

**Cover Page**  
**Greater Richland Tourism Grant Program Application**

Project Title: **Clean-up and Maintenance of the Pine River**

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Full Legal Name of Applicant/Organization: **Southwest Partners**

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Applicant's Address: **1313 W Seminary St, Richland Center, WI 53581**

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Name of Primary Contact: **Dale Bender/Mick Cosgrove**

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Telephone: **(608) 604-4947**

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Email: [dale.bender63@gmail.com](mailto:dale.bender63@gmail.com) [michael.j.cosgrove@ampf.com](mailto:michael.j.cosgrove@ampf.com)

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Website: **<https://www.richlandcenterwi.gov/parksrec/page/pine-river>**

Location of Project: **15 Miles of the Pine River, from Rockbridge County Park to Mill Pond Park in Richland Center**

Event Date(s): **05/23 thru 09/23**

Intended Ad Placement (List Publication and Location with Sample wording/ad Layout): **This project does not have direct advertising, as this is a working project to provide a safe and navigable Pine River for guests of the area and is an improvement to a tourism activity. However, this activity does allow Greater Richland Tourism to advertise the kayak opportunity to potential guests from within a 300-mile radius.**

Description of event or activity and how it relates to tourism:

**Kayaking the Pine River has become one of the top 5 activities available for our guests to enjoy in the Richland County area. Each winter, due to flooding and high-water events, the Pine River becomes blocked with downed trees and other debris. Each year, it is required to clean a safe channel of the Pine River for kayaks and canoes to provide a safe experience.**



Projection of the project's ability to generate overnight stays or improve the transient visitor's experience:

**The potential for overnight stays is significant, with over 13 million residents living within the 300-mile target radius of the Greater Richland Area. Kayaking has become an extremely popular activity for outdoor enthusiasts, and with our proximity to the dense urban areas of Chicago, Minneapolis/St Paul, and Milwaukee, an attractive and safe Pine River is an excellent opportunity to attract those guests to our area.**

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**Target Audience: All outdoor enthusiasts  
residing within a 300-mile radius of  
Richland County.**

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Total Event Budget:	<b>\$5,000</b>	Amount for Advertising:	<b>\$0</b>
In-Kind Value:	<b>\$3,000</b>	Grant Request:	<b>\$2,000</b>

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To be completed by the applicable Tourism  
Commission:

Award ☐ NO Explanation:

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☐ YES Amount of Award:

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Tourism Meeting Agenda Date: \_\_\_\_\_ Date of Approval: \_\_\_\_\_

Signature of Commission Chair \_\_\_\_\_

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