



TRAVEL
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WISCONSIN MEETINGS & CONVENTIONS

**MEETING IN WISCONSIN MAY TAKE YOU TO THE FARM, BREWERY,
WATERPARK, BASKETBALL COURT OR A TWINNING PAIR OF
ROARING TWENTIES HOTELS**

When travelers hear the word “Wisconsin,” thoughts naturally go to farms, artisan beer, sports, and water fun. Turns out all those things can play into the experience for meeting and convention attendees to the state. Take a look at the new, expanded, restored, renovated, and trendy as compiled by the Wisconsin Department of Tourism’s “Meet in Wisconsin” team. For more information, visit www.MeetInWisconsin.com.

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Brand new builds in Wisconsin are clipping along at a brisk pace this year, with these impressive additions to the meeting and convention inventory already seeing bookings.

Farm Wisconsin Discovery Center, Manitowoc County Set to open in July, this brand new 29,000 square foot facility is dedicated to educating visitors on how and where their food is produced and why agriculture is important. The Farm Wisconsin Discovery Center also includes a 300-person conference center.

Wisconsin Entertainment and Sports Center, Milwaukee Scheduled to open late summer, the new \$524 million Wisconsin Entertainment and Sports Center will be the new home of the Milwaukee Bucks NBA basketball team and a major catalyst for additional development downtown. It's located just a few blocks from the Wisconsin Center convention complex and major convention hotels.



Wisconsin Sports and Entertainment Center Rendering

Hyatt Place at The Brewery, Milwaukee This \$27 million, 150-room hotel in The Brewery complex overlooking the new Bucks arena and entertainment block is under construction and scheduled to open in June. The property includes three meeting rooms accommodating up to 200 people.

Menominee Nation Arena, Oshkosh The recently opened, 60,000 square foot Menominee Nation Arena is home to the Wisconsin Herd, the G League affiliate of the Milwaukee Bucks. The facility also hosts tradeshows, expos and conferences.

Fox Cities Exhibition Center, Appleton The New Year saw the opening of the Fox Cities Exhibition Center, a \$32 million addition to Appleton. Space at this center can be divided into three 10,000 square foot sections. There's an additional 17,000 square feet of outdoor exhibition space as well.



Donald & Carol Kress Pavilion
Photo Courtesy of Donald & Carol Kress Pavilion

Donald & Carol Kress Pavilion, Egg Harbor Completed in early 2018, this property features a second floor Great Hall event space with wrap-around porches offering sweeping views of the bay of Lake Michigan and surrounding orchards on the Door County peninsula. The Kress Pavilion also includes two meeting spaces, a lounge and living room with fireplace. On the first floor is a Makers Space, offering a space for tech and hands-on programming.

Hilton Garden Inn, Wausau Custom designed to capture sweeping views of Rib Mountain State Park and Granite Peak Ski Area, the new Hilton Garden Inn has 7,800 square feet of premium conference space with capacity for 325 attendees plus an onsite restaurant.



Hilton Garden Inn Wausau
Photo Courtesy of the Hilton Garden Inn Wausau

Trio of New Hotels, Beloit Three new hotels are springing up in Beloit, each with meeting space. Hotel Goodwin is planned as a downtown boutique hotel, while Home 2 Suites by Hilton and Holiday Inn Express both offer easy access from the interstate.

The Cobblestone Hotel & Suites, Stevens Point Newly opened, the Cobblestone Hotel in Stevens Point includes an onsite meeting room and restaurant along with 60 guest rooms.

Brookfield Conference Center, Brookfield Renovations continue on the Sheraton Milwaukee in Brookfield, while groundbreaking for the 40,000+ square foot Brookfield Conference Center will take place later this summer.

Tru by Hilton, Madison Hilton's Tru Hotel brand comes to Madison this spring. The property is designed for both business and leisure travelers with public spaces for work and dining.

The Pablo Center at the Confluence, Eau Claire Grand opening plans are set for September for this \$45 million arts center in the heart of downtown Eau Claire. Located at the confluence of the Eau Claire and Chippewa rivers, The Pablo Center, a shared university-community facility, will have large performance spaces, galleries, recording studios and the Visit Eau Claire experiential visitor and convention bureau tourism center.



The bar at the Cobblestone Hotel & Suites
Photo Courtesy of The Cobblestone Hotel & Suites



The Pablo Center at the Confluence Rendering
Photo Courtesy of the Pablo Center at the Confluence

MAJOR EXPANSIONS AND RENOVATIONS

Wisconsin is adept at both reinventing itself and reinvesting in itself, as evidenced by these expansions and renovations.

Radisson Hotel, La Crosse The ballroom renovation at the downtown Radisson in La Crosse is now complete, with the floor-to-ceiling, \$1.2 million makeover transforming the nearly 5,500 square foot event space into a contemporary design with touches of modern luxury. One of the standouts of the renovation is the LED lighting system, providing hosts a choice of 2,600 colors to set the tone for functions.

The Ingleside Hotel, Waukesha The former Country Springs Hotel and Conference Center in Waukesha reopens in late May as The Ingleside Hotel following a complete renovation of the property's 185 guestrooms and the 40,000 square feet of meeting space.

Potawatomi Hotel & Casino, Milwaukee Construction continues through 2018 on the \$80 million second hotel tower at Milwaukee's Potawatomi Hotel & Casino. The tower includes 119 rooms and suites, bringing the hotel's total number to 500. This 180,000-square-foot addition also features a 13,000 square foot ballroom, breakout rooms, and a full-service spa. It is expected to open in spring 2019.

Kalahari Resorts & Conventions, Wisconsin Dells Known for its impressive waterparks, Kalahari Resorts in Wisconsin Dells has broken ground on a 112,000 square-foot expansion to its convention center, with a planned opening date of September 2019. This expansion nearly doubles the square footage for meetings and conventions and includes a new 52,000 square foot ballroom large enough to accommodate 8,600 attendees in theater-style seating.



Radisson Hotel La Crosse's Renovated Ballroom
Photo Courtesy of Radisson Hotel La Crosse



Potawatomi Hotel & Casino
Photo Courtesy of Potawatomi Hotel & Casino

HISTORIC RESTORATIONS

Downtowns large and small are doing quite well, thanks to landmark historic hotels being saved from the ravages of time and the fate of the wrecking ball.

Hotel Retlaw, Fond du Lac Late 2018 will see the reopening of Fond du Lac's iconic hotel, the Hotel Retlaw, located in the heart of Fond du Lac's resurgent downtown district. The \$24 million renovation adds 127 guest accommodations, multiple on-site dining venues, a spa, and 10,000 square feet of dedicated event space. The hotel originally opened in 1923 and was designed by Walter Schroeder, a Wisconsin hotel and insurance magnate. It's on the National Register of Historic Buildings.

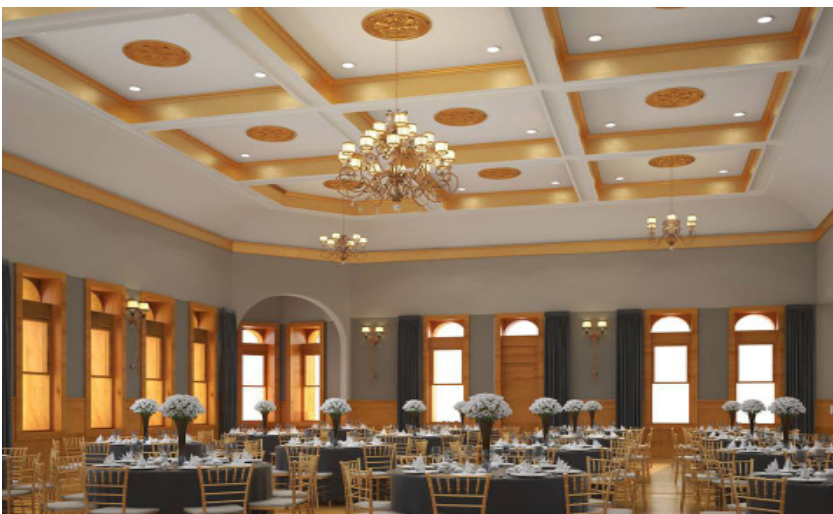


Hotel Retlaw's Grand Lobby
Photo Courtesy of Hotel Retlaw

Hotel Northland, Green Bay The Hotel Northland in downtown Green Bay, also designed by Walter Schroeder and listed on the National Register of Historic Buildings, first opened in 1924 as the largest hotel in Wisconsin at the time. The property has recently joined the Marriott International chain of boutique hotels and is expected to open late summer following a complete renovation.

Stella Hotel and Ballroom, Kenosha Scheduled to open in spring 2019, work is underway on the Stella Hotel and Ballroom in Kenosha, a restoration of the city's landmark Elk's Club and the century-old Heritage House Inn. Plans include a two-story ballroom, full-service restaurant and rooftop bar and lounge.

The Howard, Oshkosh Once the city's historic Eagles Club, The Howard in Oshkosh is undergoing an extensive renovation to preserve and restore this landmark to its original splendor. When completed in the fall, it will be available for special events and meetings.



The Historic Courthouse 1893, Waukesha The original courtroom for Waukesha County, Historic Courthouse 1893, is undergoing renovations to return it to its original elegance and will reopen in the fall with space for business meetings and cocktail receptions.

Rendering of The Historic Courthouse 1893 Renovations
Photo Courtesy of The Historic Courthouse 1893

WHEN SIZE MATTERS

Bigger isn't always better, but sometimes it's exactly what's needed to get the job done. These large facilities are some of Wisconsin's best for large meetings, conferences and conventions.

Oshkosh

Best Western Premier Waterfront Hotel and Convention Center, Oshkosh's largest hotel, situated on the Fox River in Downtown Oshkosh, with a skywalk to the Oshkosh Convention Center—perfect for those winter months when an outside commute is less than ideal.

Stevens Point

SentryWorld boasts a variety of spaces, including a beautiful golf course, a 5,000 square foot atrium, a fieldhouse with space for everything from conventions to indoor sports and a Grand Hall which offers well defined pre-function and event space for up to 300. Smaller rooms throughout the facility are perfect for breakouts or smaller meetings and groups.

Milwaukee

The Wisconsin Center was designed with the help of meeting planners for beauty and efficiency. The convention center complex also includes the Miller High Life Theatre and the UW-M Panther Arena. The nearby Wisconsin State Fair Park Expo Center offers nearly 200,000 gross square feet of exhibition space making it one of Wisconsin's largest exhibit facilities.

Green Bay

Lambeau Field is a historic place to host a meeting. Every amenity, from the scores of restrooms to the state-of-the-art kitchen and accommodating staff, has been created to support the traffic and demands of a Packers game day. Also in Green Bay, the KI Convention Center, which has nearly 80,000 square feet of meeting space, is ideal for business meetings, weddings and special events.

Madison

The Monona Terrace is designed for complete accessibility and civic enjoyment. Monona Terrace is a convention center like no other, rising from the blue expanse of Lake Monona and just two blocks from the State Capitol. Crowning this jewel is a 68,000-square-foot rooftop garden that celebrates the cityscape. The Alliant Energy Center, also in Madison, is a multi-venue complex featuring four unique and versatile venues for expositions, banquets, conventions, meetings, concerts, sporting events and much more.



Oshkosh Convention Center
Photo Courtesy of Best Western Premier Waterfront Hotel and Convention Center



Lambeau Field
Photo Courtesy of Travel Wisconsin



Monona Terrace
Photo Courtesy of Travel Wisconsin



Osthoff Resort
Photo Courtesy of Travel Wisconsin

Elkhart Lake

Located on the shores of Elkhart Lake, the AAA Four Diamond Osthoff Resort features first-class meeting and banquet space, and spacious, tastefully-appointed guest suites guaranteed to satisfy groups from 10 to 1,500.

Door County

Stone Harbor Resort, Door County's largest conference center, has state of the art audio/video equipment and a plethora of banquet halls set in a beautiful harbor side setting.

Eau Claire

The Lismore Hotel is a modern conference hotel attached to a convention center and rebuilt to match Eau Claire's vibrant Farmers Market neighborhood. The hotel provides 14,000 square feet of meeting and event space that can accommodate up to 1,000 guests.

La Crosse

The La Crosse Center is a multi-purpose arena in downtown La Crosse, which can accommodate up to 8,500 people. The second floor hosts a 6,000 square foot ballroom that has a spectacular view of the Mississippi River.

Lake Geneva

Grand Geneva Resort & Spa, is Lake Geneva's only AAA 4 Diamond resort. Conveniently located between Chicago and Milwaukee, Grand Geneva is tucked away on 1,300 scenic acres. The resort also offers over 62,000 square feet of meeting space, and unique wedding venue options for ceremonies and receptions.

Green Lake

The Green lake Conference Center is a 900-acre retreat and conference center with a rural, natural setting on the serene shores of Wisconsin's deepest lake. Fifty meeting rooms provide 60,000 square feet of event and meeting space with another 30,000 square feet of outdoor space and more than 300 hotel rooms. Guests can relax after meetings by taking a walk through the facility's extensive rose garden.



The Rose Garden at the Green Lake Conference Center
Photo Courtesy of The Green Lake Conference Center

Going 'off the grid' can provide a unique and focused corporate retreat. Here are some of Wisconsin's best corporate retreat facilities:

Central Wisconsin Environmental Station (CWES) has an ideal natural setting to unplug for a retreat. The facility is located 20 minutes east of Stevens Point, on the crystal clear Sunset Lake. The lodge is equipped with wireless Internet and room for up to 112 for meals.

The Retzer Nature Center in Waukesha focuses on environmental education, natural land management, community restoration, and wildlife habitat improvement. With a kitchen, audio and data systems, Retzer can host corporate meetings of up to 150 people.

Kemper Center in Kenosha is a historical venue located along the Lake Michigan shoreline. The center provides a wide choice of settings from small meeting rooms to halls accommodating up to 200, and tented events seating up to 500.



Woodside Ranch & Conference Center
Photo Courtesy of Woodside Ranch

If a group is looking for a one-of-a-kind experience, a corporate retreat at **Woodside Ranch & Conference Center** in the Wisconsin Dells fits the bill. Here you will find ample opportunities for team building combined with a rustic dude ranch experience.

Door County Adventure Center offers several retreat options including teambuilding programs and workshops in Sturgeon Bay. They'll take you on kayak excursions, zip line adventures and rock climbing trips and can even customize a retreat.



Heartwood Conference Center & Retreat
Photo Courtesy of Heartwood Conference Center

Farm to Fork Retreat is located near Eau Claire on 21 acres in Buffalo County, where the owners operate a 4-acre organic garden. The lodge accommodates between 14-16 people, with a couple of cabins for those who enjoy a camping experience.

Eagle River's Eagle Waters Resort is a four and a-half star historic resort offering meeting space for up to 250 people and team building packages.

Heartwood Conference Center & Retreat in Trego is nestled in 700 acres of natural woodlands. Whether planning a board meeting for 12, a luncheon for 200 or a corporate conference for 50, Heartwood has plenty of meeting facilities and accommodations to suit all needs.

WHEN THE MEETING CALLS FOR SOMETHING SPECIAL

Meetings can be made more memorable by reserving a truly unexpected or out-of-the-ordinary meeting venue. These Wisconsin locales will certainly keep guests engaged.



Airplanes inside the EAA AirVenture Museum
Photo Courtesy of Travel Wisconsin

EAA Aviation Museum and Grounds in Oshkosh is an aviation museum and home to EAA AirVenture, the largest air show in the country. EAA's grounds encompass more than 1,600 acres—complete with displays of full-size aircrafts, art and photo galleries, and interactive exhibits.

Road America “America’s National Park of Speed” is just 22 minutes from downtown Fond du Lac. Guests will not just be visiting one of the greatest race tracks in the world, they’ll be visiting one of the greatest group venues in the world. Group adventure programs range from heart racing motor track experiences such as Champaign Slalom and Karting, to Zip Lines, Disc Golf and more.

Beloit’s DC Estate Winery is located on the Wisconsin-Illinois border just minutes off I-90 in a picturesque park-like setting. The 4,400 square foot glass-enclosed pavilion offers amazing views of the countryside and a tasting room complete with locally produced wine.

The Wisconsin Maritime Museum offers views of the Manitowoc River and the WWII Submarine, USS Cobia. Meeting spaces include a rooftop deck with a panoramic view of Lake Michigan, as well as three separate rooms suitable for meetings of up to 150 people.



Wisconsin Maritime Museum
Photo Courtesy of Travel Wisconsin

Coldwater Canyon Pavilion is a 70-year-old historic pavilion located in the Wisconsin Dells, perfect for small groups and retreats. All events at Cold Water Canyon start at the Upper Dells boat dock, where guests board a private charter boat that takes them to the canyon.

The Fox Club, located on the second level of the Wisconsin Timber Rattlers stadium, is one of the most unique meeting venues in the Fox Cities. The conference room is available for corporate meetings, as is the banquet room for a larger event. Group tickets for Timber Rattlers home games can also be purchased.

Ten Chimneys, the estate lovingly created by theatre legends Alfred Lunt and Lynn Fontanne, is open to the public as a museum and national resource for theatre, arts, and arts education. The 60-acre estate, nestled in the rolling Kettle Moraine of southeast Wisconsin can accommodate up to 200 guests.

Riverbend Nature Center in Racine provides a tranquil setting for meetings of small groups, especially those with an outdoor interest. The center is comprised of almost 4,000 feet of river frontage, ponds and uplands hardwoods. The Main Lodge accommodates up to 130.

When is a meeting more than a meeting? When it involves volunteering.

- In 2017, **VISIT Milwaukee** fully funded the building of 30 children’s bikes. Bikes were assembled by attendees of the Association Management Companies Institute regional education event with help from visitor bureau staffers. Fifteen bikes each were donated to a local Boys and Girls Club and Lutheran Social Services.
- The **Sheboygan County Chamber** has facilitated partnerships with the local Fresh Meals on Wheels program, a one-of-a-kind program in the country partnering with local farms and gardeners to donate fresh fruits and vegetables to be used in creating nutritious meals.



2. LOCAL FLAVOR

The farming heritage of Wisconsin shows up in farm-to-table and garden-to-glass offerings.

- The **Stevens Point** CVB helps create off-site events that feature local craft libations and local chefs preparing their signature dishes. This region is home to the **Central Wisconsin Craft Collective**, a partnership between breweries, wineries and distilleries, offering an intriguing way to introduce attendees to the local culture and food scene.
- In the **Fox Cities**, attendees can eat a meal on a local farm, tour a greenhouse that partners with local restaurants, enjoy a Top Chef-style creative competition featuring local chefs, and participate in cooking demonstrations put on by the local technical college’s culinary arts department.



3. BUCKET LIST

The cousin to “bleisure,” combing business with leisure travel, is the proverbial “bucket list” pursuit.

- Green Bay’s **Lambeau Field** and the new **Titletown District** deliver a once-in-a-lifetime opportunity for sports fans regardless of the NFL team they root for.
- The **Fond du Lac Area Convention and Visitors Bureau** has been known to schedule yoga with the goats at LaClare Family Creamery, home of the World Championship Evalon goat cheese, and kiteboarding sessions on Lake Winnebago led by the hosts of the World Ice and Snow Sailing Championships.



4. ART AS INSPIRATION

Immersing oneself in art can do wonders for creative brainstorming.

- **Visit Eau Claire** coordinates “Meet the Artist” and “Make and Take” experiences at thriving local art collectives including Artisan Forge Studios and Banbury Place.
- The **Manitowoc Area Visitor & Convention Bureau** partners with groups to host events at unique, experiential locations only Manitowoc can offer, including the Rahr-West Art Museum. Exhibits for 2018 include the works of modern masters such as Matisse, Picasso, Dali and Warhol, and prints from the local Hamilton Wood Type Museum.



5. ON THE WATER

First there were “walking meetings” to take advantage of the great natural resources in Wisconsin known to inspire creativity. Now enter meetings where getting your sea legs is the first step of the tour.

- The **Kenosha Area Convention & Visitors Bureau** facilitates de-stressing, team-building activities on Lake Michigan, including charter fishing expeditions and a sail aboard the Tall Ship Red Witch, the last remaining wooden commercial schooner in southern Lake Michigan.
- In the **Waupaca** area, the chamber of commerce serves up silent sports options to meeting attendees, including paddling both flat and moving water.



Artisan Forge Studios
Photo Courtesy of VisitEauClaire.com



Green Bay Packers Hall of Fame at Lambeau Field
Photo Courtesy of Travel Wisconsin

Tack on a day to get to know Wisconsin's giants of industry, arts, culture and conservation:

Visit the Harley- Davidson Museum for Harley's 115th Anniversary

The founders of Harley-Davidson, William S. Harley and Arthur Davidson, put their heads together in a tiny shed trying to make a fast motorcycle. That was more than 100 years ago and today the Harley-Davidson motorcycle remains the ultimate symbol of rebellion. Roll into Milwaukee Labor Day Weekend 2018 and celebrate Harley-Davidson's 115th. With an unrivaled collection of Harley-Davidson motorcycles and memorabilia, a 20-acre, park-like campus, and a calendar full of activities, the H-D Museum is one of Milwaukee's top tourist destinations for visitors from around the globe.

Make a few stops on the Frank Lloyd Wright Trail

Frank Lloyd Wright's nature-inspired architecture and interior design is known worldwide. The Frank Lloyd Wright Trail takes travelers on a self-guided architectural adventure through nine stops across southern Wisconsin including Monona Terrace and the S.C. Johnson Wax Administration Building.

Visit the Aldo Leopold Foundation

The father of modern environmental ethics, wildlife management and wilderness preservation, Aldo Leopold honed his land ethic in a worn-out Wisconsin farm which the family restored to a forest of dreams. The Shack, a re-built chicken coop along the Wisconsin River where Leopold and his family stayed during weekend retreats, inspired many of the essays in the conservation classic, *A Sand County Almanac*. And now they come – young and old – to celebrate his land ethic at the famous Leopold Shack in central Wisconsin and at the Leopold Legacy Center northeast of Baraboo.

Take a scenic tour of the Wisconsin River and visit H.H. Bennett's photography studio

Wisconsin photographer Henry Hamilton Bennett pushed the then-emerging art of photography to a new plateau. Known as the father of modern photography, H.H. Bennett's ability to capture the geological beauty drew tourists to the Wisconsin Dells and set the bar for landscape photography so high even Ansel Adams strained to reach it.

Visit the birthplace of Harry Houdini for a little "escape" from work commitments

Appleton's Harry Houdini, pushed the limits in his quest for the ultimate illusion as a magician, escapologist and stunt performer. The amazing man from Appleton died on Oct. 31, 1926, from complications of a burst appendix at age 52. His life and illusions are immortalized at the famous History Museum at the Castle in Appleton.



Taliesin on the Frank Lloyd Wright Trail
Photo Courtesy of Travel Wisconsin



H.H. Bennett Museum
Photo Courtesy Wisconsin Dells Convention and Visitors Bureau

Plan a spa getaway to Kohler

An impeccably designed faucet, bathtub or kitchen sink has every likelihood of having originated in Wisconsin, thanks to the Kohler Company. The Kohler Family came to the Sheboygan area from Austria in 1873, and its company is currently headed by Herbert Vollrath Kohler. Under his leadership, the company has dramatically diversified, creating nationally acclaimed golf courses at his American Club Resort in the city that bears his last name. These courses have been the site of the PGA Championship, the U.S. Women's Open, The U.S. Senior Open and the Ryder Cup. Schedule a spa treatment, dine at world class restaurants and visit the Kohler Design Center.



Carr Valley Cheese Company
Photo Courtesy of Travel Wisconsin

Visit Sid Cook's Carr Valley Cheese along Wisconsin's Cheese Trail

Wisconsin artisan cheese is what Sid Cook, owner and operator of Carr Valley Cheese, is all about. The company, more than 100 years old, is nestled amongst the rolling hills and lush pastures of central Wisconsin. Carr Valley cheeses have won numerous awards, many of them for Sid's one-of-a-kind American Originals – artisan cheeses you won't find made anywhere else in the world. Visit Wisconsin's wine and cheese trail that welcomes you to enjoy agritourism at its delicious best! Tour southwestern Wisconsin's stunning natural beauty while enjoying award-winning wine and cheese at seven estate wineries and seven creameries, including Carr Valley Cheese.

Raise a glass at Deb and Dan Carey's New Glarus Brewery

To start their business, Deb Carey raised the capital as a gift to her husband, Dan, and established herself as the first woman to found and operate a brewery in the United States. Together, the Careys have developed an award-winning business whose honors include "Small Brewer of the Year," "Mid-Size Brewer of the Year" and the "Russell Schehrer Award for Innovation in Craft Brewing." With flavors like "Spotted Cow," "Moon Man," and "Fat Squirrel," how could you not give them a try? Non-Wisconsinites, start planning your trips! These brews are available only in Wisconsin.

Tour Les Paul's House of Sound at Discovery World

Jazz guitarist Les Paul, father of the solid-body electric guitar, was born and raised in Waukesha. The characteristic sound and electric amplification that are the hallmark of rock and roll might never have happened without him. Milwaukee's Discovery World has a Les Paul's House of Sound exhibit where you can "play" a virtual jam session with the master himself, and see displays of more than 20 new guitars and never before seen memorabilia from his personal collection.



Les Paul Exhibit at Discovery World
Photo Courtesy of Travel Wisconsin