

Nicole Lyddy

From: Tamaya Jo Loewe JCEDC <tjoloewe@juneaucounty.com>
Sent: Wednesday, December 4, 2024 12:01 PM
To: Barb Hoilien; Diane Dahl; maml; Wendy Murphy (Brunner); Vicki Wards & Allen Sharp; Doug Linder; Ben Bader; Mary Bender; Daron J. Haugh; Nicole Lyddy
Cc: Jessica Bilski
Subject: Thank You GMTA for Sponsoring State Fair Tourism Booth 2024!
Attachments: 240815 Record Breaking 2024 Wisconsin State Fair.pdf

Greetings Everyone,

Thank you again for sponsoring the Juneau County Tourism Booth at the 2024 State Fair on Sunday, August 11. It was a record-breaking year for attendance, seeing 1,136,805 visitors! This number even broke pre-covid attendance totals! And the Wisconsin Products Pavillion building where we were set up alongside of Travel Wisconsin (State Dept of Tourism) hosted over 81,000 visitors on this day alone.

Two free AirBnB stays at cabins on Castle Rock Lake were donated as Grand Prizes to elicit a qualified email database of potential tourists to our area, and hundreds of freebies/ swag items were also shared freely. We distributed the Mauston Visitor's Guide as well as the Juneau County Guide and other local promo materials.

Everyone involved donated their time and efforts in traveling to Milwaukee and working shifts at the booth. GMTA's sponsorship helped cover some of their travel and lodging costs and the booth rental.

While we don't have an easy metric to measure how many people will visit the Greater Mauston Area as a result of this tourism booth event, the investment cost is just pennies on the dollar because of our partnership with Travel Wisconsin and our dedicated volunteers. We are open to partnering with GMTA on a geofencing platform (like Placer.ai that Daron has proposed previously) should that interest you down the road.

We are truly grateful for all the tourism promotion and support GMTA does in our area!

Regards,

Tamaya



Tamaya Jo Loewe, Executive Director

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Broadband Planning & Advisory Team, Castle Rock Lake Waterfest, Community Action Teams for Jobs/Economy/Housing/Childcare, Government Opportunities Business Conference, Inventors & Entrepreneurs of Juneau County, Juneau County Community Center, Juneau County Visitors Guide, Volk Field Community Council, Wisconsin Procurement Institute, and Wisconsin Workforce Ambassador Program)