

SHEBOYGAN COUNTY RESOLUTION NO. 09 (2021/22)

Re: **Approving Cost-Sharing of *Discover Wisconsin* Campaign Between the City of Sheboygan, the Sheboygan County Economic Development Corporation, and Sheboygan County**

WHEREAS, Discover Mediaworks is the television production company that produces *Discover Wisconsin*, a television program which for over 35 years has promoted Wisconsin tourism through the showcasing of different areas of the state, and

WHEREAS, Discover Mediaworks has developed a two-year *Discover Wisconsin* campaign to promote Sheboygan County through *Discover Wisconsin*, video stories, *The Bobber* blog posts, an e-newsletter, television and video streaming, *The Cabin* Podcast, promotion of events calendar, and still photography, and

WHEREAS, the Sheboygan County Economic Development Corporation (SCEDC) and the City of Sheboygan have expressed an interest in partnering with Sheboygan County for the purpose of promoting tourism and events within the County and thereby supporting economic recovery and worker recruitment for area businesses, and

WHEREAS, pursuant to the collaborative approach between the SCEDC, the City of Sheboygan, and Sheboygan County, the parties wish to enter into an agreement with Discover Mediaworks and to share in the cost of the *Discover Wisconsin* campaign, and

WHEREAS, Sheboygan County's share of the campaign is an eligible activity funded by American Rescue Plan Act of 2021 (ARPA) funds;

NOW, THEREFORE, BE IT RESOLVED that the Sheboygan County Board of Supervisors approves the *Discover Wisconsin* two-year campaign, a copy of which is on file with the County Clerk, with 25% of the cost covered by the SCEDC, and the City of Sheboygan and Sheboygan County sharing equally in the remainder of the cost.

Respectfully submitted this 15th day of June, 2021.

FINANCE COMMITTEE

William C. Goehring
William C. Goehring, Chairperson

Roger Te Stroete
Roger Te Stroete, Vice-Chairperson

Keith Abler
Keith Abler, Secretary

Thomas Wegner
Thomas Wegner

Robert Ziegelbauer
Robert Ziegelbauer

Opposed to Introduction:
