



Snowmobile Capital of the World ★ ATV/UTV Capital of Wisconsin ★ Hockey Capital of Wisconsin

***EAGLE RIVER AREA ROOM TAX COMMISSION
AGENDA NOTICE (4/10/26)***

A SPECIAL MEETING OF THE EAGLE RIVER AREA ROOM TAX COMMISSION WILL
BE HELD WEDNESDAY, APRIL 15, 2026 AT 9:30 am AT THE EAGLE RIVER CITY
HALL, 525 E. MAPLE STREET IN EAGLE RIVER

- 1) Call to order
- 2) Roll call
- 3) Discussion and possible action on the following agenda items
 - a) Review and Approval of Grant Program Funding Recommendations
 - i) **Eagle River Fire Dept**, \$24,600 for the Eagle River Ice Castle
 - ii) **Eagle River Revitalization Program**, \$50,000 Highway 45 (Railroad St) Bike/Ped crossing at Spruce Street (Riverview Park)
 - iii) **SnoEagles**, \$12,500 for the purchase of two (2) Verkaba Outdoor Remote Live Feed Cameras
 - iv) **United Lower Eagle River Chain of Lakes Commission**, \$24,000 for Eurasian Water Milfoil hand harvesting
 - v) **Vilas County Economic Development Corporation**, \$10,000 for Riverside Park Development
 - vi) **Warehouse Arts Center**, \$7,729.22 for courtyard improvements
- 4) Adjourn

Please note that, upon reasonable notice, at least 24 hours in advance, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information to request this service, please contact the City Clerk's Office at 715-479-8682 ext. 222, 525 E. Maple Street, P.O. Box 1269, Eagle River WI 54521

Robin Ginner

From: Peter Anderson <peter@andersonfamilyinsurance.com>
Sent: Monday, April 6, 2026 9:41 AM
To: Robin Ginner
Subject: 1 of 4 Fwd: Eagle River Tourism Promotion and Development Grant Committee Meeting
Attachments: Mail Attachment.ics; Eagle River Fire De[pt] Tourism Grant March 2026.pdf; Eagle River Revitalization Program Tourism Grant - March 2026.pdf; SnoEagles Tourism Grant March 2026.pdf

Ron asked me to forward these to you. We have not been able to get the grant committee to go through these so the full commission will need to go through them and make the final decision next week.

Please let me know if you have any questions.

Peter

1 of 4

Begin forwarded message:

From: "Kim Emerson" <kim@eagleriver.org>
Subject: **Eagle River Tourism Promotion and Development Grant Committee Meeting**
Date: March 25, 2026 at 3:14:45 PM CDT
To: "Brianna Agree- Wild Eagle Lodge" <gm@wildeaglelodge.com>, "Kim Emerson - Chamber" <kim@eagleriver.org>, "Laura Koranda" <laura@eaglewaters.com>, "Peter Anderson" <peter@andersonfamilyinsurance.com>, <ronsdays@yahoo.com>

Tourism Promotions and Development Grant Committee:

Attached are the grants received for the March 2026 round of grants. Please review and have ready for the committee meeting who you believe should be funded, at what level and why. After your motions are made at your meeting, Peter Anderson will take your recommendations to the Room Tax Commission for funding.

Please contact Peter Anderson peter@andersonfamilyinsurance.com if you cannot attend this meeting. 3 of the four members must be present to create a quorum.

I will not be at the meeting as I have resigned my position due to health reasons as of March 31st.

Thank you for all you have done in the past and will be doing in the future. I am going to miss working with you.

Best wishes to all of you.
Kim



Eagle River Tourism Promotion and Development Grant Application

Date: 25 March 2025

Name of Applicant Organization: Eagle River Fire Department

Address: 820 E. Pine St.

City: Eagle River State: WI Zip Code: 54521

Not-For-Profit Federal Identification Number: CES# 057278

Name of Organization's Representative: ~~Michael Anderson~~ Jim Randall

Title: Chief

Primary Phone Number: ~~(715) 891-1497~~ 715-479-8835

E-mail: ~~MichaelAndersonER28@gmail.com~~ jimrandall041@gmail.com

Is it okay for us to communicate with you via email: Yes No

Purpose of Organization: Public Safety

Event/Project Title: Eagle River Ice Castle

Grant Amount Requested: \$24,600

Total Cost of the Event/Project: \$37,200

Signature of Organization's Representative:



(Signature)

25 March 2025

(Date)

Please Check the Type of Event/Project:

- One time/One-of-a-Kind Event/Project
 - So unique that the likelihood of this being repeated is minimal, but this project must still be able to bring a sufficient amount of tourism to the Eagle River Area.
- New/Recurring Event
 - A New Event that has not previously been held in the Eagle River Area. This is an event the applicant intends to repeat regularly.
 - "WOW" type events and projects located outside our normal area that could have a positive impact on the Eagle River area may be given considerations.
- Existing Event
 - Advertising campaign within a new geographic market directed at a new demographic audience. New markets, media and audiences should be chosen based on their potential to increase the events attendance.
- Capital Improvement/Building Project/Tourism Infrastructure
 - In addition to the base application, you will need to complete the Capital Improvement Projects Section.

Submit Answers for the Following: *See Attached*

1. Provide a detailed description of the Event/Project, including answers to the following questions.
 - a. Title of the event/project
 - b. Provide a description of the event/project
 - c. What is the purpose of the event/project?
 - d. What are the goals of the event/project?
 - e. What makes this event/project special or important?
 - f. What will the visitor experience at the event/project? How much time will the visitor spend at the event/project?
 - g. Is the event/project unique to the Eagle River area or Wisconsin?
 - h. How will this event/project enhance tourism, our ability to attract visitors and improve tourism in the Eagle River area?
2. Describe in detail how the event/project will be marketed to the visiting public, including answers to the following questions.
 - a. Who is the target audience?
 - b. How large do you anticipate your marketing budget to be? Describe in detail how you will market to the visiting public.
 - c. What type of sales, advertising and promotions will you do?
 - d. Who will provide you with the marketing expertise you need?
 - e. What plans do you have for cross promotions?
3. Estimate how many people will be attracted to the Eagle River area for this event/project.

4. What impact will the event/project have on our tourism economy?
 - a. How many overnight stays will it generate in the first year?
 - b. How many overnight stays will it generate in years 2 and 3?
 - c. What is the anticipated growth of this event/project? How did you calculate the anticipated growth of this event/project?
 - d. Estimate and describe the economic impact this event/project will have on local businesses.
5. Are there other community organizations, groups, or tourism related businesses with which you will collaborate with for this event/project?
6. Provide a detailed budget for your event/project including anticipated revenue sources and expenditures other than grant funds?
7. How will you raise funds to complete your event/project?
8. How will funds obtained through the Eagle River Tourism Promotion and Development Grant be used for your event/project?
9. How will you recognize the support of the Eagle River Tourism Promotion and Development Grant?

Please provide any additional information you would like to share for consideration of your request. (This applies to both Event and Capital Improvement requests.)

Budget Outline: *See attached*

Amount Requested from the Grant:

Description of what the grant money will be used for:

Event/Project Budget: list the source and the amount

Anticipated Income: including donations (Monetary and/or In Kind)

Anticipated Expenses:

- Promotional
- Operational

Total Revenue:

Total Expenses:

Net Income (Loss)

Capital Improvement Projects: *See attached*

1. Give a detailed description of the project.
 - a. What will it look like?
 - b. When will it be open to the public?
 - c. Is this a new project or an expansion of an existing project?
2. Has there been a feasibility and/or marketing study for this project? If so, please share what you learned. If not, what has been done to determine the likelihood of success for this project?

3. Describe in detail your operational/management plans for this project once this project is complete. Be sure to include information on the following:
 - a. How will this project be staffed and how experienced will your staff be for this project?
 - b. How will you insure adequate operational funding for the continuance of this project?
 - c. How will you maintain this project into the future?
4. What is the useful life of this project?
5. Who will be the legal owner of the project site once developed? Describe the relationship between the owner and the applicant for this grant?
6. Will construction for this project require any additional construction of: public facilities (sewage, buildings, roads, etc.) and/or public utilities? Explain.
7. Is there municipal, county or state support for this project? If so, describe the kind of support this project will be receiving.
8. How is the progress of your fundraising efforts for this project going? How much have you raised and how much more do you need to raise? Describe your plan to raise the needed funds.
9. How do you envision your organization working with the Eagle River Area Chamber and Visitors Center once this project is completed – promotions, etc.?

Please provide any additional information you would like to share for consideration of your request.

1. Provide a detailed description of the Event/Project, including answers to the following questions.

a. Title of the event/project: Eagle River Ice Castle Capital Improvement Project

b. Describe the event/project: The Eagle River Ice Castle is an iconic winter attraction that draws thousands of visitors to the area each year. The project aims to repair and replace essential equipment used in the construction and maintenance of the Ice Castle, ensuring its continued viability and appeal.

c. What is the purpose of the event/project?: The project aims to maintain and enhance the Eagle River Ice Castle, a significant regional tourism draw.

d. What are the goals of the event/project?: The goals of the project are to:

- Repair or replace damaged and lost equipment.
- Improve the efficiency and safety of Ice Castle construction.
- Ensure the long-term sustainability of the Ice Castle tradition.

e. What makes this event/project special or important?: The Eagle River Ice Castle is a unique and cherished tradition from 1933. It symbolizes community pride and is a significant attraction for winter tourism in the Northwoods.

f. What will the visitor experience at the event/project? How much time will the visitor spend at the event/project?: Visitors will experience the awe-inspiring sight of a massive castle made entirely of ice. They can walk around the structure, take photos, and appreciate the craftsmanship involved in its creation. Most visitors also visit other businesses in the Eagle River Area

g. Is the event/project unique to the Eagle River area or Wisconsin?: While other ice castles exist in North America, the Eagle River Ice Castle has a long and rich history, making it a unique and significant attraction in Wisconsin.

h. How will this event/project enhance tourism, our ability to attract visitors, and tourism in the Eagle River area? The Ice Castle is a major tourist attraction in Eagle River, attracting thousands of visitors annually. By maintaining and improving the Ice Castle, we ensure its continued appeal, contributing to the region's economic vitality.

2. Describe in detail how the event/project will be marketed to the visiting public, including answers to the following questions.

a. Who is the target audience?: The target audience includes families, couples, and individuals interested in winter activities, outdoor attractions, and unique experiences.

b. How large do you anticipate your marketing budget to be? Describe in detail how you will market to the visiting public. The marketing budget is limited. We will promote the Ice Castle using social media platforms, local media outlets, and the Chamber of Commerce website. Our social media campaign reached approximately 3.9 million people during construction in 2025, with individual posts receiving up to 1 million views. Additionally, we will leverage earned media through press releases and partnerships with travel bloggers and influencers.

c. **What type of sales, advertising, and promotions will you do?** We will promote the Ice Castle through social media advertising, local newspaper ads, and radio spots. Additionally, we will offer discounts and promotions through partnerships with local businesses.

d. **Who will provide you with the marketing expertise you need?:** The Eagle River Fire Department will provide marketing support.

3. Estimate how many people will be attracted to the Eagle River area for this event/project.: The Ice Castle attracts an average of 10,000 visitors annually.

4. What impact will the event/project have on our tourism economy?

a. **How many overnight stays will it generate in the first year?:** We have no idea

b. **How many overnight stays will it generate in years 2 and 3?:** We have no idea

c. **What is the anticipated growth of this event/project? How did you calculate the anticipated growth of this event/project?:** We have no idea.

d. **Estimate and describe the economic impact this event/project will have on local businesses.:** No estimate

5. Are there other community organizations, groups, or tourism related businesses with which you will collaborate with for this event/project?: Yes, we will collaborate with the Eagle River Area Chamber and Visitors Center, local businesses, and volunteer organizations.

6. Provide a detailed budget for your event/project including anticipated revenue sources and expenditures other than grant funds?:

Anticipated Income:

- Donations: \$6,600
- In-Kind Contributions: \$6,000

Anticipated Expenses:

- One-time Equipment Purchase and Repair: \$30,600
 - Itemized List

▪ Floodlights	\$500
▪ Hand Ice Saws	\$400
▪ Powered Ice Saw	\$2700
▪ Ice Block Shaver	\$5000
▪ Shaver motor	\$1000
▪ Forklift Repairs	\$11,000
▪ Ice Spuds	\$500
▪ Chainsaw	\$700
▪ Conveyor motor	\$1000
▪ ISU 90 Storage container	\$1000
▪ Retractable Lanyards	\$1460
▪ Safety Harnesses	\$340
▪ Work Platform	\$5000

- 2024 Expenses
 - Labor: \$3,200
 - Equipment and supplies: \$3,400
- One-time Equipment Purchase and Repair: \$30,600
- Total Anticipated 2025-2026 Expenses: \$37,200

7. How will you raise funds to complete your event/project?: We will raise funds through donations.

8. How will funds obtained through the Eagle River Tourism Promotion and Development Grant be used for your event/project? The grant funds will be used to repair or replace essential equipment used in the construction and maintenance of the Ice Castle.

9. How will you recognize the support of the Eagle River Tourism Promotion and Development Grant?: We will identify the grant support through signage at the Ice Castle, acknowledgments on social media and our website, and mentions in press releases and media coverage.

Anticipated Income:

- Donations: \$6,600
- In-Kind Contributions: \$6,000

Anticipated Expenses:

- One-time Equipment Purchase and Repair: \$30,600
 - Itemized List

▪ Floodlights	\$500
▪ Hand Ice Saws	\$400
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- 2024 Expenses
 - Labor: \$3,200
 - Equipment and supplies: \$3,400
- One-time Equipment Purchase and Repair: \$30,600
- Total Anticipated 2025-2026 Expenses: \$37,200

Capital Improvement Projects:

1. Give a detailed description of the project.

a. **What will it look like?:** The project will focus on repairing and replacing essential equipment, ensuring the continued construction and maintenance of the Ice Castle. We will also purchase critical safety equipment for safe operation while constructing the towers.

b. **When will it be open to the public?:** The Ice Castle is typically open to the public from late December/early January to early March, depending on weather conditions.

c. **Is this a new project or an expansion of an existing project?:** This is an improvement project for an existing attraction.

2. **Has there been a feasibility and/or marketing study for this project? If so, please share what you learned. If not, what has been done to determine the likelihood of success for this project?:** A formal feasibility study has not been conducted. However, the Ice Castle's long-standing popularity and proven track record as a tourism draw demonstrate its viability and potential for continued success. Our social media campaign reached approximately 3.9 million people during construction in 2025, with individual posts receiving up to 1 million views.

3. Describe in detail your operational/management plans for this project once this project is complete. Be sure to include information on the following:

a. **How will this project be staffed and how experienced will your staff be for this project?:** The Eagle River Fire Department will manage the project, which has extensive experience in constructing and maintaining the Ice Castle. The Eagle River Public Works Department will dispose of the castle at the end of the season which is typically in March.

b. **How will you ensure adequate operational funding for the continuance of this project?:** We will continue to rely on donations, in-kind contributions, and fundraising events to support the ongoing maintenance and operation of the Ice Castle.

c. **How will you maintain this project into the future?:** We have a preventative maintenance plan for all equipment and will continue to recruit and train volunteers to assist with the construction and maintenance of the Ice Castle. We have also included a weatherproof storage container to store the equipment.

4. **What is the useful life of this project?:** The Ice Castle is rebuilt annually. The equipment being repaired or replaced lasts 15 to 20 years. Except for the lights, we replace 10 to 15% per year.

5. **Who will be the legal owner of the project site once developed? Describe the relationship between the owner and the applicant for this grant?:** The project site is owned by the City of Eagle River. The Eagle River Fire Department has a long-standing agreement with the city to construct and maintain the Ice Castle on the site.

6. **Will construction for this project require any additional construction of: public facilities (sewage, buildings, roads, etc.) and/or public utilities? Explain.:** No, the project requires no additional public facilities or utility construction.
7. **Is there municipal, county or state support for this project? If so, describe the kind of support this project will be receiving.:** The City of Eagle River and the Eagle River Area Chamber and Visitors Center support the project. The city provides the site for the Ice Castle, and the Chamber assists with marketing and promotion.
8. **How is the progress of your fundraising efforts for this project going? How much have you raised and how much more do you need to raise? Describe your plan to raise the needed funds.** We are a tax-funded organization, so funds for the Ice Castle are appropriated yearly through a property tax levy. We solicit donations for the Ice Castle to offset the cost to the taxpayers. In 2025, we received \$12,175.87 in donations, which offset the cost of floodlights, the new saw, specialty equipment, and labor.
9. **How do you envision your organization working with the Eagle River Area Chamber and Visitors Center once this project is completed - promotions, etc.?:** We will continue to work closely with the Chamber to promote the Ice Castle through their website, social media channels, and marketing materials.
10. **Please provide any additional information you would like to share for consideration of your request.:** The Eagle River Ice Castle is a vital part of our community's identity and a significant contributor to our local economy. This project will ensure the long-term sustainability of this cherished tradition, allowing us to continue to attract visitors and generate economic benefits for our area.

<u>Itemized List of Request</u>	=	<u>\$24,600</u>
A. Floodlights		\$500
B. Hand Ice Saws		\$400
C. Powered Ice Saw		\$2700
D. Ice Block Shaver		\$5000
E. Shaver motor		\$1000
F. Forklift Repairs		\$5000
G. Ice Spuds		\$500
H. Battery Powered Chainsaw		\$700
I. Conveyor motor		\$1000
J. ISU90 Storage container		\$1000
K. Retractable Lanyards		\$1460
L. Safety Harnesses		\$340
M. Work Platform		\$5000



Eagle River Tourism Promotion and Development Grant Application

Date: January 6, 2026

Name of Applicant Organization: Eagle River Revitalization Program

Address: 525 E. Maple Street

City: Eagle River State: WI Zip Code: 54521

Not-For- Profit Federal Identification Number: 39-1970671

Name of Organization's Representative: Jo Ann Simons

Title: Executive Director

Primary Phone Number: 715-477-0645

E-mail: director@eagleriverrevitalization.org

Is it okay for us to communicate with you via email: Yes No

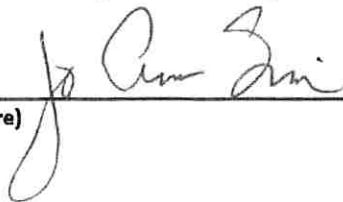
Purpose of Organization: Revitalize the city of Eagle River and its businesses through Grants and Fundraising

Event/Project Title: The Hwy 45 Crossing for tourists of Eagle River who are on snowmobiles, are pedestrians or on bicycles

Grant Amount Requested: \$50,000

Total Cost of the Event/Project: _____

Signature of Organization's Representative:


(Signature)

2-2-26
(Date)

Please Check the Type of Event/Project:

One time/One-of-a-Kind Event/Project

- So unique that the likelihood of this being repeated is minimal, but this project must still be able to bring a sufficient amount of tourism to the Eagle River Area. **New/Recurring Event**
- A New Event that has not previously been held in the Eagle River Area. This is an event the applicant intends to repeat regularly.
 - "WOW" type events and projects located outside our normal area that could have a positive impact on the Eagle River area may be given considerations.

Existing Event

- Advertising campaign within a new geographic market directed at a new demographic audience. New markets, media and audiences should be chosen based on their potential to increase the events attendance.

Capital Improvement/Building Project/Tourism Infrastructure

- In addition to the base application, you will need to complete the Capital Improvement Projects Section.

Submit Answers for the Following:

1. Provide a detailed description of the Event/Project, including answers to the following questions.
 - a. Title of the event/project
 - b. Provide a description of the event/project
 - c. What is the purpose of the event/project?
 - d. What are the goals of the event/project?
 - e. What makes this event/project special or important?
 - f. What will the visitor experience at the event/project? How much time will the visitor spend at the event/project?
 - g. Is the event/project unique to the Eagle River area or Wisconsin?
 - h. How will this event/project enhance tourism, our ability to attract visitors and improve tourism in the Eagle River area?
2. Describe in detail how the event/project will be marketed to the visiting public, including answers to the following questions.
 - a. Who is the target audience?
 - b. How large do you anticipate your marketing budget to be? Describe in detail how you will market to the visiting public.
 - c. What type of sales, advertising and promotions will you do?
 - d. Who will provide you with the marketing expertise you need?
 - e. What plans do you have for cross promotions?
3. Estimate how many people will be attracted to the Eagle River area for this event/project.

Tourism Promotion & Development Grant Application

Funding for the development of safe bicyclist, snowmobile, pedestrian and ATV/UTV crossing in Eagle River

Eagle River's location attracts large numbers of visitors each year who enjoy the many benefits of Eagle River's recreational activities. Eagle River, being the county seat of Vilas County, is a popular hub in Wisconsin's Northwoods for snowmobilers, hikers, bicyclists, and ATV/UTV vehicles. Another large draw for Eagle River visitors are the many events Eagle River hosts throughout the year.

I am asking for funding to cover the expenses for a one-time, one-of-a-kind project to provide a safe passageway for pedestrians and bicyclists to utilize when in Eagle River. A signalized crossing at Spruce Street and Bridge Street will create a safe, accessible connection for non-motorized trail users between the Three Eagle Trail, Eagle River's downtown district, Riverview Park, and the planned River Trail/Heart of Vilas connection. Once the connection to the Heart of Vilas Trail is put into place it will generate additional revenue for the city of Eagle River and its many businesses and events. Funding this application is essential to ensuring safe, well-designed crossings in Eagle River that serve pedestrians, bicyclists, and snowmobilers now and into the future.

This revenue will continue to increase through the next several years due to the increased popularity of the health benefits and the desire of summer visitors to be outdoors. In fact, a Boulder Junction Hotel owner reported that last summer, bicyclists outnumbered her fishermen with overnights and extended stays at her hotel.

The Three Lakes Visitors Bureau and Boulder Junction Chamber have released 2025 data which reports that 10,000 bicyclists utilized the Three Eagles Trail creating \$2 million in revenue generation with a large portion being spent in the Eagle River economy. The Boulder Junction Chamber of Commerce survey reported that the Bicyclist population indicated a desire to be able to connect to more communities.

Statistics from the 2025 Vilas County Trail Marker system indicate the Vilas Bike Trail System attracted 160,000 cyclists in 2025. This makes a significant contribution to the local tourism industry. The Vilas Bicycle Trail System has generated \$27.6 million in revenue for the county last year. An online survey which collected 144 responses and provided direct data on visitor behavior and motivations noted that on average, trail users spent \$188 per day. Overnight visitor spent more – approximately \$287 per day, with almost half (47%) staying one to three days, and more than 1/3rd staying seven days or longer, followed by 16% who stayed 4-6 days. More than 3/4s of the trail users came from out of

town. This survey also reported bicyclists outspend other groups of visitors to the area by 113%.

Currently the Three Eagle trail enters Eagle River from the south and ends at the existing crossing at USH 45. There is no official crossing here. There is, however, an unofficial crossing which consists of curb cuts and a thermoplastic-treated snowmobile crossing. This crossing is often used by pedestrians and cyclists but has led to many near misses and 11 property damage crashes in the 5-year span of September 2020 - 2025. A queuing study has been completed for this intersection and it has been found that the pedestrian volumes and USH 45 traffic volumes warrant the installation of rectangular rapid flashing Beacons.

The Great Headwaters Trail funded a \$25,000 study to identify the safest crossing configuration for all Eagle River visitors. Based on this analysis and Wisconsin Department of Transportation (WisDOT) recommendations, WisDOT has approved a proposed plan that maintains the existing angled snowmobile crossing, supplemented with appropriate signage and safety beacons. In addition, WisDOT has indicated its approval of a new pedestrian and bicycle crossing designed as a perpendicular (90-degree) crossing, beginning at the corner of Spruce Street and crossing to the west side of Highway 45. This realigned non-motorized crossing significantly improves visibility and safety for all users.

Additionally, an information kiosk and a refuge area for non-motorized users will be installed near the crossing intersection. These elements will be funded through a 2025 Vibrant Spaces grant awarded to the Eagle River Revitalization Program (ERRP), helping to advance and support implementation of this project.

The total estimated cost of this project is approximately \$160,000. The Eagle River Revitalization Program has secured a \$50,000 Vibrant Spaces grant to support the project; however, a \$50,000 local match is required in order to execute the grant agreement and proceed with bidding for construction in 2026. If the project is not completed in 2026, the grant funding will be forfeited. Accordingly, this application requests \$50,000 to serve as the required matching funds. The City is also awaiting confirmation from a private donor regarding an additional \$50,000 contribution to fully leverage available funding and complete the project.

Although this is not a fun project, it is a necessary step in the process of beginning a bike and pedestrian path which will benefit the City of Eagle River with additional bicycling enthusiasts, event attendees, pedestrians and families who will utilize this crossing in all the years to come.

Budget Outline for the Eagle River Crossing Project for One-Time Project			
ITEM DESCRIPTION	QUANTITY	UNIT COST	TOTAL COST
Removing Sidewalk	233 SY	\$ 20.00	\$ 4,666.67
Excavation Common	259 CY	\$ 20.00	\$ 5,185.19
Base Aggregate Dense 3/4 Inch	59 Tons	\$ 35.00	\$ 2,053.82
Base Aggregate Dense 1-1/4 inch	103 Tons	\$ 25.00	\$ 2,581.94
Asphaltic Surface	21 Tons	\$ 100.00	\$ 2,074.79
Concrete curb & Gutter 30-Inch Type A	40 LF	\$ 30.00	\$ 1,200.00
Concrete Sidewalk 6-Inch	325 SF	\$ 12.00	\$ 3,900.00
Curb Ramp Detectable Warning Field, Yellow	100 SF	\$ 60.00	\$ 6,000.00
Timber Fence	125 LF	\$ 80.00	\$ 10,080.00
Gate	2 EA	\$ 2,500.00	\$ 5,000.00
Mobilization	1 EA	\$ 7,500.00	\$ 7,500.00
Salvaged Topsoil	300 SY	\$ 5.00	\$ 1,500.00
Mobilizations Erosion Control	1 EA	\$ 400.00	\$ 400.00
Mobilization. Emergency Erosion Control	1 EA	\$ 7,500.00	\$ 7,500.00
Erosion Mat Class 1, Type B Urban	300 SY	\$ 3.00	\$ 900.00
Inlet Protection, Type C	10 EA	\$ 60.00	\$ 600.00
Fertilizer Type B	1.9 CWT	\$ 150.00	\$ 283.50
Seeding Mixture No. 40	81 LBS.	\$ 25.00	\$ 2,025.00
Posts Wood 4x6" x 12'	6 EA	\$ 100.00	\$ 600.00
Signs	60 SF	\$ 40.00	\$ 2,400.00
Traffic Control (Project)	1 EA	\$ 5,000.00	\$ 5,000.00
Marking Yield Line Epoxy 18 Inch	50 LF	\$ 40.00	\$ 2,000.00

Project Manual	Create a project manual which includes both contracting documents and technical specifications	\$ 3,600.00	\$ 3,600.00
Opinion of Probably Cost Bidding Services	Update material quantities and probable costs generated in original project	\$ 1,080.00 \$ 3,360.00	\$ 1,080.00 \$ 3,360.00
	Advertise Project in Lakeland Times		
	Set up the contract between ERRP and the Contractor		
Construction Services	Construction Administration	\$ 3,958.00	\$ 3,958.00
	Review contract materials and documents		
	Possible items include Insurance, bonding, base aggregate, asphalt, concrete, erosion control		
	Monitor scheduling		
	Coordinate disputes with contractor		



Eagle River Tourism Promotion and Development Grant Application

Date: March 24, 2026

Name of Applicant Organization: Sno-Eagles Snowmobile Club, Inc.

Address: P.O. Box 866

City: Eagle River State: WI Zip Code: 54521

Not-For- Profit Federal Identification Number: 39-1310524

Name of Organization's Representative: Cindy Fruhwirth and Doug Miller

Title: Secretary and Vice President

Primary Phone Number: (920) 213-3921 and (920) 390-0739

E-mail: Cindy@snoeagles.org and Doug@snoeagles.org

Is it okay for us to communicate with you via email: Yes No

Purpose of Organization: See page 1 attached

Event/Project Title: Purchase of two Verkada Outdoor Remote Live Feed Cameras

Grant Amount Requested: \$12,500

Total Cost of the Event/Project: \$14,011 plus \$100/month service plan and installation costs

Signature of Organization's Representative:

Cynthia D. Fruhwirth
(Signature)

3/24/2026
(Date)

Please Check the Type of Event/Project:

- One time/One-of-a-Kind Event/Project
 - So unique that the likelihood of this being repeated is minimal, but this project must still be able to bring a sufficient amount of tourism to the Eagle River Area.
- New/Recurring Event
 - A New Event that has not previously been held in the Eagle River Area. This is an event the applicant intends to repeat regularly.
 - “WOW” type events and projects located outside our normal area that could have a positive impact on the Eagle River area may be given considerations.
- Existing Event
 - Advertising campaign within a new geographic market directed at a new demographic audience. New markets, media and audiences should be chosen based on their potential to increase the events attendance.
- Capital Improvement/Building Project/Tourism Infrastructure
 - In addition to the base application, you will need to complete the Capital Improvement Projects Section.

Submit Answers for the Following:

1. Provide a detailed description of the Event/Project, including answers to the following questions.
 - a. Title of the event/project
 - b. Provide a description of the event/project
 - c. What is the purpose of the event/project?
 - d. What are the goals of the event/project?
 - e. What makes this event/project special or important?
 - f. What will the visitor experience at the event/project? How much time will the visitor spend at the event/project?
 - g. Is the event/project unique to the Eagle River area or Wisconsin?
 - h. How will this event/project enhance tourism, our ability to attract visitors and improve tourism in the Eagle River area?
2. Describe in detail how the event/project will be marketed to the visiting public, including answers to the following questions.
 - a. Who is the target audience?
 - b. How large do you anticipate your marketing budget to be? Describe in detail how you will market to the visiting public.
 - c. What type of sales, advertising and promotions will you do?
 - d. Who will provide you with the marketing expertise you need?
 - e. What plans do you have for cross promotions?
3. Estimate how many people will be attracted to the Eagle River area for this event/project.

4. What impact will the event/project have on our tourism economy?
 - a. How many overnight stays will it generate in the first year?
 - b. How many overnight stays will it generate in years 2 and 3?
 - c. What is the anticipated growth of this event/project? How did you calculate the anticipated growth of this event/project?
 - d. Estimate and describe the economic impact this event/project will have on local businesses.
5. Are there other community organizations, groups, or tourism related businesses with which you will collaborate with for this event/project?

6. Provide a detailed budget for your event/project including anticipated revenue sources and expenditures other than grant funds?

7. How will you raise funds to complete your event/project?

8. How will funds obtained through the Eagle River Tourism Promotion and Development Grant be used for your event/project?

9. How will you recognize the support of the Eagle River Tourism Promotion and Development Grant?

Please provide any additional information you would like to share for consideration of your request. (This applies to both Event and Capital Improvement requests.)

Budget Outline:

Amount Requested from the Grant:

Description of what the grant money will be used for:

Event/Project Budget: list the source and the amount

Anticipated Income: including donations (Monetary and/or In Kind)

Anticipated Expenses:

- Promotional
- Operational

Total Revenue:

Total Expenses:

Net Income (Loss)

Capital Improvement Projects:

1. Give a detailed description of the project.
 - a. What will it look like?
 - b. When will it be open to the public?
 - c. Is this a new project or an expansion of an existing project?
2. Has there been a feasibility and/or marketing study for this project? If so, please share what you learned. If not, what has been done to determine the likelihood of success for this project?

3. Describe in detail your operational/management plans for this project once this project is complete. Be sure to include information on the following:
 - a. How will this project be staffed and how experienced will your staff be for this project?
 - b. How will you insure adequate operational funding for the continuance of this project?
 - c. How will you maintain this project into the future?
4. What is the useful life of this project?
5. Who will be the legal owner of the project site once developed? Describe the relationship between the owner and the applicant for this grant?
6. Will construction for this project require any additional construction of: public facilities (sewage, buildings, roads, etc.) and/or public utilities? Explain.
7. Is there municipal, county or state support for this project? If so, describe the kind of support this project will be receiving.
8. How is the progress of your fundraising efforts for this project going? How much have you raised and how much more do you need to raise? Describe your plan to raise the needed funds.
9. How do you envision your organization working with the Eagle River Area Chamber and Visitors Center once this project is completed – promotions, etc.?

Please provide any additional information you would like to share for consideration of your request.



Sno-Eagles, Inc. Snowmobile Club

P.O. Box 866

Eagle River, WI 54521-0866

"Snowmobile Capital of the World®"

www.snoeagles.org



Purpose of Organization: "The purpose of the Sno-Eagles Snowmobile Club is to stimulate and advance the general welfare and safety of the sport of snowmobiling and to join the collective voice of the snowmobile enthusiasts for the proper recreational uses of snowmobiles on the land, in keeping with the protection, preservation, and enhancement of all natural and environmental resources and to promote tourism thereby maintaining and advancing the economic health of the community." – Sno-Eagles Snowmobile Club Bylaws

1. Description of Event/Project

Title: Purchase of two Verkada Outdoor Remote Live Feed Cameras

Tourists look for ways to determine the trail conditions when deciding where to go snowmobiling. If they could see live feed from two locations, they would be more likely to make plans to come to Eagle River to ride. These could be used all year to show UTV enthusiasts current conditions as well. Our Groomer Live feeds on Facebook generate an average of 7,000 – 8,000 views with the highest one reaching 35,000 views. There is definitely a great deal of interest in seeing what is happening in our area.

These cameras also have the capability to count traffic on the trails giving real time data. This would be extremely helpful to plan the grooming schedule and routes to keep the trails in excellent condition when they are being used heavily. The data will also be shared with businesses so they can plan for the heavy traffic times. This winter, gas stations ran out of premium gas and restaurants reported running out of food during some busy weekends as they were not prepared for the tremendous snowmobile traffic. The numbers can be useful to others promoting tourism or writing grants in our area as well.

We currently have cheap counters that have to be accessed manually to get data from the units. They also count whatever moves across the trails, so some data is hard to interpret. The Verkada cameras are AI enabled so they will be able to discern snowmobiles or UTVs on the trails to give accurate data.

Eagle River is uniquely recognized as "The Snowmobile Capital of the World ®" making it very important to live up to that motto. The sport of snowmobiling is the single largest tourism attraction to the Eagle River area during the winter months. The club is committed to advancing the economic health of the Eagle River community, and live feed cameras will help build excitement for our area attracting even more riders.

2. How the project will be marketed

The initial target audience will be snowmobiling enthusiasts across the mid-west. The club will post the live feed on our website and advertise it through social media, livestreamed membership meetings, and the club's e-newsletter. Currently, our Facebook page has almost 18,000 followers and had 337,786 views in 28 days (Feb. 24 – March 23). We will collaborate with the Chamber of

Commerce, the Vilas County Tourism & Publicity Director, SnowTracks.com, and Travel Wisconsin to put links for the live feed on their websites, if possible.

We reached out to the Landover UTV club to see if they want to collaborate on this project, but they have not responded. If this grant is awarded, we will still offer them the opportunity to take over the service plan for the live feeds after our season ends to have them available all year.

We will also market with an article in the Association of Wisconsin Snowmobile Clubs magazine and a press release in the local paper. The marketing expertise will be provided by members of the club with marketing experience.

3. Estimate of how many people will be attracted to the area

Eagle River is a premier snowmobile destination in North America and is recognized by the Association of Wisconsin Snowmobile Clubs (AWSC) as a Snowmobile Friendly City. The Department of Tourism features Eagle River as the place to come for snowmobiling on the Travel Wisconsin website: <https://www.travelwisconsin.com/stories/10-things-to-do-this-winter-in-wisconsin> and as the first of "6 Amazing Snowmobile Spots" in this article: <https://www.travelwisconsin.com/stories/6-amazing-snowmobiling-spots-in-wisconsin>. In addition, *Chicago on Vacation* highlights Eagle River as a prime place for a winter destination with snowmobiling as the featured attraction: <https://www.wttw.com/chicago-on-vacation/destinations/wisconsin/northwoods>. Live cameras can reinforce these messages and attract new winter tourism.

Our current trail counters showed that 4,501 snowmobiles crossed our trails at one or more location on Jan. 31 and 4,629 on Feb. 7 alone this year, and over 2500 almost every other Saturday. Fridays have about ¾ of the Saturday numbers and other weekdays show around 800 or more sleds consistently. From another perspective, 52,326 total snowmobiles passed our six counters from Dec. 19 through Feb. 20. The Dairy Queen counter alone had 27,237 and the Circle K north gas station counter had 23,387 during that timeframe. This data shows there are a substantial number of tourists in our area since our small city has a population of less than 1700 people.

4. Impact the project will have on Eagle River tourism economy

Snowmobiling in Eagle River is a vital part of the economy. While new overnight stays will certainly be generated, it is also essential to maintain robust winter tourism. Local businesses thrive in the winter because trails are well groomed and maintained. Prior to the advent of the snowmobile clubs and snowmobile trail system in 1960's and 70's, area businesses were forced to shut down for the winter months.

Typically, only snowmobile clubs in the far northern part of Wisconsin are able to keep their trails open due to lack of snowfall throughout most of the state. Eagle River is a prime location to capitalize on that as snowmobilers from all over the state and beyond flock here for their sport and recreation. The Sno-Eagles members are a subset of the snowmobilers that visit our area. Among them, more than half come from further than 100 miles away. Almost a quarter are from out of state as far away as Arizona, Florida, and Tennessee with 9 different states represented. Eagle River attracts riders from all over the United States.

Information in the International Snowmobile Manufacturers Association's yearly *Snowmobiling Fact Book* shows that the average snowmobiler spends \$2,500 each year on snowmobile-related

recreation. Their data also indicates that Wisconsin has the more registered snowmobiles than any other state at 224,665 (up from 212,369 last year). We certainly want to attract as many of these enthusiasts to our area as possible so they can spend their money in our community.

According to the WI Department of Tourism, tourism's economic impact in 2024 of \$25.8 billion was the third consecutive record breaking year with 114.4 million visits to Wisconsin. Snowmobiling brings some of these visits and dollars to our community. If you speak to business owners in our area, they will tell you that this winter has been a banner season for them, especially after the last two low or no snow winters. With trails opening already on Dec. 19, we had ample time for guests to visit our area and contribute heavily to our economy.

According to statistics from the Vilas County Department of Forestry, Recreation, & Land there are 501 miles of funded trails across 11 clubs in Vilas County and the Sno-Eagles groom 13.5% of those – which is a much larger share than most clubs that average 45.5 miles. This also means more tourists are in this area. In addition to the 68.7 miles of funded trails, the club grooms 12 miles of unfunded trails absorbing all costs for grooming and maintenance which gives snowmobilers a reason to spend even more time in our area and reach more local businesses.

5. Collaboration with community organizations for this project

As stated, we will reach out to the Landover UTV club to see if they want to manage the cameras outside of the snowmobile season so there will be live feed all year. As businesses learn that we have counters on the trails, they have been asking for data. We will make the information from the counters available to anyone that would find it useful for planning, promotion, and/or grant writing.

6. Budget for this project

Cost to purchase two Verkada Outdoor Remote 512GB cameras with backup batteries, solar panels and 5 year license:

Price: \$14,011

Less Grant funds: 12,500

Remaining club expenses: \$ 1,511 plus installation costs and the Verizon cell service data plan that will cost approximately \$100 per month.

The club will generate the remaining necessary revenue from sources listed in number 7 below. A share of that revenue will be used to support this purchase. The club has a loan balance of \$153,140 from past purchases of groomers and \$123,000 of budgeted expenses for the fiscal year. The bulk of fundraising is used to cover these expenses.

7. How funds will be raised to complete the project

This year the Sno-Eagles are adding Cranberry Fest parking to our other fundraising activities which include:

- Pond Hockey food and beer sales, set up, and clean up
- Eagle River Car and Truck Show food sales
- Antique Snowmobile Club of America food and beer sales
- Sno-Eagles Party and Cash Raffle Drawing
- Groom to Ride Raffle
- Manning concessions for the Vintage Snowmobile race weekend at WCDC
- Trail Map ads and Trail Map Board advertisers

- Membership dues and Champion Donation Campaign
- Business donations and Corporate Sponsors
- Brat Fry and Bake Sales
- Beerfest Beer Pong booth

8. How Grant funds will be used

The grant funds will be used toward the purchase of two outdoor live feed cameras.

9. How support of this Grant will be recognized

The support of the Eagle River Tourism Promotion and Development grant will be publicized on the Sno-Eagles Facebook page and website; and through the club’s e-newsletter, press releases, and membership meetings which are live streamed. In addition, we would be happy to contact the local radio station, WRJO, and the closest TV station, WJFW in Rhinelander to see if they will cover a story about the grant and how the cameras are working next winter. The support of this grant and how to view the live feeds will be promoted on displays to use at events as well.

Additional Information:

The Sno-Eagles 501c3 organization has 450 members that are all volunteers who handle the responsibility of creating and maintaining trails, grooming throughout the season, and all other aspects to make snowmobiling safe and enjoyable for visitors. The entire city of Eagle River and surrounding communities are dependent on this infrastructure to attract tourism throughout the long winter months. The support of this grant would demonstrate a partnership between the city and the club which is a vital asset to the local economy.

Budget Outline:

Capital Improvement Funds Requested: \$12,500.00

As discussed in number 8 above, the grant funds will be used to purchase and install two new cameras.

Price:	\$14,011
Less Grant funds:	<u>12,500</u>

Remaining club expenses: \$ 1,511 plus installation costs and \$100 per month for the cell service data plan.

The remaining club expense funds will be raised through fundraising activities outlined in number 7 above.

Capital Improvement Project:

1. Description of project

The purchase of live feed cameras with AI enhanced counters included. These will be installed on the Sno-Eagles welcome signs by the Dairy Queen and close to the Circle K gas station on Hwy. 45 N. They will be installed before the start of the next snowmobile season. After a season of learning their functionality, we will teach the UTV club how to use them if they want to partner with us.

These live feed cameras will give snowmobilers a live view of the trails. Tourists will be able to watch the snow begin to accumulate during the early part of the season and start making plans to visit our area.

2. Feasibility for this project

Two of the Board members have researched options for remote live feed video cameras that also have counter capability to serve our needs. This brand was recommended to them and is the only company they found that offers both technologies in one unit.

3. Operational/management plans for this project

These cameras will be monitored daily throughout the snowmobile season by members of the club. The club will pay for the monthly Verizon cell service data plan during the snowmobile season and will post the live feed camera on our website. If the UTV club or another organization is interested in having the cameras live other times of the year, we will partner with them to manage them.

4. Useful life of this project

The initial license for the cameras is for 5 years. Assuming they work as well as anticipated, the club will absorb the cost of future licensing.

5. Owner of this project

The Sno-Eagles are a 501c3 organization with a nine member Board of Directors that are voted into office every two years. Half of the board is re-elected during even numbered years and the other half in odd numbered years to ensure overlap of experience. The club owns all assets, and the leadership oversees use and maintenance of all equipment.

Cindy Fruhwirth is the current Secretary and Doug Miller is the current Vice President of the Sno-Eagles, and are voting members of the board that agreed to secure new cameras.

6. Public facilities and utilities

No additional construction of public facilities or utilities will be needed for this project.

7. Municipal, county, or state support

There is no municipal, county, or state support for this project.

8. Progress of fundraising efforts

Fundraising is an integral part of the Sno-Eagles commitment to be able to provide safe and pristine snowmobile trails for our area. The club is constantly looking for new opportunities to raise funds, such as taking over parking for Cranberry Fest this year. Other annual fundraising activities were listed in Question 7 in the first section. We are on track to meet our budgeted expenses this year and the additional costs for the cameras.

9. Working with the Eagle River Area Chamber and Visitors Center

The board and club members will happily be part of any advertising and promotions related to excellent snowmobiling in our area. The live feeds will give distant tourists a window to our area that can be used by the Chamber and Visitors Center, too.

Additional Information:

Feel free to reach out to Cindy or Doug if you need further information or clarification of this grant request.

Robin Ginner

From: Peter Anderson <peter@andersonfamilyinsurance.com>
Sent: Monday, April 6, 2026 9:41 AM
To: Robin Ginner
Subject: 2 of 4 Fwd: Tourism Grant application
Attachments: United Lower Eagle River Chain of Lakes Commission .pdf

Begin forwarded message:

From: "Kim Emerson" <kim@eagleriver.org>
Subject: **Tourism Grant application**
Date: March 26, 2026 at 10:13:00 AM CDT
To: "Brianna Agree- Wild Eagle Lodge" <gm@wildeaglelodge.com>, "Kim Emerson - Chamber" <kim@eagleriver.org>, "Laura Koranda" <laura@eaglewaters.com>, "Peter Anderson" <peter@andersonfamilyinsurance.com>, <ronsdays@yahoo.com>

Tourism Promotion and Development Grant Committee:

Attached is another grant I just received for the March 31st deadline to be discussed at your April 1st meeting at 9am at the Eagle River Chamber office.

Kim

Kim Emerson
Executive Director
Eagle River Area Chamber of Commerce
800-359-6315 715-479-6400
kim@eagleriver.org
www.eagleriver.org



Eagle River Tourism Promotion and Development Grant Application

Date: March 26, 2026

Name of Applicant Organization: **Unified Lower Eagle River Chain of Lakes Commission (ULERCLC)**

Address: **PO Box 1393**

City: **Eagle River** State: **Wisconsin** Zip Code: **54521**

Not-For-Profit Federal Identification Number: **611 531 756**

Name of Organization's Representative: **Marc Groth**

Title: **ULERCLC Secretary**

Primary Phone Number: **847-951-1761**

E-mail: **mcgroth27@gmail.com**

Is it okay for us to communicate with you via email: Yes No

Purpose of Organization: **The Unified Lower Eagle River Chain of Lakes Commission (ULERCLC) or the "Commission") was formed in April 2007 to implement and coordinate aquatic invasive species awareness, prevention, and management efforts on the Eagle River Chain. It is a unique public-private partnership formed by a joint intergovernmental cooperative agreement between the Towns of Cloverland, Lincoln, and Washington, and the City of Eagle River. Each of the ten waterbodies of the Eagle River Chain is represented in the Commission, hence, the public-private partnership. The Commission works to develop a Chain-wide, long range, multi-year plan for the management of aquatic invasive species specifically Eurasian Water Milfoil (EWM).**

Event/Project Title: **2026 Eagle River Chain Supplemental EWM Hand Harvesting**

Grant Amount Requested: **\$24,000.00**

Total Cost of Event/Project: \$24,000.00

Signature of Organization's Representative:

Marc C. Groth
(Signature)

03/26/26
(Date)

Please Check the Type of Event/Project:

One time/One-of-a-Kind Event/Project

- So unique that the likelihood of this being repeated is minimal, but this project must still be able to bring a sufficient amount of tourism to the Eagle River Area.

New/Recurring Event

- A New Event that has not previously been held in the Eagle River Area. This is an event the applicant intends to repeat regularly.
 - "WOW" type events and projects located outside our normal area that could have a positive impact on the Eagle River area may be given considerations.

Existing Event

- Advertising campaign within a new geographic market directed at a new demographic audience. New markets, media and audiences should be chosen based on their potential to increase the events attendance.

Capital Improvement/Building Project/Tourism Infrastructure

- In addition to the base application, you will need to complete the Capital Improvement Projects Section.

Submit Answers for the Following:

1. Provide a detailed description of the Event/Project, including answers to the following questions.

- a. Title of the event/project :2026 Eagle River Chain Supplemental EWM Hand Harvesting
- b. Description of the event/project

The Commission will hire additional hand harvesting companies to hand harvest the aquatic invasive species (EWM) in specific areas on the chain that are populated with dominant, highly dominant and matted amounts of EWM. The hand harvesting companies utilize divers to pull the EWM at the roots for disposal limiting growth in that area again for a significant amount of time.

- a. What is the purpose of the event/project?

The purpose is to preserve and protect this very special resource, The Eagle River Chain of Lakes, that we have here in the Eagle River area by minimizing the amount of EWM growing especially in areas on the chain that will hinder the ability for Chain recreational users and fisherman to navigate throughout the Chain.

- b. What are the goals of the event/project?

The goal is to keep the Chain's EWM population to a minimum from year to year to allow for easy and free navigation throughout all 10 lakes along with locals and visitors to enjoy whatever recreational activity they choose to participate in while on the water.

- c. What makes this event/project special or important?

The hand harvesting project is critically important from a conservation standpoint by protecting and preserving our chain of lakes and connected rivers by preventing aquatic invasive from overtaking our natural weed population. It is also important for the homeowners, area citizens, and the many visitors ability to navigate throughout The Eagle River Chain's 10 lakes. It is also important because the chain economically impacts all of our areas businesses.

- d. What will the visitor experience at the event/project? How much time will the visitor spend at the event/project?

Area visitors will continue to experience the ability to freely navigate throughout the Chain without any concern. Although we can't provide a specific amount of time spent on the Chain, we can all agree the chain gets a tremendous amount of use throughout the spring, summer and fall and continues to get more use from year to year. As the usage increases from year to year the challenges to protect and preserve the Chain are more demanding.

- e. Is the event/project unique to the Eagle River area or Wisconsin?

The project is not unique to the Eagle River area. Many lakes throughout the state face similar challenges. Many Vilas County lakes have gone to using herbicide to manage the EWM for various reasons. We have been fortunate to be able to successfully manage the Chain's EWM population without herbicides since 2014 and will continue to do everything we can strategically to prevent use of herbicides due to safety concerns and higher costs. There are too many unknowns regarding the herbicides that are being used these days from a safety perspective for those who use the chain for swimming, skiing, and tubing etc.

- f. How will this event/project enhance tourism, our ability to attract visitors and improve tourism in the Eagle River area?

We believe the Eagle River Chain of Lakes is the economic driver of the tourism in this area. It continues to attract visitors from all over the country to spend vacation time here in the Eagle River area allowing them to enjoy everything the Chain has to offer along with spending time in our area stores, bars and restaurants. The Chain has morphed over the years from what was originally thought of as a fishing chain into now a thriving recreational boaters chain. Competent conservation management allows visitors to know they can come to our area with confidence that the Chain will provide them a wonderful vacation experience on and off the lakes.

2. Describe in detail how the event/project will be marketed to the visiting public, including answers to the following questions.

- a. Who is the target audience? The target audience are Eagle River Chain homeowners, individuals and families in Vilas County that use the Chain, along with tourists and visitors who come to the Eagle River area for vacation.
 - b. Describe in detail how you will market to the visiting public. The Commission does not have a marketing budget nor do we expect to market this event. The objective is to maintain our EWM in our lakes on the Chain in order to support the tourism in our area knowing the Eagle River Chain of Lakes has a critical economic impact to our area.
 - c. What type of sales, advertising and promotions will you do? We will not be selling nor advertising our event up front. The Commission is committed to maintaining our lakes from year to year. It is our intention to report on and highlight the event after the project is complete along with stressing the importance of maintaining the lakes on the Commission website. As a result of our close relationship with the Eagle River Chain of Lakes Association (ERCLA) the project will also be highlighted on the ERCLA website, the ERCLA Facebook Page, ERCLA's Constant Contact, and ERCLA Newsletters. The project will also be highlighted in the Vilas County News Review. The Chamber grant and its support, if we're fortunate to receive it, will be highlighted through these multiple communications.
 - d. Who will provide you with the marketing expertise you need? Kim Swisher Communications will provide assistance to facilitate communicating the project's completion and importance to the community.
 - e. What plans do you have for cross promotions? See above.
3. Estimate how many people will be attracted to the Eagle River area for this event/project. The Commission does not have the annual number of visitors who comes to the Eagle River area for vacation to use our chain of lakes. What we can say is the Chain is a significant economic driver in the Eagle River area and the Chain use has increased significantly over the years for recreational purposes.
4. What impact will the event/project have on our tourism economy?
- a. How many overnight stays will it generate in the first year? There are 227 rental properties located on our chain of lakes alone among many others in the area that contribute to the areas room taxes each year.
 - b. How many overnight stays will it generate in years 2 and 3? Same as the 4a answer.
 - c. What is the anticipated growth of this event/project? How did you calculate the anticipated growth of this event/project? The growth of this event or project is variable based on the amount of EWM growth from one year to the next. EWM acreage has increased from 12.2 acres in 2015 to 164.2 acres in the 2025 season. (See Attachment A). It is imperative that we maintain a reasonable amount of EWM to allow for navigation throughout. We have historically been hand harvesting for approximately 2 weeks annually based on the limited amount of funding available to do so. Our objective if we are fortunate enough to receive the Chamber grant is to increase the number of hand harvesting days to an additional 12 days in the 2026 season to reduce the EWM acreage.

- d. Estimate and describe the economic impact this event/project will have on local businesses. **This project is critical in maintaining the Chain's aquatic invasive population. Maintaining the aquatic invasive allows the many visitors and vacationers to enjoy recreational activities on the chain in the spring, summer and fall seasons which causes a ripple effect for our area businesses. Restaurants, shops, boat rentals, marinas and other establishments will continue to realize the tremendous foot traffic and sales the Eagle River area has been experiencing from year to year.**
5. Are there other community organizations, groups, or tourism related businesses with which you will collaborate with for this event/project? **The Commission continually collaborates with the Eagle River Chain of Lakes organization (ERCLA) to manage the Chain's EWM which includes funding support, educating and communicating with ERCLA members and local chain users through different media outlets in the area.**
6. **Provide a detailed budget for your event/project including anticipated revenue sources and expenditures other than grant funds?**
7. How will you raise funds to complete your event/project? **Our funds presently come from the Wisconsin Department of Natural Resources (WDNR) through their Surface Water Grant program. Our present approved WDNR grant allows for 62% of our overall costs of our hand harvesting. The remaining costs are covered by the City of Eagle River, Cloverland Township, Lincoln Township, and Washington Township based on the percentage of homeowners on the Chain from each township. These funds limit us to hand harvest the EWM for only two weeks. We have a choice to go with the status quo regarding these limited funds and continue our uphill battle to reduce the EWM population or we can continue to look for additional funds to add additional hand harvesting days to get ahead of the curve, which is why we are respectfully requesting Chamber funds. If we continue on our present path we will eventually be forced to use other methods to eradicate the highly dominant and matted EWM areas with herbicides. Herbicide management is a significantly higher cost than hand harvesting along with the unknown long term safety concerns. With that said, we are presently reviewing strategies to continue to look for additional funding sources for 2027 and beyond. The EWM is here to stay so we will be continually challenged to maintain the population to a reasonable level from year to year.**
8. How will funds obtained through the Eagle River Tourism Promotion and Development Grant be used for your event/project? **The funds will be used to contract an experienced hand harvesting company to hand harvest the EWM in highly dominant and matted areas of the Chain that we presently don't have funds to harvest from which allows for the continued ability for Chain users to navigate freely throughout the Chain.**
9. How will you recognize the support of the Eagle River Tourism Promotion and Development Grant? **The Commission will recognize the incredible support the grant has provided in the Vilas County News Review, the Commission Website, the Eagle River Chain of Lakes Association's website, Facebook page and newsletter. We will also investigate the opportunity to highlight our project on the Rhinelander Channel 12 television news.**

Please provide any additional information you would like to share for consideration of your request. (This applies to both Event and Capital Improvement requests.)

Budget Outline:

Amount Requested from the Grant: **\$24,000.00**

Description of what the grant money will be used for: **The Commission will hire additional hand harvesting companies to hand harvest the aquatic invasive species Eurasian Water Milfoil (EWM) in specific areas on the Chain that are infested with dominant, highly dominant and matted amounts of EWM. The hand harvesting companies utilize divers to pull the EWM at the root of the plants for disposal which would limit growth in that area again for a significant amount of time.**

/Project Budget: list the source and the amount

Anticipated Income: including donations (Monetary and/or In Kind)

Anticipated Expenses: Promotional Operational Total Revenue:

Total Expenses:

Net Income (Loss)

Anticipate expense :	DASH Hand Harvesting (2 Weeks)	\$37,860.00
	Onterra Expense	\$47,413.33
	Administrative	<u>\$559.00</u>
	Total	\$85,832.33

Incoming Funds :	WDNR Grant - 65%	\$55,427.66
	Municipal*	\$14,922.83
	ERCLA	\$15,202.33
	ULERCLC Funds	<u>\$279.50</u>
	Total	\$85,832.33

***Municipal breakdown**

Washington	\$6002.37 (40% of properties)
Lincoln	\$5273.83 (35% of properties)
Eagle River	\$2020.22 (14% of properties)
Cloverland	\$1626.41 (11% of properties)

Anticipated expense for additional 12 days hand harvest:	\$24,000.00
Chamber of Commerce Grant received if approved:	\$24,000.00

Capital Improvement Projects:

1. Give a detailed description of the project.
 - a. What will it look like? **The Commission will hire additional hand harvesting companies to hand harvest the aquatic invasive species (EWM) in specific areas on the Chain that are populated with dominant, highly dominant and matted amounts of EWM. The hand harvesting companies utilize divers to pull the EWM at the roots for disposal limiting growth in that area again for a significant amount of time.**
 - b. will it be open to the public? **The hand harvesting will be executed daily for 4 weeks during the summer months. The areas will be marked with buoys and flags to identify the work going on to inform boaters of where the divers are working on each given day. The buoy and flags are there to prevent any possible interaction with boaters that may be in the area that could jeopardize the safety of the divers.**
 - c. Is this a new project or an expansion of an existing project? **This is an expansion of two additional weeks of handing harvesting along with the two weeks we presently have funds for.**
2. Has there been a feasibility and/or marketing study for this project? If so, please share what you learned. If not, what has been done to determine the likelihood of success for this project? **There has not been a feasibility and/or marketing plan developed for the project. The ULERCLC has had 18 years of experience hand harvesting EWM on the Chain, therefore a feasibility study is unnecessary.**
3. Describe in detail your operational/management plans for this project once this project is complete. Be sure to include information on the following:
 - a. How will this project be staffed and how experienced will your staff be for this project? **The Commission contracts a consultant company, Onterra, LLC which provides the expertise regarding surveying the Chain for EWM in the spring and fall of the year. Onterra also provides maps of where the EWM is located and advises the ULERCLC regarding where to hand harvest to maintain or reduce the EWM in the highly dominant and matted areas found in the Chain. The Commission also has an internal Aquatic Invasive Species Coordinator with 18 years of experience managing the EWM on the Eagle River Chain. The AIS Coordinator works closely with Onterra regarding aquatic plant management strategies.**
 - b. How will you insure adequate operational funding for the continuance of this project? **The Commission cannot ensure adequate operational funding year after year. There is no guarantee the WDNR will continue to provide Surface Water Grants to provide partial funding for removing EWM. Right now the WDNR has limited funds due to the high demand for these kinds of funds throughout the state of Wisconsin. Our present grant allows for funding 62% of our annual hand harvesting costs expected through 2027. The city of Eagle River, ERCLA and Lincoln, Washington and Cloverland townships fund the balance to hand harvest for 2 weeks.**
 - c. How will you maintain this project into the future? **The challenge will always be to continue to look for funding opportunities year after year to maintain acceptable levels of EWM.**
 - d. What is the useful life of this project? **The useful life of the projects is indefinite as long as the communities and business expect the chain to continue to bring in tourists into the area and area residents expect to use the Chain for fishing and recreation as they have for many years.**

4. Who will be the legal owner of the project site once developed? Describe the relationship between the owner and the applicant for this grant? **The Unified Lower Eagle River Chain of Lakes Commission will be the owner and applicant of the project.**
5. Will construction for this project require any additional construction of: public facilities (sewage, buildings, roads, etc.) and/or public utilities? Explain. **No.**
6. Is there municipal, county or state support for this project? If so, describe the kind of support this project will be receiving. **Yes, please see the budget outline on Page 6 for details regarding state and municipal support.**
7. How is the progress of your fundraising efforts for this project going? **The Commission is a unique public-private partnership formed by a joint intergovernmental cooperative agreement between the Towns of Cloverland, Lincoln, and Washington, and the City of Eagle River. Each of the ten waterbodies of the Eagle River Chain is represented in the Commission, hence, the public-private partnership. It is our expectation per the intergovernmental agreement for the three townships and the city combined with the WDNR grant to contribute their share annually to meet our expenses for the Onterra contract and the two weeks of hand harvest by DASH. This has allowed for the Commission to historically maintain the EWM population at a reasonable level up until now therefore we have not put any effort in additional fundraising.**
8. How much have you raised and how much more do you need to raise? Describe your plan to raise the needed funds. **Same as #7 above.**
9. How do you envision your organization working with the Eagle River Area Chamber and Visitors Center once this project is completed – promotions, etc.? **The Commission will recognize the incredible support we have received from the Eagle River Chamber and Visitors Center highlighting the generous grant received to protect and preserve the chain of lakes. We envision promoting the Chamber and Visitors Centers commitment by providing critical funds to maintain the EWM population. It will be communicated to the Eagle River area citizens and visitors through the Vilas County News Review, the Commission Website, the Eagle River Chain of Lakes Association's website, Facebook page and newsletter. We will also investigate the opportunity to highlight our project on the Rhinelander Channel 12 television news.**

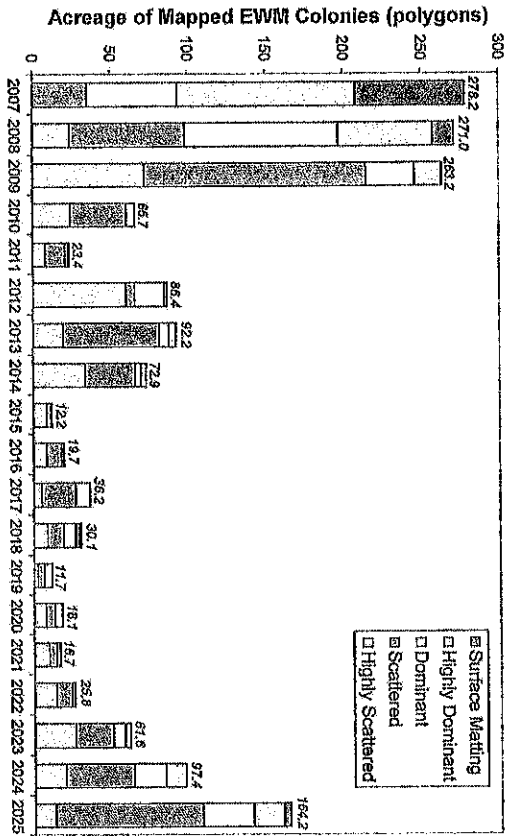
Please provide any additional information you would like to share for consideration of your request. As stated earlier, the Unified Lower Eagle River Chain of Lakes Commission is committed to implementing and coordinating aquatic invasive species awareness, prevention, and management efforts on the Eagle River Chain. The four representatives on the commission, one from each of the three townships and one from the city of Eagle River are committed to continuing to work closely together to meet the ongoing challenges to maintain the EWM population from overtaking our native weeds and allowing chain user's ability to freely navigate throughout the ten lakes. We realize the significant economic impact the chain has on the Eagle River shops, restaurants/bars and rentals/resorts and will continue to work toward different funding alternatives to meet our objectives. For this reason we are sincerely and respectfully requesting \$24,000 to to fund the additional hand harvesting required this season to maintain the EWM population. The Commission sincerely thanks the Eagle River Chamber and Visitor's Center in advance for your consideration regarding our request.

Attachment A

Unified Lower Eagle River Chain of Lakes Commission

2025 AIS Info Meeting

Chain-Wide Results



Robin Ginner

From: Peter Anderson <peter@andersonfamilyinsurance.com>
Sent: Monday, April 6, 2026 9:42 AM
To: Robin Ginner
Subject: 4 of 4 Fwd: Application for Eagle River Tourism Development Grant
Attachments: scan0200.pdf; ApplicationAnswers.RiversideFairgroundsREV3.30.2026_2.pdf

Begin forwarded message:

From: "Kim Emerson" <kim@eagleriver.org>
Subject: FW: Application for Eagle River Tourism Development Grant
Date: March 31, 2026 at 2:51:35 PM CDT
To: <Peter@andersonfamilyinsurance.com>, "Laura Koranda" <laura@eaglewaters.com>, "Brianna Agree- Wild Eagle Lodge" <gm@wildeaglelodge.com>, <ronsdays@yahoo.com>

Here is one additional grant for you to review

From: Kathy Schmitz <kathy@vilascountyedc.org>
Sent: Tuesday, March 31, 2026 11:57 AM
To: Kim Emerson <kim@eagleriver.org>
Cc: Bill Marshall <bmarsh68@gmail.com>
Subject: Application for Eagle River Tourism Development Grant

Dear Kim,

On behalf of the Vilas County Economic Development Corporation (VCEDC), a 501c3 non-profit organization, I am pleased to submit our application for the Eagle River Tourism Promotion and Development Grant in support of the Vilas County Riverside Complex Comprehensive Community Vision Plan. The VCEDC EIN is 27-0492816.

We believe a comprehensive plan for this site is necessary in order to facilitate a vision that benefits Vilas County residents, tourists and overall economic development by creating a destination that encourages repeat visitation and year-round use.

Thank you, Kim, for your time and consideration. Should you have any questions or if I can be of assistance please feel free to contact me.

Sincerely,

Kathy Schmitz

'cc Bill Marshall

--

*Kathy Schmitz
Executive Director
Vilas County Economic Development Corporation
PO Box 1621
Eagle River, WI 54521*

Phone: (715) 337-0061

Cell: (262) 719-3919

kathy@vilascountyedc.org

The VCEDC is a 501c3 non-profit organization.
Please consider a tax-deductible donation today.

<https://www.vilascountyedc.org/donate/>



Eagle River Tourism Promotion and Development Grant Application

Date: March 13, 2026

Name of Applicant Organization: Vilas County Economic Development Corporation

Address: 330 Court St

City: Eagle River State: WI Zip Code: 54521

Not-For-Profit Federal Identification Number: _____

Name of Organization's Representative: Kathy Schmitz

Title: Executive Director

Primary Phone Number: 715-337-0061

E-mail: Kathy@VilascountyEDC.org

Is it okay for us to communicate with you via email: Yes No

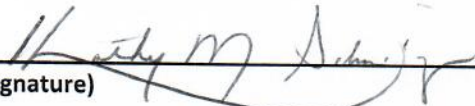
Purpose of Organization: Promote and direct Economic Development for Vilas County

Event/Project Title: Vilas County Riverside Complex Comprehensive Community Vision Plan

Grant Amount Requested: \$10,000

Total Cost of the Event/Project: \$10,000

Signature of Organization's Representative:


(Signature)

3/31/26
(Date)

Please Check the Type of Event/Project:

One time/One-of-a-Kind Event/Project

- So unique that the likelihood of this being repeated is minimal, but this project must still be able to bring a sufficient amount of tourism to the Eagle River Area.

New/Recurring Event

- A New Event that has not previously been held in the Eagle River Area. This is an event the applicant intends to repeat regularly.
 - "WOW" type events and projects located outside our normal area that could have a positive impact on the Eagle River area may be given considerations.

Existing Event

- Advertising campaign within a new geographic market directed at a new demographic audience. New markets, media and audiences should be chosen based on their potential to increase the events attendance.

Capital Improvement/Building Project/Tourism Infrastructure

- In addition to the base application, you will need to complete the Capital Improvement Projects Section.

ANSWERS ARE INCLUDED UNDER SEPARATE COVER

Submit Answers for the Following:

1. Provide a detailed description of the Event/Project, including answers to the following questions.
 - a. Title of the event/project
 - b. Provide a description of the event/project
 - c. What is the purpose of the event/project?
 - d. What are the goals of the event/project?
 - e. What makes this event/project special or important?
 - f. What will the visitor experience at the event/project? How much time will the visitor spend at the event/project?
 - g. Is the event/project unique to the Eagle River area or Wisconsin?
 - h. How will this event/project enhance tourism, our ability to attract visitors and improve tourism in the Eagle River area?
2. Describe in detail how the event/project will be marketed to the visiting public, including answers to the following questions.
 - a. Who is the target audience?
 - b. How large do you anticipate your marketing budget to be? Describe in detail how you will market to the visiting public.
 - c. What type of sales, advertising and promotions will you do?
 - d. Who will provide you with the marketing expertise you need?
 - e. What plans do you have for cross promotions?
3. Estimate how many people will be attracted to the Eagle River area for this event/project.

4. What impact will the event/project have on our tourism economy?
 - a. How many overnight stays will it generate in the first year?
 - b. How many overnight stays will it generate in years 2 and 3?
 - c. What is the anticipated growth of this event/project? How did you calculate the anticipated growth of this event/project?
 - d. Estimate and describe the economic impact this event/project will have on local businesses.
5. Are there other community organizations, groups, or tourism related businesses with which you will collaborate with for this event/project?
6. Provide a detailed budget for your event/project including anticipated revenue sources and expenditures other than grant funds?
7. How will you raise funds to complete your event/project?
8. How will funds obtained through the Eagle River Tourism Promotion and Development Grant be used for your event/project?
9. How will you recognize the support of the Eagle River Tourism Promotion and Development Grant?

Please provide any additional information you would like to share for consideration of your request. (This applies to both Event and Capital Improvement requests.)

Budget Outline:

Amount Requested from the Grant:

Description of what the grant money will be used for:

Event/Project Budget: list the source and the amount

Anticipated Income: including donations (Monetary and/or In Kind)

Anticipated Expenses:

- Promotional
- Operational

Total Revenue:

Total Expenses:

Net Income (Loss)

Capital Improvement Projects:

1. Give a detailed description of the project.
 - a. What will it look like?
 - b. When will it be open to the public?
 - c. Is this a new project or an expansion of an existing project?
2. Has there been a feasibility and/or marketing study for this project? If so, please share what you learned. If not, what has been done to determine the likelihood of success for this project?

3. Describe in detail your operational/management plans for this project once this project is complete. Be sure to include information on the following:
 - a. How will this project be staffed and how experienced will your staff be for this project?
 - b. How will you insure adequate operational funding for the continuance of this project?
 - c. How will you maintain this project into the future?
4. What is the useful life of this project?
5. Who will be the legal owner of the project site once developed? Describe the relationship between the owner and the applicant for this grant?
6. Will construction for this project require any additional construction of: public facilities (sewage, buildings, roads, etc.) and/or public utilities? Explain.
7. Is there municipal, county or state support for this project? If so, describe the kind of support this project will be receiving.
8. How is the progress of your fundraising efforts for this project going? How much have you raised and how much more do you need to raise? Describe your plan to raise the needed funds.
9. How do you envision your organization working with the Eagle River Area Chamber and Visitors Center once this project is completed – promotions, etc.?

Please provide any additional information you would like to share for consideration of your request.

Vilas County Riverside Complex
Eagle River Tourism Promotional and Development Grant Application

1. Provide a detailed description of the Event/Project, including answers to the following questions.

a. Title of the event/project

Vilas County Riverside Complex (Fairgrounds & Riverside Park)
Comprehensive Community Vision Plan

b. Provide a description of the event/project

*This project will engage a qualified planning and design consultant to lead a public, community-driven visioning process for the **Vilas County Riverside Complex** focused on integrating the knowledge, values and stories of our Northwoods community into design for the future of the space, improving and organizing the existing multi-use property. The goal is to develop a comprehensive, long-term vision that benefits both Vilas County residents and visitors, with particular emphasis on creating a destination that encourages repeat visitation and year-round use.*

Key elements include:

- Strengthening the Fairgrounds as a central event and community hub*
- Preserving and enhancing existing uses.*
- Identifying opportunities to improve site layout, circulation, and connectivity*
- Creating new flexible spaces that support: daily community use, seasonal activities and event-based programming*

The consultant will develop a unified concept plan that reflects how the site elements can function cohesively.

c. *The consultant will work collaboratively with a public committee and community stakeholders to evaluate current uses, facilitate a transparent public engagement process, incorporate input from residents, stakeholders, and visitors and develop a unified concept for the entire property benefitting tourism and year-round vitality of Vilas County.*

The final deliverable will include:

- a. A comprehensive vision plan*
- b. Preliminary phasing recommendations including a complete marketing package*
- c. Identification of potential revenue-generating opportunities (e.g., events, rentals, recreational programming)*
- d. Comprehensive layouts for recreation, events, and community use*
- e. Strategies that support both community benefit and tourism growth*
- f. Alignment with Vilas County and City of Eagle River Comprehensive Plans*

To incorporate visitor perspectives early in the process, the project will include a survey possibly distributed through the Eagle River Area Chamber of Commerce.

d. What is the purpose of the event/project?

The purpose of this project is to establish a shared, community-supported vision that enhances quality of life for residents while strengthening the area's appeal as a Northwoods destination for visitors and repeat tourists.

e. What are the goals of the event/project?

- Develop a unified vision for the entire property including addressing aging County Fair infrastructure*
- Ensure a transparent and inclusive public planning process*
- Identify opportunities for events, programming, and economic activity supporting both resident use and visitor attraction*
- Create flexible, multi-use spaces that support a variety of recreational and cultural activities for all ages i.e. exploring an ecologically vibrant edge of riverfront, environmental education, indigenous connections, native perennial gardens, etc.*
- Enhance accessibility, circulation, and overall site organization*
- Explore potential event venue spaces and other revenue-generating opportunities to support long-term sustainability*
- Identify phased, realistic improvements*

- *Provide a phased roadmap for future funding and development*

f. What makes this event/project special or important?

This project is unique because it:

Focuses on planning before construction, ensuring wise use of future funds. Engages the community directly in shaping the vision.

Considers the entire property holistically, rather than piecemeal improvements. Balances tourism, recreational, cultural and community use to strengthen the area economy.

g. What will the visitor experience at the event/project? How much time will the visitor spend at the event/project?

*While this is a planning effort, it will define future experiences serving both residents and visitors, including expanded recreation, events, and gathering spaces **designed to encourage longer stays and repeat visits.***

h. Is the event/project unique to the Eagle River area or Wisconsin?

Yes, our project is unique. A publicly driven visioning process before development ensures improvements are intentional, coordinated, and impactful.

i. How will this event/project enhance tourism, our ability to attract visitors and improve tourism in the Eagle River area?

This project will lay the groundwork for:

- *Expanded events and programming*
- *Increased visitation and repeat tourism*
- *Longer stays driven by improved amenities and coordinated development for families and visitors*
- *Pedestrian and bike trail infrastructure*
- *Enhancing recreational green space that is walkable to downtown Eagle River businesses and attractions, existing parks, and the children's museum*

2. Describe in detail how the event/project will be marketed to the visiting public, including answers to the following questions.

- a. Who is the target audience? *Vilas County residents, regional visitors, repeat tourists, as well as seasonal residents and second-home owners.*
 - b. How large do you anticipate your marketing budget to be? Describe in detail how you will market to the visiting public. *This project is focused on planning and vision development. The planning process strategies for positioning the site as a cultural and recreational destination and will identify ongoing marketing opportunities.*
 - c. What type of sales, advertising and promotions will you do? *Outreach to stakeholder groups, surveys, media sources (radio, TV, newspaper, social media), job websites, etc.*
 - d. Who will provide you with the marketing expertise you need? *The planning process will provide detailed marketing plans. All phases will incorporate comprehensive input from public, tourists and area Chambers of Commerce. We will seek support of the Eagle River Area Chamber of Commerce to assist in gathering visitor input, including distribution of a tourism-focused survey.*
 - e. What plans do you have for cross promotions? *Coordination with local organizations to ensure full participation across community groups and stakeholders. The process will include coordination with the Eagle River Area Chamber of Commerce and local businesses and tourism partners to align with future promotional efforts.*
3. Estimate how many people will be attracted to the Eagle River area for this event/project. *1500–2000 individuals engaged through meetings and surveys offered in person and virtually.*
 4. What impact will the event/project have on our tourism economy?
 - a. How many overnight stays will it generate in the first year? *Because this is a planning initiative, direct short-term impacts are limited. Eventually, we anticipate the **Vilas County Riverside Complex** will become a year round destination expanding tourism reach during shoulder seasons.*

- b. How many overnight stays will it generate in years 2 and 3?
*Because this is a planning initiative, direct short-term impacts are limited. Eventually we anticipate **Vilas County Riverside Complex** will become a year round destination expanding tourism reach during shoulder seasons for thousands of tourists and visitors.*
- c. What is the anticipated growth of this event/project? How did you calculate the anticipated growth of this event/project?

*We anticipate increased usage with each phase of the **Riverside Complex** plan. This project establishes the foundation and launches long-term economic impact through:*

- more efficient and expanded use of this space*
- opportunities for increased events and programming*
- enhanced visitor experience to encourage longer stays and repeat visits*
- revenue-generating opportunities such as: event rentals, facility use and recreational programming*

- d. Estimate and describe the economic impact this event/project will have on local businesses.

Specific economic projections will be generated by marketing experts we engage. The outcome will directly guide future investments that support local business activity and tourism growth. The sky is the limit!

5. Are there other community organizations, groups, or tourism related businesses with which you will collaborate with for this event/project?

The process will be open and public, ensuring broad participation and transparency. We will collaborate with Vilas County Ad Hoc committee which includes local government representatives, LDF representatives, Vilas County Fair Board/Ag Society, community members, local organizations, businesses and other stakeholders.

6. Provide a detailed budget for your event/project including anticipated revenue sources and expenditures other than grant funds? *Grant funds and some private donations will fully support the planning phases outlined below.*

7. How will you raise funds to complete your event/project? *This request fully funds the planning phases outlined below.*

8. How will funds obtained through the Eagle River Tourism Promotion and Development Grant be used for your event/project?

This request with private donation fully funds the planning phases outlined below.

9. How will you recognize the support of the Eagle River Tourism Promotion and Development Grant?

The grant will be recognized in: Public materials and presentations; Final planning documents; Community communications.

Please provide any additional information you would like to share for consideration of your request. (This applies to both Event and Capital Improvement requests.)

Budget Outline:

Amount Requested from the Grant: *\$10,000*

Description of what the grant money will be used for: *Professional consultant services for planning and design; Public engagement facilitation; Development of final vision document and concept plans.*

Event/Project Budget: list the source and the amount

Anticipated Income: including donations (Monetary and/or In Kind)
\$10,000

Anticipated Expenses: *Consultant fees: \$10,000*

o Promotional

o Operational

Total Revenue:

Total Expenses:

Net Income (Loss)

Capital Improvement Projects:

1. Give a detailed description of the project.
 - a. What will it look like? *This is a pre-development initiative that will guide future capital improvements across the **Vilas County***

Riverside Complex property.

- b. When will it be open to the public? *This is currently public property.*
 - c. Is this a new project or an expansion of an existing project? *New project*
2. Has there been a feasibility and/or marketing study for this project? If so, please share what you learned. If not, what has been done to determine the likelihood of success for this project? *The planning process itself will evaluate and identify realistic, prioritized improvements benefiting economic development.*
3. Describe in detail your operational/management plans for this project once this project is complete.
Be sure to include information on the following:
 - a. How will this project be staffed and how experienced will your staff be for this project? *Consultants, Vilas County Ad Hoc Committee members and volunteers will staff this project. The group's experience spans from engineering to non-profit and for-profit executives, along with an experienced consulting staff, stakeholders and designated Vilas County supervisors.*
 - b. How will you insure adequate operational funding for the continuance of this project? *Grant funds with private donations will fully support the planning phases outlined below.*
 - c. How will you maintain this project into the future? *Future maintenance will be defined in the final project plan.*
4. What is the useful life of this project? *The vision plan is expected to guide development over the next 2-10 years and possibly beyond.*
5. Who will be the legal owner of the project site once developed? Describe the relationship between the owner and the applicant for this grant? *Vilas County owns both Vilas County Fairgrounds and Riverside Park with local coordination with the City of Eagle River as applicable.*
6. Will construction for this project require any additional construction of: public facilities (sewage, buildings, roads, etc.) and/or public utilities?

Explain. *To be determined through the planning process.*

7. Is there municipal, county or state support for this project? If so, describe the kind of support this project will be receiving. *This project is supported as an initial planning effort that aligns with local and county goals for community development and economic vitality.*
8. How is the progress of your fundraising efforts for this project going? How much have you raised and how much more do you need to raise? Describe your plan to raise the needed funds. *This grant represents the first step toward a broader fundraising and development effort to implement future phases identified in the plan.*
9. How do you envision your organization working with the Eagle River Area Chamber and Visitors Center once this project is completed – promotions, etc.? *The completed plan will support ongoing collaboration with the Chamber and other partners for promotion and implementation.*

Please provide any additional information you would like to share for consideration of your request.

This work represents a critical first step toward ensuring that future investments are strategic, coordinated, and aligned with both community priorities and economic development goals.

Project Summary

*This project will fund a professional planning effort to develop a comprehensive, community-driven vision for the Vilas County Fairgrounds and Riverside Park - two of the County's most important public assets, here known as the **Vilas County Riverside Complex**.*

Rather than focusing on a single new use or isolated improvement, this effort will take a whole-site approach, organizing and enhancing the property as a multi-use civic campus that supports:

- *The long-standing role of the Vilas County Fair*
- *Year-round recreational infrastructure*
- *Expanded opportunities for year-round community use*
- *Increased appeal to visitors and repeat tourists*
- *Potential event venues and office multi-use areas*
- *Accessible to all users*

The planning process will result in a clear, implementable framework that:

- *Improves how the site functions as a whole*
- *Enhances connectivity between existing features*
- *Identifies flexible, multi-purpose spaces*
- *Supports events, recreation, and daily use*
- *Recommends phased improvements and potential revenue-generating opportunities*

Proposed Project Timeline *(initiated after selection of Consultant or Group)*

Phase 1: Site Understanding & Coordination (Weeks 1–2)

- *Review existing site conditions and uses*
- *Coordinate with County, Fair Board, and stakeholders*

Phase 2: Community & Stakeholder Engagement (Weeks 3–6)

- *Public meeting(s)*
- *Stakeholder interviews (fair, sports, community groups)*
- *Community survey*
- *Visitor survey via Chamber of Commerce*

Phase 3: Site Organization Concepts (Weeks 7–10)

- *Develop layout concepts focused on: connectivity, multi-use spaces and integration of existing assets*

Phase 4: Draft Vision & Phasing (Weeks 11–14)

- *Refined concept plan*
- *Preliminary phasing strategy*
- *Identification of infrastructure needs and revenue opportunities*

Phase 5: Final Plan & Presentation (Weeks 15–16)

- *Final report and graphics*
- *Public presentation*

Robin Ginner

From: Peter Anderson <peter@andersonfamilyinsurance.com>
Sent: Monday, April 6, 2026 9:42 AM
To: Robin Ginner
Subject: 3 of 4 Fwd: Grant application
Attachments: 2026 ERC Application.pdf; 2026 Courtyard Budget - Sheet1.pdf; 2026 ERC App Form.pdf; CY !.pdf; CY 2 (1).pdf; CY 3.pdf; CY 5.pdf; CY 4.pdf; COLOURTREE 12 ft. x 8 ft. 190 GSM Red Rectangle Sun Shade Sail Screen Canopy, Outdoor Patio and Pergola Cover TAPR0812-5 - The Home Depot.pdf; Outpost Wood Wheelchair Accessible Picnic Table, Square PT-150 - - Barco Products.pdf

Begin forwarded message:

From: "Kim Emerson" <kim@eagleriver.org>
Subject: **FW: Grant application**
Date: March 31, 2026 at 9:02:16 AM CDT
To: <Peter@andersonfamilyinsurance.com>, "Laura Koranda" <laura@eaglewaters.com>, "Brianna Agree- Wild Eagle Lodge" <gm@wildeaglelodge.com>, <ronsdays@yahoo.com>

Grant committee,

Here is an updated grant submittal from The Warehouse Community Art Center – please disregard the previous one sent.

Thank you,

Kim

Kim Emerson
Executive Director
Eagle River Area Chamber of Commerce
800-359-6315 715-479-6400
kim@eagleriver.org
www.eagleriver.org

From: Kim Adamovich <operations@eagleriverart.com>
Sent: Tuesday, March 31, 2026 8:07 AM
To: Kim Emerson <kim@eagleriver.org>
Subject: Grant application

Hello Kim,

The Warehouse Community Art Center appreciates the opportunity to work with the Eagle River Chamber of Commerce. Please see the attached application and supporting documents. Please let me know if you have any questions or concerns.

Thank you,

--

Kim Adamovich

Director of Operations & Engagement

[Warehouse Community Arts Center](#)

107 S. Railroad Street, Eagle River, WI 54521

715-479-4060

WAREHOUSE
Community Arts Center



Eagle River Tourism Promotion and Development Grant Application

Date: 03/30/2026

Name of Applicant Organization: The Warehouse Community Art Center

Address: 107 S Railroad St

City: Eagle River State: WI Zip Code: 54521

Not-For-Profit Federal Identification Number: 90-1023129

Name of Organization's Representative: Kim Adamovich

Title: Operations Supervisor

Primary Phone Number: 715-891-5920

E-mail: Operations@eagleriverart.com

Is it okay for us to communicate with you via email: Yes No

Purpose of Organization: Community Art Center

Event/Project Title: Courtyard Improvements

Grant Amount Requested: 7729.22

Total Cost of the Event/Project: 7729.22

Signature of Organization's Representative:

(Signature)

03/30/2026
(Date)

Please Check the Type of Event/Project:

- One time/One-of-a-Kind Event/Project
 - So unique that the likelihood of this being repeated is minimal, but this project must still be able to bring a sufficient amount of tourism to the Eagle River Area.
- New/Recurring Event
 - A New Event that has not previously been held in the Eagle River Area. This is an event the applicant intends to repeat regularly.
 - "WOW" type events and projects located outside our normal area that could have a positive impact on the Eagle River area may be given considerations.
- Existing Event
 - Advertising campaign within a new geographic market directed at a new demographic audience. New markets, media and audiences should be chosen based on their potential to increase the events attendance.
- Capital Improvement/Building Project/Tourism Infrastructure
 - In addition to the base application, you will need to complete the Capital Improvement Projects Section.

Submit Answers for the Following:

1. Provide a detailed description of the Event/Project, including answers to the following questions.
 - a. Title of the event/project
 - b. Provide a description of the event/project
 - c. What is the purpose of the event/project?
 - d. What are the goals of the event/project?
 - e. What makes this event/project special or important?
 - f. What will the visitor experience at the event/project? How much time will the visitor spend at the event/project?
 - g. Is the event/project unique to the Eagle River area or Wisconsin?
 - h. How will this event/project enhance tourism, our ability to attract visitors and improve tourism in the Eagle River area?
2. Describe in detail how the event/project will be marketed to the visiting public, including answers to the following questions.
 - a. Who is the target audience?
 - b. How large do you anticipate your marketing budget to be? Describe in detail how you will market to the visiting public.
 - c. What type of sales, advertising and promotions will you do?
 - d. Who will provide you with the marketing expertise you need?
 - e. What plans do you have for cross promotions?
3. Estimate how many people will be attracted to the Eagle River area for this event/project.

1. Provide a detailed description of the Event/Project, including answers to the following questions.

a. Title of the event/project: Courtyard Improvements at The Warehouse Community Arts Center

b. Provide a description of the event/project: Provide a safe, clean space for downtown visitors to enjoy, an outdoor extension of our community center, complete with tables, shade, and gardens. The Warehouse houses a lovely space with unseen potential for being an optimal gathering space in downtown Eagle River.

c. What is the purpose of the event/project? To take a unique spot in the downtown area and make it functional and useful to The Warehouse, Eagle River, and our visitors.

d. What are the goals of the event/project? Provide a respite area for visitors to our downtown area. A place to eat, work, or escape the sun. Provide a place for outdoor activities and events such as classes and demos that are typically held indoors at The Warehouse.

e. What makes this event/project special or important? Downtown Eagle River does not have many courtyards and there is no public seating on our block. We are also a cut through for people that park in the public parking area in the alley way. Every piece of downtown should be used to promote the downtown area and keep people in town. A public space that is comfortable and inviting will help enhance visitors' experience.

f. What will the visitor experience at the event/project? How much time will the visitor spend at the event/project? A visitor will experience an outdoor space to be used as the visitor needs to rest and recoup while exploring downtown. We would also be holding classes and demos during warmer months while we also have plans for outdoor fall and winter events.

g. Is the event/project unique to the Eagle River area or Wisconsin? Yes, there is only one Community Art Center in Eagle River and this project is aimed to improve it.

h. How will this event/project enhance tourism, our ability to attract visitors and improve tourism in the Eagle River area? In 2022 Vilas county made 288 million in tourism revenue. The vision is to keep the people who are spending money downtown in the area longer by offering a community sitting area and also the opportunity to explore our art center and gallery.

2. Describe in detail how the event/project will be marketed to the visiting public, including answers to the following questions.

a. Who is the target audience? All visitors to the downtown area of Eagle River, both tourist and local are our audience. The Warehouse offers classes and events to people of all ages and abilities.

b. How large do you anticipate your marketing budget to be? Describe in detail how you will market to the visiting public. The Northwoods offers many cost effective outlets in which to utilize in hopes of spreading the word about our courtyard and the community's free access to the space. We have a large social media presence, we utilize the Vilas County News Review along with other printed sources, we were on Up North at 4 multiple times last year and will continue to do so, we also have used multiple radio stations for our advertising needs.

c. What type of sales, advertising and promotions will you do? All events held in the courtyard will be promoted by any of the following: our newsletter, social media, print, website, radio and television.

d. Who will provide you with the marketing expertise you need? The Warehouse employs a Marketing Director and she will be handling our outreach about our completed project.

e. What plans do you have for cross promotions? As events are developed we will cross promote events as mentioned above. The Warehouse is currently working with the Eagle River Historical Society for a Historic Pub Crawl, this is an event in which the courtyard could be utilized.

3. Estimate how many people will be attracted to the Eagle River area for this event/project.

4. What impact will the event/project have on our tourism economy?

a. How many overnight stays will it generate in the first year?

b. How many overnight stays will it generate in years 2 and 3?

c. What is the anticipated growth of this event/project? How did you calculate the anticipated growth of this event/project?

d. Estimate and describe the economic impact this event/project will have on local businesses.

5. Are there other community organizations, groups, or tourism related businesses with which you will collaborate with for this event/project? Not at this time.

6. Provide a detailed budget for your event/project including anticipated revenue sources and expenditures other than grant funds?

The Warehouse Courtyard Improvements Budget 2025		
Courtyard clean up	0	Volunteer labor
Gardens and plants	4100	
Picnic Tables (4)	1636	
Wheelchair accesable table (1)	649	
Sun Shade	44.22	
Outdoor Storage	658.75	
Total budget	7087.97	

7. How will you raise funds to complete your event/project? Grants and fundraising

8. How will funds obtained through the Eagle River Tourism Promotion and Development Grant be used for your event/project? Funds will be used to complete the construction of the gardens and purchase the tables, shade screen, outdoor storage.

9. How will you recognize the support of the Eagle River Tourism Promotion and Development Grant? We will be happy to install onsite signage along with adding to our [website](#), [social media](#), [newspaper](#), and [electronic newsletters](#).

Capital Improvement Projects:

1. Give a detailed description of the project. Please see attached pictures of project

a. What will it look like? See attached

b. When will it be open to the public? Summer 2025

c. Is this a new project or an expansion of an existing project? This is an improvement to an existing space.

2. Has there been a feasibility and/or marketing study for this project? If so, please share what you learned. If not, what has been done to determine the likelihood of success for this project? No

3. Describe in detail your operational/management plans for this project once this project is complete. Be sure to include information on the following:

a. How will this project be staffed and how experienced will your staff be for this project?

The Project will be managed by existing Warehouse staff. This project should not need added manpower once complete and the general upkeep should not add impact to staffing.

b. How will you insure adequate operational funding for the continuance of this project?

Once the project is complete the upkeep will come from our maintenance budget. The forecasted upkeep budget is within budget.

c. How will you maintain this project into the future? The maintenance of the courtyard will be able to be absorbed by staff and volunteers.

4. What is the useful life of this project? The courtyard should enjoy a long life, I see the courtyard being used for ten plus years.

5. Who will be the legal owner of the project site once developed? Describe the relationship between the owner and the applicant for this grant? The Warehouse Community Arts Center owns the courtyard and Kim Adamovich is an employee of The Warehouse, writing this grant request on behalf of The Warehouse.

6. Will construction for this project require any additional construction of: public facilities (sewage, buildings, roads, etc.) and/or public utilities? Explain. No, there is not any need for additional construction.

7. Is there municipal, county or state support for this project? If so, describe the kind of support this project will be receiving. No, it is not.

8. How is the progress of your fundraising efforts for this project going? How much have you raised and how much more do you need to raise? Describe your plan to raise the needed funds. We have not raised any of the money needed for this project, we are asking for The Eagle River Area Chamber of Commerce to approve our grant request, after that decision is made we will be looking at other grants and donors if needed.

9. How do you envision your organization working with the Eagle River Area Chamber and Visitors Center once this project is completed – promotions, etc.?

The Warehouse would like to work with the Chamber in order to enrich their events and the courtyard can be used as an extension to their planned events, one such event we would like to hold is an indoor/outdoor Christmas Market the day of the Eagle River Christmas Kickoff, December 6, 2025 We would like to offer a taste of the beloved European Christmas Markets and offer food and beverages along with arts.

Please provide any additional information you would like to share for consideration of your request.

The Warehouse Coutyard Improvements Budget 2026		
Courtyard clean up	0	Volunteer based
Plants and Garden	4100	
Picnic Tables	1636	
Wheelchair accesable	649	
Sun Shade	44.22	
Outdoor Storage	1300	
Total Budget	7729.22	



LEGEND: WAREHOUSES EAGLE RIVER
FRONT VIEW OPTION #1

- 3 - HYDRANGEA, BOBO
- 3 - SAGE, RUSSIAN
- 3 - GRASS GLOW STICKS FESCUE
- 4 - LILY, ORIENTAL, THE ROCKET
- 7 - SEDUM, JOSE AUBERGINE -DEEP RED PURPLE FOLIAGE

LEGEND: WAREHOUSE EAGLE RIVER
TWO FOOT BED END VIEW LEFT SIDE.

1- COLUMNAR TREE HORNBEAM, OR PARKLAND PILLAR BIRCH, OR OAK
OR ANOTHER RAINBOW PILLAR SERVICEBERRY

REMOVE WILD GRAPE VINE AND TRIM UP
TREE LIMBS

PAVER OVERLAY ON ASPHALT DRIVE
WAY (EXPENSIVE)
OR
BLACK AND WHITE CHECKER BOARD ON A
DIAGNOL WITH PAINT.



MOVE LETTER UP HIGHER ON BUILDING

COMMUNITY AREA

ADD WINDOW FLOWER BOX WITH ANNUAL
COLOR FROM SPRING TO FALL

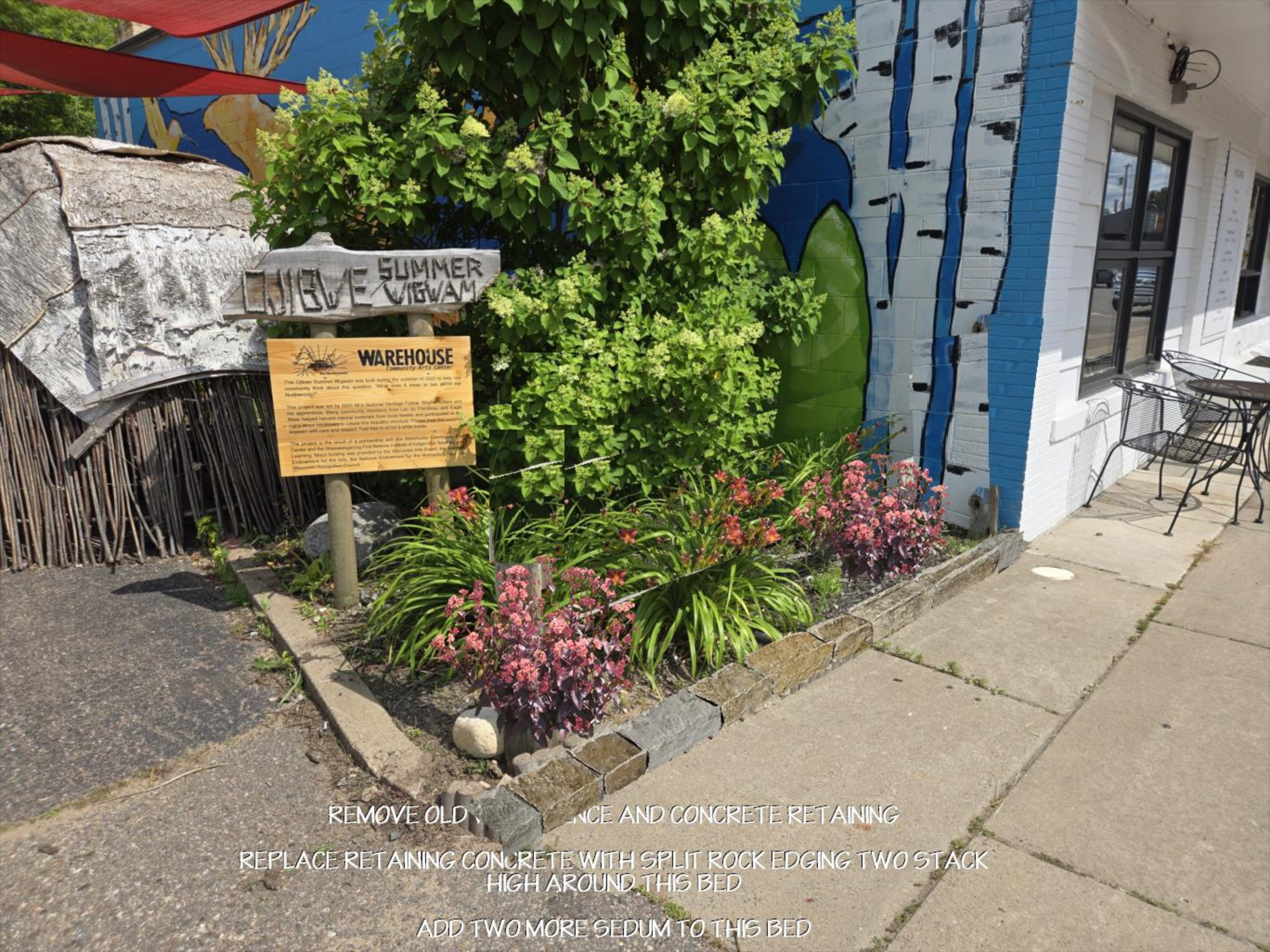
LEGEND: WAREHOUSE EAGLE RIVER
BUILDING 2 FT WIDE BED

10 - HYDRANGEA BOBO
1 - SERVICEBERRY RAINBOW PILLAR OR FINELINE BUCKTHORN
SPLIT ROCK WALL TWO HIGH



LEGEND: WAREHOUSES EAGLE RIVER
FRONT VIEW OPTION #1

- 3 - HYDRANGEA, BOBO
- 3 - SAGE, RUSSIAN
- 3 - GRASS GLOW STICKS FESCUE
- 4 - LILY, ORIENTAL, THE ROCKET
- 7 - SEDUM, JOSE AUBERGINE - DEEP RED PURPLE FOLIAGE



REMOVE OLD CURB AND CONCRETE RETAINING
REPLACE RETAINING CONCRETE WITH SPLIT ROCK EDGING TWO STACK
HIGH AROUND THIS BED
ADD TWO MORE SEDUM TO THIS BED

... / [Outdoor Storage](#) / [Shade Structures](#) / [Canopies](#) / [Shade Sails](#)

Internet # 313328394 Model # TAPR0812-5 Store SKU # 1005406984

 22

COLOURTREE

12 ft. x 8 ft. 190 GSM Red Rectangle Sun Shade Sail Screen Canopy, Outdoor Patio and Pergola Cover

★★★★★ (308)  Questions & Answers (46)



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Color: Red





Home > Outpost Wood Wheelchair Accessible Picnic Table, Square



Accessible



Easy-Assembly

Optional Accessories

Surface Mount Kit for Picnic Tables & Benches, Fits 1-1/2" to 1-5/8" Frames, Set of 2

07SA2939



\$35.00

Qty



ADD TO CART

Concrete Umbrella Base

UM-09



As low as \$145.00

Qty



ADD TO CART