

## Room Tax Update

The 3% Room Tax was implemented on April 1, 2008. Since then the Ferryville Tourism Council has been formed, operating under the Ferryville Vision & Promotion Board. It is the responsibility of the group to determine the most effective way to spend the Room Tax funds in order to best promote tourism for the Village of Ferryville. A lot has been accomplished in the past year.

Lodging owners, business owners, or anyone interested in enhancing tourism are welcome to join the group at any time. Meetings are generally held monthly on a Wednesday morning.

## Our Website

[www.VisitFerryville.com](http://www.VisitFerryville.com)

Includes information about lodging, dining, tourism, businesses & more. Developed & constructed by Ferryville resident, Bob Miller.

## Exploring *First Impressions* Program

We met with Laura Brown from the UW Extension Office to discuss the *First Impressions* program. It is designed to help towns to identify strengths and weaknesses and to use that information to better their communities. We are looking for another town/village for us to 'trade' with. At some point in the future the group will travel to the chosen town and complete an evaluation to exchange with them.

## Who Is Involved

Jeanne Rutter President  
Member-at-large  
Sherry Quamme Sec./Treas.  
Village Treasurer/Fv & PB treasurer  
Kay Campbell  
Owner, Kay's Potiques  
Kristy Fisher  
Manager, Ferryville Cheese & More  
Donna Lensing  
Owner, Grandview Motel, LLC  
Deb Lomas  
Owner, Great River Inn  
Anja Miller  
Owner, Miller Vacation Home  
Aimee Wichelt  
Owner, 123 Main

## Tagline & Logo for Ferryville

We have been working on forming a new logo for the Tourism Council. After much thought it was decided to stick with:

*"Ferryville, A Place For All Seasons."*

## Where We've Advertised

*Hidden Valley* travel magazine  
*Dubuque Telegraph Herald*  
Ferryville Tourism rack cards placed in multiple locations  
Membership in Prairie du Chien Area Chamber of Commerce

## New Village Welcome Signs

We are currently working on getting new Ferryville welcome signs to replace the old ones. The installation is expected to take place by mid-July. Funding is being given by local businesses and donations. Both signs will be lighted, a change to the former ones that were not.

In order to comply with DOT and Railroad right-of-way issues, the new signs will be installed in new locations. To the south it will be across from Sugar Creek Park. To the north, a homeowner has graciously allowed for the sign to be on her property (north of the Grandview Motel).

## Our Latest Contribution

\$200 to the F.V. & P.B. to help purchase and install new channel markers from the Ferryville boat launch to the main channel.

## Looking Back on Bald Eagle Appreciation Day...

Bald Eagle Appreciation Day, held February 28, 2009, in conjunction with Prairie du Chien's event, was a day that can be looked back at positively. Throughout the day over 100 eagles congregated in front of overlook parks. It was well attended and plans are being made to expand the event for 2010.