



KEWAUNEE COUNTY ADMINISTRATOR'S OFFICE

Jennifer Schneider
Tourism Coordinator/Public Information Officer

FOR IMMEDIATE RELEASE

May 16, 2017

Kewaunee County Visitors to Be Greeted with New “Welcome” Signs

KEWAUNEE, WI – Kewaunee County has begun the installation process of three new “Welcome to Kewaunee County” signs on its major highways that celebrate the lake.

The signs featuring blue waves and the tagline of “The Good Life on a Great Lake” will be able to be seen when traveling into the county on HWY 29, HWY 54 and HWY 42.

The sign process started taking shape in August, when the Kewaunee County Promotion & Recreation Committee first selected the design and then finalized the color in October.

The installation will begin with the replacement of the signs on HWY 29 and HWY 54. The current signs at these two locations, were put up nearly two decades ago. So, it was decided in 2015 by the Kewaunee County Finance Committee that \$10,000 would be made available in the next budget for their replacement.

Meanwhile, the HWY 42 location is a brand new location. In December, Kewaunee County entered into easement agreement with Dominion to permanently place a sign just before the Kewaunee Power Station. The sign at this location has been funded by Dominion through a generous donation made to Kewaunee County.

“This is us moving forward with a new look and the message that we’re lucky enough to live on one of the five Great Lakes,” says Jennifer Schneider, Kewaunee County Tourism Coordinator/Public Information Officer. “Kewaunee County is located on the beautiful Lake Michigan and we’re open for business.”

As, Kewaunee County works to attract more visitors, the sign installation follows the news from the Wisconsin Department of Tourism that direct visitor spending rose to \$17.6 million in 2016 for Kewaunee County, which is up from \$17.4 million in 2015.

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“We have so much to brag about in Kewaunee County, we just need to continue getting the word out,” says Schneider. “And another really great thing about these three signs, is that we have permission from the Wisconsin Department of Transportation to hang event banners just below each of them and help promote the good things happening here.”

PLEASE NOTE: Banners highlighting events cannot exceed 3’x7’ and will only be hung up and taken down by the Kewaunee County Promotion & Recreation Department after being brought to the office, E4280 CTH F, Kewaunee, for approval. Also, banners may only list event names and details, any other types of advertising is strictly prohibited, including private business names, logos, trademarks, etc. The Kewaunee County Promotion & Recreation Department reserves the right to reject any banner for any reason, including those not meeting specific requirements to stay compliant with rules and regulations from WisDOT.

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New “Welcome to Kewaunee County” Sign on HWY 29

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