

Driftless Wisconsin – Event Guidelines and Criteria
for inclusion in the calendar of events on www.DriftlessWisconsin.com
Revised and adopted from the Wisconsin Department of Tourism’s Extranet Policy

Driftless Wisconsin, Inc has established the following criteria for events submitted to the administrator of www.DriftlessWisconsin.com for inclusion in the Calendar of Events. These guidelines will help ensure that Driftless Wisconsin is providing accurate and quality travel information to its visitors via its website.

GENERAL CRITERIA

- Be tourist related and attract and serve travelers. Based on the Department’s economic impact research, a traveler is anyone who visits an area traveling outside of their normal routine and spends money.
- **Privately-owned, for-profit businesses that submit events must be Driftless Wisconsin advertisers.**
- Be located in the Driftless Wisconsin service area of Crawford County, Vernon County, or the Kickapoo River watershed.
- Draw a regional audience, defined as at least multi-community. The listing cannot be an event that is marketed only to local residents. It must draw a significant number of people from beyond the host community, unless it has a significantly unique component that could draw regional publicity.
- Be open to the general public (membership not required to attend) and have physical location that visitors can go to for an experience. (this means we do not include listings for books, magazines, DVDs, videos, travel apps etc. about Wisconsin or websites with the primary purpose of selling a product.)

EVENTS

Events qualify if:

- Draws travelers from other communities
- Generates revenue in your community

Examples of events that **do not qualify**:

- Local events:
 - City-wide rummage sales. However, rummage sales that include several communities can be included. (i.e. 85-Mile Garage Sale around Lake Pepin)
 - Church suppers and local fundraisers, however, if they offer more than just a meal and draw from other communities, an event may qualify.
 - Any performing arts show from elementary, middle or high schools. Performing arts shows at colleges/universities are accepted.
- Events held in a shopping mall, unless they promote Wisconsin Tourism destinations and attractions.
- Shows selling controversial products. (i.e.: guns, drug paraphernalia, pornography)
- Home Party Shows: such as Tupperware, Mary Kay, Lia Sophia, etc.
- All-Canada shows or other sport shows that attempt to draw people to vacation outside of Wisconsin.

- Trade shows (computer, card trading, etc.)
- Seminars/speakers/listening sessions/lectures/conferences (self-improvement, investments)
- Golf outings that only have a local draw
- Retail sales: Patio furniture sales, clothing sales, clearance sales, etc.
- Political rallies
- Library book sales
- Quasi-athletic competitions that are local – local group walks/runs, 5K Fun Runs, pet parades for the local animal shelter, walk-a-thons for cancer, Relay for Life. Unless they offer more than just the walk.
- Local bands playing at local establishments.
- Local sports tournaments. (softball, baseball, etc)