

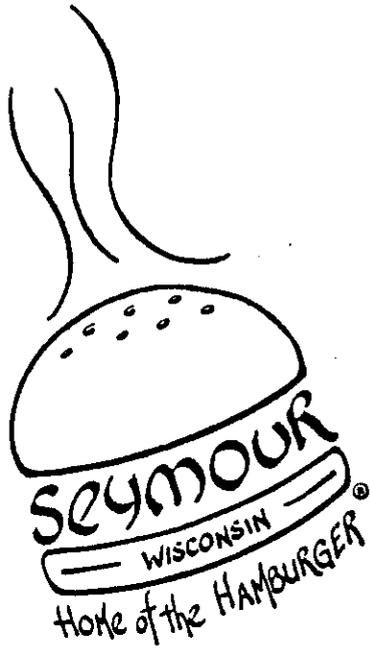
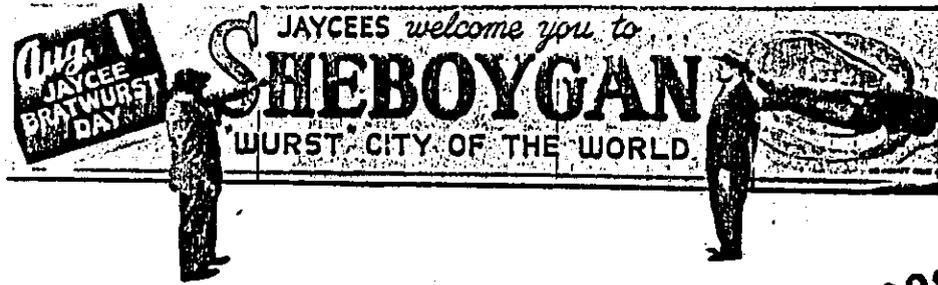
THE USE OF COMMUNITY SLOGANS
IN WISCONSIN AND THEIR LOCAL IMPACTS

BY

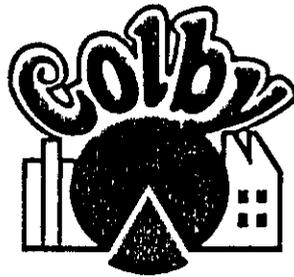
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The
Morel Mushroom
Capital
Muscodia, Wisconsin



Home of the ORIGINAL World Famous COLBY CHEESE.

Whether it's the Cucumber Capital of Wisconsin, Chocolate City USA, the Rome of the Hamburger, or the Birthplace of the Ice Cream Sundae, communities with slogans may have more than just a catchy phrase after their name.

This paper presents the results of an examination of over 170 Wisconsin communities with slogans to learn which benefits, if any, can result from the use of community slogans. The study looks at four main pieces of information:

- A. The history of the slogan - its meaning, how it got started, and when.
- B. The community activities related to the slogan, such as festivals, attractions, promotional literature, and logos/letterhead.
- C. The perceived impact of the slogan on the local economy and attitude.
- D. The type of group which coordinates or sponsors the activity.

The results of this study are intended to be used by communities which have slogans as an assessment tool or by those which are planning the development of a slogan for promotional and other purposes.

Method of Study

The primary method of gathering information was through a survey instrument distributed to University of Wisconsin-Extension Community Development colleagues. A copy of the survey instrument was sent asking them to either complete a form for communities they knew used slogans or to send the form to their communities. In counties with no CRD Agent, a form was sent to the county clerk and/or directly to the community (see Appendix A for form). In some cases, community slogans were identified while reviewing research materials or in discussions with agents or community representatives. Returned forms were reviewed for completeness and plotted on a state map.

Follow-up phone contacts were necessary for additional information, especially on specific activities and attendance at festivals and events.

History and Organizational Make-Up

Before detailing the specific results of a year of study and examining information on over 170 communities, it may be useful to briefly review the historical and organizational backgrounds of community slogan use.

Most of the communities with slogans which responded to the survey were small, less than 10,000 population, with the majority less than 2,000. Only one community over 50,000 population responded to the survey.

Historically, their slogans were developed because of a significant event ("Birthplace of the Ice Cream Sundae," "Snowshoe Baseball Capital") or because of major activity in the area ("Butter Capital," "Chocolate City USA," etc.) Some of these slogans have been used for decades.

Most recently communities have used geography in slogan selection such as "Tops in Wisconsin," "Discover Wisconsin's East Coast," and "The City in the Center." There also seems to be more communities developing serious sounding slogans, such as "Saukville Will Work For You," or "Great Lake! Great Harbor! Great Community!" This may be due to communities marketing themselves specifically for non-tourism industries such as manufacturing, service, and retail.

Overall, Wisconsin community slogans are used in a tourism related manner. As the reader will learn in this paper, the activities done in conjunction with the slogan are tourism related, geared both to local residents and to attracting outsiders to visit the community. With tourism projected to play a vital part in the continued development of the rural economy, the community slogan may prove to be an important asset.

Organizationally, chambers of commerce usually are the coordinating group for festivals and other slogan related activities. Many times they are also involved in the development of the slogan. Service organizations sometimes coordinate activities, especially in the absence of a business organization. The municipality rarely coordinates anything more than brochure development and distribution.

For a program which is well established, is large in scale, and/or has a variety of activities throughout the year, there usually is an independent organization or committee to coordinate the program. If it is an organization, it is incorporated and has nonprofit status.

Slogan Related Results

With over a year of study and the examination of over 170 communities, this author is able to identify some specific advantages to having and using a slogan. The results can be put into four categories - identity, pride, community, and economics.

Identity

When someone mentions The Big Apple, The Windy City, Gateway to the West, or The Mile High City, people generally know what community they are talking about. It is called marketing. Granted, these are large communities and have large promotion budgets, but the idea is still the same. If a slogan gets used enough and is properly marketed, it gets known outside the community. That identity can not only benefit community recognition, but may attract people to the community. Chocolate lovers will be attracted to Burlington - Chocolate City USA; Loon fanciers will want to go to Mercer - The Loon Capital; and grouse hunters will want to go to the Grouse Capital - Park Falls. The association of a product or event will help remember the community. Some communities in the study shared experiences when traveling outside the state and talking with people who know of their Wisconsin community because of the slogan.

Pride

One of those intangibles often mentioned on the surveys and in conversations with communities was the pride exhibited by the residents over their community's recognition. Being the Spelling or Jump Rope Capital of Wisconsin, having the World's Purest Water, being considered Hometown USA or, from an ethnic standpoint, being the Kolache, Swiss Cheese or Czech Capital really makes residents feel good about their community.

On the other hand, having the dubious distinction of living in the community where the "Last Passenger Pigeon Was Shot" or being the "Cow Chip Throwing Capital" may not always be something locals care to boast about.

Pride, however, is not restricted only to residents. The business community often shares the same feelings about their community and may be in a better position to openly exhibit it. The existence of business community pride and support for a slogan becomes evident when it is adopted in the business name. such as Circus City Cleaners (Baraboo) Ranger City Restaurant (Wausaukee) and Red Bud Acres (Columbus).

Community

The key to community is unity. That is what Seymour, Rome of the Hamburger, uses in its pitch to solicit support for its program. Slogan related festivals, especially those in small communities, really unify the residents to work together and to support the effort.

But community goes beyond the residents. Special events, especially those sponsored by the chamber, get the businesses working together also. A well-accepted slogan encourages all businesses to think in the same direction in advertising and marketing promotions. If the program is a continuous, year-round effort, businesses work as a group rather than as individuals to attract sales.

Economics

For some communities, the bottom line in any program development is economics - how many dollars will be generated by this program? This section may be the only one in this study where one can quantify the impact of a slogan.

In determining the economic impact of slogans, communities were asked on the survey form to give their perceived dollar impact (estimate). For example, how much money was brought in as a result of a festival held by the community. Few communities could actually give the amount of income generated by the event unless it was specifically studied. Monroe, the Swiss Cheese Capital of the U.S., estimates its Cheese Days celebration brings in \$1 million during the 3-day festival. Hunters in Park Falls - the Ruffed Grouse Capital of the World, bring in \$12,300 per day during peak grouse hunting, according to chamber estimates.

With other communities one can only estimate the income. In these cases, the author requested attendance estimates at festivals, events, and attractions. By using these estimates and applying an expenditure factor, one can get a ballpark figure on income generated. For example, in Brodhead - The Bicycle Gateway to Wisconsin, bicyclists on the Sugar River Trail number 55,000 per year. A recent study indicates the average expenditure ranges from \$3.06 to \$33.25. Taking the average day tripper expenditure at around \$10, visitors to the Brodhead area (to bicycle) spend \$550,000.

The economic impacts of festivals and other events have not been thoroughly studied and therefore it is difficult to make an accurate estimate of income. A study entitled "The Economic Impact of Arts and Crafts Festivals in Selected Northeast Minnesota Communities" by the Department of Economics at the College of St. Thomas does show expenditures for that specific event and also estimates leakage out of the county. The per capita spending at these events ranges from 54.38 to 59.84, according to the study. In another art festival study in Pennsylvania by Wang and Oodbey (1987) looked at expenditures by out-of-town attendees. Those expenditures amounted to \$119.27 per person per day.

A study currently underway by the University of Missouri-Columbia is looking at expenditures at small local festivals. Their preliminary findings indicate a range from \$0 per party to over 5100 per party. the majority around \$10. Using this figure for a festival which draws 3000 people (1000 parties). approximately 510,000 would be generated. With minimal outside commercial vendors and the multiplier affect of money, more income could be generated for the community.

Getting People to Your Community

To have the greatest economic impact. people need to come to your community. This study looked for methods communities with slogans used to attract people. Three primary methods were used - festivals, special events, and attractions.

Slogan related festivals were a very popular method communities used for locals to celebrate. This was the basis for many early slogan related festivals. Later. festivals were determined to be a very good means of raising money for local service clubs and chambers of commerce. In recent years, festivals are organized primarily to raise money.

This study did not look at community festivals per se. It looked at slogan related activities, and only those festivals which directly related to the community slogan were recorded. Examples of these festivals include the Strawberry Festival in Alma Center - The Strawberry Capital of Wisconsin; Fur and Leather Days for Berlin - The Fur and Leather Capital; Cheese Days at the Swiss Cheese Capital - Monroe; and Heidi Festival in America's Little Switzerland - New Glarus.

Festivals usually are more than one day in length and many times 2-3 days. They usually involve music and/or dancing, games, and, of course. food. Parades have also become quite popular for many communities. Other activities at festivals include queen contests. carnivals, flea markets, craft shows, tours. runs, and some types of contests and demonstrations.

Slogan related special events also attract people into the community and were identified in this study. Special events differ from festivals in that events are mainly one day in length and many are geared to a contest or sales promotion. Some examples of special events include Bloomer's Rope Jump Contest, Pardeeville's Watermelon Seed Spitting Contest. and Sundae Thursday in the Birthplace of the Ice Cream Sundae - Two Rivers.

While festivals and special events are important and bring large amounts of people in for a few days a year. an attraction is effective in bringing people to town the rest of the time. Attractions can be anything; a natural feature. a man-made feature, a museum, historical monument. statue, or even the whole community. It can be the Clown Hall of Fame and Museum in Delevan - Clown Town USA; a 16-foot fiberglass loon in Mercer - the Loon Capital; the duck feeding in Lodi - Home of Susie the Duck; the official USGS marker at Poniatowski - The Center of the Northwestern World; or the 247-foot high log stacker at Cornell - The Stacker City. Many Wisconsin communities identified an attraction, open either part of the year year-round, as an important part of their slogan related activities.

Keeping the People in Town

One of the five acknowledged ways a community can encourage economic development is to improve the ability to capture dollars (Pulver). Increasing local spending by stopping the money leaking out of the community is one method of achieving this end. Often overlooked is the way festivals and special events meet this economic development strategy. Besides encouraging residents to spend money locally, it is an opportunity to keep them in the community, and, consequently, they are not able to spend money elsewhere.

Tourism \$\$

The bottom line on the economics of a community slogan program is tourism. The pure definition of a tourist is a person traveling for business or pleasure. The key is to get those travelers to come to your community, either as a destination or as an unplanned stop. They may be attracted there to buy fresh bakery in the Kringle Capital of the World; take the kids fishing at the Sunfish Capital of the World; have their picture taken next to a 16 foot high loon at the Loon Capital of the World; eat ice cream at the Birthplace of the Ice Cream Sundae; or stand on the exact Center of the Northwestern World.

In studying communities with slogans, some rather impressive numbers were revealed. For example, over 20,000 people visit the Snowmobile Museum at its birthplace in Sayner (unincorporated); over 25,000 polka enthusiasts are drawn to Pulaski (population 2,100) for the Polka Pest; over 100,000 are drawn to the Bratwurst Capital - Sheboygan (population 48,000) for their annual 3-day festival; and over 25,000 tour the First Kindergarten Building in Watertown (population 18,500). The Sauerkraut Festival at the Home of the World's Largest Sauerkraut Plant in Bear Creek (population 454) draws 3,000 and over \$1800 is raised selling corn (at a nickel a handful) for visitors to feed the ducks in Lodi - Home of Susie the Duck.

Spreading the Word

Communities in Wisconsin use a variety of techniques to increase recognition and improve their identity in relation to their slogan. Entrance signs, promotional brochures, business and municipal letterhead, and ads are common places for a slogan to appear. Some community slogans appear on well designed patches and colorful banners. Souvenirs, including bumper stickers, balloons, buttons, T-shirts, and caps are also used to promote slogans.

Designing a logo to compliment the slogan creates a visual impact people may remember. Many Wisconsin communities have logos, developed either by professionals or by residents in a local contest. Some communities have a traveling logo/slogan, as they appear on municipal vehicles and even on over-the-road trucks, where they can be seen outside the community. This author has proposed to Seymour - Home of the Hamburger - that their logo/slogan be stamped on the boxes and crates of all manufactured items leaving the community. Seymour also has plans to paint their water tower to look like a hamburger.

Methods for community promotion are numerous, but using a slogan organizes the effort and gets people thinking along the same lines. The slogan can impact the community's recognition and image, and can aid in tourism development. But some intangible benefits can also be gained from a community slogan such as local pride and that all-important factor everyone needs in this fast-paced world - community.

CASE STUDY #1
Mt. Horeb, Wisconsin
"Troll Capital of the World"



When talk of a highway bypass hit this small community of 3,000 twenty minutes west of the state capitol, concern was justifiably raised. Some merchants feared that without the several thousand cars traveling Main Street daily, the business district would wither and die. The chamber of commerce knew they had to get traffic back through the downtown.

While planning its marketing effort, the use of a slogan was suggested. Mt. Horeb is a Norwegian community and a gift shop always had a statue of a troll in front of the store. Travelers (before the bypass) would stop and look at the statue and have their picture taken with it. Truckers would talk about the statue on their CB's. The troll, therefore, was a natural as the subject for their slogan.

Using a combination of festivals, special events, attractions, and a redecorated community, Mt. Horeb has become a destination for thousands of travelers. Main Street is "on called "The Troll Way" and the name is used extensively to direct people through the downtown. Colorful banners mark The Troll Way, which exhibits signs of Norway and the Norwegian myth. Hand-painted business pictures with troll characters replace the wooden cut-outs of trolls which adorned front lawns and sidewalks. A 9-foot high tree trunk has been turned into a beautifully carved troll figure. Souvenirs of all types, especially troll figurines and dolls, are available at many businesses (one gift shop has over 500 different troll related items).

The community's logo appears on chamber stationary and on all promotional literature, including being featured prominently on colorful highway signs. Businesses, after initial skepticism, have adopted the slogan idea and use it in their own advertising. The slogan has greatly unified the business community to work together and even do joint promotions.

The community holds several festivals and other events throughout the year relating to Norway and/or the Troll theme including Summer Frolic, Scandinavian Fiddle Fest, Song of Norway Musical, Kaffe Stue and Art Pair, Fall Fest, and Christmas Arts and Craft Fair. The Festivals each draw several thousand participants, many of whom make return visits to the community. Chamber officials estimate about 200,000 people are drawn to Mt. Horeb because of the festivals and other slogan related activities.

The Troll Town Slogan and image really gives the community identity and local businesses strongly support it. It has certainly been a" economic benefit. When it was once feared the bypass would break the business community, many travelers now exit the highway just to tour the Troll Way and visit its shops and restaurants.

CASE STUDY #2
Mercer, Wisconsin
"The Loon Capital of the World"

Having some of the highest populations of the Common Loon made it easy for Mercer to adopt a promotional slogan in the mid '70's. Mercer has a population of 1,425 and is located in northern Wisconsin, not far from the Michigan border. For many years following the logging boom, northern Wisconsin, because of its lakes and woods, has been a tourist center. and much of the economy relied on that industry.



Attracting the traveler, especially when there is a great deal of competition, is not easy. It was thought a slogan would help market the community to some of the tourists in Minocqua and other high traffic areas. They determined something visible was needed to attract people and make them remember Mercer. They held some fund raisings and erected a 16 foot tall fiberglass loon. That was 10 years ago. To make the trip to Mercer memorable and to get the traveler to really appreciate loons and nature, the chamber included an interpretive center in their new office/information center.

Not having a great deal of money to work with, Mercer had to rely on a low budget marketing program. Thanks to some well-placed advertising and attracting the nearby vacationer. Mercer has gained wide-spread recognition. Over 8,000 people a year visit the chamber office, many more to see the large loon and visit the community. While "On the Road," Charles Kuralt visited the community and featured Mercer on the TV show.

Mercer uses the loon theme in several areas. Loon Days, a special event held the first Wednesday of August, features a loon calling contest, a sidewalk sale, entertainment, a large art and craft show and the Loon Run. In winter the community sponsors the Blue Loon Stampede, a cross-country ski race. In addition to the large loon statue, loon flower planters adorn Main Street in Mercer .

The business community has been behind the slogan from the beginning. Half the Main Street businesses handle loon gifts and souvenirs. They are united on special promotions and on large-scale advertising campaigns. They feel the slogan not only draws people to the community, but also connotes a pristine environment, which may mean more in the long run.

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APPENDIX A

COMMUNITY SLOGAN QUESTIONNAIRE
(Please complete one for each community)

NAME OF COMMUNITY _____ POPULATION _____

COUNTY IN WHICH COMMUNITY IS LOCATED _____

COMMUNITY SLOGAN _____

SHORT HISTORY OF SLOGAN _____

COMMUNITY ACTIVITIES RELATING TO SLOGAN (Festivals, logo, contests,
promotion) _____

PERCEIVED IMPACT OF SLOGAN ON LOCAL ECONOMY AND ATTITUDE _____

For more information contact:

Name of Coordinating Group _____

Address _____

Phone _____

Submitted by _____

Association _____

Feel free to include literature and brochures

APPENDIX B

COMMUNITY	THEME/SLOGAN
Algoma	Coho Capital
Alma Center	Strawberry Capital of Wisconsin
Amery	City of Lakes
Appleton	The Magic is Back (Home of Harry Houdini)
Arbor Vitae/Woodruff	Crossroads of the North
Ashland	Tops in Wisconsin
Babcock	Where the Last Passenger Pigeon Was Killed
Baldwin	Ethnic Dutch
Baraboo	Circus City of the World
Baraboo	The Gem City
Bear Creek	Home of the World's Largest Sauerkraut Plant
Beaver Dam	Home of 15,000 Busy Beavers
Belleville	The UFO Capital of the World
Belmont	Home of the First State Capital
Berlin	Fur and Leather Capital
Birchwood	Bluegill Capital
Black Creek	Birthplace of the First National Baseball Team
Black Earth	The Only Black Earth in the World
Black River Falls	Deer Capital of Wisconsin
Bloomer	Jump Rope Capital of the World
Bonduel	Spelling Capital of Wisconsin
Boscobel	Turkey Hunting Capital of WI
Boscohel	Birthplace of Gideon Bible
Boulder Junction	Musky Capital of the World
Brodhead	The Bicycle Gateway to Wisconsin
Burlington	Chocolate City USA
Cable	Home of the American Birkebeiner
Cambridge	The Umbrella City
Cedarberg	Historic Cedarberg
Chippewa Falls	Naturally the World's Purest Water
Colby	Home of Colby Cheese
Columbus	Red Bud City
Conover	Headwaters Vacationland
Cornell	Stacker City
Cross Plains	Famous For Friendliness
Cumberland	Rutabaga Capital
Delavan	Clown Town USA
Dousman	Bull Frog Junction
Durand	Festival theme, not slogan
Eagle River	Snowmobile Capital of the World
Edgar	Progressive Village Serving People
Edgerton	Home of Sterling North
Edgerton	Tobacco City (formerly capital of world)
Ellsworth	Cheese Curd Capital of Wisconsin
Elmwood	UFO Capital of the World
Ephraim	The Pearl of the Peninsula
Ettrich	Fun City, USA
Florence	Heart of Wild River Country
Fond du Lac	First on the Lake
Galesville	Garden of Eden
Germantown	Deutschstadt
Grantsburg	Home of Big Gust

Green Lake	WI's Oldest Resort Community on WI's Deepest Lake
Green Lake	Wisconsin's Lake Trout Capital
Haugen	Kalache Capital
Hayward	Home of World Record Muskies
Hazel Green	Point of Beginning
Hillsboro	Czech Capital of Wisconsin
Horicon	Home of the Horicon Marsh
Hurlsy	Where Hwy 51 ends and the Fun Begins
Janesville	The City of Parks
Jefferson	The Gemuelichkeit City
Juda	Buffalo Roast Capital of Wisconsin
Juneau	Home of Addie Jones
Kenosha	For All Seasons now Enjoy Kenosha
Kewaskum	Gateway to the Kettle Moraine
Kewaunee	Great Lake! Great Harbor! Great Community!
Lac du Flambeau	Lake of Torches
Lake Geneva	Newport of the West
Lake Tomahawk	Snowshoe Baseball Capital of World
Land O' Lakes	Land of Four Seasons Fun
Langlade County	Wisconsin's Get-Away County
Lodi	Home of Susie the Duck
Lone Rock	Coldest Spot in Wisconsin (With the Warmest Heart)
Madison	Close to the Heart
Manitowish Waters	WI's Northwoods Year-round Vacationland
Manitowoc/Two Rivers	Discover Wisconsin's East Coast
Marshfield	The City in the Center
Marshfield	Cheese City USA
Mauston	Home of Company K
Mayville	Proud of our Past and Looking to the Future
Mazomanie	Turn of the Century Railroad Town
Menomonie	Traditional Yet Progressive
Mercer	Loon Capital of the World
Middleton	Good Neighbor City
Mineral Point	The City Where Wisconsin Began
Monroe	Swiss Cheese Capital of the USA
Mt. Horeb	The Troll Capitol of the World
Muscoda	Morel Mushroom Capital
New Berlin	City Living With a Touch of Country
New Glarus	America's Little Switzerland
New Holstein	Cow Town, USA
New London	Origin of the Water Spaniel
New London	Heart of Wolf River Country
Oconomowoc	A Special Place
Oconomowoc	City of Lakes
Oconto	Perch Capital of the World
Omro	Bridge to the Future
Oregon	The Horse Capital of Wisconsin
Oshkosh	Oshkosh on the Water
Palmyra	The Trail Ride City
Pardeeville	Watermelon Seed Spitting Capital
Park Falls	Ruffed Grouse Capital of the World
Peshtigo	Home of the Great Peshtigo Fire
Phelps	Headwaters Cty (start of WI River)
Pittsville	Center of the State

Platteville	Home of Chicago Bears Training Camp
Plover	Golden Sands Area
Poniatowski	Center of the Northwestern World
Portage	Historic Portage
Potosi/Tennyson	Catfish Capital of Wisconsin
Prairie du Chien	Wisconsin's Oldest Settlement
Prescott	Where the Mighty Mississippi Meets the Beautiful St. Croix
Presque Isle	Walleye Capital of the World
Presque Isle	Wisconsin's Last Wilderness
Price county	The Real Wisconsin Northwoods
Pulaski	Polka Town
Racine	Kringle Capital of the U.S.
Randolf	A Great Place to Grow
Reedsburg	Butter Capital of America
Rhineland	Home of the Hodag
Richland Center	From Farming to Frank Lloyd Wright
Ripon	Birthplace of the Republican Party
Sauk Prairie	Cow Chip Throwing Capital
Saukville	Saukville Will Work for You
Sayner-Star Lake	Birthplace of the Snowmobile
Seymour	Home of the Hamburger
Sheboygan	Bratwurst Capital of the World
Siren	Lilac Capital of Wisconsin
Soldiers Grove	America's First Solar Village
Somerset	Tubing Capital of the World
Sparta	Home of the Big Fiberglass Animals
Spencer	A Friendly Small Town With a Future
Spooner	Mixing Business and Pleasure
Spring Valley	Home of the Largest Earthen Dam in the Midwest
Stevens Point	City of Wonderful Water
Stockbridge	Sturgeon Center of the World
Stoughton	The City of Progress and Opportunity
St. Germain	WI's All Seasons Vacationland
Sun Prairie	Groundhog Capital of the World
superior	Where Sail Meets Rail
Taycheetah	Sheepshead Fishing Center of the World
Tomah	Gasoline Alley
Tomah	City of Special Events
Tomahawk	Gateway to the Northwoods
Two Rivers	Birthplace of the Ice Cream Sundae
Two Rivers	The Cool City or Coolest Spot in Wisconsin
Verona	Hometown USA
Viroqua	Viroqua Quality - Discover It
Watertown	Home of the First Kindergarten in America
Waunakee	The Only Waunakee in the World
Waupan	Wild Goose Center of Wisconsin
Wausau	Our Peak Season Never Ends
Wausaukee	Ranger City, USA
Wautoma	Christmas Tree Capital of the World
Webster	Fishbowl of Wisconsin
West Bend	Outlet Capital
Westby	Norwegian related
Weyauwega	Home of Horse and Buggy Days
Winchester	Wisconsin's Unchanged Wilderness
Winneconne	Winneconne on
Wisconsin Rapids	Paper City
Woodruff	Home of Million Penny Parade