



VISIT EAU CLAIRE
THE UNEXPECTED WISCONSIN

IN THE LOOP October 2009

TAKING OUR CASE TO THE CAPITOL *Linda Adler, Executive Director*

Last month, I traveled to Washington, D.C. to participate in the *Travel Leadership Summit* sponsored by the US Travel Association. Our Wisconsin delegation was led by Kelli Trumble, Wisconsin Tourism Secretary. Wisconsin delegation was joined by delegation from thirty-three states. We spent September 16 and 17 visiting legislators in an active effort to impress upon them the importance of supporting the tourism industry in general and related legislation in particular.

To this end, our Wisconsin delegation emphasized the following salient points:

- **Passage of the *Travel Promotion Act***
This act would establish a National Tourism Office whose function would be to market the U.S. to foreign visitors, which would include providing a more understandable and comprehensive explanation of our security regulations. According to *Oxford Economics*, passage of this bill would result in four billion dollars in new consumer spending, add forty thousand U.S. jobs and, according to the Congressional Budget Office, cost the taxpayer nothing while actually reducing the federal budget deficit by four hundred twenty five million dollars.
- **Active promotion of the Business Travel Economy**
We urged legislators to cease any negative comments regarding business travel, and instead promote business meetings and conferences as worthwhile business endeavors.
- **Prioritize Passenger Rail discussion**
This is especially important to Wisconsin and the Midwest as Passenger Rail supports our business and leisure travel as well as protects our environment.
- **Long term Tourism Marketing as a means to secure our nation's economic recovery and growth.**

The following powerful tourism statistics speak for themselves:

2008 Visitor Spending – 77 Billion Dollars

Tax Receipts – 117 Billion Dollars

Tourism Employment – 7.7 Million

Payroll – 194 Billion Dollars

These are serious issues that affect the health and success of our industry and everyone who works within it. We will continue to monitor the status of legislation and legislators efforts and keep you up to date on how we're doing "on the Hill." For more information, go to www.tia.org.

IT'S GRANT TIME AGAIN-CAN WE HELP YOU?

We realize that many of our local business organizations, volunteer managed organizations, and individuals would love to host an event in their very own hometown but they could really use a little financial support. The Cultural Arts and Tourism Grant, funded by the city of Eau Claire and Wisconsin Arts Board, was created to offer monetary assistance to those events designed to promote a positive image to visitors, generate overnight visits, extend visitor stays, and create a desire to return to Eau Claire.

The Cultural Arts and Tourism Grant is a competitive application based on limited funding. First consideration will be given to new and expanded festivals, sports tournaments, conventions, cultural arts, and special events that will have a significant impact on businesses in Eau Claire. The only exception being the funding portion provided by the Wisconsin Arts Board.

Grant applications are being accepted now through November 15, 2009. It's so quick and easy to apply online, simply go to the Visit Eau Claire website, www.visiteauclaire.com, and follow the prompts. If you have any questions, just call Joan at Visit Eau Claire - 715-832-0026 - she likes to help, too!

VISIT EAU CLAIRE HOSTS THE GOVERNOR'S COUNCIL ON TOURISM

Visit Eau Claire was pleased to host the Wisconsin Governor's Council on Tourism, September 10, 2009 on the campus of UW-Stout. Dennis Kropp, Menomonie Mayor, Dr. R. Eugene Klippel, Dean of the College of Management, and Dr. Randall Upchurch, Chair of the Department of Hospitality and Tourism, welcomed guests to the one day event. After a four hour business meeting, the group was guided on a tour of UW-Stout's Department of Hospitality and Tourism, and discussed with faculty the possibility of developing a partnership between the UW-Stout program and the Wisconsin tourism industry.

We surely hope our guests enjoyed their visit as much as we enjoyed hosting them!



Pictured from left to right: *Linda Adler, Visit Eau Claire; Kelli Trumble, WI Tourism Secretary; Dennis Kropp, Mayor of Menomonie, Dr. Randall Upchurch, Department of Hospitality and Tourism; Dr. R. Eugene Klippel, College of Management.*

MEMBER SPOTLIGHT

This month our spotlight illuminates *Eau Claire Ford Lincoln Mercury*, located at 2909 Lorch Avenue in Eau Claire at I-94 and Highway 93. And what a perfect month it is to spotlight a member who wishes to invite your entire family to their 5th annual Trunk and Treat, October 26 from 6pm to 8pm. "What's a Trunk and Treat, you ask?" It's an exciting hunt for treats tucked in the trunks of cars on their lot. Eau Claire Ford Lincoln Mercury employees, along with Chippewa Valley businesses, decorate and fill trunks with all kinds of Halloween goodies, and the kids (and sometimes their parents and grandparents) scamper from trunk to trunk looking for the very best of the treats!

The staff encourages everyone to wear their Halloween costumes, (especially parents and grandparents who may wish to remain incognito as they gobble up some of the goodies), and be the first to arrive for the festivities. The fun is free and easy to find - just look for the Halloween inflatable and listen for the spooooooky sounds!

October 26 from 6pm to 8pm at Eau Claire Ford!



FINAL 2009 SALES TASK FORCE MEETING - DON'T MISS IT!

Mark your calendars now...Wednesday, November 18, Plaza Hotel, noon!

Our September Sales Task Force meeting at the Metropolis Hotel, featuring guest speaker, Carlene Schultz of Schultz's Country Barn in Eleva, was our largest ever, and we're looking forward to an even greater turnout in November!

Visit Eau Claire hosts these meetings to bring together all those working within the area tourism industry to share our common experiences as well as discuss new tourism trends, prospective new business, business updates, creative ideas, our impressive successes (and what we learned from our infrequent failures), and perhaps most important of all, create an atmosphere of camaraderie and collegiality within our area's tourism community. We always welcome a guest speaker who addresses our common topical interests. At our November meeting, we'll be announcing our 2010 meeting schedule, and begin the process of selecting next year's meeting venues – they fill up fast because it's a great way to showcase your property to your industry peers.

Did we mention lunch and the exchange of tantalizing tidbits? We do that, too – now, all we need is you!

If you need more information regarding attendance or hosting a meeting, please contact Michael Strubel, Sports Sales Manager at 715-832-0027 or Michael@visiteauclaire.com.

FYI

As we mentioned in our last *Member-2-Member* email, beginning this month, we are combining our *Member-2-Member* publication with our quarterly newsletter, *In The Loop* to produce one monthly online publication.

We wish to thank this month's *Member-2-Member* sponsor, Holiday Inn Express and Holiday Inn Campus Area!

[Click here for information on their great New Year's Eve special!](#)

Our blog's the best! And it's so easy to access – just log on to our website, www.visiteauclaire.com, click on *Meet Our Travel Advisors*, and instantly connect with local experts who know the latest and greatest about the Eau Claire area. The information is updated monthly so, if you haven't checked in lately, you're behind the times! Interested in contributing to the blog? Just call Kirsten at Visit Eau Claire. And, because we're always looking for fabulous new things for our Travel Experts to experience, just let us know if your business would like to donate attraction passes, gift certificates or an overnight stay; many members have, and we appreciate them all. To contribute to our blog or donate to our travel advisors, please contact Kristen at 715-832-0012 or kristen@visiteauclaire.com.

THE SPORTS PAGE

It was a super summer for sports in the Chippewa Valley, and our 2009 FLW Outdoors Walleye League Finals was the perfect finale! On September 17-19, the Eau Claire Area Sports Commission hosted the first ever-national level walleye tournament held in the Eau Claire area, and the second largest ever held on Lake Wissota. The top ten anglers and co-anglers, along with over 200 spectators, watched as the winning anglers took home the big prize with a total of sixteen pounds of fish! So much fun to see our Sports Commission continue it's winning ways!

The Eau Claire Area Sports Commission is hosting the 2010 WI Amateur Softball Association State Tournament for girls. With over one hundred teams participating, this tourney typically generates in excess of \$1 million dollars of economic impact to the host community!

Never content to rest on its laurels, the Eau Claire Area Sports Commission sponsored it's 1st Annual Battle of the Borders Golf Scramble and Tailgate fundraiser, October 5 at Wild Ridge Golf Course in Eau Claire. Over ninety-seven golfers and tailgaters spent a glorious fall day bidding on donated silent auction goods and services worth \$5,000, winning door prizes, and partying in preparation for the "Big One." At the end of the day, the Gator Garb golf team garnered top honors, posting the best overall score. Our lucky Grand Prize winner was Matt Boos who won two tickets to the Packer vs. 49ers game on November 22. What a day – and we owe our corporate sponsors, **Charter Media, Clear Channel Radio, Park Ridge Distributing** and **Wild Ridge Golf Course** a huge measure of gratitude for their unwavering support!



Gator Garb Golf Team displaying their 1st Place plaques!



Golfers from both sides of the border with Visit Eau Claire mascot "Chip"!



Pre-Game Tailgate Party!

We wish to express our sincere appreciation to the following Hole Sponsors for their contribution to the success of our event!

Hole 1: Park Ridge Distributing

Hole 2: Corporate Sponsor-Charter Communicarions
www.chartercom.com

Hole 4: Eau Claire Lawn Service
www.eclawn.com

Hole 5: Metropolis Hotel
www.metropolishotel.com

Hole 6: Eau Claire Children's Theatre
www.ecct.org

Hole 11: Spectrum Insurance Group
www.spectruminsgroup.com

Hole 12: Saratoga Liquor
www.saratogaliquor.com

Hole 13: Eau Claire Regional Arts Center
www.eauclairearts.com

Hole 14: Corporate Sponsor-Charter Media
www.chartermedia.com

Hole 16: Durand Builders
www.durandbuilders.com

Hole 7: Market & Johnson
www.market-johnson.com

Hole 17: Marshfield Clinic
www.marshfieldclinic.org

Hole 8: Royal Construction
www.royalbuilt.com

Hole 18: Gator Garb
www.gatorgarb.net

Hole 10: Corporate Sponsor-Clear Channel
www.eauclaireradio.com

We gratefully acknowledge the following businesses and individuals whose generous donations made our fundraiser such a rousing success – it couldn't have happened without you!

Alliance Bank
Altoona Family Restaurant
America's Best Value Inn
Arrowhead Country Club
Baiers Bar
Bob Heller
Bravo Salon and Spa
Brent Douglas
Burger King
Burrachos
Cabin Ridge Rides
Caddyshack
Charter Bank
Children's Museum
Country Jam
Culligan Water
Dinner's On
Durand Builders
Eau Claire Chamber of Commerce
Eau Claire Children's Theatre
Eau Claire Crush
Eau Claire Golf and Country Club
Eau Claire Indoor Sports Center
Edina Realty
Famous Dave's
Fanny Hill
Fazoli's
Gator Garb
General Beverage
Gilbertson Financial
Gilligans Get-A-Ways
Go Girl
Gordy's County Market
Hahn's Market
Hampton Inn
Highland Fitness
Hillcrest Golf and Country Club
Holiday Inn-Campus Area
Holiday Inn Express
Indianhead Food Service
Jeff Staads
Ken Vance
Kwik Trip

L&M Mail Service
Leader-Telegram
Lincoln Supply
Loopy's
Mabel Tainter Theater
Menards Inc.
Muldoon's Men's Wear
Noodles & Company
Oakwood Mall
Obsession Chocolates
Ramada Convention Center
Red Lobster
Red's Eating and Drinking
Send Out Cards
Silver Spring Foods, Inc.
Simply Cakes
Sleep Inn & Suites
TGI Fridays
The Plaza Inn & Suites
Troy Burne Country Club
UWEC
Wagner's Lanes
Whispering Emerald Ridge
YMCA

WHO'S IN TOWN?

October

WI Register of Deeds Association
Fall Conference
10/6/09 - 10/9/09

Northwestern WI Education Association
10/7/09 - 10/9/09

WI Department of Public Instruction (DPI)
Childcare Conference
10/8/09 - 10/9/09

Girlfriend Getaways
10/10/09 - 10/11/09

University of Wisconsin-Eau Claire
Board of Regents Meeting
10/14/09 - 10/16/09

WI Women in Government
I Women in Government
10/15/09

American Legion Auxiliary-Department of Wisconsin
Fall Forum
10/16/09 - 10/18/09

ECCT Harvest Hustle
10/17/09

WI Association for Environmental Education
Fall Conference
10/20/09 - 10/24/09

WI Land Information Association (WLIA)
Fall Regional Meeting
10/22/09 - 10/23/09

IKF Kickboxing
Rumble in the Valley
10/23/09

US Tennis Association

Eau Claire YMCA Tennis Tournaments
10/28/09 - 10/31/09

Eau Claire Area Youth Basketball Association
Girl's Tip-Off Tournament
10/31/09 - 11/1/09

November

WI Department of Health & Family Services
Training Seminar
11/3/09 - 11/4/09

WI Honey Producers Association
Annual Convention
11/5/09 - 11/8/09

Eau Claire Area Youth Basketball Association
Boy's Tip-Off Tournament
11/6/09 - 11/8/09

NW Synod of WI Evangelical Lutheran Church (ELCA)
Godstock
11/6/09 - 11/8/09