multiple slogans. It would be too presumptuous to suggest the additions are all new slogans, as a result of first study. Some existing slogans were missed in the first edition, or were resurrected from inactivity. Some communities have changed slogans or added still another to serve a different purpose. Tomah, for example, uses "Gateway to Cranberry Country" for promoting its visitor industry, while using "Where the T Divides" for industrial development.

## Method of Study

Unlike the original study, the primary means for soliciting new slogans for the second edition of "Community Slogans" was the popularity of the first edition. Articles in the Wisconsin Tourism Division's newsletter and in "The Municipality," the newsletter of the League of Wisconsin Municipalities announced the coming of the reprint and an invitation to submit new slogans. Some of the slogans came through research or were stumbled upon by accident. Some contacted this author and wanted to be listed in future editions after seeing the first report.

Follow-up phone contacts were necessary for additional information, especially on specific activities and attendance at festivals and events.

## History and Organizational Make-Up

Before detailing the specific results of a year of study and examining information on over 225 community slogans, it may be useful to briefly review the historical and organizational backgrounds of community slogan use.

Most of the communities with slogans which responded to the survey were small, less than 10,000 population, with the majority less than 2,000. Only four communities over 50,000 population responded to the survey.

The location of communities with slogans in Wisconsin was surprising, at least to this author. The vast majority of slogan communities were located in the southern half of Wisconsin, with a large concentration in the southeastern quarter including Dane County on the west to Columbia and Sauk Counties on the north and east to the coast (see Appendix B).

Northern Wisconsin, even with its heavy tourism industries, does not have a large number of slogan communities. Vilas County has a high concentration of slogan communities. There are other scattered concentrations, one being in the Marathon/Portage/Wood County area and another in Western Wisconsin.

While this location analysis may be of some interest, it is not scientific. A variety of reasons may explain this rationale, including the fact of more incorporated communities in the southern half and that maybe more communities responded from this area.

Historically, their slogans were developed because of a significant event ("Birthplace of the Ice Cream Sundae," "Snowshoe Baseball Capital") or because of major activity or natural resource in the area ("Butter Capital," "Chocolate City USA," "Where History, Bald Eagles, and the Mississippi Meet," etc.) Some of these slogans have been used for decades, but many have only recently been developed.

Communities have used a variety of methods to select a slogan. Some have held contests among their residents, but most have been developed specifically by committee of the chamber. There also seems to be more communities developing serious sounding slogans, such as "Saukville Will Work For You," or "A Great Place to Live and Work." This may be due to communities marketing themselves specifically for non-tourism industries such as manufacturing, service, and retail and even residential development.

Overall, Wisconsin community slogans are used in a tourism related manner. As the reader will learn in this paper, the activities done in conjunction with the slogan are tourism related, geared both to local residents and to attracting outsiders to visit the community. With tourism projected to play a vital part in the continued development of the rural economy, the community slogan may prove to be an important asset.

Organizationally, chambers of commerce usually are the coordinating group for festivals and other slogan related activities. Many times they are also involved in the development of the slogan. Service organizations

sometimes coordinate activities, especially in the absence of a business organization. The municipality rarely coordinates anything more than brochure development and distribution.

For a program which is well established, is large in scale, and/or has a variety of activities throughout the year, there usually is an independent organization or committee to coordinate the program. If it is an organization, it is incorporated and has nonprofit status.

### Duplication

Another issue which has surfaced several times lately is slogan duplication, similar claims by different communities. While not a new phenomenon, the practice nevertheless can have benefits. Sun Prairie, Wisconsin and Punxsutawney, Pennsylvania have long claimed to be the "Groundhog Capital." Burlington, Wisconsin and Hershey, Pennsylvania have a running feud as to the "Chocolate Capital." Seymour, Wisconsin was challenged by Hamburg, New York for the claim as being the birthplace of the hamburger. That dispute was settled by a nationwide survey which gave the title to Seymour. Most recently Ripon's claim as the "Birthplace of the Republican Party" is being challenged by Exeter, New Hampshire.

Being challenged is positive for a community for a couple of reasons. First, it gives both communities a lot of free publicity, as the news media get involved. Second, the challenge helps unify the community because everyone gets behind the effort to defend their community's good name. As a result, the challenge helps strengthen the chamber of commerce and the local government, who are working with and within each other, and improves the attitude of the residents.

### Slogan Related Results

With over five years of study and the examination of over 225 community slogans, this author is able to identify some specific advantages to having and using a slogan. The results can be put into four categories - identity, pride, community, and economics.

### Identity

When someone mentions The Big Apple, The Windy City, Gateway to the West, or The Mile High City, people generally know what community they are talking about. This is called marketing. Granted, these are large communities and have large promotion budgets, but the idea is still the same. If a slogan gets used enough and is properly marketed, it gets known outside the community. That identity can not only benefit community recognition, but may attract people to the community. Chocolate lovers will be attracted to Burlington - Chocolate City USA; Loon fanciers will want to go to Mercer - The Loon Capital; and snowmobilers will want to play in Eagle River, the "Snowmobile Capital of the World." Or if you want quiet, try Plum City - "A Small Village in a Peaceful Valley."

The association of a product or event will help remember the community. Some communities in the study shared experiences when traveling outside the state and talking with people who know of their Wisconsin community because of the slogan.

### Pride

One of those intangibles often mentioned on the surveys and in conversations with communities was the pride exhibited by the residents over their community's recognition. Being the Spelling or Jump Rope Capital of Wisconsin, having the World's Purest Water, being considered Hometown USA or, from an ethnic standpoint, being

the Kolache, Kringle, Swiss Cheese or Czech Capital really makes residents feel good about their community.

Pride, however, is not restricted only to residents. The business community often shares the same feelings about their community and may be in a better position to openly exhibit it. The existence of business community pride and support for a slogan becomes evident when it is adopted in the business name, such as Circus City Cleaners (Baraboo) or Ranger City Restaurant (Wausaukee) or when charter fishing captains in Algoma put "The Trout and Salmon Capital" on their promotional literature.

### Community

The key to community is unity. That is what Seymour, Home of the Hamburger, uses in its pitch to solicit support for its program. Slogan related festivals, especially those in small communities, really unify the residents to work together and to support the effort.

But community goes beyond the residents. Special events, especially those sponsored by the chamber, get the businesses working together also. A well-accepted slogan encourages all businesses to think in the same direction in advertising and marketing promotions. If the program is a continuous, year-round effort, businesses work as a group rather than as individuals to attract sales.

Working together to run a large event or festival does more than just pulling people together. It gives a positive image to outsiders that the community is organized and capable and that this community may be a good place to establish a business or maybe to live.

### Economics

For some communities, the bottom line in any program development is economics - how many dollars will be generated by this program? This section may be the only one in this study where one can quantify the impact of a slogan.

In determining the economic impact of slogans, communities were asked on the survey form to give their perceived dollar impact (estimate). For example, how much money was brought in as a result of a festival held by the community. Few communities could actually give the amount of income generated by the event unless it was specifically studied. Monroe, the Swiss Cheese Capital of the U.S., estimates its Cheese Days celebration brings in \$1 million during the three day festival. Hunters in Park Falls - the Ruffed Grouse Capital of the World, bring in \$12,300 per day during peak grouse hunting, according to chamber estimates (1989 estimates).

With other communities one can only estimate the income. In these cases, the author requested attendance estimates at festivals, events, and attractions. By using these estimates and applying an expenditure factor, one can get a ballpark figure on income generated. For example, in Brodhead - The Bicycle Gateway to Wisconsin," bicyclists on the Sugar River Trail number 55,000 per year. A recent study indicates the average expenditure ranges from \$3.06 to \$33.25. Taking the average day tripper expenditure at around \$10, visitors to the Brodhead area (to bicycle) spend \$550,000.

The economic impacts of festivals and other events have not been thoroughly studied and therefore it is difficult to make an accurate estimate of income. A study entitled "The Economic Impact of Arts and Crafts Festivals in Selected Northeast Minnesota Communities" by the Department of Economics at the College of St. Thomas does show expenditures for that specific event and also estimates leakage out of the county. The per capita spending at these events ranges from \$4.38 to \$9.84, according to the study. In another art festival study in Pennsylvania by Wang and Godbey (1987) looked at expenditures by out-of-town attenders. Those expenditures amounted to \$119.27 per person per day.

A study entitled "The Economic Impact of Rural Festivals and Special Events: Assessing the Spatial Distribution of Expenditures," breaks down the type of expenditure made by visitor parties by expenditure category. In the study, spending by category was:

<u>Expenditure Category</u>	<u>Mean</u>	<u>Median</u>	<u>Range</u>
1) Arts and Crafts	\$58.92	\$20.00	\$0 - 990
2) Food at Booths	18.20	15.00	0 - 150
3) Food from Restaurants	13.26	0.00	0 - 350
4) Lodging	4.81	0.00	0 - 150
5) Vehicle (gas, oil, etc)	9.81	0.00	0 - 450
6) Other purchases	9.57	0.00	0 - 500

Source: Article by Patrick Long and Richard Perdue in Journal of Travel Research, Spring 1990.

A in a similar study conducted by the University of Missouri-Columbia in 1989 looked at expenditures at small local festivals. Their preliminary findings indicate a range from \$0 per party to over \$100 per party, the majority around \$10. Using this figure for a festival which draws 3000 people (1000 parties), approximately \$10,000 would be generated. With minimal outside commercial vendors and the multiplier affect of money, more income could be generated for the community.

#### Getting People to Your Community

To have the greatest economic impact, people need to come to your community. This study looked for methods communities with slogans used to attract people. Three primary methods were used - festivals, special events, and attractions.

Slogan related festivals were a very popular method communities used for locals to celebrate. This was the basis for many early slogan related festivals. Later, festivals were determined to be a very good means of raising money for local service clubs and chambers of commerce. In recent years, festivals are organized primarily to raise money.

This study did not look specifically at community festivals. It looked at slogan related activities, and only those festivals which directly related to the community slogan were recorded. Examples of these festivals include the Strawberry Festival in Alma Center - The Strawberry Capital of Wisconsin; Fur and Leather Days for Berlin - The Fur and Leather Capital; Cheese Days at the Swiss Cheese Capital - Monroe; and the Hamburger Festival in Seymour - The Home of the Hamburger.

Festivals usually are more than one day in length and many times 2-3 days. They usually involve music and/or dancing, games, and, of course, food. Parades have also become quite popular for many communities. Other activities at festivals include queen contests, carnivals, flea markets, craft shows, tours, runs, and some types of contests and demonstrations.

Slogan related special events also attract people into the community and were identified in this study. Special events differ from festivals in that events are mainly one day in length and many are geared to a contest or sales promotion. Some examples of special events include Bloomer's Rope Jump Contest, UFO Days in Belleville, and Sundae Thursday in the Birthplace of the Ice Cream Sundae - Two Rivers.

While festivals and special events are important and bring large amounts of people in for a few days a year, an attraction is effective in bringing people to town the rest of the time. Attractions can be anything; a natural feature, a man-made feature, a museum, historical monument, statue, or even the whole community. It can be the Hamburger Hall of Fame and Museum in Seymour - The Home of the Hamburger; the leaded glass dome on the

Courthouse in the City of the Dome - Lancaster; a 16-foot fiberglass loon in Mercer - the Loon Capital; the duck feeding in Lodi - Home of Susie the Duck; the official USGS marker at Poniadowski - The Center of the Northwestern World; or the 247-foot high log stacker at Cornell - The Stacker City. Many Wisconsin communities identified an attraction, open either part of the year or year-round, as an important part of their slogan related activities.

### Keeping the People in Town

One of the five acknowledged ways a community can encourage economic development is to improve the ability to capture dollars (Pulver). Increasing local spending by stopping the money leaking out of the community is one method of achieving this end. Often overlooked is the way festivals and special events meet this economic development strategy. Besides encouraging residents to spend money locally, it is an opportunity to keep them in the community, and, consequently, they are not able to spend money elsewhere.

### Tourism \$\$

The bottom line on the economics of a community slogan program is tourism. The pure definition of a tourist is a person traveling for business or pleasure. The key is to get those travelers to come to your community, either as a destination or as an unplanned stop. They may be attracted there to buy fresh bakery in the Kringle Capital of the World; take the kids fishing at the Sunfish Capital of the World; have their picture taken next to a 16 foot high loon at the Loon Capital of the World; eat ice cream at the Birthplace of the Ice Cream Sundae; or stand on the exact Center of the Northwestern World.

In studying communities with slogans, some rather impressive numbers were revealed. For example, over 20,000 people visit the Snowmobile Museum at its birthplace in Sayner (unincorporated); over 25,000 polka enthusiasts are drawn to Pulaski (population 2,100) for the Polka Fest; over 100,000 are drawn to the Bratwurst Capital - Sheboygan (population 48,000) for their annual 3-day festival; and over 25,000 tour the First Kindergarten Building in Watertown (population 18,500). The Sauerkraut Festival at the Home of the World's Largest Sauerkraut Plant in Bear Creek (population 454) draws 3,000 and over \$1800 is raised selling corn (at a nickel a handful) for visitors to feed the ducks in Lodi - Home of Susie the Duck.

### Spreading the Word

Communities in Wisconsin use a variety of techniques to increase recognition and improve their identity in relation to their slogan. Entrance signs, promotional brochures, business and municipal letterhead, and ads are common places for a slogan to appear. Some community slogans appear on well designed patches and colorful banners. Souvenirs, including bumper stickers, balloons, buttons, T-shirts, and caps are also used to promote slogans.

Designing a logo to compliment the slogan creates a visual impact people may remember. Many Wisconsin communities have logos, developed either by professionals or by residents in a local contest. Some communities have a traveling logo/slogan, as they appear on municipal vehicles and even on over-the-road trucks, where they can be seen outside the community. This author has proposed to Seymour - Home of the Hamburger - that their logo/slogan be stamped on the boxes and crates of all manufactured items leaving the community. Cuba City, "City of Presidents," painted their water tower with a presidential seal.

Methods for community promotion are numerous, but using a slogan organizes the effort and gets people thinking along the same lines. The slogan can impact the community's recognition and image, and can aid in tourism development. But some intangible benefits can also be gained from a community slogan such as local pride and that all-important factor everyone needs in this fast-paced society with diminishing local loyalty - community.

## **ALGOMA (Kewaunee County)**

Population 3,348

### ***WISCONSIN'S TROUT AND SALMON CAPITAL***

#### History

Since the beginning of sport fishing in Lake Michigan, Algoma has been one of the top areas. It is the home of the state record salmon - 43 pounds.

#### Slogan-Related Activities

The community hosts an annual trout festival and parade. The slogan appears on the bottom of all Chamber stationery.

#### Impact

Local charter fishing captains use the slogan in their advertising.

## **ALGOMA (Kewaunee County)**

Population 3,348

### ***WARM WELCOMES, COOL BREEZES AND HOT FISHING***

#### History

This general slogan was adopted in the early 80's to capture several qualities of this lakeshore community.

#### Slogan-Related Activities

Slogan appears on all checks and in all ads.

#### Impact



Visitors are learning to identify with the slogan. In "hot weather" times, people come to Algoma to cool off and have a good time because Algoma is also "The Air Conditioned City."

## **ALLENTON (Washington County)**

Population (unincorporated)

### ***YOU HAVE FRIENDS IN ALLENTON***

#### History

It was developed about six years ago by a local economic development group, members of the "Allenton Area Advancement Association," as they worked to promote the town and attract business.

#### Slogan-Related Activities

Lighted water tower sign and one on each end of the town. Main events: AAAA annual Buffalo Feed, Lion's Car Show, Firemen's & Legion annual picnic, World Concertina Fest, annual rummage sale & church chili supper.

#### Impact

The lighted water tower sign is near the intersection of Interstate Hwy 41 and State 33 in full view of both roads, and is a nighttime landmark. Word comes back that travelers see it. "It is a slogan that we try to live up to in our contacts outside our community," according to an AAAA statement.

## **ALMA CENTER (Jackson County)**

Population 455

### ***STRAWBERRY CAPITAL OF WISCONSIN***

#### History

Alma Center was an important strawberry producing area of the state. For over 50 years the community has used the title - Strawberry Capital of Wisconsin.

#### Slogan-Related Activities

Each year the community holds a 3-day Strawberry Festival the third weekend in June. The event includes a carnival, parade, flea market, craft show, ball games, Strawberry Queen contest, and strawberry bake-offs. Each year pins are made and sold commemorating the Alma Center Strawberry Festival.

A sign proclaiming the strawberry distinction appears on Highway 95.

#### Impact

The annual Strawberry Festival attracts 10,000 people over the three day period, plus generates much community support and pride.

## **AMERY (Polk County)**

Population 2,804

### ***CITY OF LAKES***

#### History

For almost 50 years, Amery has been known as the "City of Lakes." The community has three lakes within its municipal boundaries.

#### Slogan-Related Activities

Signs at the entrances to the community welcome travelers to the "City of Lakes." The slogan and a logo are used on all city stationery as well as on its promotional brochure. Local service clubs sponsor an ice fishing contest in winter and a kids fishing contest in summer. One resort is located in the community on the water.

#### Impact

While the fishing contests only draw about 800 people, they serve to unify and entertain the residents. People are proud that their community has the water and feel the slogan shows their pride.

## **ARBOR VITAE/WOODRUFF (Vilas County)**

Population (unincorporated)

### ***CROSSROADS OF THE NORTH***

No other information available at this time.

## **ASHLAND (Ashland County)**

Population 9,115

### ***ASHLAND TOPS WISCONSIN***

#### History

Originally called "Tops in Wisconsin" the slogan was changed because another group already had the rights. The slogan gets its name from its location, at the northern tip of Wisconsin.

#### Slogan-Related Activities

The Chamber's stationery and some billboards feature the slogan.

#### Impact

The slogan is new, therefore little is being done.

## **BABCOCK (Wood County)**

Population 350

### ***THE CRANBERRY PIE CAPITAL***

#### History

For the past 20 years the Country Cafe in Babcock has been baking "Mrs. Peterson's Cranberry Pies."

#### Slogan-Related Activities

The restaurant bakes cranberry pies, sometimes up to 300 pies per day during the cranberry season (September 1 to Christmas) and ships baked and unbaked pies all over they country. Many pies are used in the restaurant or sold to area restaurants, including the Eagle River Area, known as "Wisconsin's Cranberry Country."

#### Impact

The restaurant does well from the sale of pies and its fame brings visitors from all around to eat cranberry pie. The community and the Country Cafe are proud of the pies.

## **BALDWIN (St. Croix County)**

Population 2,070

### ***THE BIGGEST LITTLE TOWN IN WISCONSIN***

#### History

It developed around 1920 because it was thought the post office served a much larger area than other communities that size.

#### Slogan-Related Activities

The slogan appears on the entrance sign to the community and did appear on the phone book and Chamber and village stationery.

#### Impact

Some impact on community spirit, but not as much as earlier years.

## **BARABOO (Sauk County)**

Population 9,625

### ***CIRCUS CITY OF THE WORLD***

#### History

Baraboo is known throughout the world as the home of the Ringling Brothers Circus, founded in 1884. The Ringling's wintered their circus enterprise in Baraboo through 1918. Several other circuses also wintered in Baraboo.

Al Ringling left the community the Al Ringling Theatre, known as "America's prettiest playhouse," a historic palatial theatre in continuous operation since 1915 - featuring films and live performances.

#### Slogan-Related Activities

At the center of Circus City slogan is the Circus World Museum, the world's foremost circus history facility. Circus World Museum is located in the historic Ringlingville area of Baraboo where the Ringling Bros. Circus wintered its operations from 1884-1918. Over 200,000 people visit the Circus World Museum annually, experiencing over 50 acres of live shows, attractions, exhibits and demonstrations. Highlights of the Circus World Museum include the stellar Circus in America Big Top Show, showcasing performers from around the globe, and the world's largest collection of beautiful, antique circus wagons, dating back to the 1860's. The Circus World Museum, which opened in 1959, is owned by the State Historical Society of Wisconsin and operated by a non-profit, educational foundation.

#### Impact

According to the local Chamber of Commerce, approximately \$1 million per week is generated via the tourism industry during peak season. Though Circus World Museum is the number one attraction in the area, other attractions, such as Devil's Lake State Park, Mid-Continent Railway Museum, and the International Crane Foundation, contribute to their success. Because of the diverse winter activities in the area, Circus World Museum sees visitors year round, though without the live performances after Labor Day. The city has incorporated the circus theme into its logo with circus elephants and the five Ringling brothers depicted on the shield. The Chamber of Commerce also uses the theme in its logo of the four main tourist attractions. Driving into the city, one can see the community pride of the circus heritage when viewing the "welcome" banners depicting Circus World Museum's famous "Happy the Clown."

## **BARRON (Barron County)**

Population 3,070

### ***TURKEY CAPITAL OF WISCONSIN***

No other information available at this time.

## **BAYFIELD (Bayfield County)**

Population 684

## ***BEST KEPT SECRET IN WISCONSIN***

### History

Slogan began appearing in several newspapers and travel magazines in 1993, so the Chamber unofficially adopted it.

### Impact

Has increased the identity of Bayfield to visitors.

## **BEAR CREEK (Outagamie County)**

Population 454

### ***HOME OF THE WORLD'S LARGEST SAUERKRAUT PLANT***

### History

Flanagan Brothers, Inc. is the world's largest sauerkraut factory. The plant has been in Bear Creek for decades.

### Slogan-Related Activities

St. Mary's church in Bear Creek sponsors a community-wide Kraut Festival, held annually in August. There are billboards on the highways which identify Bear Creek as the Kraut Capital.

### Impact

The festival draws over 3000 to the one-day event, generating dollars primarily for the church. Sauerkraut is a large employer in the area. The factory itself employs almost 50 year-round and up to 200 in season. Many others are employed indirectly in growing, harvesting and trucking.

## **BEAVER DAM (Dodge County)**

Population 14,590

### ***BEAVER DAM - MAKE YOURSELF AT HOME***

### History

Was chosen by the Visitor and Hospitality Committee of the Chamber of Commerce in 1992, with the intention of presenting the city as a friendly place to stop and enjoy oneself.

### Slogan-Related Activities

Slogan is used with the logo on billboards at entrances to the city, on the Chamber of Commerce letterhead, t-shirts,

revised city maps, and has been sent to Chamber of Commerce members with the suggestion that it be used wherever appropriate.

#### Impact

Residents take pride in the new billboards. Economic impact not available as yet, since slogan has only been in use one year.

## **BELLEVILLE (Dane County)**

Population 1,329

### ***UFO CAPITAL OF THE WORLD***

#### History

Belleville began using the UFO slogan early in 1987 after reports of several sightings in the area.

#### Slogan-Related Activities

The Community Club sponsors UFO Days, a one-day event held on a Saturday. The event includes a parade (with UFO floats and costumes), car rally, craft fair, pumpkin carving, and dance. The slogan appears on Kiwanis letterhead and on the village president's memo pads.

#### Impact

The event attracts 2000-3000 people plus TV coverage of the parade. The residents have a good time with the slogan and were proud of their little community when the Disney Channel came to Belleville to film the landing sites for a documentary.

## **BELMONT (Lafayette County)**

Population 826

### ***HOME OF THE FIRST TERRITORIAL CAPITAL***

#### History

Wisconsin's first territorial capital, built in 1836, was in Belmont. When Wisconsin became a state in 1848, the capital was moved to Madison.

#### Slogan-Related Activities

The original building is the site of a state park two miles outside of Belmont. A sign erected at the site explains the story.

### Impact

Several hundred tourists visit the site annually.

## **BERLIN (Green Lake County)**

Population 5,300

### ***FUR AND LEATHER CAPITAL***

#### History

Berlin has been in the fur and leather business for over 100 years. Traders stopped at Berlin during their travels (Berlin is on the Fox River, an important water travel route in the early days). The slogan has been used since 1948.

#### Slogan-Related Activities

Over 1,000 people are employed in Berlin's fur industry, which includes makers of coats, gloves, shoes, moccasins, hats and other accessories made both from fur and leather.

The community hosts Fur and Leather Days in late August. The festival includes business booths, tours of local industries, arts and crafts, and food.

The city and Chamber, including some businesses, use the slogan and logo on all stationery and promotional literature. Four entrances to town feature the slogan on entrance signs. A historic marker in the park marks the spot where Marquette and Joliet landed in their travels.

#### Impact

Millions of dollars in sales and wages are credited to the fur and leather industry in Berlin, and the community has gained world-wide recognition. Tens of thousands of visitors are drawn to the community to purchase their goods.

## **BIRCHWOOD (Washburn County)**

Population 424

### ***BLUEGILL CAPITAL OF WISCONSIN***

#### History

Bluegill are the prominent fish species in the area. The slogan has been used since the mid 60's by local tourism

promotion group.

#### Slogan-Related Activities

The Lions Club sponsors Bluegill Fest, a 3-day festival in July. The festival includes a parade, fireman's water fight, games, bluegill feed, street dance, and Bluegill Queen Contest.

The bluegill slogan appears on promotional brochures and signs (with fish) at the community entrance.

#### Impact

Bluegill Days attracts 2800 people. The slogan attracts families wishing to vacation in the area and looking for some easy fishing for the kids.

### **BLACK CREEK (Outagamie County)**

Population 1,229

#### ***BIRTHPLACE OF THE FIRST ORGANIZED NATIONAL BASEBALL TEAM***

#### History

In 1869 L.J. Cook organized a team and began playing against other small communities in the area.

#### Slogan-Related Activities

An annual north vs. south village softball game is played.

### **BLACK EARTH (Dane County)**

Population 1,269

#### ***THE ONLY BLACK EARTH IN THE WORLD***

#### History

Research has shown there are no other Black Earths other than this Dane County community.

#### Slogan-Related Activities

Slogan appears on a sign in the municipal building and on the village stationery.

#### Impact

Some local pride.

### **BLACK RIVER FALLS (Jackson County)**

Population 3,434



## ***DEER CAPITAL OF WISCONSIN***

### History

During the deer hunting season Black River Falls usually registers the highest number of deer harvested in the state.

### Slogan-Related Activities

Blaze Orange Days - merchants wear blaze orange during deer season and have special promotions, especially during the first weekend. The slogan appears on some promotional literature.

### Impact

Deer hunting brings in an estimated \$2 million in added sales.

## **BLANCHARDVILLE (Lafayette/Iowa Counties)**

Population 822

## ***THE VILLAGE IN THE VALLEY***

### History

Chamber selected slogan in 1990 to suggest Blanchardville as a nice, quiet place to visit and to attract bicyclists.

### Community-Related Activities

Slogan used on all promotional literature.

### Impact

Has helped greatly with Blanchardville's identity for tourism.

## **BLOOMER (Chippewa County)**

Population 3,400

## ***ROPE JUMP CAPITAL OF THE WORLD***

### History

Bloomer's rope jumping began in the school's physical education classes. A challenge went out to area schools. The competition has been going on for 30 years. A record rope jump was established by a local person. The Chamber of Commerce has been using the slogan for about 20 years.

### Slogan-Related Activities

The community has a rope jump contest between area schools the last Saturday in January. The activity begins to build in early November as the youth begin to prepare for the contest. The Chamber uses the slogan on its letterhead and entrance signs also list the slogan. Local merchants have special sales during jump rope week.

#### Impact

Approximately 2000-2500 people watch the contest. More are drawn to the community at that time for the day's activities. National exposure has been given the event several times. Two Bloomer participants in the jump contest were on Real People and the Tonight Show.

The people of Bloomer are very proud of this title.

## **BLUE RIVER (Grant County)**

Population 437

### ***HEART OF THE LOWER WISCONSIN RIVER***

#### History

Blue River is half-way between Spring Green and Prairie du Chein in the lower Wisconsin River region.

#### Slogan-Related Activities

Entrance signs were erected coming into Blue River in 3 directions.

## **BONDUEL (Shawano County)**

Population 1,297

### ***SPELLING CAPITAL OF WISCONSIN***

#### History

Bonduel has produced state champions for grade school spelling bees six times during the 1980's and continues to have a strong spelling program.

#### Slogan-Related Activities

Signs at school and at the entrance to the community.

#### Impact

Little impact on economy, but has potential because of the image and attitude conveyed by the slogan. Has a strong positive impact on the school district.

## **BOSCOBEL (Grant County)**

Population 2,741

### ***BIRTHPLACE OF THE GIDEON BIBLE***

#### History

In September, 1898, two salesmen, John H. Nickolson and Samuel E. Hill, roomed together at the overbooked Boscobel Hotel. While other guests were entertaining themselves in the bar, the men discussed how other guests could pass the time in a Christian manner such as having something proper to read. They agreed that bibles in hotel rooms could serve this purpose. Hence was the beginning of what we know as the Society of Gideons and the Gideon Bible.

#### Slogan-Related Activities

A marker is located at the Boscobel Hotel (and Room 19 where the first meeting took place) and at the edge of town. The slogan is also on entrance signs. As requested by the Gideon Society, the slogan is used sparingly.

#### Impact

Little impact from economic or marketing standpoints. Some local good feeling exists.

## **BOSCOBEL (Grant County)**

Population 2,741

### ***TURKEY HUNTING CAPITAL OF WISCONSIN***

#### History

Since wild turkeys have been planted in southwest Wisconsin in the early 1980's, the bird population has grown dramatically, especially in Grant County. The birds have been hunted the last eight years, with a high concentration along the Wisconsin River. The Boscobel Chamber of Commerce adopted the turkey hunting slogan as well as the hundreds of turkey hunters who come to the area.

#### Slogan-Related Activities

Signs on the edge of town welcome the traveler to the "Turkey Hunting Capital of Wisconsin." The Chamber sponsors a breakfast at the opening of the season for the hunters and encourages businesses to hold special promotions.

#### Impact

Hundreds of hunters are drawn to the Boscobel Area to bag a bird. In 1993, 471 spring birds were registered. In addition, numerous sightseers are also attracted to catch a glimpse of the many flocks of birds in the area. Area motels do well at this time. Turkey hunting has extended the visitor season for many businesses.

## **BOULDER JUNCTION (Vilas County)**

Population 938

### ***MUSKY CAPITAL OF THE WORLD***

#### History

The Musky, a large game fish, is plentiful in the 195 lakes around Boulder Junction. The community began using the slogan in 1942 and was registered with the State of Wisconsin in 1950 and renewed in 1970.

Boulder Junction was challenged by another northern Wisconsin community for the right to use the slogan. The issue went to federal courts and the judgement went in favor of Boulder Junction. It received U.S. Department of Commerce Trade Mark in 1970.

#### Slogan-Related Activities

The Chamber of Commerce holds an annual Musky Jamboree in early August. The one-day event is also an Arts and Craft Fair and includes a sidewalk fair, flea market, food, entertainment, fishing seminars, casting contests, raffle prizes, musky feed (for people), carnival games, the crowning of the Musky Queen, the Musky (5K and 10K) Runs, and softball games.

The slogan appears on all tourist promotional literature and highway signs.

#### Impact

Between 6000 and 10,000 people attend the one-day event. The event raises \$2,500 for the Chamber and is a great financial weekend for local retailers. In addition, thousands of fishing enthusiasts come to the Boulder Junction area to fish this elusive large game fish.

## **BOYCEVILLE (Dunn County)**

Population 921

### ***CUCUMBER CAPITAL OF WISCONSIN***

#### History

Boyceville had a large pickle factory (M.A. Gedney Company). Local residents for generations have picked and sold their pickles as a means of earning money for college, cars, and many other dreams. Slogan has been used since 1960.

#### Slogan-Related Activities

Boyceville hosts a Cucumber Festival, a 3-day event held in August. The event features a parade, tractor pull, cucumber float race down a creek, golden cucumber hunt, cucumber dress-up, and airplane fly-in.

There are also signs on the edge of town which have the slogan on them.

### Impact

Approximately 5000 attend the Cucumber Festival, many are from the local area. The attendance shows support for the slogan and that people want to have fun.

## **BOYD (Chippewa County)**

Population 688

### *The Friendly Town - Why Go By*

No other information available at this time.

## **BRODHEAD (Green County)**

Population 3,300

### *THE BICYCLE GATEWAY TO WISCONSIN*

#### History

The 23-mile Sugar River Bike Trail begins in Brodhead. It is here that thousands of bicyclists (mainly from Illinois) get their first opportunity to ride a Wisconsin bike trail.

#### Slogan-Related Activities

The community hosts two main festivals each year - Sugar River Days and Covered Bridge Days. While neither is strictly related to bicycling, the activity is offered at both.

Bicycle rental is available in the community and businesses cater to the cyclist, anything from food to gifts.

#### Impact

A recent study done on the trail shows over 55,000 cyclists use the trail annually. The range in the amount of money they spend is from \$5.44 for in-state travelers to \$12.36 for out-of-state travelers. The average is \$10.21. Based on this, close to a half-million dollars is spent in the area.

## **BURLINGTON (Racine and Walworth Counties)**

Population 8,975

### *CHOCOLATE CITY, USA*

#### History

The slogan was formally declared in 1987 when the first Chocolate City USA Festival was held in conjunction with the local Nestle Chocolate & Confection factory's anniversary, celebrating 20 years in its Burlington location.

### Slogan-Related Activities

While the Chocolate City theme is evident year-round, a Chocolate City Festival is held annually during the third weekend in May, with activities beginning on a Friday evening and continuing through the weekend. This is the highlight of the year. The event includes music, a parade (The Chocolate Sunday Parade), juried entry fine arts & crafts show, a fish boil, chocolate taste tent, youth talent contest, the Miss Burlington Area Chocolate Fest scholarship pageant, a carnival, specialty chocolate, a foot race, and a bicycle tour. In honor of the festival and slogan, each year a different chocolate creation is presented at the festival. One year it was the world's largest candy bar (1631 pounds) and another, it was the largest chocolate morsel (2756 pounds).

In addition to the festival, the slogan (and logo) appear on entrance signs, the Chamber's publications, city trucks, and covers of studies. There are also souvenir T-shirts, mugs, hats, and the city mascot -- Morsel the Chocolate Moose, who frequently makes an appearance at various events throughout the city.

### Impact

Over 100,000 attend the festival. (80,000 for the parade)

The slogan has created a positive self-image and greater confidence and cooperation among residents and businesses.

It has also generated national publicity through a dispute with Hershey's Chocolate over the use of the Chocolate City, USA slogan.

## **CABLE (Bayfield County)**

Population (unincorporated)

### ***HOME OF THE AMERICAN BIRKEBEINER***

#### History

Begun as a local resort-sponsored race, it is now the largest cross country ski marathon in the U.S. and the fourth largest in the world.

#### Slogan-Related Activities

The "Birke," as it is known, consists of three days of events; a children's race and ski "demos" on Thursday; a spaghetti feed for 3000 and olympic style opening ceremony on Friday; and the race and awards banquet on Saturday.

#### Impact

The Birkebeiner means about \$3 million to the immediate area. It means employment for 3-4 from March to December and up to 20 race chiefs in January. The race attracts 6000-7000 racers from 14 nations and every state. Up to 25,000 people are in the area on race weekend, filling motels for a 100 mile radius.

## **CAMBRIDGE (Dane/Jefferson Counties)**

Population 1,008

### ***THE UMBRELLA CITY***

#### History

The area developed as a resort community on Lake Ripley. Many colored umbrellas were present on the beaches and at the resorts during the late 1800's, giving the community its nickname.

#### Slogan-Related Activities

The community holds a 3-day event called Umbrella Days, which includes music, horse pull, runs, volleyball, and food stands. The village's water tower has an umbrella painted on it.

## **CASSVILLE (Grant County)**

Population 1,137

### ***WHERE HISTORY, BALD EAGLES AND THE MISSISSIPPI MEET***

#### History

Adopted in 1992, the slogan is aimed at describing some of the highlights of the Cassville area, located on the Mississippi River.

#### Slogan-Related Activities

The community is planning it's first annual "Bald Eagle Days" the fourth weekend in January, featuring candle-light cross country skiing, specials around town and of course, eagle watching. The slogan also appears on their letterhead, on three entrance signs and in their tourism ads.

#### Impact

Little too early to tell, but feeling is good and the potential for nature-based tourism is high.

## **CEDARBURG (Ozaukee County)**

Population 9,599

### ***HISTORIC CEDARBURG***

#### History

The downtown of Cedarburg is a recognized historic district listed on the National Register of Historic Places.

Slogan-Related Activities

Historic building tour. Some related events.

Impact

Its promotion as a historic community draws thousands of people annually.

**CHIPPEWA FALLS (Chippewa County)**

Population 13,277

***NATURALLY THE WORLD'S PUREST WATER***

History

In 1969 Chippewa Falls challenged a claim by Demin, NM as to which has the purest water. After samples were sent to a private lab in Minnesota the Chippewa sample was judged the winner. The water is low in solids and hardness and the pH is nearly a neutral "7."

The news hit the UPI news wire and the slogan has been used since that date.

Slogan-Related Activities

Since 1977 the community hosts Pure Water Days the third weekend in August. The event includes a parade, circus, watermelon races, queen contest, concessions, and fireworks.

There is a public drinking fountain proclaiming the slogan and a 12-foot high water fountain built by the Jaycees to commemorate the distinction. The Kiwanians developed bumper stickers and decals and commissioned Ed Rada, noted wildlife painter and resident, to paint a suitable design.

**CLAM LAKE (ASHLAND COUNTY)**

Population (unincorporated)

***HEART OF THE CHEQUAMEGON NATIONAL FOREST***

No other information available at this time.

**COLBY (Clark and Marathon Counties)**

Population 1,500



## ***HOME OF COLBY CHEESE***

### History

Colby is the home of the original, world-famous Colby Cheese.

### Slogan-Related Activities

A three-day festival called Colby Cheese Days is held the third weekend in July and is sponsored by Colby Cheese Days, Inc. The festival includes a carnival, food stands, ATV pull, truck pull, and tractor pull. There is also a street dance every night and free cheese on the festival grounds. The local museum holds much of the early history of cheesemaking in the community and area.

### Impact

Both residents and business people are proud of their community and its Colby Cheese. It has really provided an identity for the community. As for the festival, 15,000 to 20,000 people attend the annual event.

## **COLUMBUS (Columbia County)**

Population 4,150

## ***RED BUD CITY***

### History

The Red Bud tree, a beautiful flowering tree not usually found this far north, grows well in Columbus and the city has a high population of them. The trees bloom in the middle of May. Columbus has been known as the Red Bud City for nearly a century.

### Slogan-Related Activities

The "Red Bud City" slogan appears on all Chamber of Commerce stationery and on entrance signs to the city.

The business organization sponsors "Red Bud Days," a 2-day celebration in early May. The merchants have a special promotion both inside and outside the stores. Shoppers register for free 15-20 Red Bud trees.

### Impact

Around 1500 shoppers register for Red Bud trees during the early May celebration. Residents of the city are very proud of this slogan and many visitors are attracted to the city during the blooming season. The community is organizing a tourism promotion group to help market the community for visitors.

Some businesses use "Red Bud City" in their name.

## **CONOVER (Vilas County)**

Population (unincorporated)

## ***HEADWATERS VACATIONLAND***

No other information available at this time.

### **COMBINED LOCKS (Outagamie County)**

Population 2,200

#### ***CONSERVATION, PROTECTION, PRESERVATION: COMBINED LOCKS***

##### History

Recently adopted. Village-wide contest to come up with a slogan. This was judged the best. Slogan mirror's the village's interest in conservation of its natural beauty - as evidenced by the large acreage of parkland, that it is a safe place to live.

##### Slogan-Related Activities

None

##### Impact

Very positive.

### **CORNELL (Chippewa County)**

Population 1,559

#### ***STACKER CITY***

##### History

The City of Cornell is historically a paper mill town. Logs were brought in to convert to paper. These logs were cut and piled using a 247 foot long, 175 foot high log stacker. The stacker was used in Cornell from 1913 until 1972. The stacker, the only remaining one of its kind, now stands as a monument to the logging industry that laid the foundations for the entire Chippewa Valley.

##### Slogan-Related Activities

A summer-long festival, "Stacker Days," is held at the Mill Yard Park beneath the towering stacker. Associated events include a carnival, dances, softball tournaments, summer theatre, canoe races and fireworks. Signs with the logo/slogan have been erected and the slogan appears on business cards and other promotional literature.

##### Impact

Many people attend the events associated with Stacker Days. The Stacker, which is easily seen upon entering Cornell, attracts many people to its base in the Mill Yard Park along S.T.H. 64. A logging/paper mill museum is currently being established at the base of the structure to inform the frequent traveler that stops and inquires about it.

## **CROSS PLAINS (Dane County)**

Population 2,372

### ***FAMOUS FOR FRIENDLINESS***

#### History

Recently developed by local Jaycees organization.

#### Slogan-Related Activities

Entrance signs.

#### Impact

Improved community attitude and pride.

## **CUBA CITY (Grant/Lafayette Counties)**

Population 2,029

### ***THE CITY OF PRESIDENTS***

#### History

Started as a Bicentennial celebration in 1975 for only one year but interest and enthusiasm made it permanent. It recently was redeveloped for use as an official community slogan.

#### Slogan-Related Activities

The most noticeable thing over the years was the "Parade of Presidents," pictures of all presidents of the United States along Main Street. Recently the water tower took on a patriotic look with the slogan appearing in red, white and blue. The slogan appears on all Chamber literature and on signs on the edge of town and will be incorporated into all community festivities.

#### Impact

A "City of Presidents" Committee has been formed to encourage community spirit. Visitors still stop in town to view the "parade" and more are expected as promotion expands.

## **CUMBERLAND (Barron County)**

Population 2,188

### ***RUTABAGA CAPITAL***

### History

Cumberland has been a prime rutabaga growing area since pioneer days. There has been an annual festival since 1932, always the fourth weekend in August.

### Slogan-Related Activities

An annual four-day Rutabaga Festival is held the fourth weekend in August. The event includes a Rutabaga Queen contest, children's games, horse pull, Rutabaga Run, bike race, parade, arts and craft show, and stage entertainment. There is also free sliced rutabaga for public consumption throughout the festival.

### Impact

The residents of Cumberland are proud that their festival is the largest of its kind anywhere, if not the only one of its kind. The event attracts 15-20,000 people during the four days.

Also called the "Island City" because it is surrounded by water.

## **DELAVAN (Walworth County)**

Population 6,062

### ***CLOWN TOWN, U.S.A.\****

### History

Delavan has a long history associated with the circus and clowning. Over 26 circuses, including P.T. Barnum, had winter quarters in Delavan from 1847 to 1894. The Clown Town slogan was adopted in 1987.

\*Delavan is also known as the "19th Century Circus Capital of the Nation."

### Slogan-Related Activities

Numerous pieces of literature feature clowns and/or the slogan. A newspaper published twice annually is called "Clown Town News." The city has trash cans around town with clown tops. Many stores carry various clown memorabilia.

The main attraction in Delavan for clowning is the Clown Hall of Fame and Research Center. It is a museum as well as an entertainment center for clowning.

### Impact

Word of Clown Town has spread nationwide, and visitors have come from every U.S. state and some foreign countries. A new facility was built in 1990 and in 1993, attendance exceeded 25,000. Weekly live clown performances bring in 40-50 people. Clowning workshops bring in up to 150.

The business community is unified behind the slogan. It has also improved the attitude of the local residents.

## **DICKEYVILLE (Grant County)**

Population 903

### ***HOME OF THE FAMOUS DICKEYVILLE GROTTA***

#### History

Since the big attraction to Dickeyville is the "Grotto" and thus the slogan voted on by the village council.

#### Slogan-Related Activities

Still trying to some day get entrance signs.

#### Impact

Brings people to the Grotto and while here the tourists spend money on food, gas and cheese, etc.

## **DOUSMAN (Waukesha County)**

Population 1,410

### ***BULLFROG STATION***

#### History

The Chicago & Northwestern Railroad came through the area in 1881 and the village and railroad stations of Dousman were established. The area was very low and swampy and inhabited by many frogs. Therefore, the name "Bullfrog Station" came to be.

#### Slogan-Related Activities

Every July, the Dousman American Legion Post 405 sponsors a celebration called "Dousman Derby Days." During the three day event, we have a frog jumping contest. This year we had 454 frogs entered. Our Police Department arm patch has a frog on it!

#### Impact

The festival is well known throughout southeastern Wisconsin and has a positive economic effect and it provides a strong community spirit. Many families have "teams" for the frog jump. We also have a great parade. Our local Land 'O' Lakes baseball team is called the "Dousman Frogs."

## **EAGLE RIVER (Vilas County)**

Population 1,377

### ***SNOWMOBILE CAPITAL OF THE WORLD***

#### History

The largest snowmobile race in the world was started in Eagle River in 1963 by the local Lions Club. In 1985, Governor Earl officially proclaimed Eagle River the "Snowmobile Capital of the World."

#### Slogan-Related Activities

The community holds the World's Championship Snowmobile Derby in January. There are also miles of well-marked trails and designated parking areas around town. The slogan appears on entrance signs and promotional literature.

#### Impact

The Snowmobile Derby attracts 30,000 people for that weekend. At other times thousands of snowmobilers are attracted to the community to enjoy the trails and other attractions. Eagle River is known throughout the Midwest for snowmobiling.

According to some local estimates, snowmobilers spend as much as \$125/day on gas, food and drink, lodging, and gifts. With the turnover of the dollar, the economic impact estimates of the Snowmobile Derby weekend on the area range from \$35 million to \$50 million. It also means year-round business for resort owners and retailers when there is adequate snow.

Another official slogan is "Wisconsin's Cranberry Country."

## **EDEN (Fond du Lac County)**

Population 610

### ***HOMETOWN OF BASEBALL STAR JIM GANTNER***

#### History

Jimmy Gantner was born and raised in Eden and began his professional baseball career less than 50 miles away with the Milwaukee Brewers.

#### Slogan-Related Activities

Entrance signs on north and east edges of Village.

## **EDGAR (Marathon County)**

Population 1,354

### ***PROGRESSIVE VILLAGE SERVING PEOPLE***

No other information available at this time.

## **EDGERTON (Rock County)**

Population 4,360

### ***TOBACCO CITY\****

#### History

At one time, Edgerton was known as the Tobacco Capital of the World. The first successful crop was raised in Edgerton in 1854. At one time there were over 50 tobacco warehouses in the community. Tobacco barons came to Edgerton to buy, sell, and negotiate prices.

#### Slogan-Related Activities

Edgerton honors its tobacco heritage each year with a four-day celebration called "Tobacco Heritage Days." The celebration includes a quilt show, flea market, parade, games, food, and tobacco spitting and ox throwing contests.

#### Impact

The festival draws 5000-10,000 people and is a major event in the city. Tobacco itself still remains an important cash crop and means some jobs for the community.

\*Edgerton is also the "Home of Sterling North," an author who was born and raised in the town. There are highway signs commemorating this event and a local Sterling North Society has recently been formed.

## **ELKHORN (Walworth County)**

Population 5,865

### ***THE CHRISTMAS CARD CITY***

#### History

Elkhorn was chosen on two separate occasions during the 1950's as the perfect small town Christmas setting. The second, in 1958 by the Ford Motor Company, resulted in the commissioning of 6 paintings of small communities to be reprinted into Christmas cards. Thus Elkhorn became known as the Christmas Card City.

#### Slogan-Related Activities

Elkhorn holds several activities throughout the Christmas season, highlighted by a large parade. Signs on the edge of town list the slogan.

### Impact

The designation as one of six chosen small towns at Christmas was a source of pride for many years. The parade still draws thousands of people.

## **ELKHORN (Walworth County)**

Population 5,865

### *LIVING IN HARMONY*

### History

Two of the world's largest manufacturers of brasswind musical instruments are long-established in Elkhorn, the Frank Horton Company and the Getzen Company. The new slogan, began in 1992, was established to represent this heritage.

### Slogan-Related Activities

The community has a new logo which it will incorporate on stationery of the city and Chamber. The logo also appears on shirts and other articles of clothing. Signs around town will incorporate the symbol of a french horn in place of the "O" as is done in the logo. Banners around the square. An annual "Horn Fest" featured the Canadian Brass last year and will again in 1994.

### Impact

The community feels the slogan brings a new image to Elkhorn.

\* The Chamber of Commerce uses "Living in Harmony." The Economic Development Corporation uses "Working in Harmony."

## **ELLSWORTH (Pierce County)**

Population 2,500

### *CHEESE CURD CAPITAL OF WISCONSIN*

### History

The community of Ellsworth has had several cheese companies which have produced curds for decades. Governor Dreyfus proclaimed Ellsworth "Cheese Curd Capital" around 1980. Since then the Dairy Day Festival has been Cheese Curd Day.

### Slogan-Related Activities

As part of a June dairy festival, Ellsworth has "Cheese Curd Day." The event offers activities for kids, ice cream, and free cheese curds. The local merchants coordinate a retail promotion with the annual event.



### Impact

The Cheese Curd Day draws 300-400 people, mainly from the local area.

## **ELMWOOD (Pierce County)**

Population 789

### ***UFO CAPITAL OF THE WORLD***

#### History

The Elmwood Area Chamber of Commerce was looking for a celebration in the mid 1970's. It was around that time that there were several UFO sightings in the area including the "zapping" of a local policeman from a UFO. These sightings and talk of developing a UFO landing pad received national and international attention, and Elmwood was declared to be the "UFO Capital of the World."

#### Slogan-Related Activities

The community hosts an annual 3-day celebration called UFO Days. The festival features a parade with UFO floats and costumes, UFO burgers (out of space), music, contests, carnival.

There are souvenirs available including UFO T-shirts and frisbees. There are signs present at the UFO sighting locations.

#### Impact

The celebration is the biggest weekend for merchants, attracting 3,000-5,000 people (most of them human). The community's fame has been mentioned by Dan Rather and Geraldo.

## **EPHRAIM (Door County)**

Population 319

### ***THE PEARL OF THE PENINSULA***

#### History

The slogan was coined by Lloyd Olson, a 72-year resident born and raised there. For many years Olson was on the Village Board and also served as president.

#### Slogan-Related Activities

Although not used recently, the slogan appeared on stationery and in ads and brochures.

### Impact

Very little at present.

## **ETTRICK (Trempealeau County)**

Population 524

### ***FUN CITY, USA***

### History

Formerly called "Pickle Days" when Ettrick was big in the cucumber industry, this slogan was adopted about 10 years ago simply to encourage residents to have a good time.

### Slogan-Related Activities

The Ettrick Business Association uses the slogan on its letterhead. The slogan also appears on entrance signs to the village. An annual festival called Fun Days is held in August and features a carnival, parade, queen contest, kiddie parade, and tractor pull.

### Impact

The 3-day festival draws 1,500-2,000 people, many of whom patronize the bars and restaurants. The community feels good about their slogan and the event; the latter encouraging people to work together.

## **FENNIMORE (Grant County)**

Population 2,432

### ***FENNIMORE ... THE CITY ON THE MOVE!***

### History

At the turn of the century a narrow gauge railroad, affectionately known as the "Dinky," chugged through the winding Big Green River Valley from Fennimore to Woodman, on the Wisconsin River. Today, the Fennimore Railroad Museum displays historic artifacts of days gone by. Fennimore is proud of its railroad history ... the dinky engine still is helping Fennimore move ahead.

### Slogan-Related Activities

Fennimore Railroad Museum - Logo/slogan is used city-wide in advertising, letterheads, brochures, print and radio advertising.

### Impact

"Community pride, teamwork among citizens to keep our town growing and moving ahead," according to Chamber officials.

## **FLORENCE COUNTY (Florence County)**

Population 4,600

### ***HEART OF WILD RIVERS COUNTRY***

#### History

Slogan was developed in the mid 1980's when the tourism segment of Florence's economy was looking for a theme which emphasized the uniqueness of Florence County.

#### Slogan-Related Activities

County map uses slogan on cover. Slogan is also stressed when exhibiting booth at sport shows.

#### Impact

Difficult to measure but tourism (and the wild rivers) is becoming more recognized as a part of Florence County.

## **FOND DU LAC (Fond du Lac County)**

Population 38,589

### ***WINNERS CHOICE***

#### History

Fond du Lac is one of the luckiest spots in the world with over 150 million won in 3 major lottery winners. Also home to 2 national champion Windsurfers; home to current Miss Wisconsin; home of World Dairy Expo Dairyman of the year and to Lynn Roethke, silver medalist in Judo.

#### Slogan-Related Activities

Fond du Lac's south Main Street dubbed "The Miracle Mile," pending fountain or wishing well to mark the luckiest spot, fall harvest "interest on a million dollars" promotion. Also Miracle Mile T-shirts and bumper stickers.

#### Impact

Fond du Lac has had great fun with contacts from all over the nation. Hundreds of Miracle Mile t-shirts were sold within the first weeks of the lottery win, people from every state have visited Fond du lac to buy a lottery ticket on

the Miracle Mile. The winning atmosphere in Fond du Lac has refreshed our image and has brought a lot of pride to the city.

\* Also called World Capital of Aerobatics and Wildlife Art Capital of North America.

## **FOREST JUNCTION (Calumet County)**

Population 250

### ***YOU CAN GET THERE FROM HERE***

#### History

Developed by the community's business/civic organization in 1992 to promote Forest Junction for residential and business development.

#### Slogan-Related Activities

Entrance signs on Highway 10 list the slogan.

#### Impact

Improved community spirit.

## **FOX CITIES (Calumet, Outagamie, Winnebago Counties)**

Population 175,000

### ***REFRESHING CHANGE OF PLACE***

#### History

Developed in 1991 by the Marketing Committee through an advertising agency.

#### Slogan-Related Activities

Slogan appears on all promotional literature and on some billboards on Highway 41.

#### Impact

The slogan has helped with the identity of the Fox Cities.

## **FRANCIS CREEK (Manitowoc County)**

Population 564

### ***VILLAGE OF FRANCIS CREEK "A NICE PLACE TO LIVE"***

#### Slogan-Related Activities

The slogan appears on signs on the entrances to the community.

## **FOX LAKE (Dodge County)**

Population 1,406

### ***HOME OF BUNNY BERRIGAN***

#### History

Bunny Berrigan, a famous trumpet player in the big band era, was raised in Fox Lake. Bunny played with the Whiting, Dorsey, Goodman, and Louie Armstrong bands. Official recognition by Governor's proclamation came in 1979.

#### Slogan-Related Activities

Each year in May the Legion sponsors Bunny Berrigan Day, a one-day musical event which includes a jazz festival and jam session. Proceeds from the event go into a scholarship fund for local students majoring in music. The slogan appears on the Legion's letterhead.

There are also entrance signs to the community which have a trumpet cutout on them along the with the slogan. A state historical marker also proclaims the fact.

#### Impact

Two music students share a \$750 scholarship each year, one-half each semester. On average, 300 attend Bunny Berrigan Day.

## **FREMONT (Waupaca County)**

Population 610

### ***WHITE BASS CAPITAL OF THE WORLD***

#### History

Fremont, on the Wolf River, is a popular place to fish for white bass during the spring and fall. In the early 1970's, the governor proclaimed Fremont the White Bass Capital.

### Slogan-Related Activities

The slogan and logo appear on Chamber stationery and on an entrance sign on U.S. Hwy 10.

### Impact

The Chamber of Commerce feels strongly about the identity it provides. In addition, hundreds come to fish for white bass in spring and fall, which greatly affects the local economy.

## **GALESVILLE (Trempealeau County)**

Population 1,343

### ***GARDEN OF EDEN***

#### History

Reverend David O. Van Slyke (circa 1850's) believed that southern Trempealeau County was actually the Garden of Eden, and spent more than 20 years trying to prove it.

#### Slogan-Related Activities

"The Galesville Business Association sponsors a fall festival called "Apple Affair." The one-day event features apple ice cream, apple desserts, and other apple products. There is also live music, an art show, orchard tours, and a bike tour. Apple Normandy is also a feature. The community has a Garden of Eden Preservation Society and the business association publishes the Garden of Eden Visitor Guide.

#### Impact

The Apple Affair draws several thousand people to the community. The nursing home is named Eden House.

## **GERMANTOWN (Washington County)**

Population 12,000

### ***DEUTSCHSTADT***

#### History

In 1987 the Chamber of Commerce, through the Deutschstadt Heritage Foundation, began a "Bringing the German Back to Germantown" campaign. It was identified as the number one priority by several groups and local officials through an issues identification process.

#### Slogan-Related Activities

As a result of this campaign the group developed a community logo, billboards, window box (flower) competition, tourist tabloid, Fasching (carnival), and a calendar of events. They also organized several festivals, including Volksmarch and Oktoberfest.

### Impact

There has been a marked increase in community pride and in appearance. There is also an increase in tourist traffic from Milwaukee and the surrounding areas.

Germantown was the featured community at the 1988 German Fest in Milwaukee. The German Fest, Inc. group was so impressed they are moving their headquarters and warehousing to Germantown. In addition, four new German-related businesses have started in the community.

A downtown design plan suggests a style for new buildings to follow as well as older buildings when being remodeled. Banners have been designed for Main Street.

## **GLEASON (Lincoln County)**

Population (unincorporated)

### ***BROOK TROUT FISHING CAPITAL OF THE WORLD***

No other information available at this time.

## **GLIDDEN (Ashland County)**

Population (unincorporated)

### ***BLACK BEAR CAPITAL OF THE WORLD***

No other information available at this time.

## **GRANTSBURG (Burnett County)**

Population 1,200

### ***HOME OF BIG GUST***

### History

Anders Gustav Anderson (1872-1926), 7'6" tall, was the largest man in the area. He served as village marshal, road supervisor, assessor, and as president of the fire department.

### Slogan-Related Activities

The Chamber of Commerce sponsors an annual event called "Big Gust Days" in June. The event includes golf and tennis tournaments, pool activities, a dance, games for kids, queen contest, raffle and sidewalk sale. There is a life-size wood carving of Big Gust in front of the village hall, with a tape recording telling the story of this legendary resident.

### Impact

Great promotional item. Approximately 2000-3000 people attend Big Gust Days. Several hundred stop to see the carving and hear the story of this legend.

## **GREEN BAY (Brown County)**

Population 97,801

### ***TOILET PAPER CAPITAL OF THE WORLD***

No other information available at this time.

## **GREEN LAKE (Green Lake County)**

Population 1,082

### ***WISCONSIN'S LAKE TROUT CAPITAL***

#### History

Long before lake trout fishing became popular in nearby Great Lakes, Green Lake was one of a few inland lakes in Wisconsin to have a sizeable lake trout population. For decades Green Lake has been famous for this fact. The lake is the deepest lake in Wisconsin, which also is the reason for its other slogan, "Wisconsin's Oldest Resort Community on Wisconsin's Deepest Lake."

#### Slogan-Related Activities

The slogan appears on billboards and brochures. Chamber stationery simply states "Wisconsin's Deepest Lake." A two-week fishing contest called Winter Fest is held in winter.

#### Impact

Between 2000 and 5000 attend the Winter Fest, but there are other water-related activities held throughout the summer, like the Wooden Boat Show, which also draws thousands of people. Because of its national recognition for trout fishing, thousands of anglers are attracted to Green Lake to catch lake trout.

## **HAUGEN (Barron County)**

Population 281

### ***KOLACHE CAPITAL***

#### History

Haugen's ethnic background is Czech. The Czech have a small round pie-like pastry called kolache. These small pastries are filled with (in order of popularity) poppy seed, apricot, and prune. People in Haugen have been baking



kolaches for generations.

#### Slogan-Related Activities

Haugen Days, featuring the Kolache Festival, is held the second weekend in August. The festival includes a parade, a 9K run, booths, rides, and various vendors. There is also a kolache judging contest. The entries are judged on taste, appearance, and texture.

#### Impact

Over 2000 people attend the Haugen Days Kolache Festival annually. In addition, there is the local pride in being known for kolache making, as exhibited by the 40+ entries in the kolache contest.

## **HAYWARD (Sawyer County)**

Population 2,058

### ***HOME OF WORLD RECORD MUSKIES***

#### History

The lakes around Hayward have yielded a number of record muskies. The slogan has been used since the early 60's.

#### Slogan-Related Activities

The Musky Festival is held each June, complete with parade, carnival, and coronation of the Musky Queen.

The Freshwater Fishing Hall of Fame is located in Hayward and is housed in another attraction - the 3-story, 140 foot long musky sculpture.

#### Impact

The musky festival draws 25,000 people for the 3-day event, but Hayward draws thousands of fishing enthusiasts all season to catch the elusive sport fish. The Hall of Fame draws, on average, about 125,000 annually.

## **HAZEL GREEN (Grant County)**

Population 1,282

### ***POINT OF BEGINNING***

#### History

In 1831, when Wisconsin was still in the Michigan Territory, Lucius Lyon, U.S. Commissioner on the survey of the northern boundary of Illinois, erected a post at the intersection of the 4th principal meridian and the northern boundary of Illinois. The marker, now since replaced by a concrete surveyors monument, was the Point of Beginning for the surveying of every section corner monument in the state; the boundaries of each county, city, village, township, farm, and lot.

#### Slogan-Related Activities

The State Historical Society erected a sign near the spot just south of Hazel Green on Highway 80. Postcards also commemorate the event.

#### Impact

The community uses the slogan in its promotion. Local historians feel good about this distinction.

## **HILLSBORO (Vernon County)**

Population 1,306

### ***CZECH CAPITAL OF WISCONSIN***

#### History

The origin of this slogan is unclear but the area has a large Czech population. The local people still hold on to much ethnic tradition, similar to their ancestors.

#### Slogan-Related Activities

Hillsboro holds an annual Czech festival called Cesky Den the second Saturday of June. The event includes Czech food and singing, polka music, Czech story telling and games. When possible, the Czech Ambassador to the U.S. attends the festival.

In addition to the slogan, there is a logo which appears on the community brochure and on entrance signs.

#### Impact

The Cesky Den festival is attended by 2,000-4,000 people. The local people take pride in their community and its heritage and look forward to the annual celebration.

## **HORICON (Dodge County)**

Population 3,897

### ***HOME OF THE HORICON MARSH***

#### History

The Horicon Marsh consists of 30,000 acres, one of the largest in the midwest. The marsh is a sanctuary for hundreds of thousands of migrating waterfowl. It is also home to numerous species of other wildlife. The marsh includes the Horicon National Wildlife Refuge and the Horicon Marsh Wildlife area. The city of Horicon is on the southern end of the marsh.

#### Slogan-Related Activities

Horicon holds Horicon Marsh Days, a three-day celebration the end of July. The event includes a flea market, circus or carnival, parade, and street sale. Another event, Autumn Art on the Marsh, is held the last weekend in September.

The largest event takes place during September, October and early November when 200,000 Canada Geese return to the Marsh. At this time, thousands of travelers come to the horicon marsh area to view the geese and hike the trails.

#### Impact

Horicon Marsh Days attracts 40,000-50,000 people for the weekend while 5,000 attend Autumn Art. The largest impact is probably felt in Fall when 300,000-500,000 people are attracted to the Horicon Marsh area to view the migratory birds (200,000 Canada Geese and 100,000 ducks).

## **HURLEY (Iron County)**

Population 1,778

### ***WHERE 51 ENDS...FAMILY FUN BEGINS***

#### History

Traveling U.S. Hwy. 51 the length of Wisconsin will bring the motorist to Hurley. This slogan was adopted in 1985, with some minor changes in 1992.

#### Slogan-Related Activities

Slogan appears on billboards, promotion literature, and advertising copy. One famous area event is the Red Light Snowmobile Rally, featuring "poker runs" and trail rides. Another event, the Paavo Nurmi marathon, just celebrated its 25th running in 1993. Scenic waterfalls and other popular outdoor attractions are some of the other family-oriented activities the area has to offer.

#### Impact

Thousands of people travel to Hurley to experience the fun for which the town is famous.

## **JANESVILLE (Rock County)**

Population 53,358

### ***WISCONSIN'S PARK PLACE***

#### History

With over 1900 acres of park land, including CAMDEN, the first completely handicapped accessible playground in the U.S., the City of Janesville has developed and adopted the slogan/logo of "Wisconsin's Park Place."

#### Slogan-Related Activities

The slogan/logo is used on promotional pieces, including the new Visitor Guide, and new sign on I-90 which greets visitors with information on upcoming events, thanks to a large marquee. A new Tour Planner is also being developed, which is scheduled for availability on November 1. The slogan/logo has been incorporated into the cover design on a larger scale.

### Impact

While difficult to specifically measure, Janesville is seeing a boon in all tourism related attractions and ordered materials. The new Visitor Guide, which was available this summer, has more than doubled the expected number of orders. The new Visitor Information Center, has a 200% increase in visitors from last year. Attendance at its many parks is up this year, and CAMDEN is seeing regular weekly attendance figures of 5,000.

## **JEFFERSON (Jefferson County)**

Population 5,724

### ***THE GEMUETLICHKEIT CITY***

#### History

Gemueticlichkeit is a German word for hospitality. A festival by that name was begun in 1971 to honor Jefferson's German heritage. The name Gemuetlichkeit became associated with Jefferson, thus the slogan.

#### Slogan-Related Activities

Gemueticlichkeit Days, a three day long celebration is geared toward the German theme. Restaurants serve German food, merchants wear German dress. There's a raffle, music, a roller pin throw, a beer stein carrying contest, and euchre and sheepshead card tournaments, two biergartens for listening and dancing and a craft fair.

The slogan appears on entrance signs to Jefferson. All activities are coordinated by the Gemuetlichkeit Days, Inc.

#### Impact

On average 20,000 to 25,000 people come to Jefferson for Gemuetlichkeit Days. The merchants work together for this event. There is a lot of support and hospitality generated by the residents.

## **JIM FALLS (Chippewa County)**

Population (unincorporated)

### ***BIGGEST LITTLE TOWN ON THE RIVER***

No other information available at this time.

## **JOHNSON CREEK (Jefferson County)**

Population 1,276

## ***CROSSROADS WITH A FUTURE***

### History

We are located at the intersection of Highway 26 and I94.

### Slogan-Related Activities

Logo, entrance signs to be used on new water tower, letterheads, etc.

### Impact

Spirit, identity.

## **JUDA (Green County)**

Population (unincorporated)

## ***BUFFALO ROAST CAPITAL OF WISCONSIN***

No other information available at this time.

## **JUNEAU (Dodge County)**

Population 2,132

## ***BIRTHPLACE OF ADDIE JONES***

### History

Addie Joss was a local man who played major league baseball. After his career, was selected for induction into the Baseball Hall of Fame.

No activities or impacts are available.

## **KAUKAUNA (Outagamie County)**

Population 12,132

## ***THE ELECTRIC CITY\****

### History

Name given Kaukauna because of its hydroelectric generation facilities on the Fox River. The slogan has been used for decades.

### Slogan-Related Activities

The slogan appears on municipal stationery and is used in several economic development promotional pieces.

### Impact

The city feels the slogan draws attention to the community for business development, especially those high electric users seeking low rates.

\* Also called "The Friendly City."

## **KENOSHA (Kenosha County)**

Population 80,352

### ***KENOSHA...FOR ALL SEASONS***

No other information available at this time.

## **KEWASKUM (Washington County)**

Population 2,500

### ***GATEWAY TO THE KETTLE MORAINÉ STATE FOREST***

#### History

The Mauthe Lake area was one of Wisconsin's first state forestry projects. Because of its location, Kewaskum is near the closest entrance to the park for metropolitan Milwaukee and other travelers from the south.

#### Slogan-Related Activities

The slogan appears on entrance signs to the community. The sign with slogan is incorporated into the logo for the area Chamber of Commerce.

#### Impact

Little is documented at this time.

## **KEWAUNEE (Kewaunee County)**

Population 2,800

### ***KEWAUNEE - SPIRIT OF THE LAKESHORE***

#### History

Kewaunee was known as the "Hot Spot of Fishing" and is the home base for many charter and sport fishing boats at their new harbor. Knowing that it takes more than fishing to attract visitors, the new slogan was adopted.

#### Slogan-Related Activities

As a holdover from the former slogan, "Trout Festival" is held the third weekend in July. The festival features a fishing contest, but also includes stage entertainment, food and beverage stands, an arts and crafts show, and a large parade.

Overall, the community is now oriented to the lake and its new harbor, allowing visitors to get close to both.

#### Impact

There is a much improved and positive attitude toward the community by its residents, partly because of the new harbor and lake front developments.

Regarding the festival, 11,000 attend the stage/tent area and 23,000 attend the parade on Sunday. The harbor attracts many travelers who stop to sightsee and view catches of fish.

## **LAC DU FLAMBEAU (Vilas County)**

Population (unincorporated)

### ***LAKE OF TORCHES***

No other information available at this time.

## **LA CROSSE (La Crosse County)**

Population 49,780

### ***GOD'S COUNTRY***

#### History

Slogan began in a Heileman Beer ad.

#### Slogan-Related Activities

Used to be extensively in various promotional literature.

#### Impact

Because of extensive nation-wide beer promotion, LaCrosse is well known throughout the country. There is also a very positive attitude among residents.

## **LAKE GENEVA (Walworth County)**

Population 6,120

### ***ENJOYED FOR OVER 100 YEARS BY THE RICH & FAMOUS***

### History

Since 1870 rich and famous people from around the world have visited and enjoyed Lake Geneva.

### Slogan-Related Activities

Venetian Festival of Boats logo, significant advertising and promotion.

### Impact

All positive. Any community that is visited by over 2 million people can't be all bad!

## **LAKE TOMAHAWK (Oneida County)**

Population (unincorporated)

### ***SNOWSHOE BASEBALL CAPITAL OF THE WORLD***

### History

In 1961, a local promoter thought playing baseball in snowshoes was a novel idea as well as an attraction.

### Slogan-Related Activities

Logo consisting of crossed snowshoes and a baseball appears on stationery.

### Impact

Several clubs make \$300/week in concessions. Local businesses receive patrons after games.

## **LANCASTER (Grant County)**

Population 4,192

### ***CITY OF THE DOME***

### History

The leaded glass dome on the Grant County Courthouse is modeled after St. Peter's Basilica in Rome. Since the courthouse is the community's focal point, it only seemed appropriate to highlight the feature.

### Slogan-Related Activities



We are working on new welcome signs which would include the slogan. Some businesses have used on their letterheads - we have T-shirts, sweatshirts, etc. with "City of the Dome" on them. We also have a "Lighting at the Dome" at Christmas. Lights have been purchased by the Tourism Committee to decorate the dome during the holidays.

Impact

It gives the community an identity.

## **LAND O' LAKES (Vilas County)**

Population 833

### ***LAND OF FOUR SEASONS FUN***

History

In the 1970's this slogan was used on a float in the Fourth of July parade. Since then it grew into a regular county-wide promotional slogan.

Slogan-Related Activities

Logo and slogan are used on all promotional material.

Impact

Thousands come to the county to enjoy the outdoors the year round.

## **LANGLADE COUNTY (Langlade County)**

Population 19,761

### ***WISCONSIN'S GET-AWAY COUNTY***

No other information available at this time.

## **LODI (Columbia County)**

Population 2147

### ***HOME OF SUSIE THE DUCK***

History

Ducks have made their home in downtown Lodi since the 1920's. In 1947, a masonry basket, built as a planter for

geraniums, was used by one duck for a nest. The duck was named Susie after the granddaughter of the police chief. The next year, and each year after that, a duck has used the planter as a nest and all received the name Susie. A flock of ducks always congregates in a waterside park in the downtown.

#### Slogan-Related Activities

A small downtown park, built along the creek, is designed for duck viewing and feeding. Gumball machines filled with corn and a wrought iron banner with "Susie the Duck" are located at the park. Postcards, shirts and various other souvenirs are available to purchase. The slogan (sometimes just a duck) appears on signs and buildings around town and on Chamber letterhead.

Susie the Duck Days, held in August, includes a sidewalk sale, street concert, duck calling contest, duck drawing contest, and other special events.

#### Impact

The Susie the Duck slogan is known throughout the midwest. Thousands of people are attracted to the downtown park to feed and view the ducks. The Chamber collected \$1800 in corn fees last year (at 5 cents per handful, that's 36,000 nickels). When they are in the downtown, they might visit the shops and restaurants. The impact of this is not known, but is noticed by the business people.

There is a positive community image and good support by the business people.

## **LONE ROCK (Richland County)**

Population 705

### ***COLDEST SPOT IN THE NATION (WITH THE WARMEST HEART)***

#### History

On January 30, 1951 the thermometer plunged to 53 degrees below zero.

#### Slogan-Related Activities

The slogan appears on billboards on the edge of town and on village stationery.

#### Impact

Little on the economy but the slogan has heightened community pride and recognition.

## **MANITOWISH WATERS (Vilas County)**

Population (unincorporated)

### ***WISCONSIN'S NORTHWOODS YEAR-ROUND VACATIONLAND***

No other information available at this time.

## **MANITOWOC (Manitowoc County)**

Population 35,000

### ***WISCONSIN'S MARITIME CAPITAL***

#### History

Our lakeshore area is rich in a history of shipbuilding and fishing. During WWII, Manitowoc manufactured 28 submarines of which 26 saw action. We are also proud to be the home of the largest maritime museum on the Great Lakes and a WWII submarine one can tour.

#### Slogan-Related Activities

Return of the Carferry Festival, Riverwalk Festival, Maritime Family Day, Kiwanis Fish Derby, Salmon Derby, Beach Blast. Lakeshore Weekend for Kids (fundraiser for children's hospital), VIP Fish Derby (media event for travel and sports writers).

## **MARINETTE (Marinette County)**

Population 12,000

### ***MARINETTE COUNTY WATERFALLS CAPITAL OF WISCONSIN***

#### History

Unified effort during the past two years to promote the fact Marinette County has more waterfalls than any other Wisconsin County.

#### Slogan-Related Activities

Promoted through lapel pins, envelope stickers, placement on advertising, television features, newspaper features, etc.

#### Impact

The unified theme, along with a central 800 number, has produced substantially more visitors.

## **MARSHFIELD (Wood and Marathon Counties)**

Population 19,443

### ***THE CITY IN THE CENTER***

#### History

The slogan reflects their location in the state. The logo used is copied from that of their largest employers -

Marshfield Clinic and St. Joseph Hospital.

Slogan-Related Activities

Slogan and logo are used on all printed materials of Chamber, Visitors and Promotions Bureau, some local firms, and local media.

Impact

Through its wide distribution, more and more people are associating the slogan with the community. Its acceptance is indicated by the fact that several local businesses are using the slogan in their business literature.

**MARSHFIELD (Wood and Marathon Counties)**

Population 19,443

***CHEESE CITY USA***

No other information available at this time.

**MAYVILLE (Dodge County)**

Population 4,515

***PROUD OF OUR PAST AND LOOKING TO THE FUTURE***

History

This was a winning slogan in a 1986 Mayville Chamber of Commerce sponsored contest. The slogan has been used since in promoting the community.

Slogan-Related Activities

The slogan is used on business promotional literature.

Impact

Little known at time of writing.

**MAZOMANIE (Dane County)**

Population 1,320

***TURN-OF-THE-CENTURY RAILROAD TOWN***

### History

In the early 1900's, Mazomanie was a thriving railroad community. Slogan recently adopted.

### Slogan-Related Activities

In 1988 the community held the first annual Mazomanie Railroad Celebration. The event includes model railroad displays, train tours, food, plays, and train rides. The logo, an arrowhead with a train on it, appears on different village stationery and vehicles. Banners with trains appear around town.

### Impact

Approximately 5000 people attend Mazomanie Railroad Celebration.

## **MENASHA (city) (Winnebago County)**

Population 15,036

### ***MENASHA ON THE MOVE***

### History

For many years identified as "The Industrial City." In 1986 major redevelopment and reconstruction began and in 1990 the horizon logo and "Menasha" slogan were adopted.

### Slogan-Related Activities

Menasha Action Council, an organization involved in promoting city investment and business, displays banners proclaiming "Menasha...a New Horizon." They also coordinate Riverfest held in May at Marina area downtown and Otto Grunski Festival in August at Jefferson Park.

### Impact

Since its adoption, Menasha and its horizon logo appear on the water tower and city-owned vehicles. In 1992 city police cars won a national award for their unique design, and includes the horizon logo and slogan.

## **MENASHA (town) (Winnebago County)**

Population 14,494

### ***BRIDGING THE FOX CITIES***

### History

The STH 441 bridge was constructed to connect vehicular traffic from the west to the east and vice versa. To date, this bridge is now a part of extensive construction involving Tri County Freeway and the USH 10 expansion project. In addition, the slogan and logo have assisted in visualizing the Town of Menasha as a separate entity from that of the City of Menasha.

Slogan-Related Activities

The Town's logo was created in conjunction with this slogan. A banner was created so that it can be hung at multiple events occurring at Tri County Ice Arena to identify our community and associate progressive economic growth.

Impact

The slogan and logo have been well received by the community. It associates our community with the rapid economic growth and the fact that we are a rapidly growing urban township (2nd largest in the State of Wisconsin) that offers a viable alternative to new homeowners seeking a lower tax base while still receiving the benefits of an incorporated municipality.

**MENOMONIE (Dunn County)**

Population 13,608

***TRADITIONAL YET PROGRESSIVE***

History

This theme was adopted in 1988 to be used with community promotional material.

Slogan-Related Activities

Community has designed a logo which appears on city letterhead.

Impact

Too early to determine.

**MERCER (Iron County)**

Population 1,425

***LOON CAPITAL OF THE WORLD***

History

Iron County, in particular the lake country of southern Iron County, has some of the state's highest populations of the Common Loon. The community has used the slogan for about 10 years.

#### Slogan-Related Activities

Foremost (visually) in the community is the presence of the world's largest loon (16 feet tall, 2000 pounds). The loon sits in front of the Chamber office in Mercer and is decorated with lights at Christmas.

Loon Days, held the first Wednesday of August, features a loon calling contest, sidewalk craft sale, and entertainment. In winter, the community sponsors the Blue Loon Stampede, a cross-country ski race. The gift shop in the Chamber office sells "loon" memorabilia. The loon slogan and logo are used on all community and Chamber stationery.

#### Impact

Over 6000 people per year visit the Chamber office in Mercer and over 4000 attend Loon Days. Approximately 215 skiers participated in the Blue Loon Stampede, but many more watch and visit during that time.

The locals feel very proud of their world-famous community theme. Many people are loon fanatics and come to Mercer just because it is the Loon Capital.

## **MERRILL (Lincoln County)**

Population 10,148

### ***ENJOY THE MERRILL ADVANTAGE***

#### History

Slogan came from slogan campaign in the 80's. Chosen from over 700 entries.

#### Slogan-Related Activities

The Chamber newsletter is called "The Advantage."

\* Also called "City of Parks" because of the 10 beautiful parks in this community.

## **MIDDLETON (Dane County)**

Population 13,284

### ***THE GOOD NEIGHBOR CITY***

### History

The source of the slogan was the name of a festival begun in 1964. Middleton is bordered on two sides by the much larger city of Madison.

### Slogan-Related Activities

The Good Neighbor Festival is a 3-day event held annually. Each year the festival has a different theme, and has a large parade. Costumes, contests, and refreshments are all a part of the festival.

All Chamber publications, including its letterhead and newsletter. Entrance signs also feature the slogan.

### Impact

Aside from the thousands of festival goers, the slogan portrays a positive image for surrounding communities and a good attitude for locals.

## **MILWAUKEE (Milwaukee County)**

Population 1.4 million in greater Milwaukee

### ***A GREAT PLACE ON A GREAT LAKE***

### History

Community has used the slogan for about a decade.

### Slogan-Related Activities

Slogan appears in all promotional literature.

### Impact

Recently won an award for the quality of their slogan. Great impact for identity and community spirit.

## **MILWAUKEE (Milwaukee County)**

Population 1.4 million in greater Milwaukee

### ***CITY OF FESTIVALS***



### History

Milwaukee is host to many ethnic and other festivals.

### Slogan-Related Activities

The city is host to ethnic festivals such as Polish Fest, Bavarian Volks Fest, Annunciation Greek Festival, Festa Italiana, German Fest, Africa World Fest, Irish Fest, Mexican Fiesta and Serbian Days. Other festivals include Grape Lakes Festival, Lakefront Festival of Arts, Journal Rose Festival, Strawberry Festival, SummerFest, Maritime Festival and Octoberfest.

### Impact

Approximately 5 million visitors are drawn to Milwaukee during festival time. If each spends an average of \$25, the total spending by visitors would be \$125 million.

## **MINERAL POINT (Iowa County)**

Population 2,286

### ***THE CITY WHERE WISCONSIN BEGAN***

#### History

Wisconsin became a state in a ceremony in Mineral Point.

#### Slogan-Related Activities

The slogan appears on some literature. A logo was developed depicting the event.

#### Impact

Little at this time.

## **MINOCQUA (Oneida County)**

Population 3,593

### ***THE ISLAND CITY***

#### History

Until 20 years ago, Minocqua was completely surrounded by water and could only be reached by bridge. The slogan has been used for decades.

#### Slogan-Related Activities

Stationery and entrance sign on highways.

## **MONONA (Dane County)**

Population 8,637

### ***CITY OF PRIDE, AND IT SHOWS***

#### History

Residential Contest

#### Slogan-Related Activities

4th of July Festival, Entrance Sign

#### Impact

Improved community spirit.

## **MONROE (Green County)**

Population 10,000

### ***SWISS CHEESE CAPITAL OF THE U.S.***

#### History

Monroe, and much of Green County, was settled by the Swiss in the mid 1800's. The early settlers began farming and developed the cheese industry from talents brought from the old country. The area once had hundreds of cheese factories and has claimed the title "Swiss Cheese Capital" since the 1870's.

#### Slogan-Related Activities

On even numbered years the City of Monroe holds "Cheese Days," a three-day festival featuring parades, dancing, tours, food, yodeling, Swiss Music and Swiss-style entertainment.

Throughout the year visitors can tour cheese factories and gift shops. Signs on the edge of town, community brochures, and business and municipal stationery all use the slogan.

#### Impact

The thousands of visitors bring in a million dollars worth of business during the Cheese Days weekend. During the rest of the year, visitors who frequent the cheese shops and factories drive many miles to obtain the kind of foreign-type cheeses available in the Monroe area.

In addition, partly because there are several hundred people employed in cheese-related activities, the community is very proud of cheese recognition and the area has gained world-wide popularity.

## **MONTFORT (Grant County)**

Population 569

### ***HOME OF THE FORT***

#### History

A fort was located here in presettlement days.

#### Slogan-Related Activities

First weekend of June is Heritage Days which involves a Civil War Enactment.

#### Impact

Definite spirit booster. The community is working toward building a replica of the Fort.

## **MT. HOREB (Dane County)**

Population 4,339

### ***THE TROLL CAPITAL***

#### History

Mt. Horeb is a Norwegian community. For several years, a statue of a troll was exhibited on the lawn in front of a shop. The troll is based on Scandinavian legend and, since Mt. Horeb is Norwegian, it was a natural scene. The statue was an eyecatcher and was very popular. Therefore, when the Chamber was looking for a slogan to use in its marketing effort, the "troll town" image was selected.

#### Slogan-Related Activities

The main thorough-fare is now called the Trollway and is adorned with banners. A large tree stump has been carved into a troll image. The logo is used on Chamber stationery and in advertising and promotion and a friendly rivalry between a community in Norway and Mt. Horeb exists.

The community holds several festivals and other events throughout the year relating to Norway and/or the troll theme: Summer Frolic, Scandinavian Fiddle Fest, Song of Norway Festival, Kaffe Stue and Art Fair, Fall Festival and Christmas Arts and Craft Fair.

There are five wood-carved trolls (out of tree trunks) in Mt. Horeb, and four more on the way in spring of '94.

#### Impact

The slogan and image really gives the community identity and the local people strongly support it. Thousands of visitors attend the festivals and when it was once feared the bypass would break the business community, many travelers now exit the highway just to see Troll Town and visit its shops and restaurants.

## **MUSCODA (Grant County)**

Population 1,284

### ***MOREL MUSHROOM CAPITAL OF WISCONSIN***

#### History

In 1982, the Chamber of Commerce was looking for a festival to hold in spring. Morel mushroom hunting had been a tradition in the area. It was therefore a natural that this tasty fringe be the theme of the festival.

#### Slogan-Related Activities

A 3-day festival is held the third weekend in May, which includes a street dance, carnival, an arts and crafts show, and, of course, lots of mushrooms. Contest is held for two weeks prior to that to find that "special" mushroom - the heaviest, tallest, largest diameter, biggest cluster, and the oddest. Souvenirs of all kinds are for sale. The mushroom slogan and logo are on Chamber stationery as well as on a promotional piece. A sign on the edge of Moscodia welcomes you to the "Morel Mushroom Capital of Wisconsin."

#### Impact

On average, 6000-8000 people attend the Morel Mushroom festival in May. Most attendees are from the midwest, but interest is more widespread. In 1988, a Japanese film crew shot footage for viewing on the west coast.

There is a great deal of local support from the Chamber and other organizations and much pride from the residents.

## **NEW AUBURN (CHIPPEWA)**

Population 476

### ***GATEWAY TO THE ICE AGE PARK***

No other information available at this time.

## **NEW BERLIN (Waukesha County)**

Population 34,342

### ***CITY LIVING WITH A TOUCH OF COUNTRY***

#### History

Contest that the council held with slogans from residents.

#### Slogan-Related Activities

City Hall stationery and brochures.

## **NEW GLARUS (Green County)**

Population 1,700

### ***AMERICA'S LITTLE SWITZERLAND***

#### History

Over 150 years ago Swiss immigrants came from Glarus, Switzerland, establishing New Glarus. New Glarus has preserved Swiss customs and traditions through the years.

#### Slogan-Related Activities

In keeping their Swiss tradition alive, the people of New Glarus hold several festivals mainly in the summer months, including the Heidi and William Tell Festival, the Little Switzerland Festival, the Alpine Festival, and the Volksfest (Swiss Independence Day).

New Glarus restaurants serve authentic Swiss meals and pastries; shops sell locally hand-crafted items as well as Swiss gifts, souvenirs, and chocolates, cheese, and sausage. Swiss costumes are worn throughout town and the buildings resemble Swiss architecture.

The Swiss theme is everywhere in New Glarus, including in the William Tell logo/stationery, the museums, the language, the civic clubs and social organizations, and in the entrance floral arrangements.

#### Impact

The festivals attract thousands of people to the community from outside New Glarus (William Tell - 3500, Heidi Festival - 2000, Volkfest - 2000, Alpine Fest - 2000). In addition, hundreds of thousands of people visit New Glarus throughout the year to shop, eat, and sightsee. Hundreds of jobs rely on the tourism industry.

New Glarus is known far and wide as America's Little Switzerland. In addition, the Village of New Glarus maintains Old World stability and pride. Costumes are worn proudly and hospitality is evident everywhere.

## **NEW HOLSTEIN (Calumet County)**

Population 3,305

### ***COW TOWN, USA***

No other information available at this time.

## **NEW LONDON (Outagamie/Waupaca Counties)**

Population 6,747

### ***HEART OF WOLF RIVER COUNTRY\****

#### History

New London is located in the center of Wisconsin's Wolf River.

\* It is also known for being the **Origin of the Water Spaniel, The Wisconsin State Dog.**

#### Slogan-Related Activities

New London holds a 3-day celebration the last weekend in June, which includes music, food, water-ski shows, boat races, baby bathing beauty contest, lip sync contest, volleyball tournaments, etc. In addition, billboards on the edge of town utilize the slogan. A historical marker gives the history of the Water Spaniel.

#### Impact

The Wolf River Festival attracts 5,000-10,000 people during the 3-day event. The Wolf River attracts thousands of users throughout the warm months for boating and fishing.

## **NORWALK (Monroe County)**

Population 584

### ***THE BLACK SQUIRREL CAPITAL OF THE WORLD***

#### History

This village has quite a population of black squirrels and has had for a number of years. They will come within three feet of people. It is common to see three or four of them playing together or running across the street.

#### Slogan-Related Activities

Black Squirrel Family Festival on the fourth weekend in June: Run/walk contest, rolling pin toss, line dance contest, etc. Assorted size ceramic black squirrel figurines and black squirrel buttons are for sale.

#### Impact

Several thousand dollars have been raised to help cover costs of the village centennial celebration to be held July 15, 16, 17, 1994. The Black Squirrel Family Festival is to be continued as an annual community family fun day.

## **OCONOMOWOC (Waukesha County)**

Population 11,192

### ***OCONOMOWOC - A SPECIAL PLACE\****

#### History

Developed in 1986 as a title to a promotional brochure. The slogan is expanded to different seasons, such as "Ononomowoc - A Christmas Place."

#### Slogan-Related Activities

Slogan appears on various promotional brochures.

#### Impact

Promotes a positive image of the community and helps develop a positive attitude by residents.

\* Also called "City of Lakes."

## **OCONTO (Oconto County)**

Population 4,436

### ***OCONTO - HISTORY ON THE BAY\****

#### History

The slogan and accompanying logo were developed through a community contest in 1988.

#### Slogan-Related Activities

The Copper Culture Festival, a 3-day celebration of early Oconto historic significance, is held in June. The festival includes the mountain men demonstration and musket shoot, arrowhead and arts and crafts displays, music, a parade, and some tours. The slogan appears on Chamber and city letterheads and literature and soon will be on city vehicles and entrance signs.

#### Impact

The slogan has united the business community and some use the logo on their stationery. Over 10,000 people attend

the Copper Culture Celebration.

\* Oconto is also known as the Perch Capital of the World.

## **OMRO (Winnebago County)**

Population 2,836

### ***BRIDGE TO THE FUTURE***

#### History

The slogan was developed in 1987 through a contest for a new entrance sign and to enhance the city's revitalization projects. The slogan was chosen as Omro is located on the Fox River with a main car and foot bridge over the river. There are secondary car and foot bridges leading into the main city park which is on an island. The slogan has been used since in promotional activities.

#### Slogan-Related Activities

A logo with a bridge was developed in conjunction with the slogan. The logo appears on city and business organization stationery, the Omro Area Chamber of Commerce membership plaques, promotional items such as hats and T-shirts, city brochures and welcome guides, and on community vehicles.

#### Impact

The slogan activity has had a positive impact on residents and business people. These groups are now working together on a second and final phase of city revitalization. Those people driving through the City of Omro on Wisconsin State Highway 21 also identify the city by the bridge logo and slogan.

## **ONALASKA (La Crosse County)**

Population 12,921

### ***SUNFISH CAPITAL OF THE WORLD***

#### History

Lake Onalaska is a superb sunfish habitat. The community has been holding special events relating to this slogan since the mid 70's.

#### Slogan-Related Activities

Over Memorial Day weekend, the community holds "Onalaska Sunfish Days," a 4-day event featuring a fun run, food, softball, a parade, bed races, and a kid's fishing contest.

The community stationery and promotional literature have a sunfish for a logo. There are fish stickers given out at the festival and the Lion's Club parade float is a large sunfish.

#### Impact



Approximately 15,000-20,000 people attend Sunfish Days, mostly locals (Onalaska and LaCrosse) but some outsiders as well. The slogan has helped to create a sense of community as well as promoting tourism.

## **OREGON (Dane County)**

Population 4,919

### ***HORSE CAPITAL OF WISCONSIN***

#### History

A lot of horse farms in the Oregon area. The Chamber has used this theme since the mid 60's.

#### Slogan-Related Activities

The horse slogan appears on Chamber letterhead and on signs on the edge of town. There are still several horse shows within a few mile radius of Oregon.

#### Impact

Slogan has seen little promotional activity in recent years. Slogan has local appeal.

## **OSHKOSH (Winnebago County)**

Population 55,006

### ***OSHKOSH ON THE WATER***

#### History

The logo (and related slogan) was created in 1982 by Michael Paul Patterson and given to the Oshkosh Convention and Visitors Bureau. It was accepted by the city as its official logo in 1983.

The logo (and slogan) represent two main attributes of the community - the Fox River and Lake Winnebago. A script "C" represents the community (city).

#### Slogan-Related Activities

Currently used on letterhead of City, Chamber of Commerce, various businesses, and some service clubs. A summer music festival (Waterfest), sponsored by the Chamber, celebrates the water theme.

#### Impact

Slogan well accepted locally and drew the community together. Several businesses have adopted the slogan.

## **PALMYRA (Jefferson County)**

Population 1,660

### ***HEARTBEAT OF THE KETTLE MORAINE \****

#### History

The Palmyra area is the gateway to the Kettle Moraine State Forest, which is popular among equestrian enthusiasts.

\* Also called "The Trail Ride City."

#### Slogan-Related Activities

The Chamber uses the slogan on its letterhead along with a logo using a horse and rider. An entrance sign also uses the slogan.

#### Impact

Hundreds of horseback riders feel welcome in Palmyra, before and after their ride.

## **PARDEEVILLE (Columbia County)**

Population 2,500

### ***HOME OF THE WORLD WATERMELON EATING AND SEED SPITTING CHAMPIONSHIPS***

#### History

The Pardeeville area is a producer of watermelons. The community has hosted a watermelon eating and seed spitting competition since 1968.

#### Slogan-Related Activities

Pardeeville holds an annual Watermelon Festival, the second Sunday in September. The festival includes the United States Watermelon Eating and Seed Spitting Championships. The competition has various events and categories, with prizes awarded the winners. Of course, watermelon is served to all festival goers.

The slogan appears on highway signs on the north and south ends of Pardeeville. Banners attached to wooden "Melon Slices" adorn the street lights in the business section of the village.

### Impact

Approximately 5000 attend the festival annually. Pardeeville's recognition spreads yearly because of the watermelon festival.

## **PARK FALLS (Price County)**

Population 3,222

### ***RUFFED GROUSE CAPITAL OF THE WORLD***

#### History

Established in 1985, the area not only has a large population of this game bird but an abundance of public hunting lands as well.

#### Slogan-Related Activities

To promote the slogan, the community has a copyrighted logo specifically designed for their use. The logo and slogan appear on letterhead, signs, a patch, and promotional literature. Extensive advertising is done using this slogan.

#### Impact

A small sample survey done by the Chamber indicated grouse hunters during peak season spent \$12,300/day. Hunters primarily come from Wisconsin and Illinois, but records show many hunters come from Kentucky (4%), Minnesota (3%), Pennsylvania (3%), Tennessee (2%), Ohio (2%), and Indiana (2%).

## **PESHTIGO (Marinette County)**

Population 3,235

### ***HOME OF THE GREAT PESHTIGO FIRE***

#### History

The slogan is based a big part on Peshtigo's history. The Peshtigo Fire was overshadowed by the Great Chicago Fire of the same day, October 8, 1871.

#### Slogan-Related Activities

While the slogan and reference to it appear on envelopes and other stationery, the main attraction is the Peshtigo Fire Museum and Cemetery. The history of the fire and various artifacts are on display. There are signs around town, including a banner across Main Street.

A memorial ceremony takes place on October 8, the date of the fire and the end of the season for the museum.

#### Impact

Over 17,000 people from 48 states and 27 foreign countries attended the museum in 1989.

## **PHELPS (Vilas County)**

Population (unincorporated)

### ***HEADWATERS COUNTY (START OF WISCONSIN RIVER)***

No other information available at this time.

## **PHILLIPS (Price County)**

Population 1,500

### ***TROPHY WHITETAIL CAPITAL***

#### History

1992 - Developed by the Chamber of Commerce to promote the area to deer hunters. Thousands of acres of public lands open to hunting, including the Chequamegon National Forest, Flambeau River State Forest and the Price County Forest Land.

#### Slogan-Related Activities

Logo with slogan appears on various Chamber literature. Local t-shirt printer makes shirts and hats with slogan.

#### Impact

Thousands of deer hunters are attracted to the Phillips area to hunt that "trophy" deer, filling the motels and resorts, restaurants and watering holes.

## **PITTSVILLE (Wood County)**

Population 881

### ***EXACT GEOGRAPHICAL CENTER OF THE STATE***

#### History

It is a geographic fact. The city has used it for decades.

#### Slogan-Related Activities

The slogan appears on entrance sign and city letterhead. A geographic marker is located on the exact spot.

#### Impact

This fact, and the slogan, is well known across the state. It has a positive effect on the residents.

## **PLATTEVILLE (Grant County)**

Population 9,603

### ***HOME OF THE CHICAGO BEARS SUMMER TRAINING CAMP***

#### History

In the mid 1980's, the Chicago Bears football team, wanting to escape pressures and distractions of Chicago, moved their summer training camp to little Platteville and its University of Wisconsin campus. They continue to return to their second home, Platteville, whose hospitality is very welcoming.

#### Slogan-Related Activities

When the Chicago Bears return to Platteville, they are greeted by a large banner across Pine Street and signs all over town. Businesses either put posters in their windows or dress them for the "Adopt a Bear" promotion. Visitors to the community are given "Bear Bucks" (coupons), redeemable at local stores.

The "Home of the Chicago Bears Summer Training Camp" slogan appears on the Chamber of Commerce letterhead.

#### Impact

Approximately 80,000 people visit Platteville during the 3-4 week Bear training camp. Many come back later to view the surrounding area and re-visit the community. The UW-Platteville School of Business estimated the dollar impact of the training camp and visitors to be \$2.2 million.

The camp has really united the business people in the community. To show their appreciation, the Chamber of Commerce sponsors a bar-b-que for their football guests.

## **PLOVER (Portage County)**

Population 2,289

### ***GOLDEN SANDS AREA***

#### History

The name derived because of our ability to grow potatoes on our sandy soil.

#### Slogan-Related Activities

Every year there is a Golden Sands Festival with a carnival and a parade. There is also an old car show.

### Impact

We are known as potato country. Our festival and old car show bring in people from all over and that in itself gives our economy a boost and our community a boost.

## **PLUM CITY (Pierce County)**

Population 545

### *A SMALL VILLAGE IN A PEACEFUL VALLEY*

### History

Plum City is a small village (well kept) in a beautiful valley (all entrances to and from town lead up large hills) to outstanding farming areas. Beautiful lush green foliage in summer, beautiful Autumn colors, lots of snow.

### Slogan-Related Activities

American Legion Summer Festival (annual event). Large Highway sign on edge of town. Grade school student contest to select slogan suggestions - used by schools, churches, etc.

### Impact

Pride in community - local support from local citizens. Identity within the region and county where the community is located - used on large highway sign at entrance to town.

## **PLYMOUTH (Sheboygan County)**

Population 6,561

### *THE CREAM OF WISCONSIN*

### History

The slogan was developed through a local contest. There are several creameries and cheese factories in the area.

### Slogan-Related Activities

None

### Impact

Some local pride, but neither the Chamber of Commerce nor the municipality ever adopted the slogan for its use.

Plymouth is also known as the "Cheese Capital of the World." This slogan was established in the early 1900's when the National Cheese exchange was located in Plymouth and several cheese companies flourished here. Plymouth is listed in the book of nicknames and was featured in a question which was part of a promotional quiz sponsored by an airline in Denver, Colorado. The Chamber received phone calls from all over the country from people wanting to know if Plymouth was the Cheese Capital of the World.

## **PONIATOWSKI (Marathon County)**

Population 111

### ***THE CENTER OF THE NORTHWESTERN WORLD***

#### History

Around 1970 local residents requested the United States Geological Survey to measure the exact location where the 45th parallel crosses the 90th meridian, or the center of the Northwestern Hemisphere. After determining the location an official marker was placed. Marathon County then built a park around the site.

#### Slogan-Related Activities

There is some promotion done for the site by Marathon County and the City of Wausau. Visitors at the site can go to the Gesicki Tavern next door to sign the register for the 45 x 90 club of Poniatoski, WI. Visitors can also buy T-shirts, bumper stickers, and postcards.

#### Impact

Since the Gesicki Tavern started recording visitors to the site, over 5000 have registered. Conservative estimates are 500-1000 visitors to the site annually.

## **PORTAGE (Columbia County)**

Population 8,566

### ***HISTORIC PORTAGE***

#### History

Portage, named for the place where early Wisconsin explorers would transfer from the Fox River to the Wisconsin River, a distance less than one mile. In later years a canal was dug to connect the two waterways.

#### Slogan-Related Activities

The community is host to an annual festival, Portage Canal Days - A Historic Celebration. Canal Days include a Rendezvous, canoe race, parade Downtown, craft fair, live music & carnival rides. The community has a logo, consisting of two Indians portaging a canoe.

#### Impact

The festival attracts approximately 5000 people. The canal, deteriorated from years of neglect, has received

attention from the Portage Canal Society and is being restored.

Much attention has been drawn to Portage for historic reasons and has attracted visitors to tour the Surgeon's Quarters, The Old Indian Agency House and to see the Portage Canal. Local support for these activities has increased through these efforts.

## **PORT WASHINGTON (Ozaukee County)**

Population 9,610

### ***PICTURESQUE PORT WASHINGTON \* ...a Touch of New England Charm in a Lakeside Village Setting***

#### History

Port Washington is located on the shore of Lake Michigan 25 miles north of Milwaukee. It is the oldest settlement in its part of the state, founded in 1835, and has the first man-made harbor in the U.S. A large Marina now serves boats and boaters from all over the Midwest.

\* Also called the "Jewel of the Lake Michigan Shore."

#### Slogan-Related Activities

Activities abound in the Summer Season highlighted by Fish Day, the third Saturday in July, which is billed as "The World's Largest Outdoor Fish-Fry" and attracts 40,000 visitors. Harborwalk and a resident art/fair are two other featured activities.

#### Impact

Tourist revenue in Ozaukee County topped 44 million dollars last year with resultant large impact on business of all kinds. Tourism in Port Washington is a growing industry complimented by the appeal this beautiful community offers visitors.

## **POTOSI-TENNYSON (Grant County)**

Population 1,169

### ***CATFISH CAPITAL OF WISCONSIN***

#### History

Since 1933 the Potosi Firemen have held an annual catfish fry. In 1985 the Potosi-Tennyson Chamber of Commerce officially adopted the slogan "Catfish Capital of Wisconsin." The Mississippi River, source of the catfish, flows past Potosi, offering sport and livelihood.

#### Slogan-Related Activities



As mentioned above, the Potosi Firemen sponsor a Catfish Festival, which includes a Catfish Fry, Catfish Parade, Little Miss Catfish Queen Contest (ages 5 and 6), Canoe Races, Fish Pond, and Guess the Weight of the Catfish. The Chamber of Commerce, along with both villages erected a unique sign located on Hwy 61 between Potosi and Tennyson. The logo also appears on hats, shirts, and mugs.

#### Impact

Over 1,800 people attend the two-day festival, consuming 2,400 pounds of fried catfish. Even after the festival, visitors come to the Potosi-Tennyson area to eat catfish, at all times of the week, proving there is an identity impact with the slogan.

## **PRAIRIE DU CHIEN (Crawford County)**

Population 5,722

### ***WISCONSIN'S SECOND OLDEST SETTLEMENT (WHERE GREAT RIVERS MEET)***

#### History

Because of its location, at the point where the Wisconsin River meets the Mississippi, Prairie du Chien was a natural place for early travelers and traders to sojourn, to do business or to use as a meeting place.

#### Slogan-Related Activities

The slogan receives little or no promotion, but the community has some frontier related events such as Black Powder Rendezvous Civil War Encampment, and special events at the historic Villa Louis home.

#### Impact

Thousands of people travel to Prairie du Chien for the activities and to see the historic setting.

## **PRESCOTT (Pierce County)**

Population 3,023

### ***WHERE THE MIGHTY MISSISSIPPI MEETS THE BEAUTIFUL ST. CROIX RIVER***

#### History

Very simply, the community's slogan identifies its location in western Wisconsin. The slogan has been used for the last decade.

#### Slogan-Related Activities

Since the mid 1980's, the community has held the Riverside Social, held along the Riverwalk Way of the St. Croix River. This one-day event held in May has a turn-of-the-century theme and features old fashioned food, music, local handcrafters and artists, jugglers, story tellers, and other entertainment.

### Impact

The immediate impact of this slogan is its ability to identify the community's location. This is important from a geographic standpoint. It also promotes the community's unique setting, namely where these two major rivers meet. While one may not be able to put a dollar value on this, the community leaders and residents feel this factor is very important.

The Riverside Social attracts several hundred participants but moreover it draws people to a revitalized waterfront and the place for which the slogan was developed.

## **PRESQUE ISLE (Vilas County)**

Population 474

### ***WALLEYE CAPITAL OF THE WORLD***

#### History

Having most of the area lakes abounding with this "best eating" game fish is only one of the reasons for the title. Since 1949, the Department of Natural Resources has managed a walleye rearing operation next to the village's business district. The two 25-acres each ponds constitute the world's largest and have produced over 8 million fish. These fish are then transplanted in northern Wisconsin lakes.

#### Slogan-Related Activities

The "Walleye Capital" slogan appears on community promotional literature and signs around town. The Chamber of Commerce has also established a Walleye Honor Roll, located at the Information Booth. Each individual who catches a 3 pound walleye or larger gets listed on the roll plus receives a frame-sized certificate.

#### Impact

The area attracts many walleye fishermen and travelers to sightsee, fish or record their catch. The recognition seems to bolster enthusiasm in locals and in tourists.

## **PRESQUE ISLE (Vilas County)**

Population 474

### ***WISCONSIN'S LAST WILDERNESS***

No other information available at this time.

## **PRICE COUNTY**

Population 15,654

## ***WE'VE SAVED A PLACE FOR YOU***

### History

Slogan developed in 1993 to replace "The Real Wisconsin Northwoods." Too many counties claiming northwoods as primary drawing card. Price County wanted to promote its unique qualities of solitude and space, hence the new slogan.

### Slogan-Related Activities

Slogan appears, along with logo, on county maps and other county tourism promotions/publications. Appears in magazine advertising and on county tourism stationery. The accompanying logo, based in green, showed elements of water, trees, and terrain. Some view the river as a road. The terrain represents the fact that the highest geographical point in Wisconsin is in Price County (Timm's Hill).

### Impact

The clean lines of the logo and the inviting slogan are readily identifiable to the county tourism effort. The new logo and slogan have been a positive way to increase people's interest in the county's tourism development efforts.

## **PRINCETON (Green Lake County)**

Population 1,469

### ***PRINCETON ON THE FOX - WHERE YESTERDAY MEETS TOMORROW***

### History

Contest was held for slogan. Art work and "Princeton on the Fox" by Loretta Thompson. "Where Yesterday Meets Tomorrow" by Mary Little.

### Slogan-Related Activities

Flea market advertising, t-shirts, weekly newspaper column, hats, caps, stationery.

## **PULASKI (Brown/Shawano County)**

Population 2,246

### ***POLKA TOWN***

### History

Pulaski has a long history of being Polish and polka dancing. In 1978, its heritage became an annual event with Polka Days.

### Slogan-Related Activities

Polka Days, a 3-day festival, is held the last weekend in July. The festival includes a water fight, ping-pong ball drop, a 10K run, parade, polka mass, carnival rides, ethnic food, and, of course, dancing. Several community groups

take part in sponsoring the festival.

#### Impact

The festival encourages local groups to work together, after which they share the profit. The festival attracts 20-25,000 people annually.

People come from all over the country, usually following their favorite polka band to Polka Days. Also has a great local business impact.

## **RACINE (Racine County)**

Population 84,891

### ***KRINGLE CAPITAL OF THE WORLD***

#### History

Racine is home to a large Danish population and is famous for its Danish bakeries. Racine is the largest exporter of Kringle outside of Denmark.

#### Slogan-Related Activities

Forms of the slogan appear on local bakery literature.

#### Impact

Racine ships kringle all over the world. Famous Danish bakeries employ well over 100 people, filling orders for shipment and serving the thousands of residents who come for authentic Danish kringle.

## **RANDOLPH (Dodge and Columbia Counties)**

Population 175

### ***A GREAT PLACE TO GROW***

#### History

Randolph is the home of the world-famous Jung Seed Company. The company, over 80 years old, distributes over 2.5 million seed catalogs per year.

#### Slogan-Related Activities

Welcome signs have tulips on them reflecting the "Come Grow With Us" theme. We also have trees lining our downtown area.

### Impact

An immeasurable amount of community pride by the locals because of this recognition.

Randolph is a community that truly is growing. A 16 unit apartment has been built along with a dozen new homes in just the last 2 years. We are located just 40 minutes north of Madison on State Highway 73.

## **REDGRANITE (Waushara County)**

Population 1,014

### ***HOME OF THE STATE ROCK***

#### History

The community has a substantial amount of exposed granite bedrock, which is red in color. It is Wisconsin's state rock. In 1986 the town was officially declared the Home of the State Rock.

#### Slogan-Related Activities

There was an annual "quarry festival" which has since stopped. The entrance from the West on Hwy 21 has a large piece of granite shaped like the state with the community slogan on it. Banners with the slogan adorn Main Street. T-shirts and sweatshirts with the slogan and a picture of the quarry are sold in town.

#### Impact

Has given the community a real identity and increased the spirit of the residents.

## **REEDSBURG (Sauk County)**

Population 5,494

### ***BUTTER CAPITAL OF AMERICA***

#### History

The Wisconsin Dairies plant in Reedsburg produces approximately 50,000,000 pounds of butter a year (a million pounds per week) making it the self-proclaimed "Butter Capital of America." That one plant alone fills 8% of this country's need. The slogan has been used about 20 years.

#### Slogan-Related Activities

The Reedsburg Butter Festival is held the third weekend in June. The festival features a Butter Run, Miss Reedsburg

contest, Butter Festival King and Queen, Butter Ball (dance), carnival, games, art fair and various animal shows. Certificates are given out throughout the festival for free butter.

In addition to appearing on the chamber of commerce stationery, the slogan welcomes travelers to town on entrance signs.

#### Impact

Besides being a fun summer event, the festival attracts 30,000 people. The dairy (butter) industry employs hundreds of local people, who are very proud of their designation.

## **RHINELANDER (Oneida County)**

Population 7,430

### ***HOME OF THE HODAG***

#### History

In 1896 a timber cruiser named Sam Shepard cooked up a hoax involving a hairy beast 7 feet long with long spines down its back and sharp claws. This beast was called a Hodag. The hoax now has become a local legend.

#### Slogan-Related Activities

The "Hodag" symbol appears all over Rhinelander. The community's largest recreation area on Boom Lake is Hodag Park. Twelve business places have adopted the name and the school athletic teams call themselves the "Hodags."

Pictures of the Hodag appear on the street light signs, entrance signs and cheerleaders uniforms. There are various souvenirs available featuring the Hodag such as T-shirts, sweatshirts, stuffed animals and ceramics. Giant Hodags stand at the Rhinelander Logging Museum and the Chamber office.

A large music festival called Hodag County Festival takes place the third week in July and features "big names" in country music. There is also an annual off-road race called the Hodag 50, which attracts drivers from a wide area. Finally, the local shopping newspaper also uses the "Hodag" name.

#### Impact

Hodag has been a part of Rhinelander for a long time and is still used today to promote the community's events. The name Hodag is a part of Rhinelander, and the business community uses it to market themselves to northern Wisconsin patrons and tourists. Its acceptance is exhibited by the one dozen businesses using the slogan in their name and the new events which adopt the Hodag theme.

The economic impact of the slogan is great, but not measurable at this writing. One, however, can look at the sale of Hodag T-shirts, sweatshirts, and the numerous other souvenirs that might not be there without the slogan. There is also the 50,000 people who attend the country music festival and the attendees at the off-road race, all of which contribute to the local economy, but may have taken place without the slogan.

There is no mistaking the identity impact the slogan has meant for Rhinelander. Its recognition extends far beyond the state borders. The Hodag has been featured on the Today Show (NBC) and in numerous national and regional

publications. The slogan has also served to unify the business community into a directed year-round marketing effort. As for the residents, there is pride, as shown by the school's mascot, the "Hodag."

## **RICHLAND CENTER (Richland County)**

Population 5,034

### ***FROM FARMING TO FRANK LLOYD WRIGHT***

#### History

This slogan was created to include all community activities, its history and the lifeblood of the people who live there.

#### Slogan-Related Activities

Farming related activities include June Dairy Days and a high school rodeo. A tour of a Frank Lloyd Wright building is also available to visitors.

The community slogan is incorporated into an attractive logo which appears on government and Chamber materials.

#### Impact

The June Dairy Days and the high school rodeo are held the same weekend, attracting 6,000-7,000 people total. The Chamber and area businesses use the opportunity for special promotions.

Frank Lloyd Wright fans, by the busload, tour a large "warehouse" designed by the famous architect. There are also several dozen other buildings of historical significance which the community promotes to visitors. Locals are proud of their community and like to show it off.

## **RIPON (Fond du Lac County)**

Population 7,241

### ***BIRTHPLACE OF THE REPUBLICAN PARTY***

#### History

The Kansas-Nebraska Bill introduced in January 1854 by Senator Stephen Douglas of Illinois threatened to extend slavery in the north. A meeting to organize against slavery was held March 20, 1854 in a schoolhouse in Ripon, attended by 54 local citizens. The citizens voted to dissolve the local Whig and Free Soil political organizations, and a committee of three Whigs, one Free Soiler, and one Democrat was appointed to form a new party named "Republican."

The name was selected by the organizer of the meeting, Alvan E. Bovay, because "it was an old and cherished name in political history, and the name which was owned by all liberal men and liberal organizations throughout the world."

#### Slogan-Related Activities

The "Little White Schoolhouse," which held the founding meeting of the Republican Party, still stands and is a museum. The museum, placed on the National Register for Historic Places in 1973, is open to the public between Memorial Day and Labor Day, weekends May-October, and by appointment. Celebrations of the Republican Party's 75th and 100th anniversaries were held in Ripon in 1929 and 1954 respectively.

Signs on the edge of town, the Chamber stationery, publications and brochures distributed by the Ripon Historical Society all bear the slogan. A history marker stands in front of the schoolhouse/museum.

#### Impact

Approximately 5,000 people visit the museum annually. Being the Birthplace of the Republican Party is a source of local pride to the community and is on all Ripon tourist promotions.

## **SAUK CITY/PRAIRIE DU SAC (Sauk County)**

Population 2,290

### ***COW CHIP THROWING CAPITAL OF WISCONSIN\****

#### History

In 1970, tossing cow chips became a sport and celebration in Oklahoma, in remembrance of the rugged courage and individualism of the early pioneer.

In 1975, the Sauk Prairie Jaycees, identifying the Sauk Prairie area as the Cow Chip Capital of Wisconsin, organized the first state Cow Chip Throw. Winners from the Labor Day Weekend event have traveled to Beaver, Oklahoma for the last 12 years for the World Championship throw.

#### Slogan-Related Activities

The main activity surrounding this slogan in Sauk Prairie is the annual State Cow Chip Throwing Championship, held Labor Day Weekend. Besides the Cow Chip Throw contest, there is also a Cow Chip Classic Run, Tournament of Chips Parade, entertainment/music, tractor pull, fireworks, Cow Pie Eating Contest, and team triathlon. There is also a logo designed for the event. The events theme changes each year. For 1993, it was "Where Eagles Soar and Cow Chips Fly."

#### Impact

The event draws over 15,000 spectators and contestants from all over the midwest. While the slogan and event are enjoyable for residents and makes money for some businesses, community leaders are unsure they want to be associated with throwing cow manure.

\* Sauk Prairie (combined communities of Sauk City and Prairie du Sac) also uses the slogan "Where Eagles Soar!"

## **SAUKVILLE (Ozaukee County)**



Population 3,664

## ***SAUKVILLE WILL WORK FOR YOU***

### History

This slogan was developed specifically to promote industrial growth, but has been expanded to include commercial and residential development.

### Slogan-Related Activities

The slogan is used on brochures and other promotional literature.

### Impact

Has been very successful in selling industrial land and giving a positive image of the community.

## **SAYNER-STAR LAKE (Vilas County)**

Population 380

## ***THE BIRTHPLACE OF THE SNOWMOBILE***

### History

The first snowmobile was invented by Carl Eliason in 1924 in Sayner.

### Slogan-Related Activities

The slogan (and logo) appear on promotional literature. An embroidered patch of the logo is available for purchase.

A museum in Sayner features the first snowmobile among a collection of antique boats, motors, and other machines.

### Impact

The museum attracts 17,000-20,000 visitors annually.

## **SEYMOUR (Outagamie County)**

Population 2,846

## ***HOME OF THE HAMBURGER***

### History

Research showed the first hamburger was made at a fair in Seymour in 1885. A group of community leaders set out to establish Seymour as the official "Home of the Hamburger." In 1989, the community cooked a record size burger

and established itself as the "Home of the Hamburger."

#### Slogan-Related Activities

An annual festival is held the first Saturday in August. The "Home of the Hamburger, Incorporated" organizes and finances all activities including a new entrance sign on the edge of town, a logo that appears on all promotional literature, t-shirts and caps and most recently, the development of "Hamburger Hall of Fame."

#### Impact

News of the festival which cooked a Guinness Record Book hamburger weighing 5,520 pounds reached over 30 million people worldwide. The festival attracts over 10,000 people and net proceeds amount to \$15,000. Numerous community groups work together to put on the festival. The Hall of Fame is expected to draw thousands of visitors annually.

## **SHEBOYGAN (Sheboygan County)**

Population 48,000

### ***BRATWURST CAPITAL OF THE WORLD***

#### History

Sheboygan is known for making bratwurst. The German immigrants brought the sausage making tradition with them in the mid 1800's. Since then they have produced over 70,000 miles of bratwurst.

Although bratwurst had been served at an annual celebration for years, it wasn't until around 1950 that the event became known as Bratwurst Day, commemorating the food that made the town famous.

The present slogan was altered slightly from an earlier one which read "Wurst" City of the World.

#### Slogan-Related Activities

The primary event which promotes the slogan is the Bratwurst Day festival, held in August. The event has a parade, games, music and, of course, brats. The event lasts two days and is sponsored by the Jaycees.

In winter another event is sponsored by the Jaycees called "Bratski," a cross-country ski race. Since its inception in 1985, the event has grown to be a major ski race. Of course, brats are served after the race.

The slogan and logo appear on stationery, signs, and various promotional literature.

#### Impact

The Bratwurst Day festival draws over 100,000 people. Three to four thousand pounds of brats are served. There is major media coverage which goes beyond the state and midwest. The Bratski event draws a few thousand people.

Pride is very strong in the community, both in the named recognition and in who makes the best brats.

## **SHIOCTON (Outagamie County)**

Population 923

### ***WHERE NATURE BEGINS***

#### History

In 1993, the Shiocton Business League held a contest to identify a slogan the community could use for various community development purpose. This slogan was chosen because it best describes the area, which includes a large amount of public land, two major rivers and thousands of migrating waterfowl and sturgeons.

#### Slogan-Related Activities

The slogan has just recently been adopted, but plans are for widespread use, including signs and village letterhead.

#### Impact

Too early to tell, but the business organization feels it has potential for economic development and community spirit.

## **SIREN (Burnett County)**

Population 867

### ***LILAC CAPITAL OF WISCONSIN***

#### History

The name Syren was given this community because of this flower growing in the area. Syren is the Swedish word for lilac. The Post Office changed the spelling to Siren.

#### Slogan-Related Activities

Use of lilacs in designs and plantings around town.

#### Impact

Mainly local attitude.

## **SOLDIERS GROVE (Crawford County)**

Population 565

### ***AMERICA'S FIRST SOLAR VILLAGE***

#### History

When the Soldiers Grove business district was being moved from its location adjacent to the flood-prone Kickapoo River, America was in the grips of the energy crisis (circa 1980). As a result, it was determined that the new

buildings should not only be attractive and functional but also energy efficient. Solar energy was very popular at the time; therefore, the new business district on the south end of town is all solar.

## **SOMERSET (St. Croix County)**

Population 989

### ***TUBING CAPITAL OF THE WORLD***

#### History

Tubing the Apple River began in the 1930's by one ingenious resident trying to cool off. Soon after, a local restaurant owner offered free rides and a shuttle service to his patrons. Tubing as a business got started in the late 60's and grew from there. The slogan was adopted soon after.

#### Slogan-Related Activities

Tubing the Apple River takes place from Memorial Day to Labor Day. The ride is about 3 hours long. There is also tube rental in winter for snow sliding. Souvenirs are sold in the community and signs with the slogan appear in town.

Motorized tubes (bumper boats) and other water activities are also available. Apple River Days, a 3-day festival, sometimes includes a tube race on the river.

#### Impact

Over 25,000 tubers are common on the weekend. Seven tubing businesses employ over 100 people. Tubing unites the business community in summer and brings thousands of dollars into the businesses.

## **SPARTA (Monroe County)**

Population 7,900

### ***BICYCLING CAPITAL OF AMERICA***

#### History

Sparta is host to the northern end of the nationally famous Elroy-Sparta Bike Trail and to the eastern end of the LaCrosse River State Bike Trail.

#### Slogan-Related Activities

Annual Spartaquest Winterfest (first weekend in February) holds a Bicycle Classic and Bicycle Blizzard in the snow. Annual Butterfest (second weekend in June) holds a "Slippery Seat Seventy" bicycle tour.

### Impact

Chamber receives thousands of inquiries about the bicycle trails each year. 60,000 people ride the Elroy-Sparta State Bike Trail each year with an additional 12,000 using the LaCrosse River State Bike Trail.

## **SPENCER (Marathon County)**

Population 1,852

### ***A FRIENDLY SMALL TOWN WITH A FUTURE***

### History

Developed by the Jaycees (and community residents) in 1966.

### Slogan-Related Activities

The community holds Spencerama Days in June. The slogan also appears on promotional brochures and on signs around town.

### Impact

Besides bolstering local pride, the slogan was intended to make outsiders feel they are welcome and that the community cares about itself and is concerned enough to do something about it.

## **SPOONER (Washburn County)**

Population 2,464

### ***CROSSROADS OF THE NORTH***

### History

In 1991 this slogan, with its accompanying logo, was chosen for both its geographical and historical significance to the city. Today three highways (53, 63, and 70) junction at Spooner. In the past, Spooner was a railroad junction.

### Slogan-Related Activities

The slogan and logo (train at the railroad station) are used in Chamber of Commerce stationery and advertising, and the rest of the community is encouraged to use them, too, to symbolize Spooner.

### Impact

Acceptance is rapidly growing because the slogan and logo together represent Spooner's heritage as well as its hopes for the future.

## **SPRING VALLEY (Pierce County)**

Population 1,058

### ***HOME OF THE LARGEST EARTHEN DAM IN THE MIDWEST\****

#### History

Spring Valley is located on the Eau Galle River, which has the large earthen dam.

#### Slogan-Related Activities

Signs on the edge of town. Dam Days, a three-day festival which includes a parade, foot race, carnival, food, and kids games is held each summer since 1969.

#### Impact

Local pride and some economic impact from Dam Days.

\* Also called "Best Little Town By a Dam Site"

"Welcome To Spring Valley: Come to Play, Come To Stay"

"A River - A Dam - A Tower - A Cave, Find Out What Else"

## **ST GERMAIN (Vilas County)**

Population 1,350

### ***THE FRIENDLIEST TOWN IN THE NORTHWOODS***

#### History

Used for several years in our advertising campaigns.

#### Slogan-Related Activities

Many advertising logos feature this slogan to attract tourists looking for a nice place to visit or to live. Our festivals feature fun and down home friendliness.

#### Impact

Many visitors soon become residents whether seasonal or full time and our business people are proud to carry on the name and image of the friendliest town in the Northwoods.

## **ST GERMAIN (Vilas County)**

Population 1,350

### ***ALL TRAILS LEAD TO ST GERMAIN***

#### History

Used for winter advertising for several years.

#### Slogan-Related Activities

Promos for snowmobiling and cross country skiing.

#### Impact

Identifies us as the hub of the Northwoods for snowmobile trails second to none.

## **ST GERMAIN (Vilas County)**

Population 1,350

### ***BIRTHPLACE OF COLORAMA***

#### History

The event began in September 1960, serving Bar-B-Que chicken in a vacant building downtown for about 150 people. The phrase was actually copyrighted by the Chamber on May 30, 1984.

#### Slogan-Related Activities

Our fall tradition of colorama boasts the beauty of the Northwoods when the fall colors are at their peak.

#### Impact

The festival has drawn many visitors with about 5,000 attending. It has allowed us to extend our tourist season well beyond the summer months.

## **STEVENS POINT (Portage County)**

Population 60,000+

### ***SEE OUR POINT OF VIEW***

#### History

A committee comprised of area individuals with an interest in promoting our area as a recreational destination recently recommended "See Our Point of View" to be the new slogan.

Slogan-Related Activities

Slogan to be used when marketing the area during 1994.

Impact

Too early to tell, but expect slogan to draw visitors to the area.

## **STOCKBRIDGE (Calumet County)**

Population 604

### ***STURGEON CENTER OF THE WORLD***

History

Stockbridge, on the east shore of Lake Winnebago, has long been a popular sturgeon fishing spot. The community has used the slogan for about 15 years.

Slogan-Related Activities

The Chamber of Commerce sponsors the Annual Sturgeon Banquet (similar to Ducks Unlimited, etc.) the week after the season ends. There are business specials during the season. Signs with the slogan appear on each end of the community and almost every business uses the slogan on its stationery. A large stuffed sturgeon is on display in the village park.

Impact

During the sturgeon season, 700-800 fishermen regularly fish the Stockbridge area. Over 300 attend the banquet.

From the numbers of businesses using the slogan on their letterhead, there is strong support for the slogan.

## **STOUGHTON (Dane County)**

Population 8,500

### ***THE CITY OF PROGRESS AND OPPORTUNITY***

History

The slogan was adapted by the Chamber in the mid 1940's.

Slogan-Related Activities

Over the years the slogan has been used in a variety of ways, including, billboards on I-90, Chamber letterhead, city



promotional literature, and signs on the edge of town.

#### Impact

The Chamber feels the slogan has appeal, both to industry and people, as indicated by personal testimony. The industrial parks are full and new residents comment about the slogan.

## **SUN PRAIRIE (Dane County)**

Population 16,333

### ***THE GROUNDHOG CAPITAL OF THE WORLD***

#### History

Sun Prairie has been celebrating Groundhog Day with a live groundhog longer than any other place in the county! (although our eastern friends deny this fact.) For 46 years "Jimmy the Groundhog" has been predicting an early spring or a long winter in Wisconsin. In fact, our records indicate Jimmy has better than 78% accuracy!

#### Slogan-Related Activities

The activities surrounding the slogan are limited to one day - February 2 - Groundhog Day. On that day, people turn out to help "Jimmy the Groundhog" celebrate his day with a ceremony where Jimmy makes his official prognostication at 7:12 a.m. The ceremony is followed by a community breakfast and souvenirs available for purchase.

#### Impact

Outside of Groundhog Day, the community does very little relating to the slogan. On that day, however, it receives national publicity. The Chamber office receives calls from media in almost every state including Alaska and Hawaii. Calls have also been taken from England and Germany.

## **SUPERIOR (Douglas County)**

Population 27,000

### ***WHERE SAIL MEETS RAIL***

#### History

Superior's economy was traditionally based upon transportation due to its excellent port on Lake Superior. Today a large rail/water coal transportation system operates year-round transporting western coal to eastern United States.

#### Slogan-Related Activities

The city logo shows a ship and train.

Impact

Little direct impact.

**SUPERIOR (Douglas County)**

Population 27,000

***I'M A SUPERIOR LOVER***

History

Used on buttons, literature sent to legislators and group tour operators and used on merchandise to promote the area.

Slogan-Related Activities

Used for annual "Superior Days" promotion in Madison. Stickers used for group tours, clients and meeting/convention groups.

Impact

Perceived "double meaning" is incentive to purchase souvenirs.

**TAYCHEEDAH (Fond du Lac County)**

Population 650

***SHEEPSHEAD FISHING CAPITAL OF THE WORLD***

History

Sheepshead, though abundant in Lake Winnebago, is not considered a desirable catch. A few years ago, a local tavern began a fishing contest specifically for this species as a joke.

Slogan-Related Activities

An annual Sheepshead Fishing Contest is held the third Saturday in June. The slogan also appears on highway signs.

Impact

Local and limited. About 150 attend the contest. The slogan seems to attract curiosity from those unfamiliar with the fish.

**TOMAH (Monroe County)**

Population 7,756

## ***GATEWAY TO CRANBERRY COUNTRY***

### History

Used for 5 years. Selected by the Chamber of Commerce because there are more than 2,000 acres of cranberry marshes in the area.

### Slogan-Related Activities

Billboards on Interstate 90/94 and Chamber letterhead display the slogan. Tomah Chamber promotes cranberry.

### Impact

With having the majority of lodging accommodations, Tomah serves the needs of over 100,000 visitors to the area during the cranberry harvest season the fall.

## **TOMAHAWK (Lincoln County)**

Population 3,560

## ***GATEWAY TO THE NORTHWOODS***

### History

Tomahawk is where the designated Wisconsin "Northwoods" begins.

### Slogan-Related Activities

The slogan is used in conjunction with a logo on highway signs and community promotional literature.

### Impact

Little is known regarding slogan impact.

## **TWO RIVERS (Manitowoc County)**

Population 13,367

## ***BIRTHPLACE OF THE ICE CREAM SUNDAE***

### History

In 1881 a local ice cream parlor operator honored a request to put chocolate syrup over ice cream. The act soon caught on and because of the great interest, the parlor operator limited the treat to Sundays, only because at a nickel each it wasn't very profitable. But, that too soon changed.

The word "sundae" originated because of the spelling on a salesman's order for the long dishes in which to serve the concoction.

#### Slogan-Related Activities

The community holds an annual event in July (third Thursday) called Sundae Thursday. Besides serving sundaes (over 5600 in 3 hours), there is an old-fashioned ice cream social with period costumes and an antique show. In 1973, the State Historical Society placed a marker in a downtown park commemorating the serving of the first ice cream sundae.

#### Impact

The event brings pride to the local people, who show strong support for the ice cream social and Sundae Thursday. The celebration in July draws between 5000 and 10,000 people to the downtown, where the Two Rivers Retail Association coordinates a special sales event.

## **TWO RIVERS (Manitowoc County)**

Population 13,367

### ***COOLEST SPOT IN WISCONSIN OR THE COOL CITY***

#### History

Two Rivers has always been an area which is cooler than normal because it extends five miles into Lake Michigan. The cool waters of the lake keep the Two Rivers' temperatures lower than most places in eastern Wisconsin.

Adding to this distinction was the discovery of snow in July, 1936 during a nationwide heatwave. The buried snow was uncovered by workmen constructing a new park.

Reports say the snow had probably been blown into a crevice during the severe winter months. The solid bank of snow, four feet deep and ten feet long, was preserved under a cover of dirt thrown over it in spring. Since that time the city has celebrated with a snow festival - complete with real snow.

#### Slogan-Related Activities

As mentioned previously, the community sponsors a five-day Snowfest, the second week in July. The event includes a carnival, entertainment, food, and a parade. A snowball fight was held the first year.

The Cool City theme originally featured a polar bear, now the city's mascot and the nickname of the baseball team. The polar bear rides atop a pile of snow in the parade and is on all Jaycee materials, posters and advertising. The Cool City name also graces several businesses in Two Rivers and billboards at the city's entrance.

### Impact

When snow was found in Two Rivers, it brought nationwide attention. Today, twenty to forty thousand people attend the Snowfest in an average year, half of that to view the parade. People all over the state recognize Two Rivers as the coolest spot in Wisconsin and, on hot days, many eastern Wisconsin residents head there for relief.

## **VERONA (Dane County)**

Population 4,220

### ***HOMETOWN USA***

#### History

Comparing mail received by servicemen, The Third Detachment of the 101st Airborne Division serving in Vietnam in 1966 chose Verona as the perfect example of a hometown in the United States.

#### Slogan-Related Activities

Through the Verona Betterment Association, the community holds a 3 1/2 day festival called Hometown USA Days in June. The festival is held in its park, appropriately named Hometown USA Community Park. A logo designed for the slogan appears at the park entrance as well as at the entrances to the city. T-shirts, buttons, and other souvenirs also are available and use the logo.

The community also holds an annual Hometown USA Beach Party and is planning a street dance by the same name.

#### Impact

Hometown USA Days draws between 10,000 and 15,000 people, many of them from Vietnam veteran organizations from Wisconsin. There is a lot of community pride by the residents knowing their community is considered the ideal hometown.

## **VIROQUA (Vernon County)**

Population 3,955

### ***VIROQUA QUALITY - DISCOVER IT***

No other information available at this time.

## **WARRENS (Monroe County)**

Population 400

## ***THE CRANBERRY CAPITAL OF WISCONSIN***

### History

Warrens revolves around the cranberry industry, all factories manufacture for them. A festival was started to put Warrens on the map. 1993 is the 21st year, so a logo was developed for advertising purposes and tourism. An annual Berry Bog Bicycle Tour is held in May. A cranberry bicycle/driving map with 3 cranberry tours is available to the public.

### Slogan-Related Activities

Cranberry Festival in September; Berry Bog Bicycle Tour in May; Annual Design the Cranberry Button Contest; Wisconsin Cranberry Recipe Contest and Biggest Berry Contest and Cranberry Hat/Cap Contest annually during festival. Cranberry Capital banners on all light poles in villages - all street signs are cranberry on white.

### Impact

Festival brings 65,000 people annually, grosses \$150,000 with \$35,000 donated locally - built two community buildings, fire station, new street signs, ballpark with lights, 3 shelters and fence, sponsor school scholarships, school RIF program and helping to build a computer lab (school) plus other minor donations to non-profit groups.

## **WATERTOWN (Dodge/Jefferson Counties)**

Population 18,850

## ***HOME OF THE FIRST KINDERGARTEN IN AMERICA***

### History

The first kindergarten in America was started in 1856 in Watertown by the Schurg Family. The family was involved in early education in Europe before emigrating to the U.S. Kindergartens were very popular in the old country.

### Slogan-Related Activities

Tours are available through the original building, which is relocated to a site adjacent to another historic building. Signs on the edge of town and brochures are used to promote the fact. The local historical society, which operates the facilities, holds an ice cream social and has a Civil War Band play.

### Impact

Approximately 25,000 people tour the school annually.

## **WAUNAKEE (Dane County)**

Population 6,350

### ***THE ONLY WAUNAKEE IN THE WORLD***

#### History

According to Franklin Roessler, former publisher of the Waunakee Tribune, local banker A.P. Kenney one day remarked that this was the only Waunakee in the world. The notion struck Roessler, who put it on the Tribune's masthead, and is there to this day.

#### Slogan-Related Activities

In addition to the masthead of the local newspaper, the slogan appears on entrance signs and Chamber newsletter.

#### Impact

Little impact, except for visitors who often remark about it.

## **WAUPUN (Dodge and Fond du Lac Counties)**

Population 8,132

### ***WILD GOOSE CENTER OF WISCONSIN***

#### History

Adopted because of the proximity to the Horicon National Wildlife Refuge and the migration of 150,000 Canada Geese each spring and fall. The slogan is registered with the State of Wisconsin (February 1974) and is valid for 20 years.

#### Slogan-Related Activities

The community holds an annual 3-day event called Wild Goose Days and actively promotes themselves during migration season. There are signs on the edge of town. A logo was designed and a patch created.

## **WAUSAU AREA (Marathon County)**

Population 75,000

### ***OUR PEAK SEASON NEVER ENDS***

#### History

Developed in 1988 by advertising agency to portray multi-season recreational opportunities and capitalize on visibility of Rib Mountain.

Slogan-Related Activities

Used as tag line for media advertising.

## **WAUSAUKEE (Marinette County)**

Population 657

### ***RANGER CITY USA***

History

Wausaukee has been the home of a northern Wisconsin DNR ranger station for decades.

Slogan-Related Activities

Billboards on the edge of town welcome travelers to the Ranger City, making people stop and inquire as to its meaning. The school nickname is the Rangers. Some area businesses use "Ranger City" in their names.

Impact

Small from an economic standpoint but great impact on community spirit and pride.

## **WAUTOMA (Waushara County)**

Population 1,233

### ***CHRISTMAS TREE CAPITAL OF THE WORLD***

History

Two major growers of Christmas trees in the area harvest over 1 million trees annually.

Slogan-Related Activities

The Chamber of Commerce uses the Christmas tree slogan year-round on its stationery. A sign in the park pays tribute to the Christmas tree industry.

At Christmas time, the main street is lined with decorated trees and a large parade takes place a month before Christmas. TV stations come to film the lights and trees.

Impact

The slogan-related activities have inspired many Wautoma residents to decorate yards and houses. Exposure through TV stations attract hundreds of people who travel to Wautoma to experience the decorations first-hand.



## **WEBSTER (Burnett County)**

Population 640

### ***THE FISHBOWL OF WISCONSIN***

#### History

Numerous lakes in the area give credence to the slogan.

#### Slogan-Related Activities

In addition to usual appearances on Chamber letterhead and entrance signs, the logo is painted on the water tower. There are also numerous fishing contests in the area.

#### Impact

Area is viewed by tourists as an easy place to catch fish. It especially has appeal for families with small children.

Several businesses use the theme in their names, i.e. "Fishbowl Insurance Agency."

## **WEYAUWEGA (Waupaca County)**

Population 1,665

### ***HOME OF HORSE AND BUGGY DAYS***

#### History

Weyauwega holds an annual festival called Horse and Buggy Days, for which it is well-known. The event, organized around 1960, was a result of a turn-of-the-century theme adopted to revitalize the community. The theme spurred facade and streetscape improvements in the downtown. The festival was a result of these other activities.

#### Slogan-Related Activities

The Chamber of Commerce, with a lot of community and government support, sponsors the annual "Horse and Buggy Days" the second weekend in September. A large parade of horse and buggies, of course, is a major feature of the festival. Merchants, employees, and residents are encouraged to dress in turn-of-the-century costumes. Antique cars are also on display.

Throughout the rest of the year, the community and Chamber use the slogan and/or logo on their stationery and brochures. There are also billboards on the edges of town identifying the community and slogan. Souvenirs, including mugs and plates, are sold in local gift shops.

#### Impact

People from all over the Midwest recognize Weyauwega for its Horse and Buggy Days festival. The festival itself

attracts 8-10,000 people for the weekend. The local people are very proud of this recognition and many are horse and buggy enthusiasts.

Finally, the slogan has reached deeply into the business community as demonstrated by the naming of the Horse and Buggy Mall.

## **WILTON (Village) (Monroe County)**

Population 485

### ***THE HEART OF THE TRAIL***

#### History

We are located almost dead center of the Elroy-Sparta bike trail. We also like to think of our community as pretty user friendly and so somehow Heart of the Trail emerged.

#### Slogan-Related Activities

We do have 20 banners that say Welcome to Wilton - Heart of the Trail - they have a large heart on them with a bicycle in the middle. We're designing greeting signs for each end of the town and hope to have them out in spring of 1994.

#### Impact

Bikers sure seem to comment on it - they like the sound of it.

## **WINCHESTER (Vilas County)**

Population (unincorporated)

### ***WISCONSIN'S UNCHANGED WILDERNESS***

No other information available at this time.

## **WINNECONNE (Winnebago County)**

Population 2,000

### ***WINNECONNE ON THE LAKE***

#### History

The slogan was developed for the centennial held in 1987 by a contest.

#### Slogan-Related Activities

Logo developed and used in conjunction with a local festival.

#### Impact

The slogan advertises for spring fishing enthusiasts the fact the Winneconne is on the Wolf River. A major summer festival, which uses the slogan as a promotional tool, attracts 10,000 people. The theme also has a positive effect on the local attitude.

## **WISCONSIN RAPIDS (Wood County)**

Population 18,354

### ***PAPER CITY***

No other information available at this time.

## **WONEWOC (Juneau County)**

Population 798

### ***WELCOME TO WONEWOC "WE ARE USER FRIENDLY" MIDPOINT OF THE 400 TRAIL***

#### History

The 400 State Bike Trail opened in 1993. Wonewoc is the mid-community among five communities on the trail. The 400 Trail is a state recreational trail which is 22 miles long.

#### Slogan-Related Activities

Entrance signs to the community, avenue banners, buttons which are given out as a promotion. A brochure is being developed which uses the slogan.

#### Impact

Our entrance sign with the slogan has appeared in numerous state newspapers and magazines. Tourists have told us that they really like the buttons which are given away as promotional items.

## **WOODMAN (Grant County)**

Population 120

### ***THE DINKY'S LAST STOP***

#### History

The Dinky was a narrow gauge railroad which ran from Fennimore to Woodman. Local officials started the slogan in 1991 to promote the community.

#### Slogan-Related Activities

Entrance signs on the edge of town.

#### Impact

While the slogan has only recently been developed, there has been an increase in local spirit attributed to it.

## **WOODRUFF (Oneida County)**

Population 1,672

### ***HOME OF THE MILLION PENNY PARADE***

#### History

In the 1950's grade school children in Woodruff, in a combination educational effort to learn about "a million" and to raise money for a hospital for Dr. Kate Newcomb, collected 1 million pennies. The story made national news and Dr. Kate appeared on "This is Your Life."

#### Slogan-Related Activities

The largest penny in the world stands on the school grounds in Woodruff. There is also a museum commemorating the event and Dr. Kate. There is also an annual parade and celebration.

#### Impact

The village is very proud of the recognition it received regarding the penny raising. It also promotes a "can do" attitude for the community.

## APPENDIX A

COMMUNITY	THEME/SLOGAN
Algoma	Wisconsin's Trout and Salmon Capital
Algoma	Warm Welcomes, Cool Breezes and Hot Fishing
Allenton	You Have Friends in Allenton
Alma Center	Strawberry Capital of Wisconsin
Amery	City of Lakes
Arbor Vitae/Woodruff	Crossroads of the North
Ashland	Ashland Tops Wisconsin
Babcock	The Cranberry Pie Capital
Baldwin	The Biggest Little Town in Wisconsin
Baraboo	Circus City of the World
Barron	Turkey Capital of Wisconsin
Bayfield	Best Kept Secret in Wisconsin
Bear Creek	Home of the World's Largest Sauerkraut Plant
Beaver Dam	Beaver Dam - Make Yourself at Home
Belleville	UFO Capital of the World
Belmont	Home of the First Territorial Capital

Berlin	Fur and Leather Capital
Birchwood	Bluegill Capital of Wisconsin
Black Creek	Birthplace of the First Organized National Baseball Team
Black Earth	The Only Black Earth in the World
Black River Falls	Deer Capital of Wisconsin
Blanchardville	The Village in the Valley
Bloomer	Rope Jump Capital of the World
Blue River	Heart of the Lower Wisconsin River
Bonduel	Spelling Capital of Wisconsin
Boscobel	Birthplace of the Gideon Bible
Boscobel	Turkey Hunting Capital of Wisconsin
Boulder Junction	Musky Capital of the World
Boyceville	Cucumber Capital of Wisconsin
Boyd	The Friendly Town - Why Go By
Brodhead	The Bicycle Gateway to Wisconsin
Burlington	Chocolate City, USA
Cable	Home of the American Birkebeiner
Cambridge	The Umbrella City
Cassville	Where History, Bald Eagles and the Mississippi Meet
Cedarburg	Historic Cedarburg
Chippewa Falls	Naturally the World's Purest Water
Clam Lake	Heart of the Chequamegon National Forest
Clintonville	The Good Life Unlimited
Colby	Home of Colby Cheese
Columbus	Red Bud City
Conover	Headwaters Vacationland
Combined Locks	Conservation, Protection, Preservation
Cornell	Stacker City
Cornucopia	Wisconsin's Northern Most Post Office
Cross Plains	Famous For Friendliness
Cuba City	The City of Presidents
Cumberland	Rutabaga Capital
Delavan	Clown Town, U.S.A.
Dickeyville	Home of the Famous Dickeyville Grotto
Dousman	Bullfrog Station
Eagle River	Snowmobile Capital of the World
Eagle River	Wisconsin's Cranberry Country
Eden	Hometown of Baseball Star Jim Gantner
Edgar	Progressive Village Serving People
Edgerton	Tobacco City
Elkhorn	The Christmas Card City
Elkhorn	Living in Harmony
Ellsworth	Cheese Curd Capital of Wisconsin
Elmwood	UFO Capital of the World
Ephraim	The Pearl of the Peninsula
Ettrick	Fun City, USA
Fennimore	Fennimore... "The City on the Move!"
Florence County	Heart of Wild Rivers Country
Fond du Lac	Winners Choice
Forest Junction	You Can Get There From Here
Fox Cities	Refreshing Change of Place
Francis Creek	A Nice Place to Live
Fox Lake	Home of Bunny Berrigan
Fremont	White Bass Capital of the World

Galesville	Garden of Eden
Germantown	Deutschstadt
Gleason	Brook Trout Fishing Capital of the World
Glidden	Black Bear Capital of the World
Grantsburg	Home of Big Gust
Green Bay	Toilet paper Capital of the World
Green Lake	Wisconsin's Lake Trout Capital
Haugen	Kolache Capital
Hayward	Home of World Record Muskies
Hazel Green	Point of Beginning
Hillsboro	Czech Capital of Wisconsin
Holmen	Yes, Holmen
Horicon	Home of the Horicon Marsh
Hurley	Where 51 Ends...Family Fun Begins
Janesville	Wisconsin's Park Place
Jefferson	The Gemuetlichkeit City
Jim Falls	Biggest Little Town on the River
Johnson Creek	Crossroads With a Future
Juda	Buffalo Roast Capital of Wisconsin
Juneau	Birthplace of Addie Jones
Kaukauna	The Electric City
Kenosha	Kenosha...For All Seasons
Kewaskum	Gateway to the Kettle Moraine State Forest
Kewaunee	Kewaunee - Spirit of the Lakeshore
Lac Du Flambeau	Lake of Torches
LaCrosse	God's Country
Lake Geneva	Enjoyed for Over 100 Years by the Rich & Famous
Lake Tomahawk	Snowshoe Baseball Capital of the World
Lancaster	City of the Dome
Land O' Lakes	Land of Four Seasons Fun
Langlade County	Wisconsin's Get-Away County
Lodi	Home of Susie the Duck
Lone Rock	Coldest Spot in the Nation (With the Warmest Heart)
Manitowish Waters	Wisconsin's Northwoods Year-Round Vacationland
Manitowoc	Wisconsin's Maritime Capital
Marinette	Marinette County Waterfalls Capital of Wisconsin
Marshfield	The City in the Center
Marshfield	Cheese City USA
Mayville	Proud of our Past and Looking to the Future
Mazomanie	Turn-of-the-Century Railroad Town
Medford	People, Pride and Progress
Menasha (city)	Menasha on the Move
Menasha (town)	Bridging the Fox Cities
Menomonie	Traditional Yet Progressive
Mercer	Loon Capital of the World
Merrill	Enjoy the Merrill Advantage
Middleton	The Good Neighbor City
Milwaukee	A Great Place on a Great Lake
Milwaukee	City of Festivals
Mineral Point	The City Where Wisconsin Began
Minocqua	The Island City
Monona	City of Pride, and It Shows
Monroe	Swiss Cheese Capital of the U.S.
Montfort	Home of the Fort

Mt. Horeb	The Troll Capital
Muscoda	Morel Mushroom Capital of Wisconsin
New Auburn	Gateway to the Ice Age Park
New Berlin	City Living with a Touch of Country
New Glarus	America's Little Switzerland
New Holstein	Cow Town, USA
New London	Heart of Wolf River Country
Norwalk	The Black Squirrel Capital of the World
Oconomowoc	A Special Place
Oconto	Oconto - History on the Bay
Omro	Bridge to the Future
Onalaska	Sunfish Capital of the World
Oregon	Horse Capital of Wisconsin
Oshkosh	Oshkosh on the Water
Palmyra	Heartbeat of the Kettle Moraine
Pardeeville	Home of the World Watermelon Eating and Seed Spitting Championships
Park Falls	Ruffed Grouse Capital of the World
Peshtigo	Home of the Great Peshtigo Fire
Phelps	Headwaters County (Start of Wisconsin River)
Phillips	We've Saved a Place for You!
Phillips	Trophy Whitetail Capital
Pittsville	Exact Geographical Center of the State
Platteville	Home of the Chicago Bears Summer Training Camp
Plover	Golden Sands Area
Plum City	A Small Village in a Peaceful Valley
Plymouth	The Cream of Wisconsin
Poniatowski	The Center of the Northwestern World
Portage	Historic Portage
Port Washington	Picturesque Port Washington
Port Washington	Jewel of the Lake Michigan Shore
Potosi-Tennyson	Catfish Capital of Wisconsin
Prairie Du Chien	Wisconsin's Second Oldest Settlement (Where Great Rivers Meet)
Prescott	Where the Mighty Mississippi Meets the Beautiful St. Croix River
Presque Isle	Walleye Capital of the World
Presque Isle	Wisconsin's Last Wilderness
Price County	We've Saved a Place for You
Princeton	Princeton on the Fox - Where Yesterday Meets Tomorrow
Pulaski	Polka Town
Racine	Kringle Capital of the World
Randolph	A Great Place to Grow
Redgranite	Home of the State Rock
Reedsburg	Butter Capital of America
Rhineland	Home of the Hodag
Richland Center	From Farming to Frank Lloyd Wright
Ripon	Birthplace of the Republican Party
Sauk City/Prairie Du Sac	Cow Chip Throwing Capital of Wisconsin
Saukville	Saukville Will Work for You
Sayner-Star Lake	The Birthplace of the Snowmobile
Seymour	Home of the Hamburger
Sheboygan	Bratwurst Capital of the World
Shiocton	Where Nature Begins
Siren	Lilac Capital of Wisconsin
Soldiers Grove	America's First Solar Village
Somerset	Tubing Capital of the World



Sparta	Bicycling Capital of America
Spencer	A Friendly Small Town with a Future
Spooner	Crossroads of the North
Spring Valley	Home of the Largest Earthen Dam in the Midwest
St Germain	The Friendliest Town in the Northwoods
St Germain	All Trails Lead to St Germain
St Germain	Birthplace of Colorama
Stevens Point	See Our Point of View
Stockbridge	Surgeon Center of the World
Stoughton	The City of Progress and Opportunity
Stratford	Stratford on the Move
Sun Prairie	The Groundhog Capital of the World
Superior	Where Sail Meets Rail
Superior	I'm a Superior Lover
Taycheedah	Sheepshead Fishing Capital of the World
Tomah	Gateway to Cranberry Country
Tomahawk	Gateway to the Northwoods
Trego	The Wild River City
Two Rivers	Birthplace of the Ice Cream Sundae
Two Rivers	Coolest Spot in Wisconsin or the Cool City
Verona	Hometown USA
Viroqua	Viroqua Quality - Discover It
Warrens	The Cranberry Capital of Wisconsin
Watertown	Home of the First Kindergarten in America
Waunakee	The Only Waunakee in the World
Waupaca	Chain-O-Lakes
Waupun	Wild Goose Center of Wisconsin
Wausau Area	Our Peak Season Never Ends
Wausaukee	Ranger City USA
Wautoma	Christmas Tree Capital of the World
Webster	The Fishbowl of Wisconsin
Weyauwega	Home of Horse and Buggy Days
Wild Rose	The Land of Lakes and Streams
Wilton	The Heart of the Trail
Winchester	Wisconsin's Unchanged Wilderness
Winneconne	Winneconne on the Wolf
Wisconsin Rapids	Paper City
Wonewoc	Midpoint of the 400 Trail
Wonewoc	We Are User Friendly
Woodman	The Dinky's Last Stop
Woodruff	Home of the Million Penny Parade